

Sum of Concessions 2021 - 22		
School	Degree	Total
School of Design & Innovation	B Des	5,768,510
	B Voc	8,257,600
School of Design & Innovation Total		14,026,110
School of Management & Entrepreneurship	BBA	19,000
	MBA	1,179,661
School of Management & Entrepreneurship Total		1,198,661
School of Film & Animation Total	BA (Film)	42,000
School of Film & Animation Total		42,000
School of Media & Communication	BA	47,500
	MBA	185,322
School of Media & Communication Total		231,822
<b>Grand Total</b>		<b>15,498,593</b>

Sum of Concessions 2022 - 23		
School	Degree	Total
School of Design & Innovation	B Des	17,365,426
	B Voc	8,097,180
School of Design & Innovation Total		25,462,606
School of Management & Entrepreneurship	BBA	1,015,550
	MBA	4,175,000
School of Management & Entrepreneurship Total		5,190,550
School of Film & Animation Total	BA (Film)	44,267
School of Film & Animation Total		44,267
School of Media & Communication	BA	95,000
	MBA	150,000
School of Media & Communication Total		245,000
B. Sc AI-ML		440,000
<b>Grand Total</b>		<b>31,382,423</b>

**7.6 Whether University is providing any concession to students? If yes, please provide details.**

**7.11 Whether University is providing any scholarships to students? If yes, please provide details.**

#### **ATLAS Scholarship Policy**

**ATLAS SKILLTECH UNIVERSITY** is a futuristic model focused on emerging trends and skills for young India. Technology – enabled learning has changed the focus to skills - led education with strong participation from the Government, Industry and Academia.

**ATLAS SKILLTECH UNIVERSITY** is a collaboration of eminent personalities from the academic and corporate world with an objective of transforming the skill development ecosystem and making it responsive to the current and future needs of both industry and citizens. **ATLAS SKILLTECH UNIVERSITY** will play a lead role in promoting India's New Education Policy NEP.

In **ATLAS SKILLTECH** University we believe in fostering a culture of Design, Innovation, Creativity and Entrepreneurship with various platforms to begin the cycle of innovation towards sustainable development. Our vision is to develop a rapid socio-economic development through Sustainable design, innovation, Communication and Entrepreneurship strategy. We are bringing the Digital Revolution at all levels of Education and bring the best of the world-renowned pedagogy, faculty and academic quality standards to India, keeping our academics strongly rooted to India and narratives that matter most to the sub-continent. We seek committed students, at the UG and PG level to join us, fostering learning, innovation and a real-world change and we also envisage to create students, who are socially responsible, nurture the environment & are creators of a sustainable future. We collaborate with the best brains and inputs from the industry and academics to provide a fuller program which will not only give academic insights but also provide first hand industry based knowledge.

We seek committed students, at the undergraduate and post-graduate level to join us, fostering learning, innovation, keeping the environment and sustainability in mind. We believe nothing should come in the way of quality education to deserving students, lest of all, financial constraints. This scholarship program offers financial aid, where we waive a percentage of tuition fees to help deserving students in meeting educational expenses.

We are committed to providing a strong base to become Entrepreneurs as A Famous Entrepreneur has quoted **"It's not about Ideas, It's about making Ideas happen"**.

#### **Scholarship Committee**

The Committee comprises of **(Chairperson, Scholarship Committee)**

Director- Student Experience **(School of Design and Innovation)**

Associate Program Director, Design **(On Rotation)**

Director- Student Experience **(School of Management and Entrepreneurship)**

Director Scholarships, Member Secretary

## **Objectives of the ATLAS scholarship**

The main goal for Atlas scholarship is to empower eligible students to pursue their career goals by eliminating financial roadblocks. The program is designed with a purpose and thoughtfulness to ensure it meets the needs of the community and its students. The scholarship has been established to assist students from deserving families and to facilitate bridging the financial gap that prevents students from pursuing their dreams of higher education. This scholarship is awarded based on financial need and is only offered to incoming **ATLAS SKILLTECH University** students. Scholarship is often considered as a personal venture by each individual student. Eventually it is the individuals journey to get inspired to study, research and pursue higher education. Hence a scholarship program will reinforce and realize an individual's academic efforts. In addition, every term the committee will monitor the learning of the student for optimum results. This opportunity will create exceptional motivation for the students to share stories of success regardless of the path.

