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MOST IMMEDIATE
BY FAX

No.F.22 - 12 / 2007-TS.III
Government of India
Ministry of Human Resource Development
Department of Higher Education

New Delhi, the 4th March, 2010

To

(1) The Director,
National Institute of Technology
Karnataka, Surathkal - 575 025
(Karnataka)

(2) The CMD,
Educational Consultant India Limited,
Ed. CIL House, 18-A, Sector - 16 A,
NOIDA - 201301, (Uttar Pradesh)

Subject: Direct Admission of Students Abroad (DASA) Scheme - Change in Policy thereof - regarding.

Sir (s),

I am directed to refer to this Ministry's letter of even number dated 16-04-2009 on the above subject wherein it was, *inter alia*, stated that:

- i) From the next academic year (2010-11), the admissions under DASA would be centrally coordinated and conducted by National Institute of Technology Karnataka, Surathkal. The admission process would be through conduct of a AIEEE/SAT type examination to ensure entry to better quality of students. The entire process would be electronic (web-based) to ensure better time - management and transparency during the admissions.
- ii) From the academic year 2010-11, Ed.CIL would be entrusted with the responsibility of providing publicity to DASA scheme in foreign countries on cost sharing basis. The charges to be paid to Ed.CIL for undertaking such a work would be finalized through a consultative mechanism.
- iii) NITK - Surathkal and Ed.CIL would jointly evolve a frame work for publicizing the DASA scheme and also generate useful templates to give authentic information to potential students.
- iv) Since the responsibility for administrating the DASA scheme is to be entrusted to NITK - Surathkal from 2010-2011, the eligibility criteria, fee to be charged and any other modifications required in the existing guidelines, will be worked out in advance, in consultation with other participating Institutions, and same will be submitted to the Ministry of Human Resource Development by NITK - Surathkal in time.

2. On receipt of necessary inputs from NITK - Surathkal, the matter has been further examined in the Ministry and the broad roles / responsibilities for conducting the aforesaid scheme with effect from the academic session 2010 - 2011 onwards have been decided in the following manner:-

I The overall responsibility of running the scheme will be with the National Institute of Technology Karnataka-Surathkal for the years 2011 - 2012 and 2012 - 2013. The proposed scheme would be taken on self-sustenance basis and no extra funds would be provided from this Ministry in this regard. The scheme would also suitably compensate the Institutes involved in undertaking this activity and hence, it would not be a burden on any of the NITs. The responsibility of running the scheme would move from one NIT to another NIT with a typical cycle of three years;

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II For the Academic year of 2010-11, the various tasks to be undertaken for the scheme would be as follows:-

NITK's :

- ◆ Web-portal for application submissions, admission processing etc.
- ◆ Web-advertisement / publicity;
- ◆ Advertisement through papers / magazines; and
- ◆ Creation of Blogs.

Ed.CIL's :

- ◆ Educational fairs and campaigning abroad with representatives from a few NITs.

Joint :

- ◆ Circulating DASA admission brochures;
- ◆ News items / Press release through consulates, embassies and high commissions; and
- ◆ Advertisement and publicity through reputed NGO's abroad, Indian Associates and GOI establishments.

III The Institute running the aforesaid scheme should make all out efforts so as to ensure for maximum admissions and fullest utilization of capacity.

3. This issues with the approval of Hon'ble Minister for Human Resource Development.

Yours faithfully,

o/c
N. Mohan Das
(N. MOHAN DAS)
Deputy Educational Advisor (T) 04/3/11
Telefax : 2338 4721

Copy for information to:- The Directors of all National Institutes of Technology (NITs).

Copy to:-

- i) PS to Hon'ble HRM.
- ii) PS to Hon'ble MOS (HRD).
- iii) PSO to Secretary (HE), MHRD.
- iv) PS to JS (DL/T), MHRD.

[Signature]
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