Chetana's
Institute of Management & Research

AICTE New Delhi Approved & ISO 21001 : 2018 Certified

Developing Ethical Business Leaders

PGDM
PGDM MARKETING
PGDM RETAIL

CELEBRATING 25 YEARS OF EXCELLENCE

PROSPECTUS 2022-23

Index

Sr. No.	Content	Page No.
1	Vision Mission	3
2	Chetana's Pioneer	4
3	Our Leader	5
4	Managing Committee	6
5	About Us	7
6	CEO's Message	8
7	Director's Message	9
8	The Institute	10
9	PGDM Course Structure	11-14
10	PGDM - Marketing Course Structure	15-16
11	PGDM - Retail Course Structure	17-18
12	Program Highlights	19-23
13	Admission Procedure	24-27
14	State of the Art Facilities	28-30
15	Induction Program	30
16	Forum Events	31-35
17	Social Responsibility	36
18	Transition Program	37
19	Our Faculty	38-39
20	Guest Speackers	41
21	Esteemed Alumni	42
22	Placement Cell	43-46
23	Discipline and Action	47-48

Vision Mission

VISION

To develop Chetana as a World Class Management Institution of excellence with a view to developing outstanding, dynamic and enterprising business professionals who make valuable contributions to the business, society and environment at large.

MISSION

Chetana is committed to prepare students as successful leaders who combine the use of managerial skills with the understanding of socio-cultural systems, to meet the current and future needs of industry, society and environment at large. The Institute is committed to ensuring excellence through high-quality learning for its students.

VALUES

- **Passion for Learning**
- **Pursuing Excellence**
- **Integrity**
- **Respect and Care for Society and Environment**

Chetana's Pioneer

कर्मण्येवाधिकारस्ते मा फलेषु कदाचन |
मा कर्मफलहेतुर्भूर्मा ते संगोऽस्त्वकर्मणि ||

Late Shri Madhukarrao D. Chaudhari

M.Com. D.Litt (Sahityavachaspati)

Founder President

Chetana's Founder President, Lokasevak Late Shri Madhukarraoji Chaudhari was a noted Gandhian, Freedom Fighter and former Honorable Speaker of Maharashtra State Legislative Assembly. He was renowned for his illustrious and unblemished political career of over three decades. He was a cabinet minister for Finance, Education, Irrigation, Urban Development, Health, Forest and Cultural affairs in the Government of Maharashtra.

He was a visionary who believed in nation building through establishment of efficient and effective systems and institutions. Some of his noteworthy contributions towards the growth of the State of Maharashtra include setting-up of many of today's well-known institutions like:

- MMRDA
- Film-City
- FTII
- Bal Chitravani
- Maharashtra Pathyapustak Mandal (known for Balbharati and Kumarbharati books),
- North Maharashtra University
- Mahatma Gandhi International Vishwa Hindi University, Wardha, Maharashtra

He envisaged an India where value-based quality education was accessible to all sections of society. With this objective, he established a network of educational institutions and facilities at all levels from the tribal regions to the vibrant city of Mumbai. Chetana Trust, the parent body of CIMR is one amongst the many such institutions founded by him, to make quality management education accessible to the masses.

His ideals of inclusion, excellence, and moral probity have always been the guiding principles at Chetanas.

Our Leader

Shri Shirish M. Chaudhari

M.Sc. (Agriculture)

Secretary - Chetana Trust (Public)

MLA
Raver Legislative Constituency,
Maharashtra State

Director:
Krishi Vigyan Kendra,
Indian Council of
Agriculture Research Centre,
Govt. of India, Pal, Block Raver,
Dist. Jalgaon.

India is on the threshold of magnificent growth and development. Our young leaders are getting set to lead the country to be a super power. The process has already begun with the Indian footprint being felt globally, in most of the sectors. I am proud of the fact that, over the last two decades and more, Chetana's Institute of Management & Research (CIMR) has been creating many success stories through our outstanding students.

Academic Programs at Chetana's are designed to cater to the increasingly complex skills required in today's globalized world. Empowering the students with a combination of contemporary pedagogy and best practices across various industries is at the core of a process we call “experiential learning”.

At Chetana's, conscious efforts are made to instil social and moral values among students. Students are actively involved in various projects of social relevance that impart values on implementing ethical and sustainable business models. This approach is aligned with our commitment to the UN SDGs and with the vision of Chetana's of 'Developing Ethical Business Leaders'

Since 1970, Chetana's Educational Institutions have been trend setters in academics. Over the years, CIMR has evolved into an institution where competition and collaboration go hand in hand. Our success stories inspire other aspirants and today, it is one of the most preferred B-Schools in India. Our initiatives are aimed at developing competent and committed ethical business managers and leaders who will play a key role in Corporate India.

