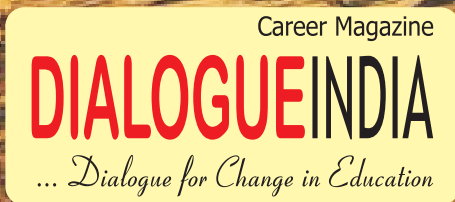


# HANDBOOK



on August 6th, 2022 at  
**Hotel Shangri-La, Ashok Road, New Delhi,**



CAREER PORTAL  
[www.dialogueindiaacademia.com](http://www.dialogueindiaacademia.com)

Head Office : 301/A, 37,38,39, Ansal's Building,  
Commercial Complex, Mukherjee Nagar, Delhi-110009  
Ph : 011-27652829, Fax : 011-27654588, Mob. : 9811424443  
E-mail : dialogueindia.in@gmail.com, dialogueindiaacademia@gmail.com

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**Subject : Proposal regarding 11th Issue of Annual Ranking of Private Higher Education Institution, 8th dialogue India Academia Award – 2022 & 6th Dialogue India Academia Conclave "organized on August 6th, 2022 at Hotel Shangri-La, Ashok Road, New Delhi.**

Dear Educator,

Greetings from Dialogue India group,

To providing a solid platform to the Indian Higher Education Institutions, global investors and the Indian & foreign students aspiring for world-class education in India

from last twelve years our publication is publishing the Annual Ranking of different types of private higher education institutions with extensive research and survey. Since year 2016 we are conducting a nation wide survey of private higher education of institutions in India annually and also providing a overview of complete higher education institution of India. Now our ranking is most credible ranking of India in the field of private higher education, after 2 year COVID break we are back now.

Dialogue India evolve very practical method to understand real scenario of private higher education institution in India. We observe and monitor institution round the year on more then 57 parameters. Their work on research, innovation, entrepreneurship, employability, qualitative infrastructure, transparent working with complete governance and efficient faculties with India centric approach. Their industry oriented approach, foreign collaborations, tie ups and admission/exchange of students internationally is also equally important. Beside this we preference/ weightage to the institution working in remote area with lower fees and higher qualitative education. In summary you can say that we want to explore private higher education institute in India who can represent India Internationally. Another purpose of this series of rating is to enhance quality and healthy competition among various institutions in India. Side by side this exercise guides the students and their parents to understand the better option for higher education and explore in details how the Indian educational institutions can collectively act as a bridge between the needs of the industry globally and the skilled Indian workforce.

In nut cell we are doing the comprehensive ranking of private universities, private engineering colleges, private medical colleges, private deemed universities, private management colleges, private dental colleges, government autonomous institutions, pharmacy colleges, law colleges, mass com. colleges, hotel management colleges and applied/fine art colleges .In this regard our research teams and associates have already started their survey, research and analysis. In our analysis your input is very important. We require authentic information from your side to ensure our work accuracy. **Please mail or send us the information up to 30th June 2022 as earliest.**

We are planning to publish this Ranking on August 6th, 2022 at Hotel Shangri-La, Ashok Road, New Delhi, in a "Special Issue" along with International Conclave & Grand Award Function at New Delhi.

In the hope of complete co-operation from your side.

Note : Booklet of the whole program and open file of ranking form is also attached. You may also send your fully filled form with all details by post .

With warm regards.

**Dr. Sarika Agarwal**  
(Managing Editor)  
+91-8860787583

**Anuj Agarwal**  
(Group Editor)  
+91-9811424443

# Dialogue India National Ranking & Academia International Award – 2022

(For Private Higher Education Institutes in India)

## IMPORTANT FEATURES

The ranking survey conducted by 'Dialogue India' since ten years has earned a credibility, initially in Uttar Pradesh and northern states and from 2016, its coverage is being extended to national level.

It has been decided to conduct the annual survey on international parameters at national, zonal, state and division level and in all the 12 main disciplines.

