विकसित भारत
अभियान
1947 TO 2047

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ISO 9001:2015 Certified
AICTE APPROVED

Master of Business Administration (MBA - IEV)

ADMISSION BROCHURE (2024-26 BATCH)

www.dtu.ac.in
www.cmacadmissions.com

Table of Content

TENTATIVE ADMISSION SCHEDULE

S.NO.	Activity/Event	Date
1	Uploading of information bulletin and application form on DTU website/ CMAC	13/07/2024 Saturday
2	Last Date of submitting the online application form	04/08/2024 Sunday
3	Case study and personal interview of the applicants	12/08/2024 Monday Onwards
4	Release of the first list of provisionally selected and waitlisted candidates	16/08/2024 Friday
5	First round of counseling (document verification and fee deposit of provisionally shortlisted candidates)	20/08/2024 Tuesday
6	Release of second list for admission from waitlisted candidates against vacant/withdrawal seats	22/08/2024 Thursday
7	Second round of counseling (document verification and fee deposit of provisionally shortlisted candidates)	24/08/2024 (Saturday)
8	Last Date of Admission	31/08/2024 (Saturday)
9	Notification of Spot Round (If required)	To be announced

IMPORTANT NOTE/ DISCLAIMER:

● The contents of the brochure are on the basis of the policies available as on this date of release of Admission Brochure for Academic Session 2024-25. Additional information shall be uploaded on the University website: www.dtu.ac.in/www.cmacadmissions.com and all the candidates desirous of seeking admission are hereby advised to regularly visit the University website for additional information.

● In view of any challenges that may transpire, and if necessitated, change may be made in the procedure for personal appearance of applicants for PI, as well as for verification of documents/certificates, which shall be notified in due course by the University on its website: www. dtu.ac.in/ www.cmacadmissions.com. Applicants are advised to monitor the same and act as directed.

● The University reserves the right to revise, update or remove any part of this brochure without giving any prior notice. Any change made shall be updated on the University website.

Note: Candidates are advised to visit www.dtu.ac.in/ www.cmacadmissions.com website for detailed schedule and updates.

दिल्ली प्रौद्योगिकी विश्वविद्यालय
DELHI TECHNOLOGICAL UNIVERSITY
(Formerly Delhi College of Engineering)

विकसित भारत
अभियान
1947 TO 2047

Prof. Prateek Sharma
Vice-Chancellor

Message from Vice-Chancellor

It gives me immense pleasure to welcome you to Delhi Technological University (formerly Delhi College of Engineering). Built on a sprawling 164 acres lush green campus, the university has established itself as a premier academic institution committed to integrity and quality. Through constant industry engagement and focus on research, the university aims to build 21st century capabilities in its students, making them highly relevant in today's workplace. The focus of the university is to deliver quality programmes, at undergraduate and post-graduate levels, which are periodically evaluated by internal and external audit mechanisms. The university is committed to create the most conducive environment to impart industry-relevant education through able guidance provided by experienced and highly qualified faculty, following outcome-based approach and leveraging 'state-of-the-art' tech-enabled facilities.

The Master of Business Administration - Innovation, Entrepreneurship and Venture Development (MBA-IEV) programme offered by Delhi School of Management (DSM) focuses on outcome-based learning. The programme focuses on nurturing entrepreneurial skills in students to make them capable enough to start their own business ventures. It is designed to deliver contemporary skills and capabilities in students, enabling them to build functional and technical expertise needed for solving complex business problems. Its aim is to create young professionals with ethical and moral values, impeccable leadership qualities, innovative skills, research acumen, and a positive learning attitude. The curriculum is designed to meet international standards and aims to generate global leaders through building student-centric learning processes and leveraging innovative pedagogy.

The dynamics witnessed by the nation in last few years have necessitated every industry to constantly adapt and evolve, and the education sector is no exception! The digitalization has enabled creation of online classrooms through leveraging ICT-enabled facilities and tools. The university introduced Continuous and Comprehensive Evaluation System, in tune with National Education Policy (NEP) 2020, to maintain the quality, integrity, and outcomes of every programme.

I look forward to welcoming young and bright minds that are enthusiastic to explore new vistas of knowledge, and are capable to carry forward the legacy of excellence of Delhi Technological University. Wishing all the young aspirants best of luck for their admission to the MBA-IEV programme at DTU!

Prof. Prateek Sharma

Dr. Saurabh Agrawal
Head of Department

Message from Head of Department

Welcome to the Delhi School of Management (DSM), Delhi Technological University (DTU). As the Head of the Department, it gives me immense pleasure to introduce our MBA in Innovation, Entrepreneurship, and Venture Development (IEV) program for the batch of 2024-25.

In today's rapidly evolving business landscape, the ability to innovate and lead entrepreneurial ventures is more critical than ever. Our MBA (IEV) program is meticulously designed to equip you with the skills, knowledge, and practical experience required to thrive as an entrepreneur and innovator. The curriculum blends foundational management principles with a strong emphasis on innovation and venture development, ensuring that you are well-prepared to meet the challenges of the dynamic global market.

Our program is supported by a distinguished faculty comprising experienced professionals and industry experts who bring a wealth of knowledge and practical insights to the classroom. Additionally, our state-of-the-art infrastructure, including the dedicated Incubation Center (DTU-IIF), offers unparalleled support for aspiring entrepreneurs. From idea validation and business model development to seed funding and mentorship, our incubation center provides a nurturing environment for your entrepreneurial journey.

At DSM DTU, we believe in holistic development. Our robust industry interaction through guest lectures, workshops, and networking opportunities ensures that you are not only academically proficient but also industry-ready. Our strong emphasis on research and innovation, coupled with global exposure through international collaborations, prepares you to become a leader in the entrepreneurial ecosystem. We are committed to the comprehensive development of our students, focusing not only on academic excellence but also on personal growth and professional readiness. Through various extracurricular activities, leadership development programs, and community engagement initiatives, we ensure that our students emerge as well-rounded individuals prepared to take on the challenges of the world.

We believe that our MBA(IEV) program will not only provide you with the academic foundation but also the entrepreneurial spirit necessary to navigate and excel in the competitive business world. Whether you aim to start your own venture, drive innovation within an existing organization, or contribute to the entrepreneurial ecosystem, our program is designed to help you achieve your goals. We are committed to providing a transformative educational experience that empowers you to turn your innovative ideas into successful ventures. I invite you to join us in this exciting journey and become a part of a community dedicated to fostering innovation and entrepreneurship.

I look forward to welcoming you to the MBA (IEV) program and supporting you as you embark on this remarkable journey.

(Dr. Saurabh Agrawal)

ABOUT DELHI TECHNOLOGICAL UNIVERSITY

Delhi Technological University (formerly known as Delhi College of Engineering) is oneof the most well-known engineering institutions in India, with over 82 years of glorious tradition of excellence in Engineering & Technology Education, Research and Innovations. A non-affiliating, teaching and research university, DTU is poised to create an environment of a synergetic partnership between academia and industry. It aspires to imbibe a culture of scientific research in its management and technology disciplines, and develop scientific temper by providing a seamless environment for integration of science, engineering, and management. The university also endeavors to provide the thrill of a corporate R&D environment with a planned focus on industry-relevant projects. DTU has consistently been ranked among the top institutions of the country in reputed surveys.

The postgraduate programmes offered at DTU include Master of Technology (M. Tech.) programmes in various disciplines of engineering, Master of Business Administration (MBA) programmes including MBA(BA) and MBA (IEV), and Master of Design (M.Des.). The undergraduate programmes offered in DTU include Bachelor of Technology (B.Tech.) in various disciplines of engineering, Bachelor of Business Administration (BBA), BA (Hons) in Economics and Bachelor of Design (B.Des.). The university also offers Doctor of Philosophy (Ph.D.) programmes in a wide range of areas in Engineering, Sciences, Management and Humanities. The programmes at DTU foster a strong emphasis on scientific, technological and managerial education and research.

