

All India Council for Technical Education

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

Nelson Mandela Marg, Vasant Kunj, New Delhi-110070 Website: <https://www.aicte-india.org>



APPROVAL PROCESS 2024-25

APPLICATION REPORT

INSTITUTION DETAILS

INSTITUTION DETAILS: BASIC DETAILS

Current Application Number	1-43663061728	Application Type	Extension-Expansion-Closure
Current Status	EVC Recommended	Sub Status	EVC Scheduled
Permanent Institution ID	1-452786231	Academic Year	2024-2025
Approval Status of Application	Data Not Available	Application Opened Date	01/17/2024
Application Submitted Date	02/03/2024	Attend Scrutiny Committee Date	03/29/2024
Appeal Requested Date	Data Not Available	Application Reopened Date	Data Not Available
Overall Deficiency	No		

INSTITUTION DETAILS: MORE INFORMATION

Name of Institution	Asian Business School	Address of Institution	A-2, Sector-125
State/ UT	Uttar Pradesh	District	Gautham Buddha Nagar
Town/ City/ Village	Noida	AICTE Region	Northern
PIN	201303	Women's Institution	No
Institution Type	Private-Self Financing	Any Self- Financed Course?	Yes
Percentage Grant Received from Government	0	Are you an Institution for PWD Students	No
Whether Institution is NAAC Accredited ?	N	NAAC CGPA	Data Not Available
Letter Grade	Data Not Available	NAAC Status	Data Not Available
Minority Institution	No	Type of Minority	NA
Minority Name, if Linguistic	NA	Name of the Minority	Data Not Available
Minority Certificate Issued Date	Data Not Available	Minority Certificate Valid Till	Data Not Available
Year of Establishment	2011	Mandatory Disclosure Link	https://Abs.Edu.In/Mandatory-Disclosure/
Year of 1 st Approval from AICTE	2011	Apply for ODL/Online New Institute?	Data Not Available
AISHE Prefix	S	AISHE Numeric Code	14545
AISHE Code	S-14545	Whether Institution is Graded Autonomy ?	Data Not Available
NBA Accreditation Points	619	NBA Points Valid Till	06/30/2024
University	Data Not Available	Whether your University has been recognized as an Institute of Eminence by MOE?	Data Not Available
Is the Land Shared with other Institute?	N	Is your Institution newly Approved last year(LoA) & failed to Admit Students?	N
Is your Institution having Autonomous Status (Academic Autonomy) as conferred by the Affiliating University?			No

HOI & Faculty Members

PRINCIPAL / DIRECTOR

PERSONAL DETAILS

Surname/Family name	Srivastava	First Name	Lalitya Vir
Father's Name	Satya Vir Srivastava	Mother's Name	Savita Bala Srivastava
Date of Birth	10/15/1970	Mobile Number	9810060647
STD code	120	Land Phone Number	4594100
Email	director@abs.edu.in	PAN	AONPS7520Q

EDUCATIONAL DETAILS

Doctorate Degree	Yes	Master's Degree	MBA
Bachelor's Degree	B.SC.	Other Qualifications	PGDPMIR, PGDBA
International Certification (If Any)	NA	Field of Specialization	MARKETING

DETAILS RELATED TO PROFESSION

Date of joining the Institution	07/09/2012	Appointment Type	Regular
Exact Designation	Director		

WORK EXPERIENCE DETAILS

Teaching Experience (Years)	16	Research Experience (Years)	
Industry Experience (Years)	12		

OTHER DETAILS

Research Projects Guided - UG	0	Research Projects Guided - PG	30
Research Projects Guided - PhD		Number of Books Published	0
Papers Published - National	4	Papers Published - International	3

FACULTY NORMS AND PAY SCALE

Are all Approved teaching Faculty Members being paid as per present AICTE pay scale?	Yes
Are all the teaching Faculty Members, as per AICTE/UGC Norms?	Yes
List of Faculty Members and data uploaded on the institution's web portal.	Yes

