



अखिल भारतीय तकनीकी शिक्षा परिषद्  
**ALL INDIA COUNCIL FOR TECHNICAL EDUCATION**  
(भारत सरकार का एक सांविधिक संस्थान) (A STATUTORY BODY OF THE GOVERNMENT OF INDIA)

7  
F.No. TN-04/MAP-MBA/2K  
Dated:-June 21, 2002

To

The Secretary,  
Education Department,  
Govt. of Tamil Nadu  
Chennai - 600 009.  
Tamil Nadu

**Subject:** Extension of Approval, to **D.J.ACADEMY FOR MANAGEMENT EXCELLENCE,,OTHAKKAL, MANDAPAM POST,COIMBATORE-641 032,,,** for conduct of Management programmes.

Sir,

I am directed to state that the All India Council for Technical Education (AICTE), is pleased to accord extension of approval to **D.J.ACADEMY FOR MANAGEMENT EXCELLENCE,,OTHAKKAL, MANDAPAM POST,COIMBATORE-641 032,,,** only for the course(s) and intake capacity as given below with the specific conditions that admission shall be made through the Central Counseling by the Govt. of Tamil Nadu only:

COURSE (s)	PREVIOUS APPROVED INTAKE	REVISED APPROVED INTAKE	PERIOD OF APROVAL
MBA	40.	60.	2002-03

This approval has been accorded subject to fulfillment of specific conditions listed at Annexure- I (if any) and Norms and Standards & General Conditions as stipulated by Council in Annexure-II.

Further, in the event of infringement/contravention or non-compliance of the norms & standards prescribed by the AICTE during the last approved academic year, the Council shall take further action to withdraw approval to this case for admission during subsequent academic year and the liability arising out of such withdrawal of approval will be solely that of Management / Trust /Society and/or institutions .

The Council reserves the right to visit the Institution any time it may deem fit to verify the compliance of norms and standards of AICTE.

You are requested to kindly monitor the progress made by this institution for fulfillment of the norms & standards of the Council & keep the concerned Regional Committee and AICTE informed.

Yours faithfully,

*Pu*  
(P.N. RAZDAN)  
ADVISER (UG)

Contd...2/-



F.No.: TN-04/MAP-MBA/2K

Copy to:

1. The Regional Officer,  
ICTE, Southern Regional Officer,  
5, Haddows Road,  
Chennai - 600 006.

He is requested to monitor compliance with the norms & standards and conditions stipulated by the Council and keep the concerned Regional Committee and the AICTE informed of the same.

He is also requested to ensure the receipt of notarised undertaking as specified by the Council from the institution / management concerned within the stipulated time frame.

2. The Director of Technical Education,  
Govt. of Tamil Nadu,  
Chennai - 600 025.
3. The Registrar, BHARTIHAR UNIV.

He is requested to complete the process of affiliation for facilitating admissions.

4. The Principal,  
**D.J.ACADEMY FOR MANAGEMENT EXCELLENCE,**  
**OTHAKKAL, MANDAPAM POST,**  
**COIMBATORE-641 032,**
5. Guard File.

*P.N. Razdan*  
(P.N. RAZDAN)  
ADVISER (UG)

(Notarized Undertaking to be submitted duly signed on a non-judicial stamp paper)

I/We hereby undertake on behalf of the ..... (Name of Trust/ Society) to follow and fulfill the following :

1. The admissions shall be made only after adequate infrastructure and all other facilities are created as per norms and guidelines of the AICTE/Govt. of India/ State Govt. and obtaining the affiliation from the concerned University in case of degree programs. The Institute shall fulfill all specific conditions(if any) as laid down in this letter or revised by the AICTE from time to time.
2. The admission to the approved program shall be made only once in a year for approved intake capacity only and no increase in intake over and above the intake mentioned in this letter shall be permitted.
3. The approved course shall commence as per the academic calendar of the affiliating university or in the month of July - August of each academic year.
4. The curriculum of the course, the procedure for evaluation/ assessment of students shall be in accordance with the norms prescribed by the AICTE/ affiliating agency.
5. The faculty strength and quality shall be maintained by the institute as per qualifications and pay scales prescribed by AICTE from time to time. The selection of faculty shall be made by a selection committee having representation from the State Govt./ University and AICTE.
6. The tuition fee and other charges shall be charged as prescribed by the competent authority (i.e. State Level Committee constituted by AICTE as stipulated in GSR 476(E)).
7. All academic and physical infrastructural facilities shall be continued to be provided/ updated by the institute as prescribed by AICTE from time to time.
8. No new course(s) shall be started in the same premises and no increase shall be made in the intake of other existing courses without prior concurrence of the AICTE.
9. The Governing body and Advisory body of the institute shall be constituted as per Guidelines prescribed by the AICTE from time to time.
10. The location and name of institution shall not be changed after the date of issue of first approval letter. The name and title of the institution shall not violate "The Emblems and Names (Prevention of improper use) act 12 (1950) of Government of India.
11. No change in the composition of society/ trust shall be permitted without AICTE's prior concurrence.
12. The institution shall furnish requisite documents and reports as desired by AICTE from time to time in order to ensure proper maintenance of infrastructure and academic standards.
13. The administrative, academic and financial records including accounts shall be maintained for this Program. The accounts shall be audited annually by a Chartered Accountant and all the records and reports shall be open for inspection by the AICTE or anybody authorized by it.



14. The Council may decide to send an Expert Committee to visit the institute to verify the compliance of the conditions as laid-down and any other specific conditions to make necessary recommendations for further extension of AICTE approval to the conduct of the approved course(s).
15. The information furnished in respect of the proposal are factual and correct. In the event of any information is found to be false, misleading or suppressed at a later date the approval accorded may be withdrawn by the AICTE in pursuance of Clause 12 of AICTE Regulations, 1994.
16. In the event of non-compliance by the Society with regard to Act, Gazette Regulations/ Guidelines, norms and conditions laid down by AICTE from time to time, the AICTE or a body or a person authorized by it will be free to take measures for withdrawal of its approval without consideration of any related issues and that all liabilities arising out of such a withdrawal would solely be that of the concerned Society.
17. The institute by virtue of the approval given by AICTE shall not automatically become claimant to any financial grant or assistance from the Central or State Government.
18. The institute shall observe all instructions/ guidelines issued by the AICTE regarding mode of selection of candidates for admissions to prescribing fees. No capitation shall be charged and no charges other than the fee fixed by the Competent Authority shall be levied on students.
19. The Institution shall be liable to bear all expenses payable to the students admitted to academic programs due to discontinuation of the institution by its own will or by AICTE including all demurrages incurred due to loss of time already pursued by the admitted students in the programs. The Institution shall also be responsible for suitable demurrages to the faculty and staff recruited in it.
20. The management of the college shall fully comply with the "SCHEME" as prescribed by the Supreme Court in its judgment dated 4.2.93 with regard to WP(c) No. 607 of 1992 in the case of Unnikrishnan and others vs. State of Andhra Pradesh and others and the related guidelines and criteria as may be issued by the AICTE, UGC or the Central Government from time to time.
21. The annual intake capacity of approved program shall be restricted within the intake approved by AICTE. Under no circumstances, the Institution shall admit students in excess to the intake approved by AICTE.
22. The institutions shall not collaborate or associate with any other institution or University neither Indian nor foreign to award one or more joint degrees or diplomas to the students admitted to the AICTE approved program.
23. Each institution shall submit to AICTE, a list of candidates admitted to the approved program(s) after finalizing admission (latest by August 31 of each year) giving names, percentage of marks in qualifying examinations score in written test, group discussion and interview with relative weightage and criteria of admission followed, constitution of admission committee. (Applicable only for institutions running MBA/MCA programs.)
24. The institution shall shift to the permanent accommodation as approved by the Council within two years from the date of approval. The Institution shall not shift to any unapproved location under any circumstances.