The characteristics of this survey are:

1. Measuring the institutions /universities at the 51 parameters (See Box)
2. Survey in following 12 disciplines:

I. Art	II. Science	III. Commerce	IV. Engineering (All Major Branches)
V. Medical/Nursing	VI. Law	VII. Management	VIII. Pharmacy
IX. Hotel Management	X. Fashion	XI. Fine Arts	XII. Mass Comm. and Journalism
3. Ranking of Best and emerging institutions at Division, State, Zonal (North, South, East, West & Central) and National Level
4. Special online survey among 5-6 lakh present and old students with the help of special software. Impartial analyses by the professional research team.
5. Survey forms to be sent to all the private institutions of the country. Final ranking to be done after studying the opinion of the faculty, HR Professionals, regulatory bodies, websites of the institutions, surveys by other agencies and also the media reports.
6. Surveys to be conducted between April 11, 2022 and June 30, 2022. It will be published in 1st Week of August, 2022 in Dialogue India career magazine.
7. 'Dialogue India' will felicitate the best institutions at a special function alongwith a International Conclave.

We are hopeful that this survey, International conclave and Award Function will be established as the most credible survey in the country. Many government and private institutions, corporate houses and also the media institutes are joining hands with the Dialogue India in this endeavor.

The Survey and Ranking have the following objectives:

1. Building 'Dialogue India' as a trusted brand for credible and holistic ranking of the country's private higher education institutions
2. Evaluate the developing higher education institutions on the basis of international parameters and screen them in a way that a clear framework for their improvement can be designed so that they first develop themselves to the level of government and autonomous institutions, and then finally achieve the international standards. In this process if the institutions ensure good packages for their students by connecting them with good companies, earn money by strengthening the academia-industry connect, impart quality education to the students at low fees, attract the foreign students to seek admission in them, they will be able to effectively curb the brain drain.
3. Put a check on fake ranking agencies so that the students and their parents get a clear and real picture of the institutions where they want to seek admission
4. Bringing a revolutionary change in the country's entire education sector so that both the GDP and employment level see satisfactory growth. It will strengthen both the market economy and also the welfare democracy in real sense.

**Head Office** : 301/A, 37,38,39, Ansal's Building, Commercial Complex, Mukherjee Nagar, Delhi-110009

**Ph** : 011-27652829, **Fax** : 011-27654588, **Mob** : 9811424443

**E-mail** : dialogueindia.in@gmail.com, dialogueindiaacademia@gmail.com

## 57 Parameters ( For Non-Medical Institutions)

### A Infrastructure, Promoter, Head of Academics ( 20 Marks)

1. Overall Infrastructure, ultra-modern and advance facilities
2. Economic capacity of promoters, experience and vision, merit and ability
3. Vice Chancellor / Director / Principal / Dean and their experience and vision
4. Availability of land, future plans and expansion strategy
5. Standard of labs, classes, library, IT level and network, research environment
6. Establishment year, annual budget, variety of courses and their standard
7. General reputation of the organisation, award and honour received
8. Approach towards environment, social cohesiveness and inclusiveness, gender equality, support to deprived and physically challenged

### B Faculty and Staff (30 marks)

1. Standard background and qualification of the faculties
2. Facilities, allowances, Services and salary of the staff and faculty, availability of residential accommodation
3. Association/loyalty of the staff and facilities with the organisation.
4. Visiting faculties, guest lecturers
5. Participation of faculties in seminars, research papers, projects and innovative work, patent registration
6. Faculty-student-staff ratio as per standard
7. Teaching methodology of the faculty, test, assignment and exposé
8. Competent and specialised staff and Faculties
9. Competitive/research/entrepreneur /innovation and job oriented environment created by the faculties
10. Behaviour of faculties and staff with the students
11. Quality control method of teaching, rational assessment method
12. Approach for staff skill development, academia-industry connect
13. Add on courses, camps for excellence and personality development.

### C. Students and Services ( 20 marks)

1. Admission procedure and parameters for admission

2. Fee and its justification
3. Reputation among students/parents/ faculty/staff and masses
4. Interpersonal relation of students
5. Internal activities, exposure
6. Result and its neutrality, rationality and standard of examination
7. Focus on soft skill, skill development, innovation, research and entrepreneurship
8. Job placement in government /private/PSUs, placement cell and its services, types of package, selection in various competitions
9. Variety and standard of services
10. Academia-industry connect courses, add on courses
11. Updated syllabus and interdisciplinary approach of teaching
12. Foreign tie-ups and exchange of students, diversity of students
13. Updated library facility and easy availability of books, CD, journals, magazines
14. In campus sports, cultural and extra-curricular facilities and their infrastructure, participation in inter university, state, national and international events and achievements
15. Industry visits and tie ups, study trips, externally funded projects, Status of Alumni Association.
16. Facility of Psychologist, personality trainer, health/medical/transport and career counseling , mess and hotel
17. Resource and Centre of Excellence
18. Facility and standard of internship, project work and its authenticity