## **Roles and responsibilities**

The charge of the Scholarship Committee is to oversee the annual scholarship and to ensure the timely and fair disbursement of the scholarship funds. The committee is in charge of accepting applications and making decisions based on the applicants' requirement and response.

The committee will evaluate and review the scholarship applications based on the relevant supporting documents received from the applicants.

The committee will also understand the need for quality of judgements, non-discrimination within the scholarship selection process.

The committee will focus on the specific selection criteria.

The committee will review and rank applications and award scholarships based on the corpus and availability of funds.

The decision of the scholarship committee is binding, conclusive and final.

## **Categories of Scholarships**

Based on students' expectation and context, ATLAS SKILLTECH University provides the following types of Scholarships:

1. **Merit Scholarships:** Our University stands committed to recognize and reward Meritorious Students. The objective of the Institution is to ensure educational development, support to realize dreams in fulfilling careers. The merit-based scholarships are evaluated on the basis of academic records, performance in the personal interview which will encourage them to pursue higher education. It is a reward and motivates to fulfil their dreams. Students who have worked hard to maintain good grades, can apply for the Scholarship program. Students who have been awarded financial assistance on this ground will be eligible for the international transfer programs.
2. **Need Based Scholarships:** Need based scholarships are awarded based on the parents' financial background. Our University stands committed to students from low income group families to realize their dreams. The University supports with financial assistance to pursue professional and technical courses with additional resources for the deserved and worthy young generation. The decision is made on the basis of active work, attitudes displayed through the supporting



documents which is shared with us. Subsequent conversations also play a very important factor that lead to this initiative. **Students who have availed of financial assistance will not be eligible to apply for the international transfer programs.**

3. **Educators' Scholarships:** Our University aims to financially support the education of children of educators and academicians. This would encourage them to pursue their studies without thinking of any financial hurdle. Our Institution recognizes educators and members of the community who promote quality public education, and impact their students and community. In honor of these educators, the University is awarding the Educators' scholarship to the children of educators. Students whose parent(s) are academicians and where the significant income of the family comes from teaching will be considered favorably for the scholarship. Students who have been awarded financial assistance on this ground will be eligible for the international transfer programs.
4. **Defense Scholarships:** Our University stands committed to our Armed Forces and their families. When Defense Personnel are making supreme sacrifices for the nation and its people, it becomes the responsibility of all civilian citizen to care for the families of the Armed Forces. Towards this end, the University is providing Defense scholarship for students whose parents are in the Armed Forces. Students whose parent(s) have served or are currently serving in the Indian Armed Forces will be considered favorably for scholarship. Students who have been awarded financial assistance on this ground will be eligible for the international transfer programs.
5. **Sports Scholarships:** The objective is to encourage talent and create a pool of sportspersons. It is awarded to achievers in sports at the state and national level. Students who have been awarded financial assistance on this ground will be eligible for the international transfer programs.
6. **Bright Minds Scholarships:** This scholarship aims to attract talented students of higher caliber from a broad range of backgrounds. The scholarships will be awarded to students who exhibit community leadership, personal triumphs and academic achievements. Applicants are selected based on excellent academic performance, involvement in community and/or civic service, extracurricular profile, overall leadership potential, and other talents ready to make a positive change in their lives. The idea behind this is to encourage and help meritorious students excel in the field and get adequate rewards for doing well. Students who have been awarded financial assistance on this ground will be eligible for the international transfer programs.

If students meet the above eligibility criteria, they qualify for the scholarship; wherein a percentage of the tuition fee is reduced, in recognition of the students' academic achievements.

#### **Eligibility and documentation required for the Scholarship application**

1. **Merit Scholarships** - to process this request, the below mentioned documents are required.
  - (i) Students who have scored an aggregate of 90% or above (CBSE, ICSE, CISE, IB programs and State Boards Examination) in all subjects in class IX, X, XI, XII are eligible to apply
  - (ii) ITR of parents (Father and Mother) for the last 3 Assessment years

- (iii) Letter of recommendation – from school teacher/ Principal on the letter head of the institution
- (iv) An undertaking email that all the information furnished above is true, complete and correct to the best of my knowledge and belief

2. **Need Based Scholarships-** to process this request, submit all the required documents as mentioned below:

- (i) 10<sup>th</sup> Marks sheet
- (ii) 12<sup>th</sup> Marks sheet \*(Not mandatory)
- (iii) ITR of parents (Father and Mother) for the last 3 Assessment years
- (iv) Salary certificate
- (v) Annual Income Declaration or affidavit of members/s of the family filing for tax
- (vi) Note on any other considerations like medical treatment expenses, bills, loss of employment, etc.
- (vii) Letter of recommendation – from school teacher/ Principal on the letter head of the institution
- (viii) A statement of Assets and Liabilities in the name of both the parents
- (ix) Latest statement of National Securities Depositories Ltd (NSDL) and Central Securities Depositories Ltd (CDSL) statements if the applicant or the parents hold any financial securities, like shares and bonds.
- (x) Latest Bank statement (last 3 months) from all bank accounts held by both the parents
- (xi) CIBIL Report of parents
- (xii) An undertaking email that all the information furnished above is true, complete and correct to the best of my knowledge and belief

3. **Educators' Scholarships** - to process this request, the below mentioned documents are required

- (i) A letter from the Principal/ Headmistress/ Higher authority of the parent/ parents employed in the Institution.
- (ii) A scanned copy of the Employee ID card of the parent/parents at the Institution
- (iii) Letter of recommendation – from school teacher/ Principal on the letter head of the institution
- (iv) ITR of parents (Father and Mother) for the last 3 Assessment years
- (v) An undertaking email that all the information furnished above is true, complete and correct to the best of my knowledge and belief

**4. Defense Scholarships** - to process this request, the below mentioned documents are required

- (i) A letter from the Reporting officer / Senior officer/ Service letter or any other identification that parent /parents are employed in the Armed forces
- (ii) Letter of recommendation – from school teacher/ Principal on the letter head of the institution
- (iii) ITR of parents (Father and Mother) for the last 3 Assessment years
- (iv) An undertaking email that all the information furnished above is true, complete and correct to the best of my knowledge and belief

**5. Sports Scholarships** - to process this request, the below mentioned documents are required

- (i) All scanned documents relevant to the receipt of certificates, trophies, medals in sports and athletics.
- (ii) Letter of recommendation – from school teacher/ Principal on the letter head of the institution
- (iii) ITR of parents (Father and Mother) for the last 3 Assessment years
- (iv) An undertaking email that all the information furnished above is true, complete and correct to the best of my knowledge and belief

**6. Bright Minds Scholarships** - to process this request, the below mentioned documents are required

- (i) Students who have scored an aggregate of 90% or above (CBSE, ICSE, CISE, IB programs and State Boards Examination) in all subjects in class IX, X, XI, XII are eligible to apply
- (ii) Letter of recommendation – from school teacher/ Principal on the letter head of the institution
- (iii) ITR of parents (Father and Mother) for the last 3 Assessment years
- (iv) An undertaking email that all the information furnished above is true, complete and correct to the best of my knowledge and belief
- (v) Proof of any  
Extracurricular activity  
Participation in sports  
Display of Entrepreneurial pursuits  
Demonstration of leadership qualities  
Social responsibility projects undertaken
- (vi) ITR of parents (Father and Mother) for the last 3 Assessment years  
An undertaking email that all the information furnished above is true, complete and correct to the best of my knowledge and belief

**Renewal of the Scholarship Policy:**

Validity of the granted scholarship is only for the current academic year. If the student has to reapply and avail the scholarship for subsequent years then



- Attendance of 100% and minimum of A grade in all subjects is mandatory
- It is compulsory for the **ATLAS Scholarship** recipient to devote some hours of service time during the academic year and during the summer break in the year
- If found not completing the service hours, scholarship will be withdrawn for the subsequent semester/years
- The decision of the Scholarship Committee will be final and binding
- There may be a 5% increment on annual fees every year
- Taxes need to be paid as applicable

#### **Duties and Responsibilities of an ATLAS Scholarship Ambassador**

##### **Service hours would include:**

1. Provide general administration support
2. Facilitate and file correspondence
3. Provide detailed information about admissions and student services to visitors, students and applicants
4. Support to receive and welcome guests with a tour around the campus
5. Coordinate academic events, tour around the campus for industry representatives
6. Facilitate in recording minutes of various student and faculty meetings.
7. Responsible for precise and detailed data entry into a Microsoft Excel spreadsheet
8. Assist presentations on Microsoft PowerPoint
9. Engage with faculty/ staff in workshops and special projects inside and outside the campus.
10. Organizing data for field trips, overnight tours, international tours and classroom visits for students
11. Manage alumni relations and update alumni contact Information
12. Provide support in collecting, sorting and returning student projects
13. Support in library activities
14. Boost marketing with website development, photographing of student work, etc.