The academic, cultural and social activities at CIMR enable students to evolve in a holistic manner. The diverse experience and wisdom of our intellectual resources comprising of core, visiting faculty and industry guest speakers contribute to the ecosystem at CIMR.

The Institute has been consistently ranked amongst the Top-50 Private B- schools in India and amongst the Top-10 in Mumbai by The Economic Times, Corporate Dossier issue and The Week. CIMR has been certified by ISO 21001:2018 for quality education.

My best wishes to the batch of 2022-24 to excel and make us proud !

Managing Committee

Shri Shridatta S. Haldankar
President

Shri Deepak S. Kulkarni
Vice-President

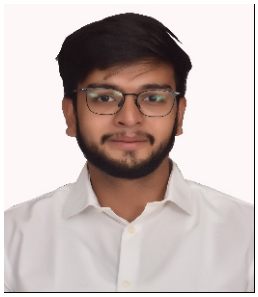
Shri Shirish M. Chaudhari
Secretary

Dr. Ashok R. Chaudhari
Member

Shri Nitin P. Mahajan
Member

Shri Ganesh R. Kaskar
Member

Shri Sangharaj D. Rupwate
Member



Shri Dhananjay S. Chaudhari
Member

Shri. Amit Gopal Chaudhari
Ex- Officio Member

About us

CHETANA TRUST

The vision of our founder, Late Shri Madhukarrao D. Chaudhari has been the guiding force behind Chetana's sustained efforts in the field of quality education for a progressive society. The mission is based on his firm belief that practical and experiential learning lay a strong foundation for quality education.

Institutions under the Chetana Trust:

Name	Year of Establishment
Chetana's H.S. College of Commerce & Economics	1970
Chetana's Junior College of Commerce	1976
Chetana's R.K. Institute of Management & Research	1981
Chetana's Kusumtai Chaudhari Arts College	1992
Chetana's Institute of Management & Research	1996
Chetana's M.Com Centre - M.Com with Business Management & Accountancy	2005
Chetana's Ph.D Centre - Chetana's H.S. College of Commerce & Economics and Chetana's Kusumtai Chaudhari Arts College	2011

ACADEMIC ADVISORY COUNCIL

Dr. G. G. Mewani, Advisor, International Education

Mr. Mahesh Rathod Founding Director Be-Local Consulting LLP

Mr. Pravin Chaudhari, Executive Director, Kansai, Nerolac Paints Ltd.

Mr. Vikaas Sachdeva, CEO, Emkay Investment Managers Ltd.

Dr. Neil Sequeira, COO, Head & Neck Cancer Institute of India

Mr. Lalit Popli COO Arcon Technosolutions

Dr. Amit Rangnekar Chairman IDMA, Centuar Pharmaceuticals

Dr. Madhumita Patil, CIMR & Chief Executive Officer CRKIMR / CIMR

Dr. Nandita Mishra, Director, CIMR

CEO's Message

Dr. Madhumita Patil
Ph.D., MBA, LL.B., B.A.
CEO , CRKIMR & CIMR

Welcome to Chetana's!

Congratulations on choosing Chetana's Institute of Management Research (CIMR) for your Management Education Program and prepare yourself for a successful career.

Chetana's Institute of Management Research (CIMR), a leader in Management Education for over two decades is known for creating and moulding today's youth into tomorrow's business leaders. Chetana's has been ranked amongst the Top 10 B-Schools in Mumbai and in Top 50 in India by The Week (HANSA Research) and Business Standard.

Chetana's emphasizes on providing a learning environment that is conducive to accelerating students' growth. The institute uses student-centered teaching pedagogy that focuses on achieving learning outcomes through interactive lectures, case-based teaching, discussions and business simulations. The curriculum is crafted keeping in view the changing business environment and stakeholder expectations. The assignments and projects are designed to enhance students' abilities and prepare them for the corporate world.

Students are actively involved in planning and organizing industry-academia events which help them gain practical perspective to the world of business and management. Students are groomed to participate in inter-institute management events, debates and competitions, which contribute to development of their life skills. Through its 'Global Forum', CIMR is able to provide its students insights on the international business and connect with leaders globally.

CIMR attracts some of the best faculty from academia and industry who mentor students. Visiting and guest lectures are regularly held by practicing leaders at the Institute. CIMR has vividly distinguished itself while grooming the students for corporate training and placements through its top notch off-summer's, summer internships and live projects leading to executive placements with reputed brands.

The Institute has entered into partnership with renowned business houses as well as new age start-ups which provide opportunities to incorporate courses like Digital Marketing, Financial Simulations, Analytics and many more. All these features contribute to the furtherance of brand '*Chetana*'.