Date  
Place

Signature  
(Chairman / President  
of Trust, Society)



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ALL INDIA COUNCIL FOR TECHNICAL EDUCATION  
(भारत सरकार का एक सांविधिक संस्थान) (A STATUTORY BODY OF THE GOVERNMENT OF INDIA)

F.No.:TN-04/MAP-MBA/2K

Date: 7<sup>th</sup> May, 2003

To

The Secretary to Government,  
Higher Education Department,  
Govt. of Tamil Nadu,  
Secretariat, Fort St. George,  
Chennai – 600 009.

Sub: Extension of AICTE approval to D.J.ACADEMY FOR MANAGEMENT EXCELLENCE,, OTHAKKAL, MANDAPAM POST, COIMBATORE-641 032 .

Sir/Madam,

The Application/ Proposal and/ or the Compliance Report received from D.J.ACADEMY FOR MANAGEMENT EXCELLENCE,, OTHAKKAL, MANDAPAM POST, COIMBATORE-641 032, has been processed as per laid down procedure, guidelines, policy and/or norms & standards of AICTE, mentioned in AICTE Regulations and/ or "AICTE Hand Book for Approval Process".

I am directed to state that the All India council for Technical Education (AICTE) is pleased to accord approval for extension / variation in intake to D.J.ACADEMY FOR MANAGEMENT EXCELLENCE,, OTHAKKAL, MANDAPAM POST, COIMBATORE-641 032, ,, for the course with annual intake and period of approval as given below :-

COURSE	EXISTING ANNUAL INTAKE	REVISED APPROVED INTAKE	PERIOD OF APPROVAL
MBA(FT)	60.	60	2003-2006



*[Handwritten signature]*

Cont...2



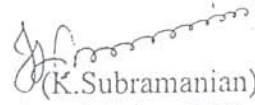
The approval accorded above is subject to fulfillment of the following Conditions:

1. All full time faculty members as per AICTE Norms must be recruited before making admissions.
2. The institution must have Affiliation to a University for the above courses before making admissions. In the absence of such Affiliation, this Letter of approval shall be treated as Withdrawn. (Order of the High Court of Madras in W.P. No. 33256 of 2002 and other Bank of Petitions).
3. All the required Laboratories/ Workshops/ Machineries/ Equipment, as per approved syllabi of the affiliating University, must be operational before making admissions.
4. The approved course(s) shall commence as per the academic calendar of the Affiliating University.
5. If this Letter of approval is received by you after the closing date of State / National Level Central Counseling for Admissions in the concerned State / Union Territory, this Letter of approval will not be valid for making any admission during the above specified academic year, and shall be treated as withdrawn.
6. No excess admission shall be made by the Institution during any academic year.
7. The approval is valid only for the academic year 2003-2004. If no further extension of AICTE approval is received beyond the academic year 2003-2004, this Approval Letter will not be valid for making any admission for the subsequent years.
8. Name of the Institution, Name of the Society/Trust, are not allowed to be changed without prior approval of AICTE. The name and title of the institution should be such that "the Emblems and Names (Prevention of improper use) Act 12 (1950)" of Government of India, is not violated in any manner.  
  
The use of word "Indian" and /or "National" and/or "All India" and/or "All India Council" and/or Commission" in any part of the name of a Technical Institution and/ or any name whose abbreviated form leads to "IIM"/ "IIT"/ "IISC"/ "IIIT"/ "AICTE"/ "UGC" shall not be permitted. These restrictions will not be applicable for those institutions which are established with the name approved by the Govt. of India.
9. In exercise of power conferred under 10(p) of the AICTE Act, AICTE, may inspect the Institution any time it may deem fit to verify the progress/ compliance or for any other purpose.
10. Any other condition(s) as may be specified by AICTE from time to time.

It may please be noted that consequent to judgement of Hon'ble Supreme Court delivered on 31/10/2002 in TMA Pai Case, the AICTE had issued interim policy regulations, which has been notified in the Gazette of India on 20/03/2003. All the provisions contained in the interim policy regulations shall be applicable for the academic year 2003-2004 in respect of all the AICTE approved institutions.

In the event of infringement/ contravention or non-compliance of the above Conditions and/or the provision of AICTE Act & Regulations/ Guidelines/ Norms & Standards as prescribed by AICTE, further actions leading to 'Reduced Intake' or "No Admission or Withdrawal of Approval, may be taken by AICTE and the liability arising out of such actions will be solely that of the Management of the Institution.

Your faithfully,

  
(K. Subramanian)  
Adviser (PG)

Encl: (i) Improvements to be made.

Copy to:

- Regional Officer, Southern Regional office, AICTE, 26, Haddows Road, Chennai - 600 006
- The Registrar, BHARTIHIAR UNIV
- The Principal  
D.J.ACADEMY FOR MANAGEMENT EXCELLENCE,,  
OTHAKKAL, MANDAPAM POST, POLLACHI HIGHWAY,  
COIMBATORE-641 032,
- Director of Tech. Education, Education Department. Govt. of Tamil Nadu, Chennai - 600 009.
- Guard File Bureau (PG)



F.No.

**D.J. Academy for Managerial Excellence,**  
Coimbatore - Pollachi High Way, Othakkalamandapam Post,  
Coimbatore 641 032

**IMPROVEMENTS TO BE MADE:-**

- ❖ Qualified faculty at senior level should be recruited.



**Aradhana Chopra**  
(Assit. Director)





(9)

**अखिल भारतीय तकनीकी शिक्षा परिषद**  
**ALL INDIA COUNCIL FOR TECHNICAL EDUCATION**  
(भारत सरकार का एक सांविधिक निकाय) (A STATUTORY BODY OF THE GOVT. OF INDIA)

F.No. 255/50-27/PG(M)/2005  
June 24, 2005

To  
The Principal Secretary,  
(Education Department),  
Govt. of Tamil Nadu  
Secretariat, Fort St. George,  
Chennai – 600 009

Sub: Extension of approval to D.J. Academy for Managerial Excellence, Coimbatore  
Pollachi Highway Othakkalmandapam, Coimbatore- 641 032 for the year 2005-06-  
reg.

Sir/ Madam,

As you are aware, **All India Council for Technical Education** has been mandated under the AICTE Act, 1987 to ensure **maintenance of norms and standards** with regard to technical education in the country. In exercise of this mandate, the Council insists on fulfillment of the minimum requirements prescribed for imparting technical education by the institution so that **quality of courses** is not compromised and stakeholders are satisfied. The Council also undertakes an **annual Inspection** of the institutions and conveys deficiencies to them for **rectification**.

It has been observed however that notwithstanding the Council's **repeated advice** to comply with minimum norms and standards, many institutions continue to be **complacent** about taking steps to remedy the deficiencies.

Such institutions suffer from **critical deficiencies** of faculty in proper cadre ratio, qualification, experience and other requirements. Feed back of students with regard to quality of education imparted by such institutions has evoked grave concern. The Expert Committees, following **holistic appraisal** during inspections, have also pointed out severe shortcomings

The institution has been found to be suffering from several deficiencies, which are listed in **Annexure-A** for your perusal. Shortage of faculty is of gravest concern.

The deficiencies in respect of faculty (including proper cadre ratio & qualification etc.) could have rendered your institution liable for punitive action including being placed in no admission/ reduced intake category. However the Council has decided to take a lenient view and give you yet another **last opportunity** to rectify the deficiencies particularly with regard to faculty shortage, proper cadre ratio & requisite qualification. Course-wise approved intake in respect of **D.J. Academy for Managerial Excellence,, Coimbatore Pollachi Highway Othakkalmandapam, Coimbatore- 641 032**, for the year 2005-06 is as under: -

COURSE (S)	APPROVED INTAKE 2004-05	APPROVED INTAKE 2005-06
MBA(FT)	60	60

Note: -

Additional intake/new courses/PIO quota not granted on account of deficiencies in respect of running existing courses/intake.