### D Placement, Affiliation, Tie-ups and worth of achievement claims (30 marks)

1. Placement: ( In last three years)
  - Reality and Myth of campus placement
  - Average percentage of top 10% students
  - Average package of rest 90% students
  - Selection in MNCs
  - Selection in Domestic corporate
  - Selection in Government/PSU jobs
  - Selection in Competitive exams
  - Selection in GATE/NET/PG courses/ Ph.D. courses

- No of PG and Ph.D. awarded yearly
- Actual performance of students in job in last 3 years

2. Working of the organisation as per the norms and standards of UGC/AICTE/MCI/OCI/ or any other affiliating/regulatory body
3. NBA/NAAC accreditation and Ranking
4. Any International/national renowned ranking, outlook
5. Earning from projects and tie ups
6. Alumni base and their association with the institution.

### E. Research, Innovation and Entrepreneurship (30 marks)

1. Institution reputation for research excellence in general.
2. Quality / Standard and investment in this field.
3. Earning / Grant awarded and Utilisation of fund earned by research and innovation work.
4. Field / area of work and it's productivity, relevance with achievement in this field.
5. Patent, research papers publication / presentation National / Internationally.
6. Impact of work on contemporary requirement of concern field.

### F. Violation of laws/norms/standard (- 20 marks)

1. Unauthorised courses / fake claims / excess admission / high fees
2. Charging of undue fine, capitation fee/ series of complaints/fake appointment letter/placement/ghost facilities/staff and insufficient infrastructure
3. Unusual admission in various courses
4. Use of black money, unusual UG/PG or Ph.D. degree awarded, any inquiry, negative report by govt. bodies
5. Availability of alcohol, tobacco products, drugs, vulgar content within the campus
6. Any suspicious activity, unethical means to increase attendance and marks, doubtful admission with the help of management committee quota/consultants.

## Parameters for Ranking/ Grading of Private Medical / Dental Colleges

1. Experience, Merit & Ability of Directors
2. Inter-Personal Relation among the students
3. Teaching Faculties
4. Clinical Exposure
5. Infrastructure, Hostel & Library Facilities
6. Performance in Pre-PG Entrance Examinations
7. Views of Students
8. Fee Structure & Services
9. IT, Internet & Other communications
10. Research work environment, publication & Seminar.
11. Student Satisfaction & Feedback
12. Competent and sufficient staff/faculty, position of research paper published
13. Working of the organisation as per norms of MCI/DCI.

## Parameters for Ranking / Grading of Medical Colleges Hospitals

1. Overall patients' Feedback & Satisfaction
2. Infrastructure
3. Total Number of Beds
4. Pharmacy
5. Specialists & their Experience, Individual / Team of Professionals
6. Facilities : Parking, Canteen, Ramps, Drinking Water, Lifts, TV, Generator, etc.
7. Clinical Services : Emergency, OPD, IPD, ICU & Operation Theatres
8. INSURANCE/TPA Authorisation
9. Equipments
10. Charges/ Rates
11. Diagnostic & Lab Facilities
12. Certification / Accreditation - JCI, NABH, ISO

### Brief profile of Anuj Kumar Agarwal

Anuj Kumar Agarwal is a nationalist, social worker, activist, educationist, motivator, debater, writer, thinker and a prolific journalist who heads a voluntary organisation since 1998. Right from the beginning he has been socially & spiritually-oriented and always feels satisfied in serving the society. He is presently the President of Career Plus Educational Society, Editor & Publisher of Dialogue India monthly magazine published in English & Hindi, Editor of News Analysis Portal [www.dialogueinida.in](http://www.dialogueinida.in). & Career portal [www.dialogueacademia.com](http://www.dialogueacademia.com), General Secretary of Grassroot Newspaper Association, National President of Maulik Bharat, Founder Director of Global Chamber of Sports, Education & Culture Foundation, Adviser for Confederation of Youth Leaders and associated with various Social Organisations as Office Bearer and Executive Committee member. He was also conferred with a Karamveer Chakra Award in 2012 for his exemplary work in education and social service by International Confederation of NGO (affiliated to UN)



He is very frequently invited as a panellist or speaker in different news channel debates and he is regularly invited as the chief guest, special guest or guest of honour in the various seminars, conferences, public meetings & workshops. He under his various initiatives, organise or partner with various conclaves and conferences around the year.