The Institute is ISO 21001:2018 certified, demonstrating its ability to support the acquisition and development of competence through teaching, learning and research.
The Institute established its International Collaboration in 2021, with University of Makassar for research, publication, training and exchange program.

At CIMR, conscious efforts are made to instill social and moral values among students. Students are actively involved in various social projects where they engage with different segments of the society on diverse CSR projects. This approach aligns with the vision of CIMR of 'Developing Ethical Business Leaders'.

As an aspiring future world-class business professional, Chetana's is your natural and desired destination!

Director's Message

Dr. Nandita Mishra
Ph.D (Management), M.Phil., MA, BA (Hons.) Economics
Director

It gives me immense pleasure to welcome you all to Chetana's Institute of Management & Research. With a vision to develop CIMR as a world class management Institute of excellence, we are committed to prepare students as successful business leaders to meet the current and future needs of the business, society and environment.

It has always been our endeavour to strengthen curricular and co-curricular activities and ensure high quality learning for our students. Over the last twenty-five years and more, the Institute has covered several milestones in the field of management education.

We have a good mix of dynamic, seasoned academics and industry experienced faculty members, who work towards institution building and student mentoring. Distinguished speakers and guest faculty in the field of academics, industry, business, government, sustainability development career planning, culture and international relations frequently visit us and interact with the students

We believe in constantly engaging in dialogue with the corporate world to understand the current trends and accordingly design our Programs to skill the budding managers. Academic Programs at CIMR are designed to cater to the increasingly complex skills required in today's globalised world.

The Institute inspires its students to strive for thought leadership in a number of specialized areas through the Corporate Grooming and the Personality Development Programme. The Management Development Program Division contributes more effectively to the professional growth of managers and administrators.

Like other business schools in the country, Chetana's Institute of Management & Research also faced the challenge of the Covid-19 pandemic. But the response time and the quick turn- around helped the Institute accomplish all its goals. Our faculty quickly explored the huge library of resources, articles, cases, and books, created by authentic sources and took ahead the academic cycle at CIMR. In fact, for learners, the pandemic could be the opportunity of a lifetime for self-development.

Curricular and Co- Curricular activities were seamlessly carried out online. Both Summer Internship and Executive Placement were successfully completed, making the students and the Institute more prepared to face any kind of challenge.

In the era of globalisation, all - round exposure is mandatory. It is important for students to appreciate cultural differences and gain insights in academics and market driven value added courses. The perfect blend of academics and beyond-classroom learning prepares our student towards industry readiness and develops socially responsible managers and entrepreneurs to meet the challenges of the business environment.

We invite everybody to learn, grow, collaborate and excel with us.

The Institute

Chetana's Institute of Management & Research (CIMR), the dream of our Founder President Late Shri Madhukarrao D. Chaudhari took concrete shape in 1996.

The multi-cultural outlook at CIMR ensures a stimulating learning environment for the students. The Courses are designed in a manner such that the knowledge and skills gained by the students make them more employable. The institute focuses on continuously developing its curriculum based on stakeholder suggestions and expectations CIMR focuses on evolving its teaching-learning process through enhanced teaching pedagogy that incorporates case studies, role plays and other innovative teaching practices. The faculty integrates technology for better teaching experience and improving the outcome based education.

Strong emphasis is placed on student participation in various co-curricular activities that help students discover their latent talents. Chetana's, true to its name keeps students updated , aware and involved.

All major companies in the country visit Chetana's Institute of Management and Research for Summer Internship and Executive Placements. The Institute has been successfully placing students year on year in companies of repute. Industry has shown its confidence in the brand Chetana, for developing industry ready professionals.

STUDENT INTAKE

Name of Course	Part time / Full Time	Duration	Intake
PGDM General	Full Time	2 years	180
PGDM Marketing	Full Time	2 years	60
PGDM Retail	Full Time	2 years	30

PGDM

Program Educational Objectives :

PEO1: To facilitate students develop critical- thinking, analytical approach & problem-solving skills for effective managerial decision-making.

PEO2: To sensitize students to socio-cultural & economic aspects impacting the current and future requirements of business management.

PEO3: To enable students to adapt to changing global business environment

PEO4: To develop students as professional managers, entrepreneurs & ethical business leaders.

Program Outcomes:

At the end of this program, the students shall be able to:

PO1 : Apply knowledge of management theories and practices to solve business problems

PO2 : Foster analytical and critical thinking abilities for data-based decision making

PO3 : Ability to develop value-based leadership ability

PO4 : Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.

