

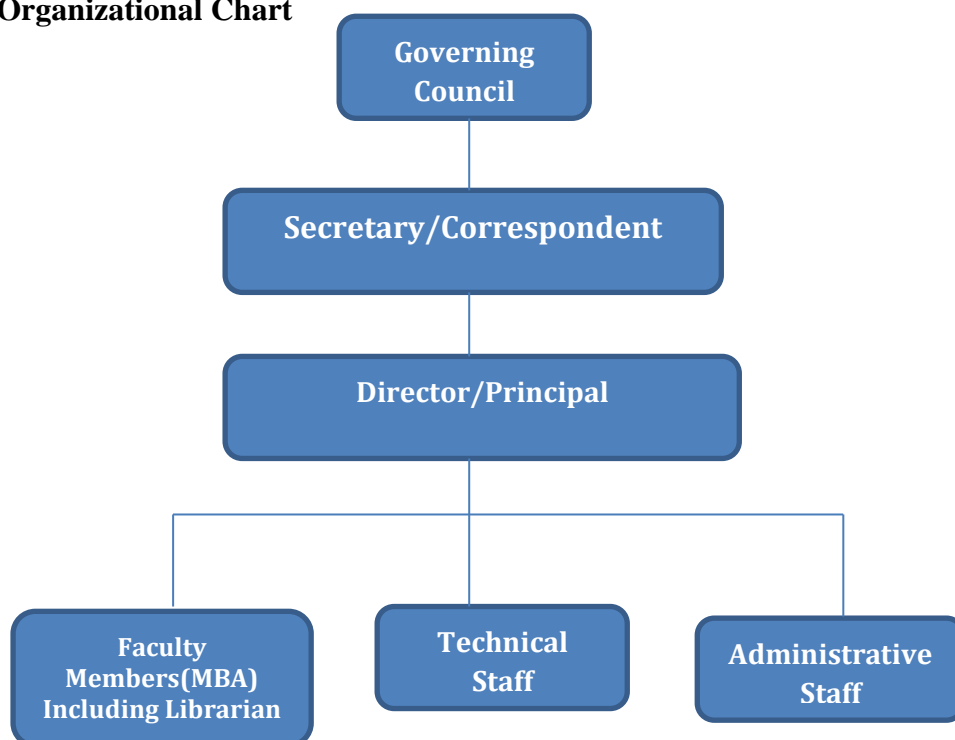
MANDATORY DISCLOSURE UPDATED ON 25.03.2021

1. APPROVAL DETAILS	
AICTE File No. Date & Period of last Approval	F.No. Southern/1-7002411969/2020/EOA
2. INSTITUTION DETAILS	
Name of the Institution	D.J. ACADEMY FOR MANAGERIAL EXCELLENCE
Address of the Institution	Coimbatore-Pollachi Highway Othakkalmandapam Post, Coimbatore- 641032 Tamilnadu
City & Pin Code	Coimbatore – 641 032
State / UT	Tamilnadu
Longitude & Latitude	77° 00'16.4" East & 10 ° 52' 14" North
Phone number with STD code	0422 – 6611755, 6611731
FAX number with STD code	-
Office hours at the Institution	9.00 AM – 4.45 PM
Academic hours at the Institution	9.00 AM – 4.30 PM
Email	info@djacademy.ac.in
Website	www.djacademy.ac.in
Nearest Railway Station (Dist in Km)	Coimbatore- 14 kms
Nearest Airport (Dist in Km)	Coimbatore – 18 kms
3. TYPE OF INSTITUTION	
Type of the institution	Self-Financing
Category (1) of the Institution	Non-Minority
Category (2) of the Institution	Co-Education
4. NAME OF THE ORGANIZATION RUNNING THE INSTITUTION: G.K.D. CHARITY TRUST	
Type of the organization	Trust
Address of the organization	DJ Academy, Othakkalmandapam, Coimbatore-Pollachi Highway, Coimbatore – 641032
Registered with	Sec 12(a) of the Income Tax Act.
Registration date	03/09/1983
Website of the organization	-
5. NAME OF THE AFFILIATING UNIVERSITY	
Name of the affiliating University	Bharathiar University
Address	Coimbatore - 641 046
Website	www.b-u.ac.in
Latest affiliation period	Permanent Affiliation from 2006-07
6. HEAD OF THE INSTITUTION	
Name of Director	Dr. A.G.V. Narayanan