VISION

"To be a world-class university through education, innovation, and research for the service of humanity"

MISSION

- To establish centers of excellence in emerging areas of science, engineering, technology, management, and allied areas
- To foster an ecosystem for incubation, product development, transfer of technology, and entrepreneurship
- To create environment of collaboration, experimentation, imagination, and creativity
- To develop human potential with analytical abilities, ethics, and integrity
- To provide environment friendly, reasonable, and sustainable solutions for local & global needs

CORE VALUES

- Integrity
- Compassion
- Commitment
- Creativity
- Collaboration
- Inclusion

ABOUT DELHI SCHOOL OF MANAGEMENT (DSM)

Delhi School of Management (DSM) was established in 2009. With a visionof inculcating a penchant for innovation, research, and experimentation, DSM aims at extending the seven-decade long legacy of DCE by incubating and developing techno-managers, who are adept at identifying pertinent and critical business problems, and applying their technical skills and competencies in solving those problems. Delhi School of Management (DSM) is widely acknowledged for academic excellence in management education. The programmes offered by DSM include MBA, and MBA (Business Analytics). DSM also offers a two-year weekend MBA (Executive) program, and Doctoral Program (Ph.D.) in Management. The school also extends support to various engineering departments of DTU for imparting management education to the budding engineers. DSM envisions at developing a knowledge society by providing equitable access to the masses and broadening the span of their participation in the areas of higher education.

DSM has been given National Board of Accreditation (NBA) accreditation for its MBA program. The NBA accreditation ensures that the program meets premier quality standards. The department is supported by the state-of-the-art infrastructure including hostels, guest houses for visiting experts, a serene ambience to pursue learning, smart classrooms, computing labs, databases, and a well-stocked library.

DSM focuses on the comprehensive development of students by offering them subject knowledge, skills, and practical expertise of 'Management' discipline, by urging them to understand, analyse, and solve the pertinent issues faced by businesses, government, and society from a holistic and pragmatic lens. It intends to impart and sustain in students the spirit of entrepreneurship, coupled with innovation and creativity. The courses offered intend to produce socially responsible, technologically adept, and ethically driven innovative managers and future leaders. Careful selection of students having a reliable scholastic record and aptitude for management, from all over the country, ensures that the classrooms are enriched with diverse perspectives, and that each student gets a challenging, competitive, and cosmopolitan learning environment.

The curriculum is designed to meet the needs of the present-day technology-intensive business functions. The students are equipped with management knowledge to deal with the complex, global, and dynamic business environment. To ensure practical hands-on experience, internship and field projects are an integral part of the curriculum. DSM also gives ample exposure to students through case-study based pedagogy, course projects, and industry internships. In order to provide students with the required exposure, DSM brings them in close contact with the industry executives, eminent academicians, and successful alumni through conducting a series of lectures and interactive sessions. The University also motivates and supports students to participate in conferences, seminars, and paper/case-study competitions.

VISION

To be among the leading world class management education and research institutions for meeting the contemporary and emerging challenges of business and society.

MISSION

- To develop socially responsible and ethically driven innovative managers and future leaders
- To evolve a system of quality education and research in management through sustained institutionalized efforts of students and faculty
- To equip the students with contemporary and emerging developments in the field of management

Beyond Academics at DSM

DSM, DTU has ensured a holistic learning system for its students, and student-led clubs and committees are a part of this conclave, which are an extension of their career and creative interests. These clubs foster learning on a continuous basis by allowing them to execute what they've learned in the classroom to real-world situations. Such group activity arrangements have enabled students to develop leadership skills while also improving networking skills and industrial connections.

DSM is a home to various student-run committees and clubs that host challenging and exciting events throughout the year. This motivates one to engage in a variety of industry-sponsored competitions and live projects, which aid in exploring new opportunities and developing professional skills. By participating in the activities of the committees, students get opportunities for leadership, initiative, team work, and liaison. DSM has one club for each of its primary disciplines, ranging from marketing to finance to information technology and various recreational groups such as sports and photography, inter alia.

ABOUT MBA - INNOVATION, ENTREPRENEURSHIP AND VENTURE DEVELOPMENT

The MBA-IEV programme, offered at Delhi School of Management, DTU, is designed to equip students with the skills, knowledge, and experience needed to excel in the realms of innovation, entrepreneurship, and venture creation. Emphasizing entrepreneurship, this programme ensures the delivery of a comprehensive portfolio of professionally designed courses in entrepreneurship and venture development. Aspiring to be a world class practice-based school, Delhi School of Management seeks to offer practicum mode learning programs in entrepreneurship which are experiential and outcome based in nature.

Background: The AICTE in its start-up policy in 2016 announced the need and overall design for an experiential learning cum outcome-based MBA program in entrepreneurship. It was to be focused on outcome-based evaluation, with a curriculum divided over components such as knowledge, attitude and behavioural element and skills. Based on this background, the syllabus of two years MBA in Innovation, Entrepreneurship and Venture Development comprises module-based learning of core and elective courses, out of classroom activities and workshop-based skill certification, experiential learning modules, entrepreneurship idea development-based Capstone Projects and Action Learning segments focused on implementation of start-up ideas. With the objective of connecting theory of innovation and entrepreneurship with practice and enabling students to acquire skills, this outcome-oriented program is designed for delivery in four phases with up to two modules each. The program is focused on learning grounded in all stages of the new venture development process. It will require that students create their own venture in their chosen area within the first semester, and go through the stages of entrepreneurial activity, while learning about these through knowledge and experiential courses. They will simultaneously apply their entrepreneurial skills in real life situations, validate ideas, test markets and build a successful venture. These outcomes will be achieved with guidance from mentors/faculty, experiential learning, workshops on hands-on aspects of forming and running a company, start-up finance, awareness of Government funding schemes. There will be evaluation of outcomes achieved by students in their proposed business and venture development plans, actual venture formation and proof of concept tests, etc.

Why MBA(IEV) from DTU?

1.Rigorous Curriculum: Program offers a comprehensive curriculum that combines theoretical knowledge with practical applications, ensuring students gain a deep understanding of business concepts and their real-world implications.

2.Supportive Environment: With experienced faculty and strong industry connections, DTU provides a nurturing environment for students to thrive. Faculty members offer mentorship, and industry partnerships offer insights into current business practices.

3.Entrepreneurial Support: DSM offers personalized mentorship from successful entrepreneurs and industry experts. The Incubation Center at DTU (DTU-IIF) is dedicated to nurturing the entrepreneurial spirit of students by providing comprehensive support for their startups and ventures. With access to resources, mentorship, financial assistance, and a collaborative environment, the Incubation Center empowers students to transform their innovative ideas into successful businesses.

4.Networking Opportunities: DTU facilitates networking opportunities through events, guest lectures, and alumni connections, enabling students to build valuable relationships with peers, professionals, and potential employers.

5.Career Growth: The MBA(IEV) program at DTU equips students with the skills and expertise necessary for career advancement. Internships, projects, and placement assistance programs prepare students for success in the competitive job market.

6.Holistic Development: Beyond academic excellence, DTU emphasizes the development of leadership, communication, and interpersonal skills essential for success in various professional roles and environments.