FACULTY MEMBERS LIST

Details available as on AICTE Web Portal

Sr. No.	Faculty ID	First Name	Last Name	PAN Card	Gender	Date of Birth	Designation	Appointment Type	Programme	Department	Course	Date of Joining	Diploma	UG	PG	Doctorate Degree	FY/Common Subject Teacher?	FY/Common Subject
1	1-2938657315	MAROOF	MIR	BBLPM1070P	Male	03/21/1980	ASSOCIATE PROFESSOR	Regular	MANAGEMENT	MANAGEMENT	POST GRADUATE DIPLOMA IN	03/15/2016	N	Y	Y	Yes	N	
2	1-3163209680	VEENU	ARORA	AJEPA0174G	Female	11/17/1971	ASSOCIATE PROFESSOR	Regular	MANAGEMENT	MANAGEMENT	POST GRADUATE DIPLOMA IN	06/15/2016	N	Y	Y	Yes	N	

9	8	7	6	5	4	3
1-9312947111	1-9312946774	1-9312878591	1-7441461406	1-7441461378	1-3574650728	1-3574650656
GARIMA	SHIVALI	BUSHRA	SHIPRA	SWATI	POORNIMA	VINOD
MALHOTRA	VERMA	KHURSHED	SHRIVASTAVA	BHATIA	SINGH	DHAR
BXMPM0805K	BGDPV1530N	BTQPK3679D	CATPS0097Q	APYPB9610G	CJXPS4433D	AEEPD3797H
Female	Female	Female	Female	Female	Female	Male
06/27/1994	01/17/1995	01/04/1984	12/01/1983	04/14/1978	12/06/1985	09/10/1975
ASST PROFESSOR	ASST PROFESSOR	ASST PROFESSOR	ASST PROFESSOR	ASSOCIATE PROFESSOR	ASST PROFESSOR	ASST PROFESSOR
Regular	Regular	Regular	Regular	Regular	Regular	Regular
MANAGEMENT	MANAGEMENT	MANAGEMENT	MANAGEMENT	MANAGEMENT	MANAGEMENT	MANAGEMENT
MANAGEMENT	MANAGEMENT	MANAGEMENT	MANAGEMENT	MANAGEMENT	MANAGEMENT	MANAGEMENT
POST GRADUATE CERTIFICATE IN	POST GRADUATE DIPLOMA IN	POST GRADUATE DIPLOMA IN	POST GRADUATE DIPLOMA IN	POST GRADUATE DIPLOMA IN	POST GRADUATE DIPLOMA IN	POST GRADUATE DIPLOMA IN
08/19/2019	11/06/2020	01/29/2019	01/24/2020	01/24/2020	07/01/2017	07/24/2017
N	N	N	N	N	N	N
Y	Y	Y	Y	Y	Y	Y
Y	Y	Y	Y	Y	Y	Y
No	No	No	No	Yes	No	No
N	N	N	N	N	N	N

16	15	14	13	12	11	10
1-43369933858	1-43361703185	1-43361702883	1-43361499658	1-11136142661	1-11022465242	1-9312947487
NUPUR	SHIVANGI	UPESH	SHRUTI	RACHITA	LALITYA	PREETA
SHARMA	BHATNAGAR	BHATNAGAR	PANDEY	BHASIN	SRIVASTAVA	SIVARAMAN
GGWPS4172M	BDVPB8477P	AGUPB9913B	AVJPP0598E	BGRPK5523N	ACNPS7520Q	BTMPS0059K
Female	Female	Male	Female	Female	Male	Female
12/07/1989	12/07/1992	11/10/1981	12/25/1979	12/23/1989	10/15/1970	08/23/1974
ASST PROFESSOR	ASST PROFESSOR	ASST PROFESSOR	ASST PROFESSOR	ASST PROFESSOR	PRINCIPAL/DIRECTOR	ASST PROFESSOR
Regular	Regular	Regular	Regular	Regular	Regular	Regular
MANAGEMENT	MANAGEMENT	MANAGEMENT	MANAGEMENT	MANAGEMENT	MANAGEMENT	MANAGEMENT
ADVERTISING AND COMMUNICATION	MARKETING MANAGEMENT	INFORMATION TECHNOLOGY & MARKETING	COMMUNICATION & MEDIA TECHNOLOGY	MANAGEMENT	MANAGEMENT	MANAGEMENT
MBA	MBA	MBA	MASS COMMUNICATION	POST GRADUATE DIPLOMA IN	POST GRADUATE DIPLOMA IN	POST GRADUATE DIPLOMA IN
10/27/2022	02/06/2023	11/22/2021	10/28/2020	09/22/2021	07/09/2012	01/19/2020
Y	Y	Y	Y	N	N	N
N	N	N	N	Y	Y	Y
Y	Y	Y	Y	Y	Y	Y
No	Yes	No	No	Yes	Yes	No
N	Y	Y	Y	N	N	N
marketing management	marketing management	INFORMATION TECHNOLOGY	COMMUNICATION			