##### **Benefits to scholarship student:**

1. Development of interpersonal, communication, networking, leadership and computer skills
2. Expertise in event preparation, problem solving and office maintenance
3. Enhancement of listening skills, customer service, time management, multitasking, communication, intercultural proficiency and student engagement
4. Facilitate and support Letter of Recommendation from Faculty/ Supervisors/Counselors

**Library Details**

Total Space (All kinds)	400 Sq. mt.
Computer/ Communication facilities	Yes. ICT Facility: 1. Two Online Public Access Catalogue (OPAC) terminals 2. 4 E-Library terminals to Access E-resource 3. Two Staff Terminals (One for Circulation and one for Database maintenance)

**The collection of the library:**

Books: 5393, Periodicals, Case studies, Bound Volumes, Thesis/ dissertation, CD-DVDs, Project Reports,

**Books:**

The Central Library of ATLAS SkillTech University is a house of books on Various field of Design, Management and Technology.

S. No.	Subjects	No of Titles	No of Volumes
1	Advertising	14	31
2	Economics	24	45
3	Entrepreneur	24	51
4	Finance	120	1015
5	Hotel Management	33	56
6	Law	12	13
7	Leadership	12	14
8	Management	322	1378
9	Marketing	120	974
10	Art	151	169
11	Communication Design	159	197
12	Design	178	221
13	Fashion design	189	199



14	Film	28	29
15	Graphic Design	88	111
16	Interior design	157	166
17	Philosophy	29	31
18	Psychology	56	68
19	Religion	27	32
20	Computer	103	149
21	Biography	15	20
22	Education	16	20
23	Encyclopaedia and Dictionary	13	85
24	General	2	2
25	Geography	157	170
26	Medicine Health	24	24
27	Research	41	87
28	Science	33	36
	<b>Total</b>	<b>2147</b>	<b>5393</b>

#### Subscribed Periodicals

Sr. No.	Title	Item	Publisher	Listed under UGC Care list
1	South Asian Journal of Business and Management Cases	Journal	SAGE	SCOPUS
2	IIM Kozhikode: Society & Management Review	Journal	SAGE	WOS
3	Journal of Entrepreneurship and Innovation in Emerging Economies	Journal	SAGE	SCOPUS
4	Studies in Microeconomics	Journal	SAGE	SCOPUS
5	Journal of Education for Sustainable Development	Journal	Centre of Environment Education	UGC Group I
6	Higher Education for the Future	Journal	SAGE	SCOPUS
7	Journal of Creating Value	Journal	SAGE	SCOPUS
8	Society and Culture in South Asia	Journal	SAGE	SCOPUS
9	Asian Journal of Management Cases	Journal	SAGE	SCOPUS
10	Emerging Economics Cases Journal	Journal	Indian Institute of	UGC Group I

			Management, Rohtak	
11	Architectural Digest (Indian Edition)	Journal	Direxions Mktg Solns Pvt. Ltd.	
12	Intl Journal of Environmental Planning & Development	Journal	Journals Pub (STM), Delhi	
13	Intl Journal of Landscape Planning & Architecture	Journal	Journals Pub (STM), Delhi	
14	Research & Reviews: Journal of Architectural Designing	Journal	HBRP PUB	
15	Intl Journal of Housing & Human Settlement Planning	Journal	Journals Pub (STM), Delhi	
16	Journal of Housing & Advancement in Interior Design	Journal	HBRP PUB	
17	Architectural Record	Magazine	BNP MEDIA, USA (Formerly McGraw-Hill)	UGC 8216
18	Index Furniture Journal	Magazine	INDEX MEDIA PVT.LTD	
19	Architecture + Design	Magazine	BURDA MEDIA	
20	Architect & Interiors India	Magazine	12 Issues	
21	Indian Architect & Builder (digital)	Magazine	12 Issues	
22	Verve Magazine	Magazine	VERVE MAGAZINE	