7.Adaptability: DTU prepares students to navigate the complexities of the ever-evolving business landscape by instilling adaptability, critical thinking, and problem-solving abilities, ensuring they are well-equipped to excel in their careers.
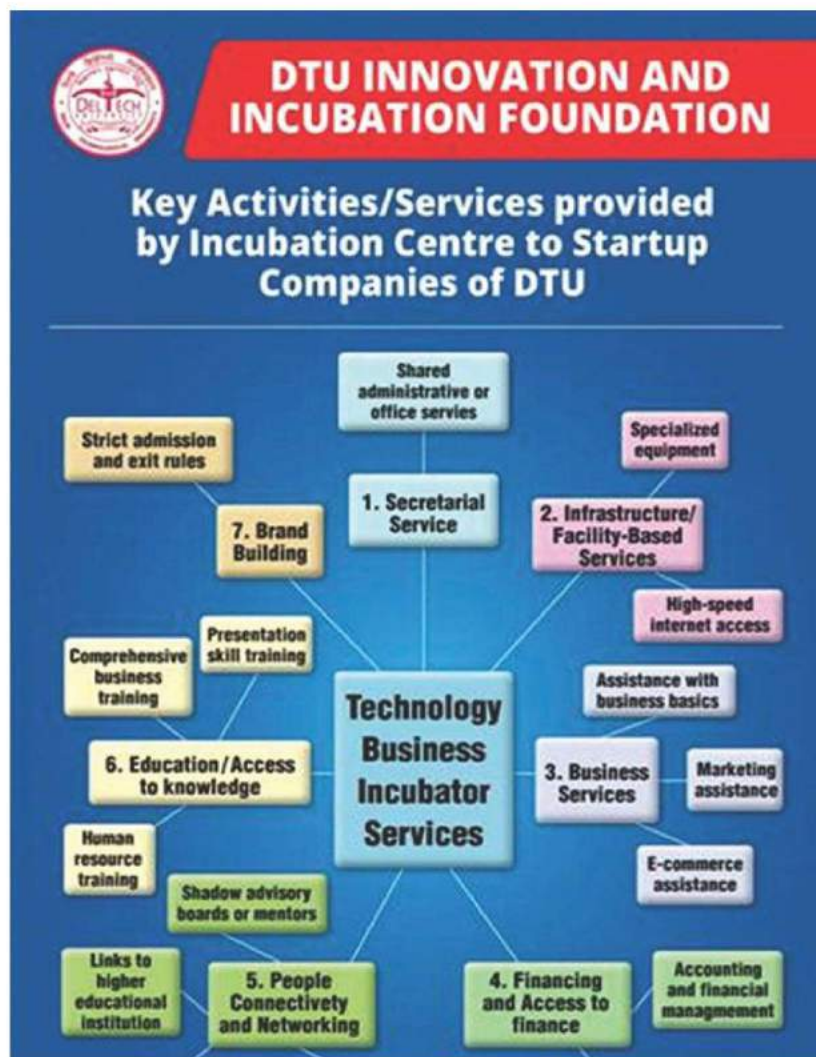
DTU IIF

The program gets strong support from DTU Innovation and Incubation Foundation (DTU IIF). DTU – IIF (Established as Section 8 Licence Number 107658, CIN of the company is U74999DL2016NPL305531, as per Companies Act of Govt, of India) is Incubation Centre i.e. Technology Business Incubator (TBI) of Delhi Technological University (DTU).

DTU IIF was established as per the policy guidelines of Govt, of NCT of Delhi on summary recommendations of a working group established by the Government of National Capital Territory of Delhi, under order NO.F.75(73)/2015-16/Incubation/ADPL/321-330 dated 5/6/15 for the following purpose:

1.   To create a culture of entrepreneurship, Start-ups, and, and Intellectual Property Creation that can add to value creation, jobs and employment and do social and economic good.

2.   To facilitate creation of incubation centres that offer incubation infrastructure-space, computing resources, connectivity, common tools; and environment for co-working, collaboration and innovation.

3.   Create entrepreneurship challenges based upon existing problems to foster Innovation.
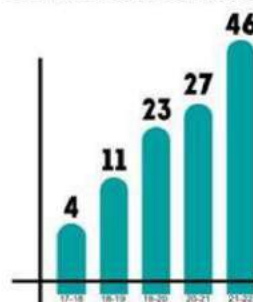
DTU – INNOVATION AND INCUBATION FOUNDATION

DTU- Innovation Incubation Foundation is a Section Company promoted by Delhi Technological Universi that aims to foster an entrepreneurship, start-up, and intellectual property creation culture that can add value t foster jobs, and employment while also doing social and economic good Through its TB: (Technology Business Incubator) the company provides incubation infrastructure such as space, computing resources connectivity, common tools, and an environment conducive to co-working, collaboration, and creativity

🚀 Incubations
Year wise & Number of Startups

Start Ups

40 start Ups
companies were initiated by students/alumni with the help of the incubation center

150 students
are currently working with the incubation center/startups

10 unicorn
startup initiated/founded by DTU- Alumni

20+ Start-up
raised funds with the help of the incubation center

Achievements

DTU-IIF start-up Cattlegurul raised external funding from Antler India of INR 2 Cr for a 10% stake dilution at a valuation of INR 20Cr

DTU ranked 2nd in the Atal ranking of institutions on Innovation Achievements (ARIA) 2022 in the category of Technical University (Govt & Govt Aided).

The project of INR 5 Crore has been recommended under NIDHI-I-TBI the scheme by DST (GOI) to establish a woman's tech incubator at

Echio

Echio is basically an Advanced and AI inclined influencer marketing company. We basically deal for both influencers and companies

Walnut

Walnut is India's 1st social media platform only for health and well being. Walnut is a platform focused on community based healthcare

Freelance Mantra

Freelance Mantra is an online platform working and helping businesses find more flexibility and connecting talent with more opportunities

Monkhood

MONKHOOD LIVING SOLUTIONS strives to eliminate all your rental hassles, no matter if you are renting or providing a rental

Air Seiki

Design, development & manufacturing of high-performance and cost-effective industrial air filtration systems for pollutants like dust, fumes, smoke, mist, VOCs

Cattle GURU

Cattle GURU is a D2C brand which delivers food for cows and buffaloes right at the doorstep of dairy farmers

STUDENT VENTURES DEVELOPED IN MBA-IEV PROGRAMME

The MBA-IEV 2019-21 batch students successfully made their ventures and some are part icubatees at DTU-IIF. Their ventures include

● "Innovative Scripts Private Limited" is a DPIIT recognized start-up developing Block chainbased Enterprise Software Solutions; incubated at MBA-IEV program of USME, DTU. It was chosen in the MoE top 75 start ups and received a grant of Rs. Ten lakhs for the same.

STUDENT VENTURES DEVELOPED IN MBA-IEV PROGRAMME

● "Refoveo" is all about serving clean, fresh and healthy food and beverages; The venture is established at DTU main campus and serving fresh juice and vegetable salad to the students of DTU.

● "Currikalam Technologies Private Limited" strives to make a one-stop shop for all the lab based and experiential educational needs. Its vision is to make school education relevant to today's times and industrial needs. The packages provided by Currikalam include IoT lab experiment equipment for schools, Smart classes, modern labs, certified teacher training programs, school websites, student portal, etc.

● "Ishan-M" is a start-up which brings to you a complete solution of all the digital marketing needs at one place, and already has over six leading business houses as clients.

● "The Herbalist" is an indigenous thermal energy optimization company, actively engaged with the clients in herbal produce process industries.

● "Professional Range A+ Enhancing your natural beauty" is an export house related to provide 'One destination for Beauty & Salon Industry' with Essential Oils & Nano-Technology as the base. The long term objective is to create an export house where skin care products would be distributed business to business.

● Tiffinshala - Everyday Meals, Simplified is also a venture that Discovers, Compares & Orders Home-Cooked tiffins & everyday meals from Quality Checked, nearby home kitchens & tiffin delivery services online.
So far nearly twenty new ventures have been formed through the program over past five years.

Events at DSM

Visit to Yakult - Danone India

Visit to SEBI Headquarters

Management Roadies Competition

Ahaan'23: Diwali Mela

Workshop on "Lean Start-Up and Minimum Viable Business" by Mr. Arvind Bali, CEO, TSSC India

E-Cell 2024: DTU Students Sharpen Business Skills in 'Business Model Canvas' Workshop

Workshop on "Brand Model Canvas" by Mr. Shrey Kumar, Co-founder, Aadvik Foods

Motivational Session by Abhijeet Mittal, Co-founder, Mooofarms

Workshop on "Entrepreneurial skill, attitude and behaviour development" February, 2024

DSM-DTU in collaboration with IIC DTU organized a one-day workshop on topic "Entrepreneurial skill, attitude and behaviour development" on 23rd February, 2024 in Room No. 106, DSM, DTU. Mr. Aashish Raj, Co-founder and Managing Director at ValueWeaver conducted an insightful workshop on entrepreneurial skills and development for MBA students. The workshop aimed to equip aspiring business leaders with the knowledge and skills necessary to navigate the dynamic world of entrepreneurship.

Workshop on Business Model Canvas

E-Cell | DSM, DTU in collaboration with IIC-DTU commenced its two-day workshop on Business Model Canvas at Delhi School of Management, Delhi Technological University. The program aimed to arm students with the necessary knowledge and tools to navigate the intricate landscape of the modern business world. The primary objectives were to familiarize participants with the nine building blocks of the canvas and to enable them to analyze and innovate business models effectively. The speakers were: Mr. Gaurav Gupta, CEO of CarePay and Mr. Shrey Kumar, Co-founder of Aadvik Foods.