### ROLE WITH CAREER PLUS EDUCATIONAL SOCIETY:

Career Plus Educational Society provides Group A, B & C coaching along with IAS, PCS, IFS and IES coaching and in last 23 years, thousands of students from Career Plus finally selected in Group A, B and Group C services. In CPES he gave a new dimension to the coaching industry and started coaching for various subjects of science and literature including commerce & Economics first time in India. Because of this selection of the students from all the stream become possible in IAS/PCS examinations and the result of civil and state services examination became diversified. In his leadership, CPES launched coaching of Engineering Services/Gate/PSU's for the first time. He has been working for the students of deprived sections, and with the help of various philanthropists, social organisations and central as well as state government department. Now Career Plus emerges as a most trusted name in the field of various free coaching schemes of central and state government department. His voluntary organisation imparts career-oriented training and guidance to thousands of students belonging to the Scheduled Castes/Scheduled Tribes/Other Backward Classes/Minorities/Physically challenged and EWS/Below Poverty Line category.

Career Plus Educational society presently Impaneled coaching institute for Free Coaching of Group A, B & C under the various scheme under the Ministry of Minority Affairs, Ministry of Social Justice and Empowerment, Department of Empowerment of Persons with Disabilities (Divyangjan) and various state Government like Uttar Pradesh, Uttrakhand, Chattisgarh, Madhya Pradesh and NCT Delhi etc). CPES Branch Offices are in Prayagraj, Patna, Ranchi, Lucknow, Raipur, Noida, Haldwani, Rewa and Rohini-Delhi. [www.careerpluseducational.com](http://www.careerpluseducational.com)

## ROLE IN DIALOGUE INDIA PUBLICATIONS:

In 2009, Anuj Kumar Agarwal initiated his publication under the title 'Dialogue India'. Presently it is a monthly news magazine in Hindi & career magazine in English, along with News Analysis Portal [www.dialogueinida.in](http://www.dialogueinida.in). & Career portal [www.dialogueacademia.com](http://www.dialogueacademia.com). Within a very short span, 'Dialogue India' became the mouthpiece of Nationalist ideology, India centric vision, crusaders who are fighting against corruption, various reforms and for the good governance. During the last ten years, 'Dialogue India' exposed a series of scams one by one and indicated to wide loopholes in the system as well as the hollowness of the various political, corporate, media, bureaucratic and social activists. Side by side, the Dialogue India also constructively writes about the Nation – centric solution of the various problems related to corruption, governance, decentralised democratisation of the country and the rule of law. Because of that in 2013 Lead India publishers association felicitate – Dialogue India as Best Emerging Publication in India.

"Education is the tool of transformation" with this vision from last ten years Anuj Agarwal also working on quality enhancement in higher education in India. His regular research work, analysis, insights are very valuable and always welcome by educationist and higher education institution. Now Dialogue India International Ranking, Dialogue India Academia Award, Dialogue India Academia Conclave, Conference & Exhibition are a very credible concept in the field of higher education.

## THE EMERGENCE OF MAULIK BHARAT:

From the year 2013, the 'Dialogue India' is working on evolving an appropriate 'Vision Document' and also the Action Plan to implement it along with some distinguished personalities, organisations and insisting them to come together on a single platform MAULIK BHARAT ([www.maulikbharat.co.in](http://www.maulikbharat.co.in)) for this objective. Maulik Bharat successfully working with "Nation First" vision in the field of Bhartiya, election reforms, alternative policies, against obscenity, vulgarity & porn culture, governance and issue related to mega corruption. He is National General Secretary of Maulik Bharat Movement. Exposes of various election-related scam, DND toll corruption exposes and toll-free movement, Exposes of Yadav Singh syndicate, Exposes of various scam of Noida, Greater Noida and Yamuna Expressway Authorities, Expose of Bike boat scam are the example of his good work. He actively participates to file various PIL, RTI, written complaint, sends memorandum, raises important issues on a public forum, organises press conference, dharna pradarsans etc on critical issues. His efforts are regularly praised by various government and social forums. Maulik Bharat is working in 18 states at the moment.

