



**APPROVAL PROCESS 2021-22**

**Extension of Approval (EOA)**

F.No. North-West/1-9318612083/2021/EOA

Date: 25-Jun-2021

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 2021-22**

Ref: Application of the Institution for Extension of Approval for the Academic Year 2021-22

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations, 2021 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:

<b>Permanent Id</b>	1-6304281	<b>Application Id</b>	1-9318612083
<b>Name of the Institution /University</b>	INSTITUTE OF MARKETING AND MANAGEMENT - BUSINESS SCHOOL	<b>Name of the Society/Trust</b>	
<b>Institution /University Address</b>	MARKETING TOWER, B-11 QUTAB INSTITUTIONAL AREA, NEW DELHI - 110 016, NEW DELHI, NEW DELHI, Delhi, 110016	<b>Society/Trust Address</b>	,NEW DELHI,NEW DELHI,Delhi,110016
<b>Institution /University Type</b>	Private-Self Financing	<b>Region</b>	North-West

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

Program	Level	Course	Affiliating Body (University /Body)	Intake Approved for 2020-21	Intake Approved for 2021-22	NRI Approval Status	FN / Gulf quota/ OCI/ Approval Status
MANAGEMENT	POST GRADUATE DIPLOMA	PGDM	None	240	240	NA	NA

**It is mandatory to comply with all the essential requirements as given in APH 2021-22 (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/ 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 now amalgamated as total intake shall have to fulfil all facilities such as Infrastructure, Faculty and other requirements as per the norms specified in the Approval Process Handbook 2021-22 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 Complaint Committee (ICC), 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.

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

Copy \*\* to:

1. **The Director of Technical Education\*\*, Delhi**
2. **The Registrar\*\***,  
None
3. **The Principal / Director**,  
INSTITUTE OF MARKETING AND MANAGEMENT - BUSINESS SCHOOL  
Marketing Tower, B-11  
Qutab Institutional Area, New Delhi - 110 016,  
New Delhi, New Delhi,  
Delhi, 110016
4. **The Secretary / Chairman**,  
  
NEW DELHI, NEW DELHI  
Delhi, 110016
5. **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
6. **Guard File(AICTE)**

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

\*\* Individual Approval letter copy will not be communicated through Post/Email. However, consolidated list of Approved Institutions(bulk) will be shared through official Email Address to the concerned Authorities mentioned above.

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