PO5 : Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Course Structure

PGDM

The PGDM Program is conducted on a semester basis with four semesters spread over two academic years. Specialization in Marketing, Finance, Human Resource Management, Operations and Systems is offered from Semester three onwards.

The course structure provides a perfect combination of conceptual framework and practical insights to tackle business problems.

PGDM (Semester I)

1. Innovative Management Practices & Business Ethics
2. Fundamentals of Financial Accounting
3. Economic Environment of Business
4. Fundamentals of Production & Operations Management
5. Organisational Behaviour
6. Quantitative Techniques
7. Managerial Communication
8. Fundamentals of Marketing Management
9. Information Systems for Business
10. Selling and Negotiation

PGDM (Semester II)

1. Managing Business Research
2. Marketing Management - Concepts & Cases
3. Fundamentals of Financial Management
4. Operations Research
5. Fundamentals of Human Resources Management
6. Analysis of Financial Statements
7. Entrepreneurship Management
8. Managerial Economics
9. Legal & Tax Aspects of Business
10. Financial Market Institutions & Services (Finance)
    Sales and Distribution Management (Marketing)
    HR Labs (HR)
    Total Quality Management (Operations)
    IT Enabled Business Strategies (Systems)

Most of the courses include projects as part of the syllabus. The students undergo Summer Internship Program for a period of 8 to 10 weeks after the completion of the second semester.

PGDM (Semester III)

Marketing

Core Subjects

1. International Trade & Global Management
2. Strategic Management
3. Summer Internship Project

Marketing Specialization

4. Digital Marketing
5. Marketing Research and Analytics
6. Services Marketing
7. Consumer and Industrial Buying Behaviour
8. Managing Products and Brands
9. Integrated Marketing Communications

Electives (any One)

1. Marketing of Banking and Financial Services
2. E-commerce and Retail
3. B2B Marketing
4. Rural Marketing
5. Media Management

Finance

Core Subjects

1. International Trade and Global Management
2. Strategic Management
3. Summer Internship Project

Finance Specialization

4. Corporate Valuations, Mergers & Acquisitions
5. Security Analysis and Portfolio Management
6. Banking & Insurance
7. Financial Regulations
8. Derivatives and Risk Management
9. Credit Research Analysis
10. Wealth Management

Electives (any two)

1. Financial Analytics
2. Behavioural Finance
3. Financial Modeling
4. International Finance

HRM

Core Subjects

1. International Trade and Global Management
2. Strategic Management
3. Summer Internship Project

HRM Specialization

4. Training & Development
5. Compensation and Benefits
6. Competency Based HRM & Performance Management
7. IR & Labour Laws
8. HR Analytics
9. Organisational Structure, Theories and Design

Electives (any two)

1. Strategic HRM & Talent Acquisition
2. HR Audit
3. Digital Marketing for HR
4. Leadership and Team Management
5. Employer Branding

Operations

Core Subjects

1. International Trade and Global Management
2. Strategic Management
3. Summer Internship Project

Operations Specialization

4. Manufacturing Resource Planning and Control
5. Materials Management
6. Service Operations Management
7. Operations Analytics
8. Supply Chain Mangement
9. World Class Manufacturing

Electives (any two)

1. Strategic Sourcing in Supply Management
2. International Logistics
3. Business Process Re-engineering and Benchmarking
4. Strategic Operations Management

Systems

Core Subjects

1. International Business & Global Trends
2. Strategic Management
3. Summer Internship Project

Systems Specialization

4. Database Mgmt. Sys. & Data Warehousing
5. Enterprise Management System
6. Big Data & Business Analytics
7. Knowledge Management
8. Software Engineering
9. Data Mining for Business Intelligence

Electives (any two)

1. Managing Technology Business
2. Information Systems Security & Audit
3. IT Governance and Compliance

PGDM (Semester IV)

Marketing	Finance	HRM
Core Subjects 1. Project Management 2. Industry Oriented Project 3. Specialization Subject Trends in Marketing	**Core Subjects** 1. Project Management 2. Industry Oriented Project 3. Specialization Subject Private Equity and Venture Capital	**Core Subjects** 1. Project Management 2. Industry Oriented Project 3. Specialization Subject Organisational Development

Operations	Systems
Core Subjects 1. Project Management 2. Industry Oriented Project 3. Specialization Subject Operations Application & Cases	**Core Subjects** 1. Project Management 2. Industry Oriented Project 3. Specialization Subject System Applications & Case Study

Value Add and Workshops

Proficiency in MS Office – 1
Proficiency in MS Office – 2
Advance Excel
Python for Business
Introduction to Digital Marketing
Design Thinking
DNI Training for HR Professionals
Rural Marketing
Financial Modeling
Six Sigma
Data Visualization with Tableau
Sales Capacity Building
Case Study workshop
Theory of Constraints

PGDM Marketing

Program Educational Objectives-

PEO 1: To develop students as management professionals by honing their critical- thinking, analytical & problem-solving skills for effective decision-making.