Exact Designation	Director	
Phone number with STD code	0422-6611755	
FAX number with STD code	-	
Email	director@djacademy.ac.in	
Highest Degree	Ph.D	
Field of specialization	Marketing	
7. Governing Council		
Name	Position	Address
Sri. Sanjay Jayavarthanavelu	Chairman	Chairman, GKD Charity Trust CMD, Lakshmi Machine Works Limited, Coimbatore
Dr.(Smt.) Lalithadevi Sanjay Jayavarthanavelu	Member	Managing Trustee, GKD Charity Trust Secretary / Correspondent, D.J.Academy for Managerial Excellence, Coimbatore
Regional Officer	AICTE Nominee	All India Council for Technical Education, Chennai
Additional Director - Examinations	DTE Nominee	Directorate of Technical Education, Government of Tamil Nadu, Chennai
Dr.V.Ramanujam	Member	BSMED, Bharathiar University, Coimbatore
Dr.A.G.V.Narayanan	Member	Director, D.J.Academy for Managerial Excellence, Coimbatore
Sri. C.R. Shiv Kumaran	Member	Company Secretary, Lakshmi Machine Works Limited, Coimbatore
Sri. G. Mani	Member	President, Super Sales India Limited, Coimbatore
Dr. S. Thirupparkadal Nambi	Member	Professor, D.J.Academy for Managerial Excellence, Coimbatore
Dr. S. Johnsi	Member	Associate Professor, D.J.Academy for Managerial Excellence, Coimbatore

Frequency of meetings & date of last meeting: Once in three months & 10.02.2021

8. Organizational Chart



9. Student feedback mechanism on Institutional Governance/faculty Performance	An online performance appraisal system is used. The students appraise the performance of the faculty against various criteria. The scores are consolidated and communicated to the faculty members. The Director reviews the performance of the faculty and offers suggestions for better performance.
10. Grievance redressal mechanism for faculty, staff and students	The Institute follows an open door policy. Institute has a Grievance Redressal Committee which conducts opinion survey among students, faculty and staff. The grievances are attended to promptly. The Institute has placed gripe boxes at prominent places for students, faculty and staff to bring to notice their grievances. Besides this, Class Committee Meetings are held with the Students Representatives twice in a Semester to address the issues pertaining to academic and non-academic affairs.

11. Name of the Department				
Course	MBA			
Level UG / PG	PG			
1st Year of approval by the Council	TN-04/MAP-MBA/2000- dt 29.06.2001			
Year	2020-21	2019-20	2018-19	2017-18
Year wise Sanctioned Intake	90	90	90	120
Year wise Actual Admissions	27	36	24	23
Cut off marks – General quota	646.5/800	499.5/800	525/800	604/800
Year	2019-20	2018-19	2017-18	2016-17
% Students passed with Distinction	4.16%	4.35%	NIL	3.33%
% Students passed with First Class	79.16%	82.60%	50.94%	63%
Students Placed	24	23	46	20
Average Pay package, Rs./Year	3.71lacs	3.5 lacs	3.8 lacs	3.8 lacs
Students opted for Higher Studies	-	-	-	-
Accreditation Status of the Course	The Institution is planning to go for Second Cycle of Accreditation with NAAC in June 2021			
Doctoral Courses Yes / No	Yes			
Foreign Collaborations, if any	The Institution is signing a Letter of Intent with Universiti Malaysia Pahang in March/April 2021			
Professional Society Memberships	Coimbatore Management Association (CMA) Confederation of Indian Industry (CII) Retailers Association of India (RAI) Association of Management Development Institutions in South Asia (AMDISA) National Institute of Personnel Management (NIPM)			

	Association of Indian Management Schools (AIMS) Coimbatore Productivity Council (CPC)
Professional activities	Workshops, Inter-collegiate Meet, Conferences, Seminars, Corporate Live Assignments, and Corporate Connects
Consultancy Activities	Nil
Grants fetched	Nil
Departmental Achievements	Towards exposing the students to the developments in the industry, Institution organises weekly Business Quiz and Business Presentation. Students also visit the Industry once in a month.