इंदिरा गांधी खेल परिसर, इन्द्रप्रस्थ एस्टेट, नई दिल्ली – 110002  
Indira Gandhi Sports Complex, I. P. Estate, New Delhi -110 002  
दूरभाष / Phone : 23392506, 63-65-68, 71, 73 -75 फैक्स / Fax : 011-23392554  
वेबसाइट / Website : www.aicte.ernet.in



The above approval is subject to your rectification of deficiencies latest by August end, 2005. A compliance report indicating rectification of deficiencies and details of faculty recruited for each course must be received by the Council, with a copy to concerned Regional Officer latest by **31<sup>st</sup> August, 2005** to entitle your institution for **extension of approval** for the year **2006-07**.

The compliance report must be accompanied with a **visiting/processing fee** as prescribed by the Council in the form of demand draft in favour of **Member Secretary, AICTE payable at New Delhi**. In the absence of the processing/visiting fee, the compliance report may not be entertained.

Following the compliance report, the Council would verify the status in respect of rectification of deficiencies through physical inspection without any prior intimation. The institution should therefore be prepared for random inspection without any prior notice. Extension of approval for the year 2006-07 shall be dependent on the compliance report and the outcome of the surprise inspection.

The Institution should strictly adhere to the policy framework with regard to PGDBM/PGDM/MBA institutions as per the **Annexure – B**.

**Enclosure:- Annexure-A & Annexure-B**

**Note:-** Details available on website [www.aicte.ernet.in](http://www.aicte.ernet.in)

Yours faithfully



(Dr. P. Venkateswara Rao)  
Adviser (UG/ PG)

Copy to :

1. The Principal,  
D.J. Academy for Managerial Excellence,  
Coimbatore Pollachi Highway  
Othakkalmandapam,  
Coimbatore- 641 032
1. The Regional Officer, AICTE Southern Regional Office, 26, Haddows Road, Shastri Bhawan,  
Chennai - 600 006
2. Director of Technical Education, Govt. of Tamil Nadu, Chennai – 600 025.
3. The Registrar,  
(He is requested to complete the process of affiliation for facilitating admissions).
4. Guard File.

## Annexure - 'A'

Name & address of the institution	Programme
<b>File No. : 255/50-27/PG(M)/2005</b> <b>D.J. Academy for Managerial Excellence,</b> Coimbatore Pollachi Highway Othakkalmandapam, Coimbatore- 641 032  Self Financing	MBA(FT)

**Faculty :**

- Faculty is the soul of an institution and in the absence thereof an institution cannot impart quality education. Against the requirement of 8 faculty only 7 are available thereby causing a shortfall of 1 (12.5%)
- Faculty at senior level, namely, Professors and Asst. Professors are to be recruited as per AICTE norms as there is a shortfall in senior level faculty i.e. Professors and Asst. Professors.
- AICTE pay scales along with prescribed DA are to be implemented for all the faculty members.







अखिल भारतीय तकनीकी शिक्षा परिषद्  
ALL INDIA COUNCIL FOR TECHNICAL EDUCATION  
(भारत सरकार का एक सांविधिक निकाय) (A STATUTORY BODY OF THE GOVT. OF INDIA)

F. No. TN-04/MAP-MBA/2K

Date: 25/05/2006

To,

The Secretary (Education Deptt.)  
Govt. of TN Secretariat,  
Fort St. George,  
Chennai – 600 009

Sub: Extension of approval to D J Academy for Managerial Excellence, Coimbatore-Pollachi High Way, Othakkalmandapam Post, Coimbatore, Coimbatore Dist. - 641 032 for the academic year 2006-07.

Sir,

As per the Regulations notified by the Council vide F.No. 37-3/Legal/2004 dated 28<sup>th</sup> November 2005 and norms, standards, procedures and conditions prescribed by the Council from time to time and based on the recommendations of Appraisal Committee / Expert Committee, I am directed to convey the extension of approval of the Council to D J Academy for Managerial Excellence, Coimbatore-Pollachi High Way, Othakkalmandapam Post, Coimbatore, Coimbatore Dist. - 641 032 for conduct of the following courses with the intake indicated below:

Name of the Course(s)	Existing Intake	Revised Intake	Period of approval
1. MBA (Full Time)	60	60	2006-2009

The above approval is subject to rectification of the following observations / deficiencies / specific conditions (if any) by 31<sup>st</sup> August 2006.

*Note: The mandatory disclosure in prescribed format if not hosted on the website should be hosted by 31<sup>st</sup> May, 2006, failing which action would be initiated as per the rules and regulations of the AICTE including No Admission / Withdrawal of approval.*

The institution is required to submit two copies of the Compliance Report, indicating the rectification of deficiencies along with mandatory disclosure and details of faculty recruited for each course in the prescribed format available at AICTE Website [www.aicte.ernet.in](http://www.aicte.ernet.in)) to the concerned Regional Office latest by 31<sup>st</sup> August 2006 for consideration of approval beyond the session 2006-07.

The Compliance Report must be accompanied with a processing fee of Rs. 40,000/- in the form of demand draft in the favour of Member Secretary, AICTE, payable at New Delhi. In the absence of processing fee the Compliance Report will not be entertained. Following the Compliance report, the Council would verify the status in respect of rectification of deficiencies through surprise random inspection without any prior notice.

The above approval if granted after rectification of deficiencies would be subject to the fulfillment of the following general conditions:

- 1 That 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.

इंदिरा गांधी खेल परिसर, इन्द्रप्रस्थ एस्टेट, नई दिल्ली – 110002  
Indira Gandhi Sports Complex, I. P. Estate, New Delhi-110 002  
दूरभाष / Phone : 23392506, 63-65-68, 71, 73-75 फैक्स / Fax : 011-23392554  
वेबसाइट / Website : [www.aicte.ernet.in](http://www.aicte.ernet.in)



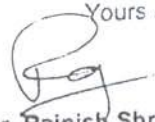
8/7/06

2. (a) That the admission shall be made only after adequate infrastructure and all other facilities are provided as per norms and guidelines of the AICTE.
- (b) That the admissions shall be made in accordance with the regulations notified by the Council from time to time.
- (c) That the curriculum of the course, the procedure for evaluation/ assessment of students shall be in accordance with the norms prescribed by the AICTE.
- (d) That the Institution shall not allow closure of the Institution or discontinuation of the course(s) or start any new course(s) or alter intake capacity of seats without the prior approval of the Council.
- (e) That 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 penal action including withdrawal of approval shall be initiated against the Institution
- (f) That the institutions shall not have any collaborative arrangements with any Indian and/ or Foreign Universities for conduct of technical courses other than those approved by AICTE without obtaining prior approval from AICTE. In case any violation is reported to the Council, appropriate penal action including withdrawal of approval shall be initiated against the Institution
- (g) That the Institution shall not conduct any course(s) in the field of technical education in the same premises/ campus and / or in the name of the Institution without prior permission/ approval of AICTE. In case any violation is reported to the Council, appropriate penal action including withdrawal of approval shall be initiated against the Institution
- (h) The institution shall not conduct any non-technical course(s) in the same premises/ campus under any circumstances. In case any violation is reported to the Council, appropriate penal action including withdrawal of approval shall be initiated against the Institution
- 3 That 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.
- 4 That 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.
- 5 That the accounts of the Institution shall be audited annually by a certified Chartered Accountant and shall be open for inspection by the Council or any body or persons authorized by it.
- 6 That the Director/ Principal and the teaching and other staff shall be selected 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 Council from time to time.
- 7 (a) That the institution shall furnish requisite returns and reports as desired by AICTE in order to ensure proper maintenance of administrative and academic standards.
- (b) That the technical institution shall publish an information booklet before commencement of the academic year giving details regarding the institution and courses/ programmes being conducted 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 on cost basis. The mandatory disclosure information shall be put on the Institution Website. The information shall be revised every year with updated information about all aspects of the institution.
- (c) That it shall be mandatory for the technical institution to maintain a Website providing the prescribed information. The Website information must be continuously updated as and when changes take place.