PEO 2: To enable students to adapt to changes in the business environment both locally and globally.

PEO 3: To sensitize students to socio-cultural, economic & marketing aspects impacting the current and future requirements of organizations and society.

PEO 4: To develop ethical business leaders and entrepreneurs in the field of marketing.

Program Outcomes:

At the end of this program, the students shall be able to:

PO1 : Apply knowledge of management theories and practices to solve business problems

PO2 : Foster analytical and critical thinking abilities for data-based decision making

PO3 : Ability to develop value-based leadership ability

PO4 : Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.

PO5 : Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Course Structure

PGDM - MARKETING

Semester - I

1. Innovative Management Practices & Business Ethics
2. Fundamentals of Financial Accounting
3. Economic Environment of Business
4. Fundamentals of Production & Operations Management
5. Organisational Behaviour
6. Quantitative Techniques
7. Managerial Communication
8. Fundamentals of Marketing Management
9. Information Systems for Business
10. Selling and Negotiation (Marketing Lab)

Semester - II

1. Managing Business Research
2. Marketing Management - Concepts & Cases
3. Operations Research
4. Fundamentals of Human Resources Management
5. Entrepreneurship Management
6. Managerial Economics
7. Legal & Tax Aspects of Business
8. Marketing Application & Practices
9. Sales and Distribution Management
10. Consumer and Industrial Buying Behavior
11. Finance in Marketing

Semester - III

Core Subjects

1. International Trade & Global Management
2. Strategic Management
3. Summer Internship Project

Marketing Specialization

5. Services Marketing
6. Digital Marketing
7. Managing Products and Brands
8. Integrated Marketing Communication
9. Marketing Research and Analytics
10. Media Management

Electives (any two)

1. B2B Marketing
2. Marketing of Banking & Financial Services
3. Retail & E-Commerce

Semester - IV

1. Project Management
2. Industry Oriented Project
3. Specialization Subject

Trends in Marketing

Value Add and Workshops

Proficiency in MS Office – 1
Proficiency in MS Office – 2
Advance Excel
Python for Business
Introduction to Digital Marketing
Design Thinking
Rural Marketing
Data Visualization with Tableau
Sales Capacity Building
Case Study workshop
Theory of Constraints

PGDM Retail

Program Educational Objectives-

PEO1: To develop students as management professionals by honing their critical- thinking, analytical & problem-solving skills for effective decision-making.

PEO2: To make the students aware of the factors impacting Retail business environment

PEO3: To make the students aware of the processes & responsibilities of managers and through hands-on experience.

PEO4: To develop enterprising and ethical business leaders who can meaningfully contribute to Business and society.

PEO5: To enable the students to comprehend, understand, and adapt to the complex Retail business environment.

Program Outcomes [PO]

PO1: Apply knowledge of management theories and practices to solve business problems

PO2: Foster Analytical and critical thinking abilities for data-based decision making

PO3: Ability to develop value-based leadership ability

PO4: Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.

PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment

Course Structure

PGDM - RETAIL

Semester - I

1. Innovative Management Practices
2. Fundamentals of Financial Accounting
3. Fundamentals of Marketing Management
4. Fundamentals of Sales Management
5. Business Economics
6. Quantitative Techniques
7. Organisational Behaviour
8. Managerial Communication
9. IT for Retail
10. Fundamentals of Retail Management
11. Value Added Projects

Semester - II

1. Strategies in Business
2. Written Communication & Analysis
3. Digital Marketing
4. Integrated Marketing Communication
5. Business Research Methodology
6. Consumer Behaviour and Relationship Management
7. Fundamentals of Operations Management
8. HRM in Retail
9. Financial Management & Analysis
10. Sales, Negotiation & Distribution Management
11. Value Added Projects

Semester - III

1. Retail Store Location, Layout & Franchise Management
2. Mall and Facility Management
3. Summer Internship Project
4. Supply Chain and Inventory Management
5. Store Operation & Visual Merchandising
6. Product Brand & Private Labels Management
7. Buying and Visual Merchandising
8. Data Management & Marketing Analytics
9. E-tailing & Omni Channels
10. Value Added Projects

Semester - IV

1. Services Marketing
2. International Retailing
3. Business Ethics & Corporate Governance
4. Internship Project
5. Value Added Projects