E-Talks 2024

E-Cell DSM, DTU organised "E-Talks'24" the flagship event of the club with the slogan "Leadership, Finance, Innovation & Growth," strives to bring together the brightest minds in business, academia, government, etc. The event's speakers included:

1. Col. Kaushal Kashyap (SC) (India Army Veteran),
2. Mr. Vaibhav Goel (VP, ONDC)
3. Ms. Shreedha Singh (Co-Founder & CEO, T.A.C.)
4. Ms. Preena Aggarwal (Director, Deloitte)

Donation Drive

Alumni Homecoming

Alumni Talk Series

Viksit Bharat 2047 Initiatives

Delhi School of Management Premier Cricket League

ENTREPRENEURSHIP EVENTS @USME

Ms Navroop K. Sahdev, Founder & CEO of The Digital Economist, Los Angeles, USA delivered a lecture on "Blockchain Technology" at USME DTU.

Internship Fair organised by Corporate Relations and Placement Committee at USME, DTU.

ENTREPRENEURSHIP EVENTS @USME

Dr. Abhinav Mathur, Founder Director, Million Spark Foundation at Start-up Conclave at USME, DTU

The International Conference and Startup Expo-24 hosted by University School of Management and Entrepreneurship, Delhi Technological University, was a Two-day event (21-22 February 2024) themed Innovation and Entrepreneurship. Entrepreneurship.

(Roundtable Congress, Startup Pitch Sessions, Track Presentations, Founder-Faculty Interaction Session, Panel Discussions & Exhibition Stall). The event included participation of startups, corporate executives, and academician which engaged 80 researchers, 15 startups, 10 VCs& Angels, 30 speakers, 6 track chairs, and 10 Women Speakers and investors with 2000+ people.

MANAGEMENT FACULTY

The pooled resources of management faculty of DTU at the two campuses of Delhi School of Management (DSM) and University School of Management and Entrepreneurship (USME) are as follows:

Dr. Saurabh Agrawal
Head and Associate Professor

He has vast experience of academics, research and the industry both in India and in the USA. He has completed his PhD in reverse supply chain from DTU. His research focus is in the areas of supply chain management, reverse logistics, sustainability and e-waste management. He has completed his undergraduate degree from Indian Institute of Technology, Roorkee, India. He has received his Master's Degree in Business Administration from Oregon State University, USA, and Master's Degree in Industrial Engineering from Indian Institute of Technology, Delhi, India. He has published research papers in international journals of repute including Resources, Conservation and Recycling, Journal of Cleaner Production, Competitiveness Review, and Journal of Industrial Engineering International.

Dr. Girish Chandra Maheshwari
Professor (Honorary)

Prior to his current engagement, he has been Dean and Professor of Management of Faculty of Management Studies, The M.S. University of Baroda and Assistant Professor at IIT-D. He has been the author of several books on Management and Accounting of which five are published by NCERT. He has also published research papers in national and international journals. His teaching and research interest include Accounting, Finance, Mergers and Acquisitions.

Dr. Pradeep Kumar Suri
Professor

He has obtained his PhD from Department of Management Studies, IIT Delhi. He is M. Tech in Computer Applications from IIT Delhi and M. Sc. (Mathematical Statistics) from University of Delhi. He joined Indian Statistical Service in 1986. Before joining DTU, he has served in responsible positions in the Central Government. His areas of interest for research, teaching and consultancy include E-governance, IT strategy and management, Decision Sciences, ICT in agriculture, etc.

Dr. Rajan Yadav
Professor

He graduated from Delhi University and obtained his Master's Degree in Business Management from MD University and was awarded Ph.D. in Organized Retail. He has more than 20 years of post-graduate teaching experience. His teaching and research interest include marketing management, sales and distribution management, online social networks and student community-related social marketing issues. He has extensively published for Emerald, Springer, Inder science and Sage publication.

Prof. Amit Mookerjee
Professor

Dr. Amit Mookerjee joined USME in Feb, 2021. Prior to this he was Professor, Indian Institute of Management Lucknow (IIM-L), for over fifteen years, and served as Dean, IIM Lucknow's Noida Campus; the BPCL Research Chair Professor (2009-10); served on the Board of B-Schools, the IIML Enterprise Incubator Ltd, and others; was Head Analytics and Research/later Director, CMCR at the National Council for Applied Economic Research (NCAER – India's premier think tank). He taught for nearly a decade at MDI, Gurgaon and delivered courses at other IIMs like Kolkata, Raipur, Rohtak, etc, and India specific programs for leading global B Schools. His consulting, research and training services span organisations across diverse sectors in industry (telecom, IT, FMCG, durables, finance and insurance, banking); PSUs and private organisations in core sectors; development sector research/projects for NORAD, GTI (earlier GTZ), Norwegian Government, FICCI; cooperative sector such as NAFED. His interest area is customer experience, building customer profitability and entrepreneurship and venture development. He has contributed papers in respected international journals like MIP, JCM, Media Psychology, a text book on Consumer Behaviour, presented papers in more than 20 international conferences overseas and in India. He completed his BA (Economics, Psychology), MBA, and a PhD in Management, from the ML Sukhadia University, Udaipur.

Dr. Archana Singh
Associate Professor

She obtained her Ph.D. from University School of Management Studies, GGSIPU, Delhi. She has 2.5 years of industry experience in NBFC and more than 20+ years of experience in teaching and research. Her major areas of academic interests include Accounting, Corporate Finance, Investment management and Risk management. She has supervised 10 PhDs till date and has extensively published in National / International Journals of repute. She has shared her knowledge and expertise as a Resource person in a two-week Faculty Development Program sponsored by NSTEDB, GOI and organised by NAFEN, and also in a "Two day In House training program on finance for Non-Finance Executives" organised by Delhi Productivity Council for employees of IGPCL, Delhi. She is also involved in consultancy assignments of NIELIT, an autonomous scientific society of Ministry of Electronics and Information Technology, GOI and has completed three projects for them.

Dr. Shikha N Khera
Assistant Professor

Dr. Khera has obtained her Ph.D. from Guru Gobind Singh Indraprastha University and Masters form H N B Garhwal University, Srinagar, Garhwal and Bachelor from Sri Venkateswara College, University of Delhi. With twenty-two years of experience her areas of Interest include Human Resource Management, Organizational Behaviour and Cross Cultural HRM. She has extensively published in National/ International Journals of repute.

Dr. Nidhi Maheshwari
Associate Professor

Dr. Nidhi Maheshwari has been in the research and teaching profession for more than nineteen years. She has completed her PhD and LL.B. degree from Mohan Lal Sukhadiya University, Rajasthan. She also holds an MBA degree from Banasthali Vidyapeeth. During her doctoral studies in the area of Emotional and Spiritual quotient, she had widely published papers in refereed international and national journals. She has authored 30 papers/book chapters/research, research-based teaching cases in HRM. Her management cases are being sold at the European Case Clearing house and Emerald Publishing, one of which is in the 'Most Popular' category and received the Emerald Highly Commended Paper Award. Recently, she was awarded with the "Best research paper" in the IIM-Shillong Sustainability conference (2015). Two PhD scholars have completed doctoral research under her supervision.

She has delivered MDPs for senior and middle level corporate managers in the area of soft skill and HRM. She is empanelled as Soft Skill Trainer for Engineers India Limited. She has conducted MDP Programs for IFFCO, Indian Oil Corporation, National Seeds Corporation, ITDC, NHPC, NTPC, KDK Software, Shree Cement, J.K. Cement, Unitech Pvt. Ltd, Indian Aviation Academy, GAIL, Punjab National Bank, IREDA, Power Grid, ONGC, National Institute of Solar Energy, Indian Institute of Public Administration etc

Dr. Vikas Gupta
Assistant Professor

Dr Vikas Gupta is a Gold Medalist (MBA) and has more than 23 years of experience. He is currently working as an Assistant Professor, Delhi School of Management, Delhi Technological University (Former Delhi College of Engineering). His Ph.D. is in the domain of Knowledge Management and Innovation. He has several research papers and articles in his credit which are published in Scopus, SCI, SSCI and ABDC listed Journals. He has published books and book chapters at the national and international level.