12. Distinguished Alumni	
1	Mr.V.Harish State Head Birla White Cochin 2001-2003 Batch
2	Mr.Mahesh Krishnasamy Founder & Promoter Whiteleaf Wellness Products Coimbatore 2002- 2004 Batch
3	Mr.Shabeer Ahemed Sathar Circle HR Head Axis Bank Chennai 2002- 2004 Batch
4	Mr.V.S.Sasikumar Country Head CRI Fluid Systems Pvt.Ltd. Johannesburg, South Africa 2003-2005 Batch
5	Ms.J.Kalpana Senior Manager, Karur Vysya Bank Coimbatore 2004-2006 Batch

13. Name of the Teaching Staff

Name of Teaching Staff	Dr.A.G.V.Narayanan
Designation	Director
Department	Management
Date of Joining the Institution	03.08.2018
Qualifications with Class/Grade	
UG	BE (Agri) - I
PG	MBA - I
Ph.D	Completed
Total Experience in Years	
Teaching	24
Industry	3
Research	13
Papers Published	
National	-
International	10
Papers Presented in Conferences	
National	-
International	-
Ph.D Guide? Give field & University	
Field	Management
University	Bharathiar University, Coimbatore
Ph.Ds / Projects Guided	
Ph.Ds	03
Projects at Masters level	Over 250
Books Published / IPRs/ Patents	-
Professional Memberships	CMA, CII, NIPM
Consultancy Activities	Yes
Awards	-
Grants fetched	-
Interaction with Professional Institutions	Yes



Name of Teaching Staff	Dr. S.Thirupparkadal Nambi
Designation	Professor
Department	Management
Date of Joining the Institution	27 .08. 2014
Qualifications with Class/Grade	
UG	B.Sc – I
PG	MBA – I
PhD	Completed
Total Experience in Years	
Teaching	22
Industry	7
Research	6
Papers Published	
National	10
International	3
Papers Presented in Conferences	
National	15
International	7
PhD Guide? Give field & University: Yes	
Field	Management
University	Bharathiar University
PhDs / Projects Guided	
PhDs	
Projects at Masters level	Over 100
Books Published / IPRs/ Patents	
Professional Memberships	
Consultancy Activities	
Awards	
Grants fetched	
Interaction with Professional Institutions	Yes



Name of Teaching Staff	Dr.J.J. Savithri
Designation	Professor
Department	Management
Date of Joining the Institution	01.07.2004
Qualifications with Class/Grade	
UG	B.Sc – I
PG	MBA – I
PhD	Completed
Total Experience in Years	
Teaching	20
Industry	-
Research	4
Papers Published	
National	6
International	6
Papers Presented in Conferences	
National	2
International	11
PhD Guide? Give field & University: Yes	
Field	Organizational Behaviour
University	Bharathiar University
PhDs / Projects Guided	
PhDs	6
Projects at Masters level	Over 120
Books Published / IPRs/ Patents	
Professional Memberships	CMA, NIPM
Consultancy Activities	3
Awards	
Grants fetched	
Interaction with Professional Institutions	Yes



Name of Teaching Staff	Dr.Deepa Venugopal
Designation	Associate Professor
Department	Management
Date of Joining the Institution	05.06.2016
Qualifications with Class/Grade	
UG	B.Com – I
PG	M.Com – I, MBA – I
PhD	Completed
Total Experience in Years	
Teaching	14
Industry	3
Research	3
Papers Published	
National	2
International	5
Papers Presented in Conferences	
National	3
International	9
PhD Guide? Give field & University:	
Field	Finance
University	Bharathiar University
PhDs / Projects Guided	
PhDs	1
Projects at Masters level	Over 90 Projects
Books Published / IPRs/ Patents	
Professional Memberships	Alumnus of IIM – Ahmedabad through FDP – Programme
Consultancy Activities	
Awards	
Grants fetched	
Interaction with Professional Institutions	Yes