- (d) That a compliance report in the prescribed format along with mandatory disclosures on fulfilment of the above conditions, shall be submitted each year by the Institution within the time limit prescribed by the Council from time to time i.e. 31<sup>st</sup> August 2006 for the current year.
- (e) That if Technical Institution fails to disclose the information or suppress and/ or misrepresent the information, appropriate action could be initiated including withdrawal of AICTE approval.
- 8 That all the laboratories, workshops etc. shall be equipped as per the syllabi of the concerned affiliated University and shall be in operational condition before making admissions.
  - 9 That a library shall be established with adequate number of titles, books, journals (both Indian & Foreign) etc as per AICTE norms.
  - 10 That a computer center with adequate number of terminals, Printers etc. shall be established as per AICTE norms.
  - 11 AICTE may carry out random inspections round the year for verifying the status of the Institutions to ensure maintenance of norms and standards.
  - 12 That the AICTE may also conduct inspections with or without notifying the dates to verify specific complaints of mis-representation, violation of norms and standards, mal-practices etc.
  - 13 That 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.
  - 14 That the Management shall strictly follow further conditions as may be specified by the Council from time to time.
  - 15 In the event of non-compliance by the D J Academy for Managerial Excellence, Coimbatore-Pollachi High Way, Othakkalmandapam Post, Coimbatore, Coimbatore Dist. - 641 032 with regard to guidelines, norms and conditions prescribed from time to time the Council shall be free to take measures for withdrawal of its approval or recognition, without consideration of any related issues and that all liabilities arising out of such withdrawal would solely be that of D J Academy for Managerial Excellence, Coimbatore-Pollachi High Way, Othakkalmandapam Post, Coimbatore, Coimbatore Dist. - 641 032.

Yours faithfully,

  
Dr. Rajnish Shrivastava  
Advisor- UG/PG (M&T)

Copy to:

1. The Principal,  
D J Academy for Managerial Excellence,  
Coimbatore-Pollachi High Way,  
Othakkalmandapam Post, Coimbatore,  
Coimbatore Dist. - 641 032
2. The Regional Officer, AICTE Southern Regional Office, 26, Haddows Road, Shastri Bhawan, Chennai - 600 006
3. The Director of Technical Education, Govt. of Tamil Nadu, Chennai- 600 025 (TN)
4. The Registrar, Bharathiar University, Coimbatore  
(He is requested to complete the process of affiliation for facilitating admissions).
5. Guard File (UG/PG).





अखिल भारतीय तकनीकी शिक्षा परिषद्  
ALL INDIA COUNCIL FOR TECHNICAL EDUCATION  
(भारत सरकार का एक सांविधिक निकाय) (A STATUTORY BODY OF THE GOVT. OF INDIA)

REVISED ORDER

Date: 10.08.2007

File No. TN-04/MAP-MBA/2K

To

The Secretary, (Higher Education),  
Govt. of Tamilnadu,  
Fort St. George, Chennai-600 009,

Sub: Extension of AICTE approval / Increase in intake / Grant of additional course to D J Academy for Managerial Excellence, Coimbatore-Pollachi High Way, Othakkalmandapam Post, Coimbatore - 641 032 for the academic year 2007-08.

Sir,

This is in partial modification to the Council's earlier letter no. TN-04/MAP-MBA/2K dated 10.05.2007, the revised status of the programme of the Institute as follows:

S.NO	Name of the course(s)	Existing Intake	Revised Intake	Period of approval
1	MBA (FT)	60	120	2007-08

Note: The approval for increase in intake / additional course(s) / variation in intake is valid for two year from the date of issue of this letter for obtaining affiliation with concerned University and fulfilling concerned State Govt. requirements for admission.

The additional intake is being granted based on the projection shown in the Detailed Project Report regarding additional built-up space, faculty and other facilities for the proposed intake. It may be noted that all facilities including additional built up area should be made available before the commencement of the next academic session. Random surprise inspection would be carried out to verify facilities and if the Institute is found deficient in fulfillment of norms & standards of AICTE, appropriate action would be initiated by the Council.

Please note that others terms & conditions mentioned in the earlier letter of even no. dated 10.05.2007 will remain.

This approval is granted based on the Appraisal of the information by the Institution on infrastructural faculty and academic facilities created for the proposed course(s). Therefore the approval is subject to the verification of the claims made by the institution through an Expert Committee visit. In case the claims made by the institution are found to be false, the approval granted shall be liable to be withdrawn.

Yours Faithfully,



(Prof. K. Madhav Narayan)  
Advisor - Tech

Copy to:

1. The Director / Principal,  
D J Academy for Managerial Excellence,  
Coimbatore-Pollachi High Way, Othakkalmandapam Post,  
Coimbatore - 641 032
2. The Director of Technical Education, Govt. of Tamilnadu, Directorate of Tech. Education, Chennai - 600 025
3. The Regional Officer, AICTE Southern Regional Office, 26, Haddows Road, Shastri Nagar, Chennai - 600 006
4. The Registrar, concerned University
5. Guard File (M&T).

*ndee*

इंदिरा गांधी खेल परिसर, इन्द्रप्रस्थ एस्टेट, नई दिल्ली - 110002  
Indira Gandhi Sports Complex, I. P. Estate, New Delhi-110 002  
दूरभाष / Phone : 23392506, 63-65-68, 71, 73-75 फ़ैक्स / Fax : 011-23392554  
वेबसाइट / Website : www.aicteernet.in



जल्ल नलरलल ललनलकल रललल डलरषड  
ALL INDIA COUNCIL FOR TECHNICAL EDUCATION

(भलरन सरकर कल सलवलधलक नलकल) (A statutory body of the Govt. of India)

F. No.:TN-04/MAP-MBA/2K

Date: 22.05.2008

To,

The Secretary,  
(Higher Education),  
Govt. of Tamilnadu, Fort St. George  
Chennai-600 009

Sub: Extension of approval to D J Academy for Managerial Excellence, Coimbatore-Pollachi High Way, Othakkalmandapam Post, Coimbatore, Coimbatore Dist. beyond the academic year 2007-2008

Sir,

As per the Regulations notified by the All India Council for Technical Education vide F.No. 37-3/Legal/2006 dated 14th Sept 2006 and Norms, Standards, Procedures and Conditions prescribed by it from time to time and based on the recommendations of Appraisal Committee / Expert Committee, I am directed to convey the extension of approval of the Council to **D J Academy for Managerial Excellence, Coimbatore-Pollachi High Way, Othakkalmandapam Post, Coimbatore, Coimbatore Dist.** for conduct of the following courses with the intake indicated below:

Name of the Course(s)	Existing Intake	Revised Intake	Period of approval
1. MBA (Full Time)	120	120	2008-2010*

\* The Compliance Report with requisite processing fee is required to be submitted every year by 31<sup>st</sup> August irrespective of the period of approval.

The above approval is subject to rectification of the following observations / deficiencies / specific conditions by 31<sup>st</sup> August 2008.

Faculty:

- Cadre ratio not maintained as per AICTE norms.

Others:

- Previously communicated deficiencies partially complied.

7 वल तल, ऑनलललक भवन, ऑनडथ, नई दललल-110001

7th Floor, Chander Lok Building, Janpath, New Delhi-110001

Phone : 011-23724151-57 Fax : 011-23724183 Website : www.aicte.ernet.in



**Note:** The mandatory disclosure in prescribed format if not hosted on the website should be hosted by 31<sup>st</sup> May, 2008, failing which action would be initiated as per the rules and regulations of AICTE including No Admission / Withdrawal of approval.