30	1-1474439026	SHWETA	BATRA	AQFPB5894C	Female	11/18/1985	ASSOCIATE PROFESSOR	Regular	MANAGEMENT	MANAGEMENT	MANAGEMENT	POST GRADUATE DIPLOMA IN	08/06/2012	08/06/2012	Y	Y	Yes	N	
29	1-1473342684	SUNITA	VERMA	AJBPV0459Q	Female	10/24/1985	ASSOCIATE PROFESSOR	Regular	MANAGEMENT	MANAGEMENT	MANAGEMENT	POST GRADUATE DIPLOMA IN	08/06/2012	08/06/2012	Y	Y	Yes	N	
28	1-43909463044	SUNITA	KUMARI	BEBPK3883B	Female	12/09/1987	ASST PROFESSOR	Regular	MANAGEMENT	MANAGEMENT	MANAGEMENT	MASTERS IN BUSINESS MANAGEMENT	11/16/2022	11/16/2022	Y	No	No	N	
27	1-43909396596	TANUSHREE	SHRIVASTAV	APLPT0664D	Female	02/28/1993	ASST PROFESSOR	Regular	MANAGEMENT	OTHER	MANAGEMENT	MASS COMMUNICATION	07/07/2022	07/07/2022	Y	No	No	N	
26	1-43908596818	SUMIT	RASTOGI	AJHPR6743F	Male	08/21/1980	ASST PROFESSOR	Regular	MANAGEMENT	MANAGEMENT	MANAGEMENT	RESEARCH AND BUSINESS ANALYTICS	07/01/2022	07/01/2022	Y	No	No	N	
25	1-43908596730	SARMISTHA	SARMA	BFNPS3060K	Female	01/30/1978	PROFESSOR	Regular	MANAGEMENT	MANAGEMENT	MANAGEMENT	MARKETING & SALES MANAGEMENT	07/15/2023	07/15/2023	Y	Yes	Yes	N	
24	1-43908395642	SUVIDHA	AGARWAL	ANFPA1398D	Female	03/29/1981	ASST PROFESSOR	Regular	MANAGEMENT	MANAGEMENT	MANAGEMENT	INFORMATION TECHNOLOGY & MARKETING	08/16/2022	08/16/2022	Y	No	No	N	

ODL FACULTY DETAILS

Data not entered by Institution

Data not entered by Institution

Application 2024-25

DECLARATION

BY THE AUTHORIZED SIGNATORY OF THE INSTITUTION DEPARTMENT

I, as the Head of the Institution, hereby declare that:

- a) I have carefully gone through the AICTE Regulations 2021, published in the Gazette of India Extraordinary Part III, Section- 4 dated 04th February, 2021, also all provisions mentioned in the Approval Process Handbook 2024-25.
- b) I am fully aware of the data uploaded by me in respect of my Institution on the web portal.
- c) I am aware that there is no provision for correction of data, alteration of data, subsequent editing and appeal etc. for the online application once submitted on the web portal.
- d) I am also aware that application for seeking Extension of Approval(EOA), Increase/Reduction of intake, Addition of new courses, Change of site, Closure of course, Supernumerary Seats under FN/Gulf quota Approval status/OCI, NRI, Change of name, and Conversion of women Institution into Co-ed Institution and vice versa (as applicable), shall be processed as per relevant provisions enumerated in the Approval Process Handbook 2024-25.
- e) I am aware of the Deficiencies (if any) pointed out in the Report generated online, based on the factual data uploaded by my Institution on the portal.
- f) I am also aware that University is eligible for grant of Extension of Approval to the Existing Institution, Extended EoA(if Applicable as per APH 2024-25),Increase in Intake/ Additional Course(s),only on fulfillment of prescribed norms & requirements as mentioned in the Approval Process Handbook 2024-25.

Signature of Authorized Signatory

Name :