His research interests are in the domains of knowledge management, innovation, business management and corporate social responsibility. He is involved in studies related to Knowledge Management and the various dimensions associated with it. He has been awarded the Best Faculty Award in the area of management. He is also a recipient of Research Excellence Awards, 2023. He has also been associated with many consultancy projects.

Dr. Deepali Malhotra
Assistant Professor

She obtained her PhD from University of Delhi in the area of Behavioural Finance, M. Phil degree in the area of CSR and Masters in Commerce from the Department of Commerce, Delhi School of Economics, University of Delhi. She has ten years of experience in teaching and research. Her areas of interest include Behavioural Finance, Personal Finance, Strategic Management, and Corporate Social Responsibility.

Dr. Deep Shree
Assistant Professor

She has completed her Ph.D. from Indian Institute of Technology (IIT) Delhi, M.B.A. from Motilal Nehru Institute of Research and Business Administration (MONIRBA), University of Allahabad and B.A.(Hons.) Degree in Economics from Banaras Hindu University. Her research interests are Public Sector Marketing, Not for Profit Marketing, Brand Management and Qualitative Research in Management. She has published research papers in leading national and international journals.

Mr. Yashdeep Singh
Assistant Professor

Yashdeep Singh is an Assistant Professor at the Delhi School of Management (DSM), Delhi Technological University (DTU), Delhi, India. He received his Master of Business Administration (MBA) in Information Technology and Marketing from the Indian Institute of Technology, Delhi. He holds a Bachelor of Engineering (BE) in Computer Science from the Netaji Subhas Institute of Technology, Delhi. He has teaching and industry experience of ten years and has worked in several organizations including BHEL, Wipro, and the Ministry of Commerce, Government of India. He has published articles in high-impact factor journals and has presented several papers at international conferences. His areas of interest for teaching, research, and consultancy include Consumer Behaviour, Data Analytics, Digital Marketing, Human-Computer Interaction, Information Technology Management, Mobile learning, and Social media.

Dr. Mohit Beniwal
Assistant Professor

Dr. Mohit Beniwal has a Bachelor of Engineering in Biotechnology from Netaji Subhas University of Technology (NSUT), formerly Netaji Subhas Institute of Technology (NSIT, Delhi University). He did his MBA and Masters in Information Systems from the College of Business, Iowa State University, Ames, Iowa, USA. He has vast work experience from companies like HCL Technologies, Coforge (formally NIIT Technologies), Accenture USA, and Yes Mail in San Francisco, USA. He completed his PhD in Management from DSM, DTU. His interest areas are Business Analytics, Time Series Analysis, Fundamental Analysis of Companies, Equity Research, Technical Analysis, Financial Analytics using Artificial Intelligence and Machine Learning, and Predictive AI using programming languages such as Python and R.

Dr. Chandan Sharma
Assistant Professor

He completed his PGDM from Indian Institute of Management, Indore in 2008 and Bachelor of Engineering from Delhi College of Engineering, University of Delhi in Mechanical Engineering in 2006. Prior to joining DTU, he has worked in the Financial Services Industry for almost 10 years. He has rich industry experience in both Indian equity and debt markets.

Mr. Dhiraj Kumar Pal
Assistant Professor

He has completed his PGDM from Indian Institute of Management, Bangalore and Bachelor of Engineering from Delhi College of Engineering, University of Delhi in Mechanical Engineering. Prior to joining DTU, he has worked in healthcare & energy sectors. He has also worked with few successful start-ups.

Dr. Abhinav Chaudhary
Assistant Professor (Contractual)

He has obtained his MBA in Marketing Management and Information Technology Management from Gautam Buddha Technical University, Lucknow. His Bachelor of Engineering is from Dr. Bhim Rao Ambedkar University, Agra. He has qualified UGC NET and has completed his Ph.D. He has more than 12 years of teaching and industry experience, and his academic and research interests include International Marketing Management, Operations & Supply Chain Management and Information Technology Management.

Dr. Harleen Kaur
Assistant Professor

Dr. Harleen Kaur holds a PGDM from Indian Institute of Management Calcutta (IIM C) and a B. Tech (IT) from Delhi College of Engineering (now DTU). She began her marketing career with PepsiCo India and has worked with leading brands - Mountain Dew, Mirinda and Pepsi. She is currently pursuing doctoral studies from the Faculty of Management Studies, University of Delhi and has been awarded the Junior Research Fellowship (UGC NET-JRF). Her research interests include brand strategy, consumer psychology and consumer brand relationships.

Dr. Anurag Chaturvedi
Assistant Professor

Mr. Anurag Chaturvedi has close to 3.5 years of industrial experience with leading automobile company Tata Motors in Marketing & Operations and IHS Markit in the financial derivatives segment. He has done his MBA from Delhi School of Management, B. Tech in Electronics and Communication Engineering from NIT Surat and has been awarded the Junior Research Fellowship (NET-JRF). Currently, he is holding the posts of Cultural Committee Coordinator, MBA Coordinator, faculty advisor for Finance and IT Clubs, and member of IT, Infrastructure and Library Committee.

Dr. Naval Garg
Assistant Professor

Dr. Naval Garg is Assistant Professor (HR) at USME, DTU. His academic credentials are MBA, M.Com, Ph.D., NET (Management & Commerce). He is also a fellow of the Insurance Institute of India. He has more than forty research papers published in various national and international journals. His areas of research and training interest are workplace spirituality, gratitude, business ethics, and human-machine interaction. He also holds more than 6 years of corporate experience.

Ms. Pallavi Sethi
Assistant Professor

Pallavi Sethi is Assistant Professor at USME, DTU. She was previously associated with Shaheed Bhagat Singh College, Delhi University as Assistant Professor for more than ten years. She has completed her M.Phil. (Accounting), M. Com and B.Com (Hons.) from University of Delhi and is currently pursuing her Ph.D. from Delhi Technological University in the area of finance. Her areas of interest include Financial and Management Accounting and Corporate Finance.

Dr. Priya Malhotra
Assistant Professor

Priya Malhotra is an Assistant Professor in the area of Finance at USME, DTU. She is an MBA in Finance & Marketing from the Faculty of Management Studies (FMS), University of Delhi. She has prior teaching experience in the department of Commerce, Shri Ram College of Commerce (SRCC), University of Delhi. She also has a rich industry experience of more than 6 years and has been associated with ICICI Bank Ltd & Barclays Bank in international private banking segment. She has recently completed her PhD from Faculty of Management Studies (FMS), Delhi.

Dr. Varsha Sehgal
Assistant Professor

Varsha Sehgal is an Assistant Professor at USME, DTU in the area of strategy management. She has close to 6 years of industry experience in multinational firms as Fiserv and Infosys. She has done her M.B.A from IIT Madras and B. Tech from Punjab Technical University Jalandhar. She has completed her PhD from DTU in 2023. Her areas of interest include Strategy Management, Information Technology as well as Business Analytics. She is particularly interested in Frugal Innovations and how they can be leveraged to benefit society.

Dr. Kusum Lata
Assistant Professor

Dr. Kusum Lata is Assistant Professor at USME, DTU. She has done her B.Tech in Computer Science and Engineering from Punjab Technical University, Punjab and Master of Engineering in Computer Technology and Applications from Delhi College of Engineering Delhi University. She has completed her Ph.D. in Computer Science and Engineering from Delhi Technological University. She has qualified UGC-NET in Computer Science and Applications. She has more than 15 years of teaching experience. She has published papers in reputed international journals and conferences. Her area of interest includes Data Mining, Machine Learning, Data Analytics, Database Management Systems, Improving Software Quality, Definition and Validation of Software Metrics.

Dr. Deepti Aggrawal
Assistant Professor

Dr. Deepti Aggrawal is currently working as an Assistant Professor at USME, DTU. She is UGC-NET qualified in Management and holds a Ph.D. in Operational Research from University of Delhi. She brings in-rich experience of around 10 years in varied fields of Education, Banking, Analytics & Quantitative techniques. She has published several articles in journals of international repute. Her research area includes Innovation Adoption and Technology Diffusion Modeling & Optimization in Marketing, modeling in software reliability engineering and applications of multi-criteria decision-making techniques for solving real life problems. She has co-authored one text-book entitled "Market Assessment with OR Applications" published by CRC Press, Taylor & Francis group. She is a life member of Society for Reliability, Engineering, Quality and Operations Management.