The institution is required to submit two copies of the Compliance Report, indicating the rectification of deficiencies along with mandatory disclosure and details of faculty recruited for each course in the prescribed format (available at AICTE Website [www.aicte.ernet.in](http://www.aicte.ernet.in)) to the concerned Regional Office latest by 31<sup>st</sup> August 2008 for consideration of approval beyond the session 2008-09. ***It may be noted that all the institutions are required to submit the Compliance Report along with requisite processing fee by 31<sup>st</sup> August, every year, irrespective of the period of approval.***

The Compliance Report must be accompanied with a processing fee of Rs. 40,000/- in the form of demand draft in the favor of "The Member Secretary, AICTE", payable at New Delhi. In the absence of processing fee the Compliance Report will not be entertained. Following the Compliance report, the Council would verify the status in respect of rectification of deficiencies through surprise random inspection without any prior notice.

The approval if granted after rectification of deficiencies would be subject to the fulfillment of the following general conditions:

- 1 That 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
  - (a) That the admission shall be made only after adequate infrastructure and all other facilities are provided as per norms and guidelines of AICTE.
  - (b) That the admissions shall be made in accordance with the regulations notified by the Council from time to time.
  - (c) That the curriculum of the course, the procedure for evaluation/ assessment of students shall be in accordance with the norms prescribed by AICTE.
  - (d) That the Institution shall not allow closure of the Institution or discontinuation of the course(s) or start any new course(s) or alter intake capacity of seats without the prior approval of the Council.
  - (e) That 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 penal action including withdrawal of approval shall be initiated against the Institution.
  - (f) That the institutions shall not have any collaborative arrangements with any Indian and/ or Foreign Universities for conduct of technical courses other than those approved by AICTE without obtaining prior approval from AICTE. In case any violation is reported to the Council, appropriate penal action including withdrawal of approval shall be initiated against the Institution.
  - (g) That the Institution shall not conduct any course(s) in the field of technical education in the same premises/ campus and / or in the name of the Institution without prior permission/ approval of AICTE. In case any violation is reported to the Council, appropriate penal action including withdrawal of approval shall be initiated against the Institution.
  - (h) The institution shall not conduct any non-technical course(s) in the same premises/ campus under any circumstances. In case any violation is reported to the Council, appropriate penal action including withdrawal of approval shall be initiated against the Institution.



- 3 That 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 AICTE.
- 4 That 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.
- 5 That the accounts of the Institution shall be audited annually by a certified Chartered Accountant and shall be open for inspection by the Council or any body or persons authorized by it.
- 6 That the Director/ Principal and the teaching and other staff shall be selected 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 Council from time to time.
7. (a) That the institution shall furnish requisite returns and reports as desired by AICTE in order to ensure proper maintenance of administrative and academic standards.
- (b) That the technical institution shall publish an information booklet before commencement of the academic year giving details regarding the institution and courses/ programmes being conducted 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 on cost basis. The mandatory disclosure information shall be put on the Institution Website. The information shall be revised every year with updated information about all aspects of the institution.
- (c) That it shall be mandatory for the technical institution to maintain a Website providing the prescribed information. The Website information must be continuously updated as and when changes take place.
- (d) That a compliance report in the prescribed format along with mandatory disclosures on fulfillment of the above conditions, shall be submitted each year by the Institution within the time limit prescribed by the Council from time to time i.e. 31<sup>st</sup> August 2008 for the current year.
- (e) That if Technical Institution fails to disclose the information or suppress and/ or misrepresent the information, appropriate action could be initiated including withdrawal of AICTE approval.
- 8 That all the laboratories, workshops etc. shall be equipped as per the syllabi of the concerned affiliated University and shall be in operational condition before making admissions.
- 9 That a library shall be established with adequate number of titles, books, journals (both Indian & Foreign) etc as per AICTE norms.
- 10 That a computer center with adequate number of terminals, Printers etc. shall be established as per AICTE norms.
- 11 That AICTE may carry out random inspections round the year for verifying the status of the Institutions to ensure maintenance of norms and standards.
- 12 That AICTE may also conduct inspections with or without notifying the dates to verify specific complaints of mis-representation, violation of norms and standards, mal-practices etc.
- 13 That 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.

- 14 That 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 of not more than Rs. 1000/- (Rupees One thousand only) shall be refunded and returned by the Institution/University to the student/candidate withdrawing from the programme. It would not be permissible for institutions and Universities to retain the School/Institution Leaving Certificate in original to force retention of admitted students (see Public Notice AICTE/DPG/03(01)/2008).
- 15 "That the institution shall take appropriate measures for prevention of ragging in any form, in the light of directions of Supreme Court of India in Writ Petition No. (C) 656/1998. In case of failure to prevent the instances of ragging by the institutions, the Council shall take the appropriate action withdrawal of approval".
- 16 That the Management shall strictly follow further conditions as may be specified by the Council through various notifications in media including AICTE official website ([www.aicte.ernet.in](http://www.aicte.ernet.in)), from time to time.
- 17 In the event of non-compliance by the **D J Academy for Managerial Excellence, Coimbatore-Pollachi High Way, Othakkalmandapam Post, Coimbatore, Coimbatore Dist.** with regard to guidelines, norms and conditions prescribed from time to time the Council shall be free to take measures for withdrawal of its approval or recognition, without consideration of any related issues and that all liabilities arising out of such withdrawal would solely be that of **D J Academy for Managerial Excellence, Coimbatore-Pollachi High Way, Othakkalmandapam Post, Coimbatore, Coimbatore Dist..**

Yours faithfully,

  
(Prof. Harish C. Rai)  
Advisor(M&T)

Copy to:

1. The Principal,  
**D J Academy for Managerial Excellence,**  
Coimbatore-Pollachi High Way,  
Othakkalmandapam Post, Coimbatore,  
Coimbatore Dist.
2. The Regional Officer, AICTE Southern Regional Office,  
26, Haddows Road, Shastri Bhawan,  
Chennai - 600 006
3. The Director of Technical Education,  
Govt. of Tamil Nadu,  
Directorate of Technology Education, Chennai - 600 025
4. The Registrar, Concerned Affiliating University  
(He is requested to complete the process of affiliation for facilitating admissions).
5. Guard File (M&T).



All India Council for Technical Education  
(A Statutory body under Ministry of HRD, Govt. of India)

7th Floor, Chandralok Building, Janpath, New Delhi- 110 001  
PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 [www.aicte-India.org](http://www.aicte-India.org)

F.No. Southern/1-413884271/2011/EOA

Date: 01-09-2011

To,  
The Principal Secretary  
(Higher Education) Govt. of Tamil Nadu,  
N. K. M. Bld. 6th Floor Secretariat,  
Chennai-600009

Sub: Extension of approval for the academic year 2011-12.  
Ref : Application of the Institution for Extension of Approval for the Year 2011-12

Sir/Madam,

In terms of the Regulations notified by the Council vide F.No. 37-3/Legal/2011 dated 10/12/2010 and norms, standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the extension of approval of the Council to

Regional Office	Southern	Application Id	1-413884271
		Permanent Id	1-6281741
Name of the Institute	D.J.ACADEMY FOR MANAGERIAL EXCELLENCE	Institute Address	COIMBATORE-POLLACHI HIGHWAY OTHAKKALMANDAPAM COIMBATORE- 641032,COIMBATORE,COIMBATORE,Tamil Nadu,641032
Name of the Society/Trust	G.K.D CHARITY TRUST	Society/Trust Address	OLD NO.58, NEW NO.6 AVINASHI ROAD,,COIMBATORE,COIMBATORE,Tamil Nadu,641018
Institute Type	Unaided - Private		

to conduct following courses with the intake indicated below for the academic year 2011-12

Application Id: 1-413884271			Course	Full/Part Time	Affiliating Body	Intake 2010-11	Intake Approved for 11-12	NRI	PIO	Foreign Collaboration
Program	Shift	Level								
MANAGEMENT	1st Shift	POST GRADUATE	BUSINESS ADMINISTRATION	FULL TIME	Bharathiar University, Coimbatore	120	120	No	No	No

The above mentioned approval is subject to the condition that D.J.ACADEMY FOR MANAGERIAL EXCELLENCE shall follow and adhere to the Regulations, guidelines and directions issued by AICTE from time to time and the undertaking / affidavit given by the institution along with the application submitted by the institution on portal.