Name of Teaching Staff	Dr.S.Johnsi
Designation	Associate Professor
Department	Management
Date of Joining the Institution	05.11.2007
Qualifications with Class/Grade	
UG	B.A – I
PG	MBA – I
PhD	Completed
Total Experience in Years	
Teaching	17
Industry	2
Research	5
Papers Published	
National	3
International	
Papers Presented in Conferences	
National	5
International	3
PhD Guide? Give field & University:	
Field	
University	
PhDs / Projects Guided	
PhDs	
Projects at Masters level	Over 120
Books Published / IPRs/ Patents	
Professional Memberships	CMA
Consultancy Activities	
Awards	
Grants fetched	
Interaction with Professional Institutions	Yes



Name of Teaching Staff	Dr.P.Sangeetha
Designation	Associate Professor
Department	Management
Date of Joining the Institution	02.07.2008
Qualifications with Class/Grade	
UG	BE (ECE) – I Class with Distinction
PG	MBA – I
PhD	Completed
Total Experience in Years	
Teaching	15
Industry	-
Research	7
Papers Published	
National	6
International	4
Papers Presented in Conferences	
National	14
International	16
PhD Guide? Give field & University:	
Field	
University	
PhDs / Projects Guided	
PhDs	
Projects at Masters level	Over 120
Books Published / IPRs/ Patents	
Professional Memberships	CMA, NIPM, SOM, CPC
Consultancy Activities	
Awards	
Grants fetched	
Interaction with Professional Institutions	Yes



Name of Teaching Staff	Dr.Prabhu Sankar
Designation	Professor
Department	Management
Date of Joining the Institution	10-02-2021
Qualifications with Class/Grade	
UG	B.E-CIVIL-I Class
PG	MBA-I Class
PhD	Management
Total Experience in Years	
Teaching	21yrs
Industry	7 yrs & 6 months
Research	9yrs
Papers Published	
National	
International	16
Papers Presented in Conferences	
National	
International	5
PhD Guide? Give field & University:	
Field	Management
University	Anna University
PhDs / Projects Guided	
PhDs	Nil
Projects at Masters level	200
Books Published / IPRs/ Patents	Nil
Professional Memberships	CMA,NIPM
Consultancy Activities	2
Awards	5
Grants fetched	-
Interaction with Professional Institutions	Yes



Name of Teaching Staff	Ms.M.N.Viveka
Designation	Assistant Professor
Department	Management
Date of Joining the Institution	25.05.2018
Qualifications with Class/Grade	
UG	B.E – I
PG	MBA – I
PhD	
Total Experience in Years	
Teaching	2 years 10 months
Industry	2 years 7 months
Research	
Papers Published	
National	1
International	
Papers Presented in Conferences	
National	
International	1
PhD Guide? Give field & University:	
Field	
University	
PhDs / Projects Guided	
PhDs	
Projects at Masters level	4
Books Published / IPRs/ Patents	
Professional Memberships	
Consultancy Activities	
Awards	
Grants fetched	
Interaction with Professional Institutions	Yes



Name of Teaching Staff	Mr.Sreeraman Nandhi
Designation	Assistant Professor
Department	Management
Date of Joining the Institution	10.06.2019
Qualifications with Class/Grade	
UG	B Pharm - II
PG	MBA – I
PhD	
Total Experience in Years	
Teaching	2
Industry	22
Research	
Papers Published	
National	
International	1
Papers Presented in Conferences	
National	
International	
PhD Guide? Give field & University: Yes	
Field	
University	
PhDs / Projects Guided	
PhDs	
Projects at Masters level	4
Books Published / IPRs/ Patents	
Professional Memberships	CMA, ISTD
Consultancy Activities	1
Awards	MD Award-twice (While in the industry)
Grants fetched	
Interaction with Professional Institutions	Yes



