

Maulana Abul Kalam Azad University of Technology, West Bengal

Main Campus: Haringhata, Nadia, Pin – 741249

Kolkata Campus – BF 142, Sector I, Salt Lake, Kolkata - 700064

3/07/2018

The Principal/ Director
The Colleges affiliated to MAKAUT, WB
Offering Non-AICTE Courses

Sub: Publication of advertisements in two leading English dailies to create awareness about Common Entrance Test 2018.

Dear Sir/Madam,

The University will conduct Common Entrance Test, Phase II on 22nd July, 2018 for admission to the Non-AICTE courses. In order to create awareness about this examination, thereby attract more students to the MAKAUT, WB family and ultimately ensure a more rewarding career for the students, the University embarked on certain promotional activities in print, electronics and social media. The University will publish advertisements making announcement about CET, Phase II in The Times of India and The Telegraph in July 2018. These advertisements will be published in an integrated manner and will collectively feature the interested Colleges.

The University invites Expressions of Interest from Colleges affiliated to the University offering non-AICTE courses for publication of their advertisements.

Details of the advertisement space:

Space: 80 cm² (vertical: 10 cm, horizontal: 8 cm) (maximum space is 4 per college)

The charges for publication are Rs 25,000/- and Rs 30,000/- per College in Times of India and The Telegraph respectively.

Expressions of interest are therefore invited from Colleges offering these non-AICTE courses at the earliest. In view of limited space for advertisements it may not be possible to allot advertisement space once the space becomes fully occupied.

The Colleges who are willing are requested to send an email to the following address:

kasfa.khan@wbut.ac.in within 7th July, 2018.

We solicit your kind cooperation in this regard.

Thanking You,
With regards,
Sd/-

(Dr. Indranil Mukherjee)
Registrar (Actg.)