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.





All India Council for Technical Education  
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7th Floor, Chandralok Building, Janpath, New Delhi- 110 001  
PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 [www.aicte-India.org](http://www.aicte-India.org)

Strict compliance of Anti-Ragging Regulation:- Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case Institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

(Dr. K P Isaac)

Member Secretary, AICTE

Copy to:

1. **The Regional Officer,**  
All India Council for Technical Education  
Shastri Bhawan 26, Haddows Road  
Chennai - 600 006, Tamil Nadu
2. **The Director Of Technical Education,**  
Tamil Nadu
3. **The Registrar,**  
Bharathiar University, Coimbatore
4. **The Principal / Director,**  
D.J.ACADEMY FOR MANAGERIAL EXCELLENCE  
COIMBATORE-POLLACHI HIGHWAY  
OTHAKKALMANDAPAM  
COIMBATORE-641032,  
COIMBATORE,COIMBATORE,  
Tamil Nadu,641032
5. **The Secretary / Chairman,**  
G.K.D CHARITY TRUST  
OLD NO.58, NEW NO.6  
AVINASHI ROAD,,  
COIMBATORE,COIMBATORE,  
Tamil Nadu,641018
6. **Guard File(AICTE)**



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F.No. Southern/1-685747901/2012/EOA

Date: 10 May 2012

To,  
The Principal Secretary  
(Higher Education) Govt. of Tamil Nadu,  
N. K. M. Bld. 6th Floor Secretariat,  
Chennai-600009

Sub: Extension of approval for the academic year 2012-13

Ref: Application of the Institution for Extension of approval for the academic year 2012-13

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2010 notified by the Council vide notification number F-No.37-3/Legal/2010 dated 10/12/2010 and amendment vide notification number F-No.37-3/Legal/2011 dated 30/09/2011 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Regional Office	Southern	Application Id	1-685747901
		Permanent Id	1-6281741
Name of the Institute	D.J.ACADEMY FOR MANAGERIAL EXCELLENCE	Institute Address	COIMBATORE-POLLACHI HIGHWAY OTHAKKALMANDAPAM COIMBATORE-641032, COIMBATORE, COIMBATORE, Tamil Nadu, 641032
Name of the Society/Trust	G.K.D CHARITY TRUST	Society/Trust Address	OLD NO.58, NEW NO.6 AVINASHI ROAD,,COIMBATORE,COIMBATORE,Tamil Nadu,641018
Institute Type	Unaided - Private		

Opted for change from Women to Co-ed	No	Opted for change of name	No	Opted for change of site	No
Change from Women to Co-ed approved	Not Applicable	Change of name Approved	Not Applicable	Change of site Approved	Not Applicable

to conduct following courses with the intake indicated below for the academic year 2012-13



Application Id: 1-685747901			Course	Full/Part Time	Affiliating Body	Intake 2011-12	Intake Approved for 12-13	NRI	PIO	Foreign Collaboration
Program	Shift	Level								
MANAGEMENT	1st Shift	POST GRADUATE	BUSINESS ADMINISTRATI ON	FULL TIME	Bharathiar University, Coimbatore	120	120	No	No	No

The above mentioned approval is subject to the condition that D.J.ACADEMY FOR MANAGERIAL EXCELLENCE shall follow and adhere to the Regulations, guidelines and directions issued by AICTE from time to time and the undertaking / affidavit given by the institution along with the application submitted by the institution on portal.

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.

Strict compliance of Anti-Ragging Regulation:- Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case Institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

(Dr. K P Isaac)

Member Secretary, AICTE

Copy to:

- The Regional Officer,**  
All India Council for Technical Education  
Shastri Bhawan 26, Haddows Road  
Chennai - 600 006, Tamil Nadu
- The Director Of Technical Education,**  
Tamil Nadu
- The Registrar,**  
Bharathiar University, Coimbatore
- The Principal / Director,**  
D.J.ACADEMY FOR MANAGERIAL EXCELLENCE  
COIMBATORE-POLLACHI HIGHWAY  
OTHAKKALMANDAPAM  
COIMBATORE-641032,





*All India Council for Technical Education*  
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COIMBATORE,COIMBATORE,  
Tamil Nadu,641032

5. **The Secretary / Chairman,**  
G.K.D CHARITY TRUST  
OLD NO.58, NEW NO.6  
AVINASHI ROAD,,  
COIMBATORE,COIMBATORE,  
Tamil Nadu,641018

6. **Guard File(AICTE)**





All India Council for Technical Education  
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F.No. Southern/1-1388184312/2013/EOA

Date: 19-Mar-2013

To,  
The Principal Secretary  
(Higher Education) Govt. of Tamil Nadu,  
N. K. M. Bld. 6th Floor Secretariat,  
Chennai-600009

Sub: Extension of approval for the academic year 2013-14

Ref: Application of the Institution for Extension of approval for the academic year 2013-14

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2012 notified by the Council vide notification number F-No.37-3/Legal/2012 dated 27/09/2012 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Regional Office	Southern	Application Id	1-1388184312
		Permanent Id	1-6281741
Name of the Institute	D.J.ACADEMY FOR MANAGERIAL EXCELLENCE	Institute Address	COIMBATORE-POLLACHI HIGHWAY OTHAKKALMANDAPAM COIMBATORE-641032, COIMBATORE, COIMBATORE, Tamil Nadu, 641032
Name of the Society/Trust	G.K.D CHARITY TRUST	Society/Trust Address	OLD NO.58, NEW NO.6 AVINASHI ROAD,,COIMBATORE,COIMBATORE,Tamil Nadu,641018
Institute Type	Unaided - Private		

Opted for change from Women to Co-ed	No	Opted for change of name	No	Opted for change of site	No
Change from Women to Co-ed approved	Not Applicable	Change of name Approved	Not Applicable	Change of site Approved	Not Applicable

to conduct following courses with the intake indicated below for the academic year 2013-14



All India Council for Technical Education  
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Application Id: 1-1388184312			Course	Full/Part Time	Affiliating Body	Intake 2012-13	Intake Approved for 13-14	NRI	PIO	Foreign Collaboration
Program	Shift	Level								
MANAGEMENT	1st Shift	POST GRADUATE	BUSINESS ADMINISTRATI ON	FULL TIME	Bharathiar University, Coimbatore	120	120	No	No	No

- Validity of the course details may be verified at [www.aicte-india.org>departments>approvals](http://www.aicte-india.org>departments>approvals)

The above mentioned approval is subject to the condition that D.J.ACADEMY FOR MANAGERIAL EXCELLENCE shall follow and adhere to the Regulations, guidelines and directions issued by AICTE from time to time and the undertaking / affidavit given by the institution along with the application submitted by the institution on portal.

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.

