

# All India Council for Technical Education

(A Statutory body under Ministry of Education, Govt. of India)

Nelson Mandela Marg, Vasant Kunj, New Delhi-110070 Website: [www.aicte-india.org](http://www.aicte-india.org)



## APPROVAL PROCESS 2021-22

### Letter of Approval (LoA)

F.No. North-West /2021-22/1-9506869061

Date: 15-Jul-2021

To,  
The Chairman  
APEEJAY EDUCATION SOCIETY  
APEEJAY STYA BLOCK, APJ SCHOOL ROAD, SHEIKH SARAI, PHASE-1, NEW DELHI,  
DELHI, SOUTH DELHI  
Delhi, 110017

#### Sub: Letter of Approval for New Institution 2021-22

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Education) (1<sup>st</sup> Amendment) Regulations, 2021 notified on 24th February 2021 and other notifications as applicable and published from time to time, I am directed to convey the approval to

<b>Permanent Id</b>	1-9506869061	<b>Application Id</b>	1-9506869061
<b>Name of the Institution</b>	APEEJAY INSTITUTE OF MASS COMMUNICATION	<b>Name of the Society/ Trust/ Company</b>	APEEJAY EDUCATION SOCIETY
<b>Institution Address</b>	APEEJAY CAMPUS, SECTOR-8, INSTITUTIONAL AREA, DWARKA, SOUTH WEST DELHI, Delhi, 110077	<b>Society/ Trust/ Company Address</b>	APEEJAY STYA BLOCK, APJ SCHOOL ROAD, SHEIKH SARAI, PHASE-1, NEW DELHI, DELHI, SOUTH DELHI Delhi, 110017
<b>Institution Type</b>	Private-Self Financing	<b>Region</b>	North-West

To conduct following Courses with the Intake indicated below for the Academic Year 2021-22\*

Sr. No.	Program	Level	Course	Affiliating University/ Board	Intake Approved for 2021-22
1	MANAGEMENT	POST GRADUATE DIPLOMA	PGDM	NONE	30

# 10% seats will be allowed over and above the Approved Intake to accommodate reservation for EWS as per State Government Policy.

\*Note: The approval is valid for two years from the date of issue of this letter only for getting affiliation with respective University/ Board of Technical Education (BTE)/ Board of Technical Education & Training (BTET) (as applicable) and fulfilling State Govt. requirements for admission. If institution is unable to start in the academic session 2021-22 due to reason mentioned above, the institution will have to apply On-line on AICTE web portal in next academic session for continuation of approval.

The Society/Trust/Company/Institution shall obtain necessary affiliation / permission from the concerned affiliating University/ Board of Technical Education (BTE)/ Board of Technical Education & Training (BTET)(as applicable) as per the prescribed schedule of the University/ Board of Technical Education (BTE)/ Board of Technical Education & Training (BTET)(as applicable) Admission authority etc. The Applicant Society/Trust/Company/Institution shall send information about commencement of the above courses to AICTE. In case the Institution is not in a position to commence the above mentioned courses for whatever reason during the two years period from the date of issue of this letter, the approval becomes invalid and the applicant Society/Trust/Company/Institution shall make fresh application to AICTE for grant of approval as per the norms prevailing at that time.

All Institution shall fulfil the following general conditions:

1. The management shall provide adequate funds for development of land and for providing related infrastructural, instructional and other facilities as per norms and standards laid down by the Council from time to time and for meeting recurring expenditure.
2. The Eligibility Criteria for admissions shall be made in accordance with the regulations notified by the Council from time to time.
3. The tuition and other fees shall be charged as prescribed by the Competent Authority within the overall criteria prescribed by the Council from time to time. No capitation fee shall be charged from the students/ guardians of students in any form. If found so, appropriate action as per the notified regulations shall be initiated against the Institution
4. The Curriculum of the course, the procedure for evaluation / assessment of students shall be in accordance with the Model Curriculum and Examination Reforms prescribed by the AICTE from time to time.
5. The management of the Institution shall not discontinue any course(s) or start any new course(s) or alter intake capacity of seats without the prior approval of the Council.
6. No excess admission shall be made by the Institution over and above the approved intake under any circumstances. In case any excess

admission is reported to the Council, appropriate action as per the notified regulations shall be initiated against the Institution.