## SOME OF THE AWARDS AND HONOURS RECEIVED :

- KARMVEER CHAKRA Award – 2012 for his work in the field of education and social service by International Confederation of NGO (affiliated to UNO) In 2013
- Lead India Publishers Association Recognised Dialogue India as Best Emerging Publication in India 2013.
- Clean and Green Delhi Promotion Award 2017 for Extraordinary work in Journalism (work for Swachh Bharat Mission)
- Avantika Acharya Shiromani Samman 2017 for Outstanding work in the field of Education.
- Manju Shree Samman 2017 for Extraordinary work in Journalism.
- Recommend for his Outstanding and Notable Contribution in the Social Sector especially the downtrodden for D. Sc. (Doctor of Science) D. Lit. (Doctor of Literature) Honoris Causa by Techno India University, Kolkata on 16th January 2018.
- PNI Achievers Award 2018 for outstanding work in Social Service.
- JP Award 2019 in the field of Social Services for his outstanding work with Maulik Bharat.
- International Media Award 2019 for qualitative work in the field of Higher Education by International Organization for Educational Development "IOED" and the International Police Commission – IPC India

## VARIOUS RESPONSIBILITIES:

- President, Career Plus Educational Society
- Editor / Publisher, DIALOGUE INDIA (English/ Hindi Magazine and Web Portals)
- General Secretary, Grassroot Newspaper Association
- National President, Maulik Bharat
- Founder Director, Global Chamber of Sports, Education & Culture Foundation
- Partner in AICTE, an initiative of Developed Village (Developed Nation from 2017 to 2018)
- Adviser – Confederation of Youth Leaders
- Office Bearer or member of the Executive Committee: Various Social Organisations



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**Dialogue India National Ranking & Academia International Award – 2022**  
 (For Private Higher Education Institute in India)

**RANKING FORM**

Name of the Institute/ College / University: .....

Status of Affiliation: .....

Year of Establishment: .....

Registration status: (Society / Trust/ Company): .....

Infrastructure status/ Development: .....

(Please provide full detail & status on separate sheet; also specify how much area is under green cover)

Method of admission: .....

.....

Facility to staff/ faculties & students (Provide full detail): .....

.....

Course wise fee: .....

Total Land (in acre) Also specifies how much area is under green cover: .....

.....

Courses Offered: .....

Number of Labs: .....

Detail of the facilities for hostel, sports, cultural and extracurricular activities. ....

Detail of affiliation, projects awarded, domestic & foreign tie up, journal published and papers of the faculties and students published, status of exchange of students, Industrial tie ups and academia - industry connect: .....

.....

.....

Facility of add on classes on soft skills, skill development, additional courses beyond syllabus, personality development courses, coaching facility for competitive examinations, status and achievements of placement cell: .....

.....

.....



CSR activities and achievements, Status of gender equality, Provisions for socially. & economically deprived and differently-abled students, inclusiveness: .....

Status and Facilities to promote Research, Innovation, Entrepreneurship: .....

Facility of Educational Loan, Project Funding & Venture Capital: .....

Details of Non-traditional Courses Offered with achievements: .....

Status of Alumni Association and their participation: .....

Number of Faculty / Department (With the qualification & achievement): .....

No. of Professors: .....

No. of Associate Professors: .....

No. of Lecturers: .....

No. of Others (Guest/ Visiting faculty): .....

Library Facility	No. of Libraries	No. of Books	No. of Journals
.....	.....	.....	.....

Total Number of Employees: .....

Total Number of Students: .....

Year	UG Courses	PG courses	Ph. D. Courses
First Year:			
Second Year:			
Third Year:			
Fourth Year:			

(Please fill year wise according to the duration of the courses conduct by the institution)

Detail of Board of Directors: .....

Detail of Head / VC / Director/Principal: .....