#### List of Case Studies:

Sr. No.	Titles	Source
1	Healthy Snacking? Consumer Mindscape, Clutter of Brands, and an Ethnic Snack - Launching a New Brand in the Indian Context	HBR
2	Sustaining an Ethnic Soft Drink - Paper Boat: Brand Positioning and Consumer Behavior	HBR
3	Beyond Meat: Changing Consumers' Meat Preference	HBR
4	ChotuKool (B): Consumer-centric Disruption at the Bottom of the Pyramid	HBR
5	Analyzing Consumer Perceptions	HBR
6	Godrej Consumer Products Ltd. (A)	HBR
7	Harley-Davidson: Building a Brand Through Consumer Engagement	HBR
8	Under Armour: Creating and Growing a New Consumer Brand	HBR
9	The Popcorn Predicament: Competition, Conflict and Buying Behaviour	HBR
10	Dettol: Marketing Research for Understanding Consumer Evaluations of Brand Extensions	HBR
11	ChotuKool (A): Consumer-centric Disruption at the Bottom of the Pyramid	HBR
12	Design Thinking and Innovation at Apple	HBR

	An Overview of Project Finance and Infrastructure Finance—2006 Update	HBR
13	Leasing the Pennsylvania Turnpike	HBR
14	Wrightlines Air Service (B)1	HBR
15	Wrightlines Air Service (A)1	HBR
16	Snap, Inc. – Cash Flow Forecasting	HBR
17	PayMaster, Inc.	HBR
18	Internet Grocer	HBR
19	Go-Figure, Inc.	HBR
20	Fast Track, Inc. (A)	HBR
21	Fast Track, Inc. (B)	HBR
22	Deer Meadows Oil Field	HBR
23	ConnectedHome, Inc. (B)	HBR
24	ConnectedHome, Inc. (A)	HBR
25	Central Circuit Breaker	HBR
26	Big Foot Resort	HBR
27	Avionics Research Facility	HBR
28	Aquionics	HBR
29	Amazon.com, Inc.	HBR
30	Gillette: Shaving Gender Stereotypes	HBR
31	Ariel's Share The Load: Integrated Marketing Communication Campaign	HBR
32	Caps and Crowns Dental Clinic: Exploring Business Opportunities	HBR
33	Greedy Game: Leveraging Online Gaming for Brand Storytelling	HBR
34	Mahindra Truck and Bus Division: Building a Marketing Plan	HBR
35	Marketing Transformation Using Social Network on Digital Media: How BJP Used WhatsApp to Create a Successful WOM Campaign	HBR
36	OnePlus: Crossing the Chasm in the Smartphone Market	HBR
37	The Saffola Journey	HBR
38	Marketing McDonald's in India	ICMR
39	McDonald's Franchise in Trouble in India	ICMR
40	IKEA's International Marketing Strategy in China	ICMR
41	McDonald's 'McSpicy' Marketing Campaign in India	ICMR
42	Coca-Cola's "Open Happiness" Campaign: A Model for Global Marketing?	ICMR
43	Amazon.com in the Middle East	ICMR
44	The Book Deal: Confidential Instructions for the PUBLISHER	HBR
45	The Book Deal: Confidential Instructions for the AGENT	HBR
46	The kitchen purchase: Briefing for buyers: Mr and Mrs Stulle	HBR
47	The kitchen purchase: Briefing for buyers: Mr and Mrs Hase	HBR
48	Negotiating About Pandas for the San Diego Zoo	HBR Law
49	Hard/Soft Negotiation Choice Exercise	HBR Law
50	Ad Sales, Inc.	HBR Law
51	IKEA India: Expanding to Success	HBR
52	NETFLIX: INTERNATIONAL EXPANSION	HBR
53		



**Library Automation (Using MasterSoft ERP & KOHA):**

The central library of ATLAS SkillTech University is computerized using the ERP Library module. The ERP library module has the acquisition, cataloguing, circulation, report generation, stock verification and WebOPAC facilities for smooth functioning. The library uses barcode technology for circulation. The software has an email facility for all library transactions.