Value Add and Workshops

1. A total of 4 months of rigorous on-the-job training with leading retail companies
2. Series of external expert talks pertinent to the retail sector (e-Sense) with topics like – “Highway Retailing and its Scope in India”, and “The Great Acceleration in Global Retail (post pandemic)”
3. Industrial visits – Ikea Retail Store, Pepperfry Warehouses, study tours at Retail Malls, etc.,

PROGRAM HIGHLIGHTS

The programs are conducted in Four Semesters, spread over a period of two years. Classes are held for six days a week. First year covers the foundation courses, which are compulsory and are common for PGDM, PGDM-Marketing, PGDM-Retail and across all specializations. After the first year it is mandatory for the students to undertake a summer internship for a peiod of 8-10 weeks in a commercial / social organisation which is facilitated by the Institute. In the second semester, the Institute facilitates 'Off - Summer Projects'.

Programs

PGDM: The institute offers specialization in the areas of Marketing, Finance, HR, Systems and Operations.Its curriculum ensures the adaptability required to meet VUCA environment. The curriculum exposes the students to real life situations & sharpens their thinking to generate innovative ideas & solutions and view their discussions/ decisions in the light of various constraints.

PGDM-Marketing: Specialised Marketing subjects apart from other important, relevant and contemporary subjects are offered to all the students. A cross-sectoral perspective is provided at the very beginning, so as to facilitate clarity on their choice of super-specialization during the program itself. Hence no separate specialisation is offered to these students.

PGDM-Retail: Specialised Retail subjects apart from other important, relevant and contemporary subjects are offered to all the students. It provides a comprehensive view of the dynamics of the retail sector and equips the students with the necessary sector-specific skill sets to effectively meet the growing demands of the retail sector. Hence no separate specialisation is offered to these students.

Pedagogy: The process of teaching and learning comprises of interactive classroom / online lectures and discussions, case studies, projects, assignments, presentations, guest lectures, role plays, Business simulation, field visits, field projects, etc. Each student must spend maximum time on self study and come thoroughly prepared for classes wherein the faculty acts as a guide and facilitator. The main focus in the teaching and learning process is teamwork.

Attendance: It is mandatory for every student to have a minimum of 50% attendance for each course and the average attendance has to be 75%. A 100% attendance is required for tutorials, guest lectures and seminars, training programs, industrial visit and events as per norms.

The Leave of Absence will be considered only in case of the student's own sickness, sickness of parents, death of parents, own marriage, brother's / sister's marriage, etc., supported by valid evidence, documentary or otherwise.

The students who are not fulfilling the minimum required attendance of 50% for each course and an average attendance of 75%, shall be debarred from appearing for the examination. The defaulters are not allowed to keep terms and may make an appeal to the Director within 3 days from the date of display of the notice. If deemed fit after giving personal hearing to every student falling short of minimum attendance for keeping terms. The detail norms are available on Notice Board The attendance committee will recommend case by case to the Director / Competent Authority after verifying the genuiness and gravity of the problem that justifies the absence of the student The decison of the Director / Competant Authority shall be final and binding.

The debarred students who have less than 50% attendance in the course(s) can register for that subject(s) by paying an amount of ₹ 5000/- per subject as Registration Fee. The registration fee includes one time tutorial and examination fee. On successful completion of the examination, the student will be allowed to complete the course.

Medium of Instruction: English

The medium of instruction for the PGDM, PGDM-Marketing, PGDM-Retail programs is English.

Induction Program: This is a **18 days compulsory program** to acquaint the new students with the management course and institutional culture.

Grade Table: - Grade Allocation under 10 point grading scale in CBSGS (Credit Based Semester and Grading System)

Range of Percentage of Marks	Letter Grade	Grade Point	Performance	SGPA/CGPA Range
80 and above	O	10	Outstanding	9.51-10
75-79.99	A+	9	Excellent	8.51-9.50
70-74.99	A	8	Very Good	7.51-8.50
65-69.99	B+	7	Good	6.51-7.50
60-64.99	B	6	Fair	5.51-6.50
55-59.99	C	5	Average	4.51-5.50
50-54.99	P	4	Pass	4.0-4.50
Below 50	F	0	Fail	< 4
Absent	AB	0	Fail	

Example to illustrate the computation of SGPA and CGPA
Semester I

Subject	Marks	Grade	Grade Point (Gi)	Credits (Ci)	Ci*Gi	SGPA
Sub-1	95	O	10	4	40	SGPA=108/16=6.75
Sub-2	59	C	5	4	20	
Sub-3	59	C	5	4	20	
Sub-4	68	B+	7	4	28	
Credits Earned				**16**		**108**
Remarks : Successful					Grade : B+	Range 65-69.99

