



इलाहाबाद एग्रीकल्चरल इन्स्टीट्यूट-डीमड यूनिवर्सिटी Allahabad Agricultural Institute - Deemed University

(A Multi Faculty Christian University)

Allahabad - 211 007, U.P. (India)

Directorate of Distance Education

Phone : 91-532-2684281, 2684781,
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Website : www.aaidu.org
E-mail : registrar@aaidu.org

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Ref. No. : DDE/DESC/2009/271

12, May. 2009

Dr. Kanhaiya Kumar Jha
Alpha Technical Education
F-321, Ladao Sarai, Old M.B. Road,
New Delhi-110030

Subject: Appointment of "Honorary Coordinator" Distance Education Study Centre (DESC) at **New Delhi**.

Dear Dr. Jha,

The Directorate of Distance Education, Allahabad Agricultural Institute - Deemed University, Allahabad is pleased to inform that your application dt. 02/04/09 has been considered favorably and you are appointed as Honorary Coordinator, Distance Education Study Centre (DESC) at **New Delhi** from **12/05/2009** to **31/12/2013**. and your DESC Code is **IMNDL013**. Your appointment is subject to the following terms and conditions:

1. You are informed that as Honorary Coordinator, Distance Education Study Centre (DESC), you will not be the employee in any circumstances and in any way of the Allahabad Agricultural Institute - Deemed University and you will not have any such right or claim, morally or legally.
2. You will collect all the fees and Admission Application Forms from enrolled students of the DESC, as prescribed in the prospectus of AAI-DU by Demand Draft in favour of **"DDE, AAI-DU" payable at Allahabad**. The collection of any other fee in the form of cash/cheque is not permitted.

Handwritten signature/initials

The DDE, AAI-DU will reimburse maximum **50%** of the total Programme Fee collected from enrolled students to the DESC to manage all the operating expenses incurred to run the DESC as rent, honorarium, salary, power bills, telephone bills, all remuneration, local advertisement etc.

4. You shall not make any commitment including financial commitment to any person or organization on behalf of Allahabad Agricultural Institute - Deemed University.
5. You will be responsible for the overall efficiency and effectiveness of academic and administrative activities at the Distance Education Study Centre (DESC). You will follow all the regulations and guidelines issued from time to time in this regard.
6. Your appointment as Honorary Coordinator, Distance Education Study Centre (DESC) at **New Delhi** is initially from **12/05/2009** to **31/12/2013**. After the successful completion of above mentioned term it may be extended /renewed considering the past performance of the Study Centre by the University Authorities.



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7. As Honorary Coordinator-DESC you are required to enroll a minimum of **75** students per admission session, otherwise the Directorate of Distance Education (DDE), AAI-DU may make alternative arrangement.
8. The processing Fee shall not be refunded or adjusted in any case.
9. In the event of irregularities, dissatisfaction or lapses, the DDE may terminate your appointment as Honorary Coordinator of the DESC.
10. Only the Courts of Allahabad shall have only jurisdiction to entertain any matter against the DDE, AAI-DU or its DESC (s). However if any legal obligation arises at a local court of law you will be responsible for resolving the same, AAI-DU, Allahabad, shall extend full support in this regard.

Director,
Directorate of Distance Education
Allahabad Agricultural Institute – Deemed University
Allahabad

Signed and accepted all terms referred above.

- Encl: 1. DESC Certificate
2. List of Programmes offered at DESC.



Directorate of Distance Education
Allahabad Agricultural Institute-Deemed University
Allahabad (U.P.) - 211 007

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Ref. : DDE/AAIDU/Autumn-Ad/09

Date : 18/5/09

To,

The Hony. Coordinator
Distance Education Study Centre
DESC Code : IMNDLO13

Sub : Pre-Launching guidelines.

Dear *Dr. Kanhaiya Kumar Jha.*

At the outset, we extend a hearty welcome to you on becoming our associate in AAI-DU's Distance Education Programmes across the country.

We are pleased to inform that DDE, AAI-DU is going to launch its Autumn Session 2009 in Information Technology, Management, Humanities & Commerce streams between 3rd to 4th week of June, 2009. The launch would involve a massive advertising campaign in national dailies all across the country. The DDE, AAI-DU will upload state-wise advertisement schedule on website. In this regard, you are hereby advised to take immediate action on the following guidelines, which will definitely help in increasing admissions.

- (a) Prospectus & Application Forms should be obtained in desired quantities from your State Coordinators.
- (b) Plan to publish Admission Notice in local newspapers on dates other than those already scheduled for respective state. You are advised to take prior approval of design of admission notice or use same design which has already been published.
- (c) Promotional campaign at local level and organizing the workshops and seminar at 10+2 level schools and colleges to spread awareness regarding programmes under distance mode.
- (d) Preparation & fixing of Signboards, glow signs and way indicators in & around DESC and at prominent locations as given by DDE, AAI-DU. Hoarding and Kiosk are prohibited.
- (e) Display of DESC Certificate of University at prominent location at Reception/Counseling area.
- (f) Placement of sample books in the library for display to students/parents.



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Allahabad Agricultural Institute-Deemed University
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- (g) Regular interaction with Regional and Zonal Coordinators.
- (h) Regularly visiting the official website of Directorate of Distance Education, AAI-DU www.aaidudec.org to keep abreast of latest announcements.
- (i) The admission process for the Autumn session would continue upto September 2009. However, DESCs are strongly advised to begin taking admissions soon after launching, and forward application, forms to University every week/fortnight for timely dispatch of Study materials and I-Cards, so that you can begin the counseling sessions immediately. This will help you in attracting more admissions in the current session itself.

We are sure that if above actions are undertaken immediately at pre-launch stage, it will boost the admissions at DESC. We are enclosing herewith following for your perusal.

- (i) Artwork of Signboard, Glow sign and Way Indicators
- (ii) Samples of Self-Instructional Study Materials
- (iii) Specimens of Mark sheets & Degree.

With best wishes,

(Amit Kr. Masih)
Joint Director - DE