

KMail

Registrar, Karunya <registrar@karunya.edu>

Misleading Advertisement in Newspapers & Compliance Report Submission - India Rankings 2018

NIRF India <nirfsec@nirfindia.org>
 To: NIRF India <nirfsec@nirfindia.org>

19 April 2018 at 12:04

Dear Sir/Madam,

It has been observed that many Ranked and non ranked Institutions are advertising in the newspapers and magazines highlighting the categories and ranks which are not been announced by NIRF and misleading the general public, students, parents and other stakeholders.

The following observations have been made after reviewing advertisements published by many institutions:

1. Institutions are highlighting state wise or district wise ranks whereas NIRF does not publish ranks in state-wise or district wise category.
2. NIRF does not have categories like private institutions, government institutions, self financing, not for profit etc.
3. Some of the institutions have mentioned the rank on their website but they have not mentioned the year they were ranked in.
4. Institutions falling under Rank Band are also providing ranks while advertising whereas NIRF has not provided any rank to institutions under Rank Band.
5. As per the State Emblem of India Act, 2005, no person can use the emblem or any imitation in a manner so as to create an impression that is associated with or/and official document of the central government as the case may, without permission of appropriate government. No person can use the emblem for commercial purpose or as a part of patent title, trademark or design except in cases as specified by the central government.
6. Some of the institutions are ranked by private players and NIRF as well. They are displaying private player's ranks with the logo of NIRF.

Advisory

1. Provide appropriate category and exact rank in that category. Do not bifurcate ranks state wise or district level.
2. There are no such categories as private institutions, government institutions, self financing, not for profit etc. Do not create additional categories or disciplines and rank your institutions in these self made categories.
3. Institutions falling under rank band should highlight only the rank band in which they fall.

Kindly find attached the **Compliance Report Format** to be filled and duly signed and stamped by head of institution and send it to nirfsec@nirfindia.org by 27th April, 2018.

cc: Vc/Provost/Admission Office / Head CEC / Head IQAC - for information

https://mail.google.com/mail/u/0/?ui=2&ik=bcf4cb1e83&jsver=nx1TiW6LG3A.en_GB.&view=pt&msg=162dc9d815dfcc63&search=inbox&siml=162dc9d815dfcc63



Mr. AS

Mail to webmasters@karunya.edu.

4/19/2018

Karunya University Mail - Misleading Advertisement in Newspapers & Compliance Report Submission - India Rankings 2018

Institutions are requested to comply with the above mentioned advisory. Post this mail, if any institution is found to advertise misleading advertisement or publish misleading information on their website will be debarred from future ranking exercise.

Regards,

NIRF Secretariat



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