Semester II

Subject	Marks	Grade	Grade Point (Gi)	Credits (Ci)	Ci*Gi	SGPA
Sub-1	60	B	6	4	24	SGPA=120/16=7.50
Sub-2	65	B+	7	4	28	
Sub-3	66	B+	7	4	28	
Sub-4	80	O	10	4	40	
Credits Earned				**16**	**120**	
Remarks :Successful					**Grade: B+**	Range 65-69.99

Semester III

Subject	Marks	Grade	Grade Point (Gi)	Credits (Ci)	Ci*Gi	SGPA
Sub-1	62	B	6	4	24	SGPA=128/16= 8.00
Sub-2	68	B+	7	4	28	
Sub-3	85	O	10	4	40	
Sub-4	78	A+	9	4	36	
Credits Earned				**16**	**128**	
Remarks :Successful					**Grade: A**	Range 70-74.99

Semester IV

Subject	Marks	Grade	Grade Point (Gi)	Credits (Ci)	Ci*Gi	SGPA
Sub-1	89	O	10	4	40	SGPA=96/12= 8.00
Sub-2	63	B	6	4	24	
Sub-3	72	A	8	4	32	
Credits Earned				**12**	**96**	
Remarks :Successful					**Grade: A**	Range 70-74.99

Calculation of CGPA (Cumulative Grade Point Average)

Semester	SGPA (Si)	Credits (Ci)	Si*Ci	CGPA	
I	6.75	16	108	CGPA= 452/60 =7.53	Grade: A
II	7.5	16	120		
III	8	16	128		
IV	8	12	96		
Total Credits Earned		**60**	**452**		Range 70-74.99

Promotion and Award of Grades

A student will be declared **PASS** and be eligible for a Grade in PGDM/PGDM- Marketing/ PGDM Retail program if a student secures **at least 50% marks separately in each head of passing.**

Report Card will contain Grades and numerical marks.

EVALUATION AND STANDARD OF PASSING

The Institute focuses on a continuous evaluation process. It is compulsory for every student to pass in each parameter of the evaluation process such as attendance, class participation, case examination, assignment, projects, presentation and end term examinations. In order to pass in a subject / paper in any Semester, a candidate is required to obtain a minimum of 50% marks assigned to that subject / paper. The candidate must obtain a minimum 50% of the total marks assigned to each subject / paper of the course, to successfully complete the program.

Details regarding the minimum passing standard in respect of the subject covered under End-Semester Examination - 60 marks and Internal Examination - 40 marks are as follows:-

a. End-Semester Examination 30 out of 60	b. Internal Examination 20 out of 40		Total (a+b) Aggregate 50 out of 100
50%	(a) Mid Term Test	50%	50%
	(b) Presentation		
	(d) Attendance, Roleplay, Field visit, Guest lectures		

(This is to ensure that minimum aggregate passing standard is maintained i.e. 50% - 50 marks out of 100).

RULES FOR STANDARD OF PASSING

I) In order to pass in a subject / paper in any Semester of the PGDM, PGDM - Marketing and PGDM - Retail Program, a student must obtain a minimum of 50 % marks in that subject.

ii) Under the credit based grading system of PGDM, PGDM – Marketing and PGDM - Retail Programs a student in order to pass has to obtain minimum 50% marks in each set of the examinations separately i.e. internal and end-semester examination, as per the standard of passing.

iii) A student, who does not obtain minimum 50% marks in subject(s)/ paper(s)/ course(s) either in the internal assessment or in the end-semester examination or both, shall be declared as "Fail" as per the standard of passing of examination.

iv) A student who has failed in more than two subjects/ papers/ courses in the Semester I exam, shall not be permitted to proceed to Semester II of his/her first year PGDM program. He/She will, however, be eligible to re-appear for the subjects in which he/ she has failed in the first semester by re-registering himself/herself in the supplementary examination to be conducted by the institute.

v) A student obtaining less than 50 % marks in more than two papers in any one semester be deemed to have failed at that semester and shall not be permitted to proceed to the next semester. He / she will, however, be eligible to repeat the same semester program in the following year.

vi) A student obtaining less than 50 % marks in two or less than two papers in the First semester examination be permitted to attend Second semester of the First year.

vii) A student failing in two or less than two subjects in the First or Second Semester examinations be required to reappear in the supplementary examinations, as the case may be, to be held at the end of the First and the Second Semester conducted by the Institute. The supplementary examinations will be held at the end of the respective Semesters.

viii) In order to be eligible for admission to the Third Semester of the Second Year course, a student must have passed in all papers of the First and the Second Semester Examinations conducted by the Institute.