Detail of any enquiry/complaint/ affiliation issue from any government body: .....

Result (In percentage): .....

(With Last Three Years Comparative Chart)

Placement & Package: .....

(Average package of top 10% students and average package of rest 90% students)

(With Last Three Years Comparative Chart)

- (a) MNC's/ Overseas: .....
- (b) Government Jobs: .....
- (c) Indian Companies: .....
- (d) PSU's Jobs: .....

Other Achievement academic-wise / research- Innovation -wise/ student performance-wise& award-wise:

.....

.....

Details of effort to promote Entrepreneurship and its achievements: .....

.....

Awards, recognition: .....

.....

Media Coverage: .....

.....

Student Opinion about Institute in General: .....

.....

I do hereby certify that the information provided in this form has been verified by me & are true & correct.

(Name with Sign, Stamp & Date of Authorised Person)

**NOTE:**

- Please provide necessary documents in support of your claim.
- Please cooperate with our inspection team at the time of visit in your campus.
- We are also conducting survey among faculty, staff, students, parent's newspaper/magazine & electronic media, HR manager of various companies, And taking inputs from all government/private organisations involved in affiliation, controlling, monitoring & policy making process and taking input from your organisation website too.
- Please also send / mail C.V. / Bio Data / Profile of Head/Vice Chancellor / Director / Principal of your University / Institute / College for the selection of Dialogue India International Academia Award for best Head/VC/ Director/Principal - 2022.

**For any Enquiry, Please Contact :**

+91-9811424443

**Please fill this form and email us at:**

dialogueindiaacademia@gmail.com, dialogueindia.in@gmail.com,

**Head Office :** 301/ A, 37,38,39, Ansal's Building, Commercial Complex,

Mukherjee Nagar, Delhi - 110009

**Subject :** Invitation for 6th Dialogue India Academia Conclave & 8th Dialogue India International Academia Award Function 2022 on August 6th, 2022 at Hotel Shangri-La, Ashok Road, New Delhi & release of 11th Issue of Dialogue India Annual Ranking - 2022 for Private Higher Education Institution in India.

Dear Educator,

Greetings from Dialogue India group.

Dialogue India Magazine is pleased to announce that 6th Dialogue India Academia Conclave with a theme and focus on -

***"New Education Policy and Prospects of Internationalization of India Higher Education"***.

On this opportune day, we will be launching the 11th Dialogue India National Rankings and will also felicitate the Leaders and Achievers of Indian Education with Dialogue India International Academia Awards 2022 (8th Annual Edition)

It will also provide a bridge to the private universities/colleges and government departments, academicians as well as the policy makers of India & other countries so that both can understand the role of private institutions in skilling the youth to be an active player to build the new world. Main objective is to Provide platform among Higher Education Institution, Business group and various academic association & bodies of India & other countries to come together.

During the event, we will have; Inaugural Session, Panel Discussions, Release of Survey Book, Networking Lunch, Felicitation of Leaders & Achievers & Gala Dinner.

This will be a closed-door event with entry only for Nominated / Invited Guests from Both India & several other countries and would like to encourage the leading Indian Institutions to join us by nominating their institution for Dialogue India International Academia Awards 2022.

**We have worked out a special package for Indian Delegates to join us for the same. The total charges will be Rs. 60,000/- plus 18% GST per person for Nomination in One Award Category, Hospitality for 1 day and 1 Night Stay in New Delhi. Some sponsorship and other option also mentioned in handbook attached. (Rates valid till June 30, 2022)**

You are requested to confirm your participation ASAP so that the necessary arrangements can be done from our end.

Thanking You

Yours Sincerely

**Dr. Sarika Agarwal**  
(Managing Editor)'



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## ABOUT US

DIALOGUE INDIA is now a credible and highly popular publication across the country.

From last twelve years we are publishing Annual Ranking of Private Higher Education Institutes/ Universities and from last eight years we have also introduced \*Dialogue India Academia Award\* to felicitate the best institutions across the country and Dialogue India Academia Conclave from last seven years.

Its our 13th year and consistently we are emerging as serious and credible player in the field of ranking for private higher education institute in India. Now we are working with international parameter and standard. We have good reputation among private/ deemed University, Engineering, Management, Medical & Dental colleges. To reach up to maximum number of people specially students and their parents this year our Award function and conclave will be telecast on various news channels. Various newspaper and website will cover our ranking , award function and conclave in detail.