Strict compliance of Anti-Ragging Regulation:- Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case Institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

(Dr. Kuncheria P. Isaac)

Member Secretary, AICTE

Copy to:

1. **The Regional Officer,**  
All India Council for Technical Education  
Shastri Bhawan 26, Haddows Road  
Chennai - 600 006, Tamil Nadu
2. **The Director Of Technical Education,**  
Tamil Nadu
3. **The Registrar,**  
Bharathiar University, Coimbatore
4. **The Principal / Director,**  
D.J.ACADEMY FOR MANAGERIAL EXCELLENCE





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COIMBATORE-POLLACHI HIGHWAY  
OTHAKKALMANDAPAM  
COIMBATORE-641032,  
COIMBATORE,COIMBATORE,  
Tamil Nadu,641032

5. **The Secretary / Chairman,**  
G.K.D CHARITY TRUST  
OLD NO.58, NEW NO.6  
AVINASHI ROAD,,  
COIMBATORE,COIMBATORE,  
Tamil Nadu,641018
6. **Guard File(AICTE)**





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F.No. Southern/1-2016822389/2014/EOA

Date: 04-Jun-2014

To,  
The Principal Secretary  
(Higher Education) Govt. of Tamil Nadu,  
N. K. M. Bld. 6th Floor Secretariat,  
Chennai-600009

Sub: Extension of approval for the academic year 2014-15

Ref: Application of the Institution for Extension of approval for the academic year 2014-15

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2012 notified by the Council vide notification number F-No.37-3/Legal/2012 dated 27/09/2012 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Regional Office	Southern	Application Id	1-2016822389
		Permanent Id	1-6281741
Name of the Institute	D.J.ACADEMY FOR MANAGERIAL EXCELLENCE	Institute Address	COIMBATORE-POLLACHI HIGHWAY OTHAKKALMANDAPAM COIMBATORE-641032, COIMBATORE, COIMBATORE, Tamil Nadu, 641032
Name of the Society/Trust	G.K.D CHARITY TRUST	Society/Trust Address	OLD NO.58, NEW NO.6 AVINASHI ROAD,,COIMBATORE,COIMBATORE,Tamil Nadu,641018
Institute Type	Unaided - Private		

Opted for change from Women to Co-ed	No	Opted for change of name	No	Opted for change of site	No
Change from Women to Co-ed approved	Not Applicable	Change of name Approved	Not Applicable	Change of site Approved	Not Applicable

to conduct following courses with the intake indicated below for the academic year 2014-15



All India Council for Technical Education  
(A Statutory body under Ministry of HRD, Govt. of India)

7th Floor, Chandralok Building, Janpath, New Delhi- 110 001  
PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 [www.aicte-india.org](http://www.aicte-india.org)

Application Id: 1-2016822389			Course	Full/Part Time	Affiliating Body	Intake 2013-14	Intake Approved for 14-15	NRI Approval status	PIO Approval status	Foreign Collaboration Approval status
Program	Shift	Level								
MANAGEMENT	1st Shift	POST GRADUATE	BUSINESS ADMINISTRATION	FULL TIME	Bharathiar University, Coimbatore	120	120	NA	NA	N

- Validity of the course details may be verified at [www.aicte-india.org>departments>approvals](http://www.aicte-india.org>departments>approvals)

The above mentioned approval is subject to the condition that D.J.ACADEMY FOR MANAGERIAL EXCELLENCE shall follow and adhere to the Regulations, guidelines and directions issued by AICTE from time to time and the undertaking / affidavit given by the institution along with the application submitted by the institution on portal and subsequently upload and update the student/ faculty/ other data on portal as per the time schedule which will be intimated by AICTE.

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.

Strict compliance of Anti-Ragging Regulation:- Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case Institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

(Dr. Kuncheria P. Isaac)

Member Secretary, AICTE

Copy to:

1. **The Regional Officer,**  
All India Council for Technical Education  
Shastri Bhawan 26, Haddows Road  
Chennai - 600 006, Tamil Nadu
2. **The Director Of Technical Education,**  
Tamil Nadu





*All India Council for Technical Education*  
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7th Floor, Chandralok Building, Janpath, New Delhi- 110 001  
PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 [www.aicte-India.org](http://www.aicte-India.org)

3. **The Registrar,**  
Bharathiar University, Coimbatore
4. **The Principal / Director,**  
D.J.ACADEMY FOR MANAGERIAL EXCELLENCE  
COIMBATORE-POLLACHI HIGHWAY  
OTHAKKALMANDAPAM  
COIMBATORE-641032,  
COIMBATORE,COIMBATORE,  
Tamil Nadu,641032
5. **The Secretary / Chairman,**  
G.K.D CHARITY TRUST  
OLD NO.58, NEW NO.6  
AVINASHI ROAD,,  
COIMBATORE,COIMBATORE,  
Tamil Nadu,641018
6. **Guard File(AICTE)**



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F.No. Southern/1-2452855634/2015/EOA

Date: 07-Apr-2015

To,  
The Principal Secretary  
(Higher Education) Govt. of Tamil Nadu,  
N. K. M. Bld. 6th Floor Secretariat,  
Chennai-600009

**Sub: Extension of approval for the academic year 2015-16**

Ref: Application of the Institution for Extension of approval for the academic year 2015-16

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2012 notified by the Council vide notification number F-No.37-3/Legal/2012 dated 27/09/2012 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Regional Office	Southern	Application Id	1-2452855634
		Permanent Id	1-6281741
Name of the Institute	D.J.ACADEMY FOR MANAGERIAL EXCELLENCE	Institute Address	COIMBATORE-POLLACHI HIGHWAY OTHAKKALMANDAPAM COIMBATORE-641032, COIMBATORE, COIMBATORE, Tamil Nadu, 641032
Name of the Society/Trust	G.K.D CHARITY TRUST	Society/Trust Address	OLD NO.58, NEW NO.6 AVINASHI ROAD,,COIMBATORE,COIMBATORE,Tamil Nadu,641018
Institute Type	Unaided - Private		

Opted for change from Women to Co-ed	No	Opted for change of name	No	Opted for change of site	No
Change from Women to Co-ed approved	Not Applicable	Change of name Approved	Not Applicable	Change of site Approved	Not Applicable

To conduct following courses with the intake indicated below for the academic year 2015-16

Application Number: 1-2452855634\*

Page 1 of 3

Note: This is a Computer generated Letter of Approval.No signature is required.

Letter Printed On:11 April 2015

Printed By : AE3529901



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Application Id: 1-2452855634			Course	Full/Part Time	Affiliating Body	Intake 2014-15	Intake Approved for 15-16	NRI Approval status	PIO Approval status	Foreign Collaboration Approval status
Program	Shift	Level								
MANAGEMENT	1st Shift	POST GRADUATE	BUSINESS ADMINISTRATION	FULL TIME	Bharathiar University, Coimbatore	120	120	NA	NA	NA

Note: Validity of the course details may be verified at [www.aicte-india.org](http://www.aicte-india.org)>departments>approvals

The above mentioned approval is subject to the condition that D.J.ACADEMY FOR MANAGERIAL EXCELLENCE shall follow and adhere to the Regulations, guidelines and directions issued by AICTE from time to time and the undertaking / affidavit given by the institution along with the application submitted by the institution on portal.

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.

Strict compliance of Anti-Ragging Regulation:- Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case Institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

**Dr. Avinash S Pant**  
Actg Chairman, AICTE

Copy to:

- The Regional Officer,**  
All India Council for Technical Education  
Shastri Bhawan 26, Haddows Road  
Chennai - 600 006, Tamil Nadu
- The Director Of Technical Education,**  
Tamil Nadu
- The Registrar,**  
Bharathiar University, Coimbatore

Application Number: 1-2452855634\*

Page 2 of 3

Note: This is a Computer generated Letter of Approval.No signature is required.