7. The Institution shall not have any collaborative arrangements with any other Indian and / or Foreign Universities for conduct of technical courses without obtaining prior approval from AICTE. In case any violation is reported to the Council, appropriate action as per the notified regulations shall be initiated against the Institution
8. The Institution shall not conduct any course(s) as specified in the Approval Process Handbook without prior permission / approval of AICTE. If found so, appropriate action as per the notified regulations shall be initiated against the Institution.
9. The Institution shall operate only from the approved location, and that the institution shall not open any off campus study centers / extension centers directly or in collaboration with any other institution / university / organization for the purpose of imparting technical education without obtaining prior approval from the AICTE. If found so, appropriate action as per the notified regulations shall be initiated against the Institution.
10. The accounts of the Institution shall be audited annually by a certified Chartered Accountant and shall be open for inspection by the Council or persons authorized by it.
11. Heads of Departments, the teaching and other staff shall be appointed in given time frame and selection shall be done according to procedures, qualifications and experience prescribed by the Council from time to time and pay scales are as per the norms prescribed by the AICTE from time to time. The Institution shall publish an information booklet before commencement of the academic year giving details regarding the Institution and courses / programs being conducted, Fees charged and details of infrastructural facilities including faculty etc. in the form of mandatory disclosure. The information booklet may be made available to the stakeholders of the technical education. The mandatory disclosure information, as per directions in the AICTE website / Approval Process Handbook, shall be put on the Institution Website. The information shall be revised every year with updated information about all aspects of the Institution.
12. It shall be mandatory for the Institution to maintain a Website providing the prescribed information. The Website information must be continuously updated as and when changes take place.
13. If the Institution fails to disclose the information or suppress and / or misrepresent the information, appropriate action as per the notified regulations shall be initiated against the Institution.
14. AICTE may also conduct inspections with or without notifying the dates to verify specific complaints, to verify adherence to AICTE norms & standards, and to verify any mis-representation, violation of norms & standards, mal-practices etc.
15. The Institution by virtue of the approval given by Council shall not automatically become claimant to any grant-in-aid from the Central or State Government.
16. In the event of a student / candidate withdrawing before the starting of the course, the wait listed candidates should be given admission against the vacant seat. The entire fee collected from the student, after a deduction of the processing fee of not more than Rs. 1000/(Rupees one thousand only) shall be refunded and returned by the Institution to the student / candidate withdrawing from the program. It would not be permissible for the Institution to retain the School / Institution Leaving Certificates in original to force retention of admitted students and not to charge fees for the remaining period if a student cancels the admission at any point of time.
17. The Institution shall take appropriate measures for prevention of ragging in any form, in the light of AICTE regulation "Prevention and Prohibition of Ragging in Technical Institutions, Universities including Deemed to Universities imparting technical education" Regulation 2009 (F.No. 37-3/Legal/AICTE/2009 dated 01/07/2009). In case of failure to prevent the instances of ragging by the Institutions, the Council shall take appropriate action as per the notified regulations.
18. It is mandatory to comply all the essential requirements as given in APH 2021-22(appendix 6)

The Government/ Management of the Institution shall strictly follow further conditions as may be specified by the Council from time to time. The Council may withdraw the approval, in case it observe any violation of the above conditions and/or non- adherence to the norms and standards prescribed by the Council, mis-representation of facts and submitting factually incorrect information to it.

NOTE: If the State Government / UT / DTE / DME has a reservation policy for admission in Technical Education Institutions and the same is applicable to Private & Self-financing Technical Institutions, then the State Government / UT/ DTE / DME shall ensure that 10 % of Reservation for EWS would be operational from the Academic year 2021-22. However, this would not be applicable in the case of Minority Institutions referred to the clause (1) of Article 30 of Constitution of India.

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

Copy to:

1. **The Director Of Technical Education\*\***, Delhi
2. **The Registrar\*\***,  
None
3. **The Principal / Director**,  
APEEJAY INSTITUTE OF MASS COMMUNICATION  
Apeejay Campus, Sector-8, Institutional Area,  
Dwarka, South West Delhi,  
Delhi, 110077

4. **The Regional Officer,**  
All India Council for Technical Education  
Plot No. 1A, 5th Floor, DTE(Pb..) Building,  
Dakshin Mark, Sector 36-A, Chandigarh-160 036

5. **Guard File(AICTE)**

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

**\*\*Copy of this letter will not be communicated through post/email. However, provision is made in the portal for downloading letter through Authorized login credentials allotted to concerned State Secretary/ DTE/Registrar.**