14. Admission quota

	Entrance test / admission criteria			
Cut off / last candidate admitted	2020-2022	2019-2021	2018-2020	2017-2019
	646.5/800	499.5/800	602.5/800	600/800
Fees in Rupees/ annum	2020-2022	2019-2021	2018-2020	2017-2019
	1,20,000	1,10,000	1,10,000	1,10,000
Number of Fee Waivers offered	2	2	-	-

Admission Calendar

Last date for request for applications	
For Management Quota	14 May 2021
For Government Quota	As per the Norms
Last date for submission of application	
For Management Quota	25 May 2021
For Government Quota	As per the Norms
Dates for announcing final results	
For Management Quota	One Week from the date of Application Submission
Release of admission list (main list and waiting list should be announced on the same day)	Yes
Date for acceptance by the candidate (time given should in no case be less than 15 days)	15 days from announcement of results
Last date for closing of admission.	
For Management Quota	30 June 2021
For Government Quota	As per the Norms
Starting of the Academic session	July/August 2021
The waiting list should be activated only on the expiry of date of main list	Yes
The policy of refund of the fee, in case of withdrawal, should be clearly notified.	Yes. Clearly Notified & Informed
PIO quota :Yes / No	No

15. Infrastructural information:

S. No.	Particulars	Nos.
1	Class Rooms	4 Nos
2	Tutorial Rooms	2 Nos
3	Computer Lab	1 No
4	Seminar Hall	1 No
5	Boys common room	1 No
6	Girls Common room	1 No
7	First aid cum sick room	1 No
8	Placement Office	1 No
9	Department Office	1 No
10	Stationery store	1 No
11	Central Store	1 No
12	Exam Control Office	1 No
Library: 311.6		
S. No.	Particulars	Nos.
1	No. of books available	12055
2	Books added	34
3	No. of Indian Magazines/Journals	21/21
4	No. of data bases available	03
5	Average No. of students visiting the Library per day	15
6	Availability of Internet (Specify the Capacity e.g. 8 Mbps etc.,)	Yes. 32Mbps
7	No. of titles available	7589
8	No. of CDs and Digital Books available	1808
9	No. of Foreign Magazines/Journals	07
10	No. of Online Journals	1200
11	Average No. of books Issued per day	6
12	Availability of Language Lab	No

Computer Centre Facilities			
S.No	Name of the Equipment	Specifications	Nos.
1	Computer	Core 2 duo, 2/1GB RAM, 160 GB Hard Disk	60
		I3, 2GB RAM, 250GB Hard Disk	22
2	Laptops	Dell i3 4 GB RAM, 1TB HDD	1
		Dell i5 4 GB RAM, 1TB HDD	2
3	Printer	TVS MSP-345 CHAMPION EXCEL	7
		CANON LASER JET-2900	3
		HP All in One-1005	1
		HP LaserJet 1010	1
4	LCD Projector	Benq & Epson	7
5	Net Connection Wi-Fi: Wired:	Cisco Wireless Router, Ubiquiti Wi-Fi Router	16
		45 MBPS – Sky Link	01
6	Scanner	HP-2400, HP-2410	2
7	Network	Enabled	1:1
8	Fax	-	-
9	Smart Class	Smart Classrooms with Wi-fi connectivity	2
10	Software/ Data base	Windows Server 2016, Windows Server 2008, Windows Server 2012, Windows 8 and 10	5
		MS Office 2013 Pro, MS Office 2007, MS Office 2010, MS Office 2016, K7 Antivirus, DrillBit Anti-plagiarism	6