Dr. Gaganmeet Kaur Awal
Assistant Professor

Dr. Gaganmeet Kaur Awal is Assistant Professor at USME, DTU. She holds a PhD from School of Computer and Systems Sciences, Jawaharlal Nehru University. She has completed M.Tech (CST) from JNU and B. Tech (CSE) from GGSIPU, Delhi. She is UGC-NET qualified and has been awarded the prestigious DST Inspire Fellowship from Ministry of Science and Technology, Govt. of India. She has teaching experience at Shaheed Sukhdev College of Business Studies, University of Delhi and Jaypee Institute of Information Technology, Noida. She has published papers in reputed international journals and conferences. Her research interests include Data Analytics and DBMS, Machine Learning, Collective Intelligence and Web Analytics.

ELIGIBILITY CRITERIA

1. A candidate who has passed a graduate degree program and has scored minimum 50% marks in aggregate or equivalent CGPA from a recognized university/institution are eligible to apply.

a) Relaxation of 10% in marks to SC/ST/PWD candidates shall be given in eligibility criteria.

b) Those who are appearing in the final semester examination may also apply, provided that they submit the proof of eligibility and graduation marks at the time of personal interview.

c) The student should hold a degree from any of the universities incorporated by an act of the central or state legislature in India, or other educational institutions established by an act of Parliament or declared to be deemed as a university under section 3 of UGC Act, 1956, or possess an equivalent qualification recognized by the Ministry of HRD, Government of India.

In case the conversion formula is not provided by the concerned Institute/University then equivalent percentage will be computed as per the DTU guidelines which are as follows:

CGPA × 10 = Percentage of Marks

Note: At any stage of the program, if it is found that the candidate does not fulfil the eligibility criteria, his/ her admission shall be cancelled and the fee shall not be refunded.

The number of seats for admission in the program for the batch of 2024-26 is 30.

The reservation of the seats for SC/ST/OBC/EWS and subcategories Defence/PWD is as per the DTU norms. **One supernumerary seat** is available for Kashmiri migrants as per university guidelines. However, there will be no relaxation in the minimum eligibility criteria for admission on this seat.

The distribution of seats for the MBA (IEV) Programme is as follows:

MBA-IEV Seat Matrix		
GN	10	
GNPD	1	
GNCW	1	12
ST	2	
STPD	0	
STCW	0	2
SC	5	
SCPD	0	
SCCW	0	5
OBC	6	
OBCPD	1	
OBCCW	1	8
EWS	3	
EWSPD	0	
EWSCW	0	3
TOTAL	30	30

RESERVATION POLICY

a) **Scheduled Caste (SC)**: 15 % of the total seats are reserved for Scheduled Caste candidates.

b) **Scheduled Tribe (ST)**: 7.5 % of the total seats are reserved for Scheduled Tribe candidates.

c) **Other Backward Class (OBC- NCL)**: 27% of the total seats are reserved for Other Backward Class (Non-Creamy Layer) candidates.

d) **Economically Weaker Section (EWS)**: 10% of the total seats are reserved for EWS category as per the office order DHE.1 (119)/Estt./2018- 19/2549-76 dated 17/06/2019

Sub-categories namely 'Defence' and 'Person with Disability' are available under each category (General, SC, ST, OBC-NCL, EWS).

e) **Defence (CW)**: 5% of the total seats (Horizontal) in each main category are reserved for candidates belonging to Defence sub-category in the following order of priority:

Priority I - Widows/wards of Defence Personnel killed in action.

Priority II – Wards of disabled in action and boarded out from service.

Priority III - Widows/wards of Defence Personnel who died while in service with death attributable to military service.

Priority IV - Wards of disabled in service and boarded out from service with disability attributable to military service.

Priority V - Wards of Ex-Servicemen and serving personnel/para military/ police personnel who are in receipt of the following Gallantry Awards:

1. Param Vir Chakra
2. Ashok Chakra
3. Mahavir Chakra
4. Kirti Chakra
5. Vir Chakra
6. Shaurya Chakra
7. Sena/Nau Sena/ Vayu Sena Medal
8. Mention-in-Despatches
9. President's Police Medal for Gallantry
10. Police Medal for Gallantry

Priority VI – Wards of Ex-servicemen.

Priority VII – Wives of:

1. Defence personnel disabled in action and boarded out from service
2. Defence personnel disabled in service and boarded out with disability attributable to military service
3. Ex-servicemen and serving personnel who are in receipt of Gallantry awards.

Priority VIII – Wards of serving personnel.
Priority IX - Wives of serving personnel.

f) Person with Disability: 5% of the total seats (Horizontally) in each category are reserved for candidates belonging to 'Person with Disability' sub-category in accordance with the provisions of 'The Rights of Persons with Disabilities Act 2016' (PwD Act)

g) Kashmiri Migrants (Supernumerary): 01 (One) seat, over and above the total intake in each campus of DTU is available under this category.

Note:

i. In case of category (a) and (b), the vacant seats are interchangeable.

ii. In case, sufficient numbers of eligible candidates from category (c) are not available, the vacancies will be treated as unreserved.

iii. Seats under sub-category (f) are interchangeable within the sub category if sufficient number of candidates is not available in a particular group.

iv. In case, sufficient number of eligible candidates from the sub categories mentioned at (e) and (f) are not available, the vacancies will be treated as unreserved in the respective category.

v. Under CW sub-category, the seats will be filled based on priority, i.e. all eligible candidates of priority-I will be allotted seats based on their ranks until the ranks exhaust or seats exhaust under CW sub category. Remaining vacant seats, if any, will be allotted to the priority-II in the similar way, and so on.

vi. The reservation under CW sub category is available only to such candidates who fall under the listed priorities.

vii. It is the sole responsibility of the candidate to prove his/her eligibility for claiming reservation under any of the reserved categories/subcategories. The candidates claiming reservation under SC/ST/OBC/EWS/KM categories, CW/PwD sub-categories will be required to upload the scanned copy of the original certificate of the respective reserved category/sub-category issued by the competent authority (as mentioned in this information brochure) at the time of filling up of ONLINE application form. If the reserved category/sub-category certificate is not found in order, no benefit of the reserved category/ sub-category will be given and the candidate shall be considered for allotment in the GENERAL category in subsequent rounds on submission of a written request by the candidate to the Chairman, Admission in person or email in this regard, as per the eligibility of the candidate and availability of seats. **If such candidate is able to produce his/her category certificate before the commencement of further round, he/she shall be considered for the category in that round and will be allotted a fresh seat as per the vacancy available and his/her merit.**

viii. After exhausting the complete list of candidates (category-wise) as per prescribed norms, any unfilled seats pertaining to any category may be filled by increasing general category seats, in equal number, during SPOT round of counselling.

Selection Procedure

Merit list for final admission shall be prepared on the basis of combined scores of the following components with weightages as given below:

- **Graduation marks (40% weightage)**
- **Case Study (20%)**
- **Personal Interview (30%)**
- **Gender Diversity (5%)**
- **Academic Diversity (5%)**

Note:

Candidate has to secure at least 40 percent marks of interview component to be considered eligible for admission. The University may invite fresh applications against vacant seats, if any, by following an alternative admission criterion, to be announced with a fresh call for admission to remaining seats.

Note:

1. In case of tie in the final merit list, the following criteria shall be used:
   a. The candidate with higher graduation score will be ranked higher

2. In case of tie in the graduation score the candidate shall be ranked according to the Personal Interview score shall be taken; if tie persists, age in days will be used for selection.

FEE STRUCTURE

The selected candidates will be required to pay the programme fee .The provisional admission letter shall be issued subsequently. It may be noted that the admission of the candidate is complete only after the payment of fee. If a candidate fails to pay the fees, then his/ her provisional allotment of seat shall be cancelled.

