



**APPROVAL PROCESS 2023-24**

**Extension of Approval (EoA)**

F.No. North-West/1-36542679048/2023/EOA

Date: 15-May-2023

To,

The Principal Secretary  
(Higher & Technical Education)  
Muni Maya Ram Marg,  
Pitam pura, Pitam Pura,  
Near T V. Tower, Delhi-110088

**Sub: Extension of Approval for the Academic Year 2023-24**

Ref: Online application of the Institution submitted for Extension of Approval for the Academic Year 2023-24

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Education) Regulations, 2020 notified on 4th February 2020 and amended on 24th February 2021 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to:

Permanent Id	1-6304281	Application Id	1-36542679048
Name of the Institution	INSTITUTE OF MARKETING AND MANAGEMENT - BUSINESS SCHOOL	Name of the Society/Trust	INSTITUTE OF MARKETING AND MANAGEMENT
Institution Address	MARKETING TOWER, B-11 QUTAB INSTITUTIONAL AREA, NEW DELHI - 110 016, NEW DELHI, NEW DELHI, Delhi, 110016	Society/Trust Address	NEW DELHI, NEW DELHI, Delhi, 110016
Institution Type	Private-Self Financing	Region	North-West
Year of Establishment	1994		

**To conduct following Courses with the Intake indicated below for the Academic Year 2023-24**

Level	Program	Course	Affiliating Body (University /Body)	Intake Approved for 2022-23	Intake Approved for 2023-24	NRI Approval Status	FN / Gulf quota/ OCI/ Approval Status
POST GRADUATE DIPLOMA	MANAGEMENT	PGDM	NOT APPLICABLE	240	240	No	No

It is mandatory to comply with all the essential requirements as given in APH 2023-24 (Appendix 6)

### **Important Instructions**

1. The State Government/ UT/ Directorate of Technical Education/ Directorate of Medical Education shall ensure that 10% of reservation for Economically Weaker Section (EWS) as per the reservation policy for admission, operational from the Academic year 2019-20 is implemented without affecting the reservation percentages of SC/ ST/ OBC(NCL) / General. However, this would not be applicable in the case of Minority Institutions referred to the Clause (1) of Article 30 of Constitution of India. Such Institution shall be permitted to increase in annual permitted strength over a maximum period of two years.
2. The Institution offering courses earlier in the Regular Shift, First Shift, Second Shift/Part Time are now amalgamated as total intake and shall have to fulfil all facilities such as Infrastructure, Faculty and other requirements as per the norms specified in the Approval Process Handbook 2023-24 for the Total Approved Intake. Further, the Institutions Deemed to be Universities/ Institutions having Accreditation/ Autonomy status shall have to maintain the Faculty: Student ratio as specified in the Approval Process Handbook.
3. Strict compliance of Anti-Ragging Regulation, Establishment of Committee for SC/ ST, Establishment of Internal Committee (IC), Establishment of Online Grievance Redressal Mechanism, Barrier Free Built Environment for disabled and elderly persons, Fire and Safety Certificate should be maintained as per the provisions made in Approval Process Handbook and AICTE Regulation notified from time to time.
4. In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.
5. As per the AICTE Notification dated 29.01.2014 and amended thereto, it shall be mandatory for each Technical Education Institution, University Department and Institution Deemed to be University imparting Technical Education to get accreditation (NBA) for at least 60% of the eligible courses in the next ONE (1) Years' time, otherwise EoA for the subsequent Academic Year (A.Y. 2024-25) shall not be issued by the Council.
6. Deemed to be University: Institutions Deemed to be Universities (Running Technical Education Programmes), it is mandatory to have AICTE approval from the Academic Year 2018-19 in compliance of the Hon'ble Supreme Court Order dated 03-11-2017 passed in CA No.17869- 17870 /2017.

**Prof.Rajive Kumar**  
**Member Secretary, AICTE**

Copy to:

1. The Director Of Technical Education\*\*, Delhi
2. The Registrar\*\*,  
Not Applicable
3. The Principal / Director,  
INSTITUTE OF MARKETING AND MANAGEMENT - BUSINESS SCHOOL  
Marketing Tower, B-11  
Outab Institutional Area, New Delhi - 110 016,  
New Delhi, New Delhi,  
Delhi, 110016
4. The Secretary / Chairman,  
  
NEW DELHI, NEW DELHI  
Delhi, 110016
5. Guard File(AICTE)

Note: Validity of the Course details may be verified at <http://www.aicte-india.org/>

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\*\* Individual Approval letter copy will not be communicated through Post/Email. However, a consolidated list of Approved Institutions(bulk) may be downloaded from the respective login id's.

*This is a computer generated Statement. No signature Required*