Letter Printed On:11 April 2015

Printed By : AE3529901





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4. **The Principal / Director,**  
D.J.ACADEMY FOR MANAGERIAL EXCELLENCE  
COIMBATORE-POLLACHI HIGHWAY  
OTHAKKALMANDAPAM  
COIMBATORE-641032,  
COIMBATORE,COIMBATORE,  
Tamil Nadu,641032
5. **The Secretary / Chairman,**  
G.K.D CHARITY TRUST  
OLD NO.58, NEW NO.6  
AVINASHI ROAD,,  
COIMBATORE,COIMBATORE,  
Tamil Nadu,641018
6. **Guard File(AICTE)**



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F.No. Southern/1-2811157029/2016/EOA

Date: 05-Apr-2016

To,

The Principal Secretary  
(Higher Education) Govt. of Tamil Nadu,  
N. K. M. Bld. 6th Floor Secretariat,  
Chennai-600009

**Sub: Extension of approval for the academic year 2016-17**

Ref: Application of the Institution for Extension of approval for the academic year 2016-17

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2012 notified by the Council vide notification number F-No.37-3/Legal/2012 dated 27/09/2012 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Regional Office	Southern	Application Id	1-2811157029
Name of the Institute	D.J.ACADEMY FOR MANAGERIAL EXCELLENCE	Permanent Id	1-6281741
Name of the Society/Trust	G.K.D CHARITY TRUST	Institute Address	COIMBATORE-POLLACHI HIGHWAY OTHAKKALMANDAPAM COIMBATORE-641032, COIMBATORE, COIMBATORE, Tamil Nadu, 641032
Institute Type	Unaided - Private	Society/Trust Address	OLD NO.58, NEW NO.6 AVINASHI ROAD,,COIMBATORE,COIMBATORE,Tamil Nadu,641018

Opted for change from Women to Co-ed and Vice versa	No	Opted for change of name	No	Opted for change of site	No
Change from Women to Co-ed approved and Vice versa	Not Applicable	Change of name Approved	Not Applicable	Change of site Approved	Not Applicable

To conduct following courses with the intake indicated below for the academic year 2016-17

Application Id: 1-2811157029			Course	Full/Part Time	Affiliating Body	Intake 2015-16	Intake Approved for 2016-17	NRI Approval status	PIO / FN / Gulf quota Approval status	Foreign Collaboration/Twinning Program Approval status*
Program	Shift	Level								
MANAGEMENT	1st Shift	POST GRADUA	BUSINESS ADMINISTRATI ON	FULL TIME	Bharathiar University, Coimbatore	120	120	NA	NA	NA



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The above mentioned approval is subject to the condition that D.J.ACADEMY FOR MANAGERIAL EXCELLENCE shall follow and adhere to the Regulations, guidelines and directions issued by AICTE from time to time and the undertaking / affidavit given by the institution along with the application submitted by the institution on portal.

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.

Strict compliance of Anti-Ragging Regulation:- Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case Institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

**Note: Validity of the course details may be verified at [www.aicte-india.org](http://www.aicte-india.org)**

**Dr. Avinash S Pant**  
**Vice - Chairman, AICTE**

Copy to:

- 1. The Regional Officer,**  
All India Council for Technical Education  
Shastri Bhawan 26, Haddows Road  
Chennai - 600 006, Tamil Nadu
- 2. The Director Of Technical Education,**  
Tamil Nadu
- 3. The Registrar,**  
Bharathiar University, Coimbatore
- 4. The Principal / Director,**  
D.J.ACADEMY FOR MANAGERIAL EXCELLENCE  
COIMBATORE-POLLACHI HIGHWAY  
OTHAKKALMANDAPAM  
COIMBATORE-641032,  
COIMBATORE,COIMBATORE,  
Tamil Nadu,641032
- 5. The Secretary / Chairman,**  
G.K.D CHARITY TRUST  
OLD NO.58, NEW NO.6  
AVINASHI ROAD,,  
COIMBATORE,COIMBATORE,  
Tamil Nadu,641018
- 6. Guard File(AICTE)**



# All India Council for Technical Education

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

Nelson Mandela Marg Vasant Kunj, New Delhi-110067

PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 [www.aicte-india.org](http://www.aicte-india.org)

F.No. Southern/1-3325028936/2017/EOA

Date: 30-Mar-2017

To,

The Principal Secretary  
(Higher Education) Govt. of Tamil Nadu,  
N. K. M. Bld. 6th Floor Secretariat,  
Chennai-600009

## Sub: Extension of approval for the academic year 2017-18

Ref: Application of the Institution for Extension of approval for the academic year 2017-18

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2016 notified by the Council vide notification number F.No.AB/AICTE/REG/2016 dated 30/11/2016 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Permanent Id	1-6281741	Application Id	1-3325028936
Name of the Institute	D.J.ACADEMY FOR MANAGERIAL EXCELLENCE	Institute Address	COIMBATORE-POLLACHI HIGHWAY OTHAKKALMANDAPAM COIMBATORE-641032, COIMBATORE, COIMBATORE, Tamil Nadu, 641032
Name of the Society/Trust	G.K.D CHARITY TRUST	Society/Trust Address	OLD NO.58, NEW NO.6 AVINASHI ROAD,,COIMBATORE,COIMBATORE,Tamil Nadu,641018
Institute Type	Unaided - Private	Region	Southern

Opted for change from Women to Co-ed and Vice versa	No	Opted for change of name	No	Opted for change of site	No
Change from Women to Co-ed approved and Vice versa	Not Applicable	Change of name Approved	Not Applicable	Change of site Approved	Not Applicable
Opted for Conversion from degree to diploma	No	Opted for Conversion from diploma to degree	No	Conversion (degree to diploma or vice-versa) Approved	Not Applicable

To conduct following courses with the intake indicated below for the academic year 2017-18

Application Id: 1-3325028936			Course	Full/Part Time	Affiliating Body	Intake Approved for 2016-17	Intake Approved for 2017-18	NRI Approval status	PIO / FN / Gulf quota/ OCI/ Approval status	Foreign Collaboration/Twinning Program Approval status*
Program	Shift	Level								
MANAGEMENT	1st Shift	POST GRADUATE	BUSINESS ADMINISTRATION	FULL TIME	Bharathiar University, Coimbatore	120	120	NA	NA	NA





# All India Council for Technical Education

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Nelson Mandela Marg Vasant Kunj, New Delhi-110067

PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 [www.aicte-india.org](http://www.aicte-india.org)

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The above mentioned approval is subject to the condition that

D.J.ACADEMY FOR MANAGERIAL EXCELLENCE

shall follow and adhere to the Regulations, guidelines and directions issued by AICTE from time to time and the undertaking / affidavit given by the institution along with the application submitted by the institution on portal.

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.

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**Note: Validity of the course details may be verified at [www.aicte-india.org](http://www.aicte-india.org)**

**Prof. A.P Mittal**  
**Member Secretary, AICTE**

Copy to:

- The Regional Officer,**  
All India Council for Technical Education  
Shastri Bhawan 26, Haddows Road  
Chennai - 600 006, Tamil Nadu
- The Director Of Technical Education\*\*,**  
Tamil Nadu
- The Registrar\*\*,**  
Bharathiar University, Coimbatore
- The Principal / Director,**  
D.J.ACADEMY FOR MANAGERIAL EXCELLENCE  
COIMBATORE-POLLACHI HIGHWAY  
OTHAKKALMANDAPAM  
COIMBATORE-641032,  
COIMBATORE, COIMBATORE,  
Tamil Nadu, 641032
- The Secretary / Chairman,**  
G.K.D CHARITY TRUST  
OLD NO.58, NEW NO.6  
AVINASHI ROAD,,  
COIMBATORE, COIMBATORE,  
Tamil Nadu, 641018
- Guard File(AICTE)**

**Note: \*\* - Approval letter copy will not be communicated through post/email. However, provision is made in the portal for downloading Approval letter through Authorized login credentials allotted to concerned DTE/Registrar.**



# ***All India Council for Technical Education***

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

Nelson Mandela Marg Vasant Kunj, New Delhi-110067

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