S. no.	Particulars	Fee in AY 2024-25 (Rs.)	Fee IN AY 2025-26 (Rs.)
	Master of Business administration (Full Time)		
1	**Tuition Fee**	1,47,300	1,55,000
2	**Non-Government Component**		
2.1	Student welfare Fee (Co- Curricular activities, extra- curricular activities, Annual gathering, Students welfare, Institutional development, Outsourcing, Conference, Seminar, Workshop, Innovative projects, Skill development activities and miscellaneous expenditure on unspecified items)	20,000	20,000
2.2	Facilities & services charges (Research initiatives, training programs, Awards, automation facilities, entrepreneurship activities and any misc. expenditure on unspecified items)	36,000	36,000
2.3	Economically weaker section fund	10,000	10,000
2.4	Examination fee (Examination infrastructure strengthening, expenditure on examination activities, confidential printing etc.)	15,000	15,000
2.5	DTU medical facilities and Premium amount for mediclaim of student (per- annum)	700	700
	Total	2,29,000	2,36,700

WITHDRAWAL POLICY

The withdrawal policy for the remittance and refund of fee, if a student chooses to withdraw from program of study in which he/she is enrolled is as per DTU norms.

DOCUMENTS REQUIRED AT THE TIME OF ADMISSION

Following is the list of documents required for verification at the time of Personal Interview and counselling:

1. Print-out of the online application form duly signed by the candidate
2. 2 passport size photographs
3. Degree and Marks sheet of the qualifying examination
4. Printout of CAT/MAT Score Card.
5. Date of Birth Certificate as indicated in High School or equivalent examination i.e. Class X.
6. Reserved category / sub-category Certificates, if applicable.
7. Experience certificate, if applicable.

Note: If the candidate fails to produce any required documents, his/her candidature is liable to be cancelled.

CERTIFICATES REQUIRED FOR RESERVED SEATS AT THE TIME OF DOCUMENT VERIFICATION

Candidates applying for any reserved seat (i.e. EWS, SC, ST, OBC-NCL, CW, PWD, KM) must upload the scanned copy of the certificates (as applicable) as mentioned below at the time filling up of the ONLINE application form.

i. Scheduled Caste (SC)/Scheduled Tribe (ST)/Other Backward Class (OBC-NCL):

For admission to a seat reserved for Scheduled Caste/ Scheduled Tribe/ Other Backward Class (NCL), candidate must produce a certificate, in original, issued from an approved district authority stating the Scheduled Caste/ Scheduled Tribe/Other Backward Class (NCL), to which the candidate belongs. A list of approved authorities is given below:

a. District Magistrate / Additional Magistrate / Deputy Commissioner/ Collector / Additional Deputy Commissioner/Deputy Collector/ 1st Class Stipendiary Magistrate / City Magistrate (not below the rank of 1st Class Stipendiary Magistrate), Sub-Divisional Magistrate / Taluka Magistrate / Executive Magistrate / Extra Assistant Commissioner.

b. Revenue Officer not below the rank of Tehsildar.

c. Sub-Divisional Officer of the area where the candidates and/or his/her family normally resides

d. Administrator/Secretary to Administration/Development Officer (Laccadive & Minicoy Islands).

NOTE:

1. The candidate seeking admission under reserved categories has to mandatorily upload the caste/ category certificate in his/her name at the time of filling up of the ONLINE form. The certificate in the name of either of the parents (mother/father) or any other family member is not acceptable and the candidate will not be entitled even for provisional admission.

2. OBC (NCL) candidates are required to produce a caste certificate issued after March 31, 2024 from the authorities as mentioned above. However, if the certificate is issued prior to March 31, 2024, it must be accompanied with an additional certificate regarding the present non-creamy layer status of the candidate, issued by the same competent authority. This additional certificate must have reference of his/her already issued original caste certificate. At the time of PI and verification of documents, the candidate must provide an updated certificate issued after 31st March 2024.

ii. Person with Disability sub-category: For admission to seat reserved for person with disabilities (PwD) sub-category, the candidate must upload of filling up the Online form:

a. Certificate of physical disability issued by the Competent Authority as per the provisions of the Persons with Disabilities Act 2016 in the prescribed format as given under the Act.

b. The candidate with benchmark disabilities shall produce the medical certificate issued by the Govt. Hospitals duly notified by the Govt. of NCT of Delhi/ other State government and further duly verified by the Chief Medical Officer of the concerned Government Hospital.

c. A certificate duly recommended by Vocational Rehabilitation Centre for the handicapped, 9-11 Vikas Marg, Karkardooma, Delhi 110092.

iii. Kashmiri Migrants: The candidates seeking admission under Kashmiri Migrants seats must upload the following documents at the time of filling up of the online application:

a. Certificate of registration as Kashmiri Migrants issued by the Relief Commissioner, Jammu or Divisional Commissioner, Delhi to establish the status of the applicant as registered migrants.

b. Degree and Mark-sheet of the qualifying examination.

c. Secondary School Examination or an examination recognized as equivalent thereto (showing the Date of Birth).

d. Proof of property in Kashmir of the parent of the candidate.

e. Proof of current residence such as Ration Card, Photo Identity Card issued by the Election Commissioner, Driving License, etc.

iv. Economically Weaker Section

Criteria for Income and Assets The benefit of reservation under EWS can be availed by persons who are not covered under the scheme of reservation for SCs, STs and OBCs upon production of an Income and Asset Certificate issued by a Competent Authority based upon the following criteria:

Candidates whose family has gross annual income below Rs 8.0 lakh (Rupees eight lakh only) are to be identified as EWSs for benefit of reservation. Income shall also include income from all sources i.e. salary, agriculture, business, profession, etc. for the financial year prior to the year of application. "31st March 2024".

Also, persons whose family owns or possesses any of the following assets shall be excluded from being identified as EWS, irrespective of the family income: - i. 5 acres of agricultural land and above; ii. Residential flat of 1000 sq. ft. and above; iii. Residential plot of 100 sq. yards and above in notified municipalities; iv. Residential, plot of 200 sq. yards and above in areas other than the notified municipalities. The property held by a "Family" in different locations or different places/cities would be clubbed while applying the land or property holding test to determine EWS status. The term "Family" for this purpose will include the person who seeks benefit of reservation, his/her parents and siblings below the age of 18 years as also his/her spouse and children below the age of 18 years. The benefit of reservation under EWS can be availed upon production of an Income and Asset Certificate issued by a Competent Authority after March 31, 2024. The Income and Asset Certificate issued 'by any one of the following authorities in the prescribed format as given in Annexure-3 shall only be accepted as proof of candidate's claim as 'belonging to EWS. A list of approved authorities is given below:

I. District Magistrate/Additional District Magistrate/ Collector/ Deputy Commissioner/Additional' Deputy Commissioner/ 1st Class Stipendiary Magistrate/ Sub Divisional Magistrate/ Taluka Magistrate/ Executive Magistrate/ Extra Assistant Commissioner

II. Chief Presidency Magistrate/Additional Chief Presidency Magistrate/ Presidency Magistrate

III. Revenue Officer not below the rank of Tehsildar and

IV. Sub-Divisional Officer or the area where the candidate and/or his family normally resides.

v. Defence sub-category (CW)

For admission to a seat reserved for Defence sub-category, candidate must produce the following certificates (as applicable), in original, at the time of document verification of Defence candidates.

a. Entitlement card in original issued by the Record Officer of the Unit/Regiment of Armed Personnel of the Armed Forces in case of Armed Personnel.

b. Widows/ Wards/ Wives of the officers and men of Armed forces who died or were disabled on duty (both attributable to military service) must produce a certificate to that effect from the following authorities: (i) Secretary, Kendriya Sainik Board. (ii) Secretary, Rajya / Zila Sainik Board. (iii) Officer-in-Charge, Record Office.

c. Medical records in original.

d. Special Pension Order and Passbook indicating special pension.

e. Gallantry Award Certificate.

f. Original ex-servicemen Identity Card/ Discharge Book/ Pension Payment Order.

g. Dependency card issued by the competent authority in order to relate the relationship of the candidate with the Defence personnel.

h. Original Service Identity Card.

i. A certificate from the respective C.O. Unit in respect of serving personnel.

NOTE: A statement to the effect that 'the death/disability is attributed to military service' is required to be included in the certificate for Priority III & IV.

THE FINAL PRIORITY WILL BE SUBJECT TO THE SCRUTINY BY PANEL OF DEFENCE EXPERTS AT THE TIME OF DOCUMENT VERIFICATION.

