



No. : Southern Region/1-4593121/2010/EOA

August 23, 2010

To,  
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 2010-11.

Sir,

In terms of the Regulations notified by the Council vide F. No. 37-3/Legal/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 :

VELAMMAL SUBBIAH EDUCATIONAL TRUST, SVS INSTITUTE OF MANAGEMENT STUDIES, ARASAMPALAYAM  
(POST)POLLACHICOIMBATORE, COIMBATORE, TAMIL NADU, PIN : 642109

for conduct of the following courses with the intake indicated below in the academic year 2010-11:

Sr. No.	Program	Level	Shift	Course	Intake 2009-10	Intake 2010-11
1	Management	PG	First Shift	PGDM	0	0
2	Management	PG	First Shift	MBA (FULL TIME)	60	120


The above mentioned approval is subject to the condition that :

VELAMMAL SUBBIAH EDUCATIONAL TRUST, SVS INSTITUTE OF MANAGEMENT STUDIES, ARASAMPALAYAM  
(POST)POLLACHICOIMBATORE, COIMBATORE, TAMIL NADU, PIN : 642109

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 hard copy to Regional Office.

Anti Ragging :- The approval is subject to the institutions strictly complying with all the provisions made under the Anti ragging regulation notified by council vide F.No. 37/Legal/AICTE/2009 dated 1-7-2009 failing which, It will be liable to any action defined under clause 9(4) of this regulation.

Yours faithfully,

  
Dr. S. G. Bhirud  
Director

Copy to :

1. The Regional Office, Southern Region, Tamil Nadu
2. The Director of Technical Education, Govt. of Delhi.
3. Guard File (AICTE)
4. The Registrar, Affiliating University
5. The Principal / Director,  
VELAMMAL SUBBIAH EDUCATIONAL TRUST, SVS INSTITUTE OF MANAGEMENT STUDIES, ARASAMPALAYAM  
(POST)POLLACHICOIMBATORE, COIMBATORE, TAMIL NADU, PIN : 642109





# अखिल भारतीय तकनीकी शिक्षा परिषद् ALL INDIA COUNCIL FOR TECHNICAL EDUCATION

(भारत सरकार का एक सांविधिक निकाए) (A STATUTORY BODY OF THE GOVT. OF INDIA)

Date: 30.06.2009

File No. TN-005/MBA/2009-10/2008

## LETTER OF APPROVAL

To

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

Sub: AICTE approval to **Velammal Subbiah Educational Trust, No. 27, Kongu Nagar, Ramanathapuram, Coimbatore - 641045** for establishment of **MBA** institution in the name and style of **SVS Institute of Management Studies, Arasampalayam (Post), Pollachi, Coimbatore-642109**.

Sir / Madam,

As per the Regulations notified by the Council vide F. No. 37-3/Legal/2004 dated 14<sup>th</sup> September 2006 and norms, standards, procedures and conditions prescribed by the Council from time to time and based on the recommendations of the Expert Committee and EC Sub Committee, I am directed to convey the approval of the Council **Velammal Subbiah Educational Trust, No. 27, Kongu Nagar, Ramanathapuram, Coimbatore - 641045** for establishment of **MBA** institution in the name and style of **SVS Institute of Management Studies, Arasampalayam (Post), Pollachi, Coimbatore-642109** for conduct of the following course and intake.

S.No.	Name of the Course	Intake	Period of Approval
1.	MBA	60	2009-10 *

\* Note: The Letter of approval (LOA) is valid for two years from the date of issue of letter of approval for obtaining affiliation with Concerned University and fulfilling State Government requirement for admission.

The **Velammal Subbiah Educational Trust, No. 27, Kongu Nagar, Ramanathapuram, Coimbatore - 641045** shall obtain necessary affiliation/ permission from the concerned affiliating University as per the prescribed schedule of the University/ Admission Authority etc. The Applicant Society/Trust/Institution shall send information about commencement of the above courses to AICTE. In case the Institution could not commence the above mentioned courses for whatsoever reasons during the two years period from the date of issue of this letter, the approval becomes invalid and the applicant society/trust shall have to make fresh a application to AICTE for grant of a fresh approval.

The approval is further subject to fulfillment of following conditions.

1. That the management shall provide adequate funds for development of land and building and for providing related infrastructural, instructional and other facilities as per Council's norms and standards laid down by the Council from time to time and for meeting recurring expenditure.
2. (a) That the admissions 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 admissions to the courses shall be made only after the affiliating University has given permission to start the course.  
(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 admissions shall be made by the Institution over and above the approved intake under any circumstances.  
(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.


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7th Floor, Chander Lok Building, Janpath, New Delhi-110001  
Phone : 011-23724151-57 Website : www.aicte.ernet.in

- (g) That the Institution shall not allow conduct of any unapproved course whether technical or non technical in the premises of AICTE approved institution/campus and /or in the name of the Institution without prior permission from AICTE.
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 person 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 paid as per the norms prescribed by the Council for 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 housed in the Institution Web-Site. 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 web-site 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 disclosure 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.
- (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 affiliating 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, legal software etc. shall be established as per AICTE norms.
11. That a Joint FDR is required to be created for an amount and prescribed by the Council from time to time.
12. That AICTE may carry out random inspections round the year any time for verifying the status of the Institutions to ensure maintenance of norms and standards.
13. That AICTE may also conduct inspections with or without notifying the dates to verify specific complaints of misrepresentation, violation of norms and standards, mal-practices etc.
14. 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.
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 appropriate action including withdrawal of approval.

16. That the institution shall provide the following facilities for the physically challenged persons.
- Class rooms, toilets and hostels to be made accessible to wheel chair users.
  - Resource room for visually impaired students.
  - Accessible Library
  - Counseling Centre for disabled students
  - Facility of Sign Language Interpreter
  - All students needing assistive devices to be provided such devices
17. 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).
18. That the Management shall strictly follow further conditions as may be specified by the Council from time to time.
19. In the event of non-compliance by the **SVS Institute of Management Studies, Arasampalayam (Post), Pollachi, Coimbatore-642109** 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 the **SVS Institute of Management Studies, Arasampalayam (Post), Pollachi, Coimbatore-642109**.

Yours faithfully,

  
(Dr. K.B. Thakur)  
Director (M&T)

Copy to:

- The Commissioner of Tech. Education, Govt. of TamilNadu, Directorate of Tech. Education, Chennai - 600 025**  
(He is requested to kindly monitor the compliance with the conditions as laid down in this approval letter and keep the AICTE informed of the same.)
- The Regional Officer, AICTE- Southern Regional Office, Shastri Bhawan, 26, Haddows Road, Nungambakkam, Chennai - 600 006**
- The Principal/Director**  
**SVS Institute of Management Studies,**  
Arasampalayam (Post), Pollachi, Coimbatore-642109
- The President/Chairman**  
**Velammal Subbiah Educational Trust,**  
No. 27, Kongu Nagar, Ramanathapuram, Coimbatore - 641045  
(The institute is required to submit Compliance report as per AICTE norms on or before 31<sup>st</sup> August, 2009)
- The Registrar Anna University, coimbatore
- Guard file (AICTE).