



21<sup>st</sup> November 2020

---

**Direct Admission in AICTE approved B.Des., M.Des. & MBA Courses  
for the session 2020-21**

**Bachelor of Design (B.Des.): 30 Seats\***

**Eligibility:** Candidates having passed intermediate examination of U.P. Board or 10+2 level examination or its equivalent and securing minimum 45% marks (40% marks for SC/ST category candidates) in aggregate.

---

**Master of Design (M.Des.): 15 Seats\***

**Eligibility:** B.E./ B.Tech. (in any branch of Engineering)/ B.Des./ B.Arch./ BFA/ BFAD with 50% marks or equivalent CGPA (45% marks for SC/ST category candidates).

---

**Master of Business Administration (M.B.A.): 60 Seats\***

**Eligibility:** Candidates who have passed Bachelor's degree course of three years minimum duration from any recognized Indian university; or its equivalent, recognized by A.I.U securing minimum 50% marks (45% marks for SC/ST category candidates) in aggregate.

---

*\*Admission subject to availability of seats after UPSEE 2020 counseling*

Candidates interested in applying for Direct Admission in B.Des., M.Des. & MBA courses can register through institute website <http://upidnoida.ac.in>. These candidates will be admitted through online entrance test which will be conducted by the institute on Dec 5, 2020 (Saturday).

**The last date of registration is Dec 3, 2020.**

*Registration Fee: Rs. 1000/-*

Further information will be posted on institute website.