Auditorium / Seminar Halls / Amphitheatre	
A well-equipped modern auditorium with a capacity of 300.	
Cafeteria	
Spacious, clean and green cafeteria is available to cater the need of the students.	
Indoor Sports facilities	Available
Outdoor Sports facilities	Available
Facilities for disabled	Yes Institution has provided lift, ramp and specially designed toilets to differently abled students for their convenience
Gymnasium facilities	Available A gymnasium inside the campus separately for boys and girls is provided.
16. Hostel Facilities	
Boys Hostel	Available A separate Boys hostel is located inside the campus with all basic amenities and facilities.
Girls Hostel	Available A separate Girls hostel is located inside the campus with all basic facilities and safety measures.
Medical & other Facilities at Hostel	Available

17. Academic Sessions	July - November, December - May
Examination system, Year / Sem	Semester
Period of declaration of results	January/July
18. Counseling / Mentoring	Available. The Institution has a tie up with Nitya Gurukula, an organisation operating in the space of self-development. Run by a private Trust, it offers services for empowerment & transformation. Professional Counsellor from the Trust visits the Academy every Friday to provide counselling to the students.
Career Counseling	Provided through Corporate Relation Cell
Medical facilities	First-aid facilities for faculty and students are provided in the campus. The Institution has a tie up with Karpagam Medical College Hospital for further advanced treatment.
Student Insurance	Yes, All students are insured under Group insurance

19. Students Activity Body	For uplifting the talents of our students at different levels, some of the clubs are constituted namely Management Association, HR, Marketing, and Finance Clubs. These clubs take up various activities including intra-college competition.
Cultural activities	Will happen during major festivals
Sports activities	Sports events are conducted once in a year
Literary activities	Students are provided with opportunities to bring out their latent talents through participation in Debates, Group Discussions and presentations.
Magazine / Newsletter & Journal	DJAME SPHERE is a bi-annual print Newsletter for external circulation. https://djademy.ac.in/top-menu/djame-newsletter/ DJAME Journal of Management Research is a bi-annual journal to foster research among Management Faculty https://djademy.ac.in/centre-for-research/djame-journal-of-management-research/
Technical activities / Tech Fest	Intercollegiate Meet (Adroit), Intra-departmental Competitions, FDPs and Workshops on Emerging Areas of Management are conducted every year.
Industrial Visits / Tours	To provide students with practical exposure, they are taken on industrial visits to organizations across the country.
Alumni activities	The Institute has rich alumni base.
	Alumni's assistance is sought for Placements & Internship
	Alumni actively participate in mentoring our students
	Alumni frequently visit the Institute to share their experiences with the students.
	Alumni Chapter is functioning in Chennai and Bangalore

20. Name of the Information Officer for RTI :	Dr.A.G.V.Narayanan
Designation	Director
Phone number with STD code	0422-6611755
FAX number with STD code	-
Email	director@djademy.ac.in

CAY=Current Academic Year

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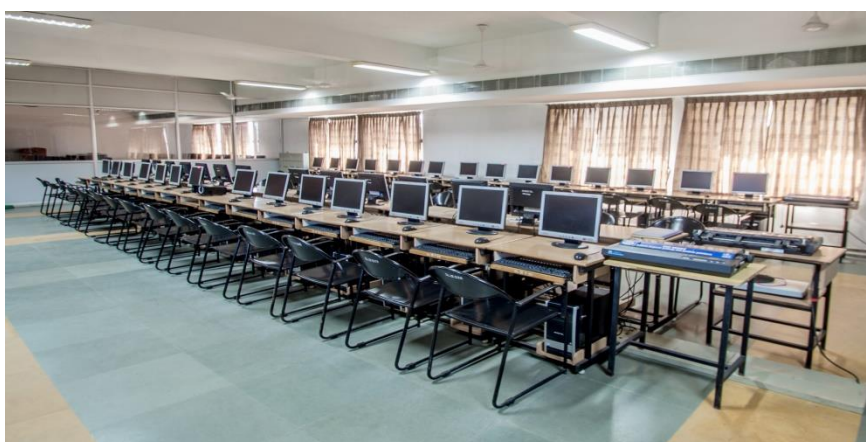
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Classroom/Tutorial Room



Computer Centre



Library



Outdoor games



Gymnasium



Boys Hostel



Girls Hostel