## OUR PLAN

In the year 2022 we are going to publish our 11th National Level Annual Ranking Issue and organising 8th Dialogue India International Academia Award – 2022 ceremony on August 6th, 2022 at Hotel Shangri-La, Ashok Road, New Delhi alongwith 6th Dialogue India Academia Conclave.

As we will conduct our survey and ranking state, Regional & National level, accordingly we design our award function and conclave.

Dialogue India group inviting you to join us as a partner for 6th Dialogue India Academia Conclave on the occasion of 11th Dialogue India Annual Ranking (Survey Book) release on Private Higher Education Institutions of India and the 8th Dialogue India International Academia Award Function"

## OBJECTIVE

The Ranking objectives: India has very inequalities in the field of education. Where parents want the private sector educational institutions at primary level, at the same time the government educational institutions compete in higher education. The purpose of the ranking is to encourage

private educational institutions, to encourage good works which can be discouraged by giving money to the institutions offering the degree and the transparency can be implemented.

## AWARD CATEGORIES

- Top Private Universities of India
- Top Private Deemed Institution/ Universities of India
- Top private Medical Colleges of India
- Top Private Dental Colleges of India
- Top Private Engineering Colleges of India
- Top Private Management Colleges of India
- Best Engineering College Region, State, Zone-wise
- Best Management College Region, State, Zone-wise
- Best Pharmacy, Law, Fashion Arts Fine Arts, Mass Comm. and Journalism, College Region, State, Zone-wise
- Best Hotel Management College Region, State, Zone-wise
- Editor Choice Education Excellency Award/ Colleges of India
- Top Colleges of all categories on Infrastructure / Placement / Innovation / Upcoming-wise
- Best V.C. / Director / Principal of Universities / Institutes

## THE PRIME OBJECTIVE OF THE CONCLAVE:

It will provide a bridge to the private universities / colleges and government departments, academicians as well as the policy makers of India & other countries so that both can understand the role of private institutions in skilling the youth to be an active player to build the new world. Main objective is to Provide platform among Higher Education Institution, Business group and various academic association & bodies of India & other countries to come together. Renowned educationists/ academicians, Chairmen/ V Cs / Directors of top ranking institutions, Ministers (both central and states), senior civil servants, senior journalists, celebrities, CEO's of big corporate houses, renowned social activists, etc. will participate in this year's event.



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\*\*\*\*\* परिवर्तन की चाह - संवाद की राह



**Business / Sponsorship option for 11th Dialogue India National Ranking, 8th Dialogue India International Academia Award Ceremony & 6th Dialogue India Academia Conclave.**

**Rate Card & Deliverables**

S.N.	Package	Rate	Deliverables
1.	One Platinum Sponsor	Rs. 10 Lakh	<ul style="list-style-type: none"> <li>Two Full Page colour Advertisement in central spread or any available preferential position</li> <li>Logo on Cover as Platinum Sponsor</li> <li>Three Standby in award function</li> <li>Back Cover advertisement</li> <li>Logo in Web Promotion through the e-portals</li> <li>500 complimentary copies</li> <li>4 Persons Complete Hospitality</li> </ul>
2.	Two Associate Gold Sponsor	Rs. 6 Lakh	<ul style="list-style-type: none"> <li>One Full Page colour Advertisement at inside cover page or any available preferential position</li> <li>Logo on Cover as Associate Sponsor</li> <li>Two Standby in award function</li> <li>Inside Cover page advertisement</li> <li>Logo in Web Promotion through the e-portals</li> <li>300 complimentary copies</li> <li>3 Persons Complete Hospitality</li> <li>Invite to Panel Discussion</li> <li>Nomination in 2 Award Categories</li> </ul>
3.	Four Silver Sponsor	Rs. 4 Lakh	<ul style="list-style-type: none"> <li>Full Page colour Advertisement in any available preferential position</li> <li>One Standby in award function</li> <li>Logo in Web Promotion through the e- portals</li> <li>200 complimentary copies</li> <li>2 Persons Complete Hospitality</li> <li>Invite to Panel Discussion</li> <li>Nomination in 2 Award Categories</li> </ul>
4.	Six Bronze Sponsor	Rs. 2 Lakh	<ul style="list-style-type: none"> <li>Full Page colour Advertisement in any inside page or available preferential position</li> <li>100 complimentary copies</li> <li>One Standby in award function</li> <li>1 Persons Complete Hospitality</li> <li>Invite to Panel Discussion</li> <li>Nomination in 2 Award Categories</li> </ul>