ANNEXURE 1
FORMAT OF CERTIFICATE FOR PERSON WITH DISABILITY
To be issued by Medical Board from Government Hospital

Recent Passport Size attested photograph

Name of the candidate: Mr./Ms.*_____

_____

Father's Name: _____

Permanent Address: _____

_____

_____

Percentage loss of earning capacity (in words):

_____

Whether the candidate is otherwise able to carry on the studies and perform the duties of an engineer/architect satisfactorily:_____

Name of the disease-causing handicap:_____

Whether handicap is temporary or permanent:_____

Whether handicap is progressive or non-progressive:_____

The candidate is FIT/UNFIT to pursue further studies.

(*Strike out whichever is not applicable)

Member   Member   Principal Medical Officer
(Orthopaedic Specialist)

Date:_____   Seal of Office

NOTE:
1. The medical board must have one orthopaedic specialist as its member.
2. Candidate having temporary or progressive handicap will not be considered against these
seats.

ANNEXURE 2
Format of certificate for Economically Weaker Section (EWS)

Government of _____
(Name & Address of the authority issuing the certificate)
INCOME & ASSEST CERTIFICATE TO BE PRODUCED BY ECONOMICALLY WEAKER SECTIONS

Certificate No: _____   Date: _____

VALID FOR THE YEAR:_____

This is to certify that Shri/Smt./Kumari _____ son/daughter/ wife of _____ permanent resident of_____, Village/Street _____Post Office _____ District_____ in the State/Union Territory Economically Weaker Sections, since the gross annual income* of his/her family** is below Rs. 8 lakh (Rupees Eight Lakh only) for the financial year _____. His/her family does not own or possess any of the following assets***:
I. 5 acres of agricultural land and above;
II. Residential flat of 1000 sq. ft. and above;
III. Residential plot of 100 sq. yards and above in notified municipalities;
IV. Residential plot of 200 sq. yards and above in. areas other than the notified municipalities

Shri/Smt./Kumari_____ belongs to the_____ caste which is not recognized as a Scheduled Caste, Scheduled Tribe and Other Backward Classes (Central List)

Recent Passport Size attested photograph	

Signature with seal of Office _____

Name _____

Designation _____

*Note 1: Income covered all sources i.e., salary, agriculture, business, profession, etc.
**Note 2: The term "Family" for this purpose include the person, who seeks benefit of reservation, his/her parents and siblings below the age of 18 years as also his/her spouse and children below the age of 18 years
***Note 3: The property held by a "Family" in different locations or different places/cities have been clubbed while applying the land or property holding test to determine EWS status.

ANNEXURE-3

Format of Certificate to Be Produced by Other Backward Classes

This is to certify that Shri / Smt. / Kum. _____
Son/ Daughter of Shri / Smt. _____of
Village/Town_____District/Division_____in the State
belongs to the_____Community which is recognized as a
backward class under:

i. Resolution No. 12011/68/93-BCC(C) dated 10/09/93 published in the Gazette of India Extraordinary Part I Section I No. 186 dated 13/09/93.

ii. Resolution No. 12011/9/94-BCC dated 19/10/94 published in the Gazette of India Extraordinary Part I Section I No. 163 dated 20/10/94.

iii. Resolution No. 12011/7/95-BCC dated 24/05/95 published in the Gazette of India Extraordinary Part I Section I No. 88 dated25/05/95.

iv. Resolution No. 12011/96/94-BCC dated 9/03/96.

v. Resolution No. 12011/44/96-BCC dated 6/12/96 published in the Gazette of India Extraordinary Part I Section I No. 210 dated 11/12/96. (vi)Resolution No. 12011/13/97-BCC dated 03/12/97.

vi. Resolution No. 12011/99/94-BCC dated 11/12/97.

vii. Resolution No. 12011/68/98-BCC dated 27/10/99.

viii. Resolution No. 12011/88/98-BCC dated 6/12/99 published in the Gazette of India Extraordinary Part I Section I No. 270 dated 06/12/99.

ix. Resolution No. 12011/36/99-BCC dated 04/04/2000 published in the Gazette of India Extraordinary Part I Section I No. 71 dated04/04/2000.

x. Resolution No. 12011/44/99-BCC dated 21/09/2000 published in the Gazette of India Extraordinary Part I Section I No. 210dated21/09/2000.

xi. Resolution No. 12015/9/2000-BCC dated 06/09/2001.

xii. Resolution No. 12011/1/2001-BCC dated 19/06/2003.

xiii. Resolution No. 12011/4/2002-BCC dated 13/01/2004.

xiv. Resolution No. 12011/9/2004-BCC dated 16/01/2006 published in the Gazette of India Extraordinary Part I Section I No. 210 dated 16/01/2006.

Shri / Smt. / Kum. _____ and / or his family ordinarily reside(s) in the _____ District / Division of _____ State. This is also to certify that he/she does not belong to the persons/sections (Creamy Layer) mentioned in Column 3 of the Schedule to the Government of India, Department of Personnel & Training O.M. No. 36012/22/93-Estt. (SCT) dated 08/09/93 which is modified vide OM No. 36033/3/2004 Estt.(Res.) dated 09/03/2004.

Dated: _____

District Magistrate / Deputy Commissioner / Competent Authority

Seal

NOTE:
The term 'Ordinarily' used here will have the same meaning as in Section 20 of the Representation of the People Act, 1950.

ANNEXURE 4

FORMAT OF CERTIFICATE IN RESPECT OF DEFENCE CATEGORY (CW)

CERTIFICATE FOR AVAILING ADMISSION AGAINST DEFENCE QUOTA OFFICE OF THE ZILA/RAJYA SAINIK BOARD

This is to certify that Master/Miss _____
son/daughter of_____ resident of_____
_____the above named
officer/JCO/OR pertains to the category marked below:- (Select one from below)

a. Killed in Action on_____ during _____
b. Disabled in Action on _____and boarded out from service
on_____ during _____.
c. Died in peace time on _____with death attributable to
military service.
d. Disabled in peace time and boarded out from service with disability attributable military
service.
e. Gallantry Award Winner (_____)
f. Ex-Serviceman.
g. Serving Soldier

(Category_____ above)

Mr./Miss _____son/daughter of the above
named officer/JCO/OR is eligible for Admission in DTU, IGDTUW or NSUT against the Defence
quota under priority His/Her Ex-Serviceman Widow Identify Card No. is DLH-

01 _____

NO_____ / 	RSB SECRETARY

(Round stamp of office) 	(Zila/RajyaSainik Board)

ANNEXURE 5

FORMAT OF CERTIFICATE FOR AVAILING ADMISSION AGAINST KASHMIRI MIGRANT QUOTA

Kashmiri Migrant Quota
(To be submitted at the Time of Admission)

Certified that Shri/Kum./Smt._____

Son/daughter/wife Shri/ _____ resident of _____

_____ is registered as migrant from Jammu & Kashmir.

The Registration number is _____ dated_____.

It is also certified that Shri/Kum./Smt/ _____is registered in

Delhi/ _____ as J & K Migrant on_____

Name & Signature of   Deputy Commissioner/Competent Authority
                                                                                        (Office Stamp)

Place : _____

Date : _____

Note: No document other than this will be accepted by the University for claiming reservation against the Kashmiri Migrant Seat.

ANNEXURE 6

UNDERTAKING - OBC-NCL /EWS

To,
The Chairman, CMAC

Respected Sir/Madam,

I hereby undertake that my provisional admission will be cancelled and I won't be entitled for the fees paid to DTU if I fail to submit valid OBC-NCL/EWS document on or before the date specified as I couldn't submit the valid documents by the last date of registration.

Hence, I request you to kindly grant me provisional admission with the aforesaid terms and conditions.

Thanking you,

Yours truly,

Signature: _____

Date: _____

Name: _____

HOW TO APPLY

Online Application form can be accessed at
http://www.dtu.ac.in / www.cmacadmissions.com

All candidates are required to fill the online Application Form and make an online payment of Rs. 1500/- (One thousand five hundred only) plus transaction fee as applicable.
Incomplete application, due to any reason, is liable for rejection by the CMAC.

For queries contact us at:

Delhi School of Management
Delhi Technological University
Shahbad Daulatpur, Bawana Road,
Delhi 110042

E-mail: mbaadmissions@dtu.ac.in
Phone: 011-27296203

Admission Brochure

Master of Business Administration (IEV)
Delhi School of Management
(2024-26 Batch)

Website: www.dtu.ac.in