The collection of the library is available online through the WebOPAC:

[https://libcloud.mastersofterp.in/OPAC\\_V3/](https://libcloud.mastersofterp.in/OPAC_V3/)

**The following facilities are offered to library users through WebOPAC**

- ☐ Browse library catalogues.
- ☐ Check the availability & status of books
- ☐ Check details of library membership
- ☐ See the status of books (issued or available)
- ☐ New arrivals
- ☐ Links to useful databases

Users can avail of the following facilities login with a user ID and password

- ☐ Can see the member details.
- ☐ See transaction/circulation history.
- ☐ Users can renew issued books.
- ☐ Pay overdue fines etc.
- ☐ Recommendation or suggestion of new titles for the library collection

**Implementation of the automation of the Library and the digitization facility available****Digitization Facility:**

The ATLAS SkillTech University library facilitates many services like scanning, archiving, printing, reprography etc. The library has established a digital platform with DSpace software which offers access to in-house scholarly reports, question papers, and syllabus & teacher's publications.

The library of ATLAS SkillTech University has constantly been making efforts to develop a substantial collection of learning resources and to provide access to knowledge.

**The Special Features of the ERP Library module:**

The ERP library module shows Library Analytics. It shows graphs along with an Excel sheet of various reports based on weekly, daily & hourly etc.

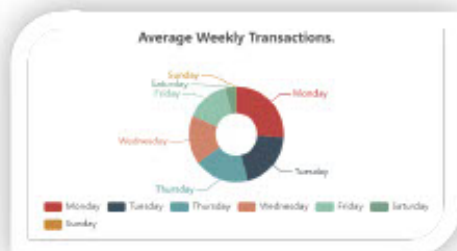
Following are some examples of ERP library automation software:

### Details on library users and collection

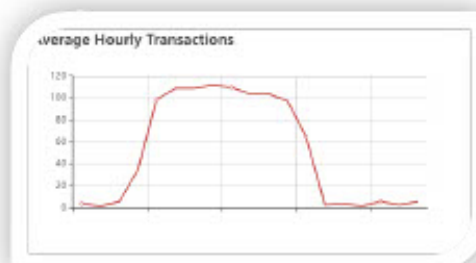


Most used books (facilitated with mouse hover)

Downloaded from ERP library module (As of 2<sup>nd</sup> August 2023)



Average weekly transaction report



Average hourly transaction report

All Research Journals/Magazines subscribed on a regular basis	Yes Print Journals and Magazines subscribed as below: <table><tr><th>S. No.</th><th>Subject Area</th><th>No. of Jr/Mgz</th></tr><tr><td>1.</td><td>General Magazine</td><td>6</td></tr><tr><td>2.</td><td>Skills Related</td><td>11</td></tr><tr><td>3.</td><td>Tech Related</td><td>5</td></tr><tr><td></td><td><b>Total</b></td><td><b>22</b></td></tr></table>	S. No.	Subject Area	No. of Jr/Mgz	1.	General Magazine	6	2.	Skills Related	11	3.	Tech Related	5		<b>Total</b>	<b>22</b>
S. No.	Subject Area	No. of Jr/Mgz														
1.	General Magazine	6														
2.	Skills Related	11														
3.	Tech Related	5														
	<b>Total</b>	<b>22</b>														
Computerized Library	Fully computerized library with standard classification and cataloguing system through Soul2 integrated library management software and facilities to access the online public access catalogue.															
Institutional Repository	ATLAS SKILLTECH UNIVERSITY library has developed an institutional repository with the help of DSpace software. The library is providing various materials such as E-books, media news related to the university, emerging areas to update knowledge, faculty publication, newspaper article of faculty, brochure, etc.															
Online Resources	ATLAS SKILLTECH UNIVERSITY has the Institutional membership of the Developing Library Network (DELNET) for the Inter-Library Loan, Union catalogue and online databases. It contributes its resources by borrowing books from libraries for research and reference. Atlas has J-gate is also Institutional membership.															
NPTEL Videos	ATLAS SKILLTECH UNIVERSITY Library helps the Students to enroll in Swayam , NPTEL workshops and also guides them for NPTEL online courses for Student’s personal development															
Library Open Elective Course	ATLAS SKILLTECH UNIVERSITY library is providing open elective courses to their students. The main aim is to make them aware of the library, its services, collections, functions, electronic resources, open-access resources, plagiarism etc.															