We have worked out a special package for Indian Delegates to join us for the same. The total charges will be Rs. 60,000/- plus 18% GST per person for Nomination in One Award Category, Hospitality for 1 day and 1 Night Stay in New Delhi. Some sponsorship and other option also mentioned in handbook attached. (Rates valid till June 30, 2022)

We also mail our E-edition of special issue to more than 20 Lac students countrywide. Our e-edition also remains available for download at our website [www.dialogueindia.in](http://www.dialogueindia.in) & [www.dialogueindiaacademia.com](http://www.dialogueindiaacademia.com) free of cost around the year.

We look forward for your whole hearted support and are always open to any innovation.

**MECHANICAL DATA (FOR DIALOGUE INDIA)**

**Non Bleed**

Full Page	24.3 × 18.2 cm
Half Page (Vertical)	24.3 × 901 cm
Double Spread	24.3 × 39.2 cm

**Bleed Size**

Full Page	} 27.3 × 20.9 cm
Half Page (Vertical)	
Double Spread	

Material for Colour Ads	: Processing (4 Colour)
Material for B/W Ads	: Artwork / Artpulls
Screen	: 135 - 150 Dots

Bleed Rates  
10% Extra  
on tariff

**Frequency of Publication : Monthly**

Note : All Cheques / DDs / Pay Orders shall be made in the name of 'Dialogue India' payable at New Delhi.



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**Tariff Rate for Advertisement in Career Magazine**

S.n.	Advertisement option	Rate
1	One page Advt.	60000
2	Two page profile cum Advt.	110000
3	Three page profile cum Advt.	150000
4	Four page profile cum Advt.	200000
5	Inside Front Cover Advt.	100000
6	Inside Back Cover Advt.	100000
7	Back Cover Advt.	200000
8	Central Spread or cover page inside Central Spread	300000
9	Half Page Advt.	40000
10	Strip on front page	75000

**Tariff Rate for Advertisement in Political Magazine**

S.n.	Advertisement option	Rate
1	One page Advt.	50000
2	Two page profile cum Advt.	90000
3	Three page profile cum Advt.	135000
4	Four page profile cum Advt.	180000
5	Inside Front Cover Advt.	75000
6	Inside Back Cover Advt.	75000
7	Back Cover Advt.	150000
8	Central Spread or cover page inside Central Spread	250000
9	Half Page Advt.	30000
10	Strip on front page	50000
11	Strip on inside page	10000
12	One Page Advt. for 3 months (one page writeup free)	135000
13	One Page Advt. for 6 months (three page writeup free)	270000
14	One Page Advt. for 12 months (six page writeup free)	540000

**Advertisement Acceptance**

We are pleased to release a  full page /  Half Page /  Double spread advertisement captioned ..... in your monthly Magazine/Portal/Open Court. Cheque / DD No. .... for Rs. .... drawn on ..... (bank) in the name of 'Dialogue India', payable at Delhi, is enclosed towards the cost of publishing ..... (no. of) insertion/s of our Advertisement/s in the issue/s of ..... (month/s) along with the material ( Colour Processing /  Art work /  Art pull) for publishing the Ad/s.

Name of Organisation : .....

Address : .....

Phone : ..... Fax : ..... E-Mail : .....

Date : ..... / ..... / .....

Please mail this form (or photocopy) with your remittance to :  
Dialogue India, 301/A, 37-38-39, Ansal Building,  
Commercial Complex, Dr. Mukherjee Nagar, Delhi-9, Phone / Fax : (011) 27654588

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\*\*\*\*\* परिवर्तन की चाह - संवाद की राह

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E-mail : [dialogueindia.in@gmail.com](mailto:dialogueindia.in@gmail.com), [dialogueindiaacademia@gmail.com](mailto:dialogueindiaacademia@gmail.com)