ix) A student failing in two or less than two subjects in the Third or the Fourth Semester examinations be required to reappear in the supplementary examinations, as the case may be, to be held at the end of the Third and the Fourth Semester (Internal Exam only) conducted by the Institute. The supplementary examinations will be held at the end of the respective Semester.

x) A student failing in two or less than two subjects in any semester be permitted to reappear for the supplementary examinations. The fee for Re-registration & Examination is ₹500/- per subject.

xi) A student will be permitted to appear for two consecutive supplementary tests only in the failed subject at the end of semester.

xii) A student who has passed in all of the semester examinations of PGDM i.e. Semester I, Semester II, Semester III, Semester IV examinations shall not be allowed to re-register himself/ herself for improvement of his/her semester examination results.

xiii) A student who has not appeared in the examinations conducted by the institute due to hospitalization shall as a special case be permitted to appear in those subject(s)/ course(s)/ paper(s) in the supplementary examination conducted by the institute after he/she furnishes a valid medical certificate certified by the rank of a civil surgeon or superintendent of Government hospital to the satisfaction of the Director of the institute.

NORMS / RULES

(a) For the student who fails / did not appear in the Supplementary Examinations conducted twice by the Institute, as per the Institute's schedule and,

(b) For the debarred students:

1. A student should register with the Institute for the Subject / Project / Viva in which he/she failed / did not appear.

2. After registration, student will be allowed / permitted to appear in next examination conducted by the Institute for the Subject / Project / Viva in the same Academic Year.

3. Such student will have to pass the exam of Sem I & II by 29th July 2023, else the student will lose the chance to get the Admission to the Second year.

4. The Institute will conduct such examinations / Viva in the 1st / 2nd week of July, every year, to complete the examination process and preparation for the Convocation Function.

Admission Procedure

ELIGIBILITY CRITERIA

In order to secure admission to the two-year full time course, the candidate should fulfill the following eligibility criteria:

- Passed with a minimum of 50% marks in aggregate, 45% marks in case of candidates belonging to reserved category(Aggregate marks means the grand total of marks obtained by the candidate in subjects based on which the class declaration is made in the particular University from which the candidate is passing the qualifying examination. The percentage of marks obtained by the candidate in the bachelor's degree would be calculated based on the practice followed by the university/institution from where the candidate has obtained the degree.) or equivalent CGPA in any Bachelor's Degree awarded by any of the Universities incorporated by an Act of the Central or State Legislature in India or other educational institutions established by an act of Parliament or declared to be Deemed as a University under Section 3 of the UGC Act, 1956 of minimum three years duration in any discipline recognized by Association of Indian Universities (10+2+3) or possess an equivalent qualifications recognized by the Ministry of HRD, Government of India.

OR

- Candidates appearing for the Final Year Examination of any Bachelor's Degree of minimum three years duration can also apply subject to fulfillment of eligibility criteria of admission.

AND

Appearing/Appeared and **secured non-zero positive score or marks or equivalent score** in any one of the equivalent examination viz.: CET - MAH - MBA/MMS (conducted by DTE, Maharashtra State), CAT (conducted by IIMs), by XLRI), ATMA (conducted by AIMS), CMAT (conducted by AICTE, New Delhi) for the Academic Year 2022-2023.

- If the candidate has failed and applied for revaluation of the result, in such cases the admission to such candidate will be on provisional basis subject to the condition that he/she will pass the examination with the required percentage of marks on or before 10th August,2022. Undertaking from such candidates shall be taken for forfeiting the right of admission and fees paid in case of not securing required percentage of marks in qualifying examination. In case, the candidate fails to produce the results of the final year examination on or before 10th August, 2022, then admission offered to such candidate automatically gets cancelled and the fees (tuition, development and other fees) paid by the candidate for the academic year 2022-2023 stands forfeited.

- Personal Interview (PI) conducted by the Institute.

- Candidates should be of an Indian Nationality / Origin.

Selection Process:

All those, who apply on the basis of CET-MAH-MBA/MMS (conducted by DTE, Maharashtra State), CAT, MAT, XAT, ATMA, CMAT (conducted by AICTE, New Delhi) Entrance Test score will be called for PI. The Institute will conduct the PI.

The merit list and wait listed candidates' list will be prepared on the basis of the following criteria:

Entrance Test Score	Marks	Weightage in %
Scaled down to	: 70	35
Personal Interview	: 70	35
Past Academic Record	: 30	15
Sports / Extra Curricular Activities	: 20	10
Work Experience	: 10	05
Total	: 200	100

The merit list will be displayed on the Institute's Notice Board and on website.

Candidates who remain absent for the PI shall be treated as non eligible candidates for the admission to the course. It is mandatory for the eligible candidate to attend the PI without fail for the admission to the course.

Application form on website	**: 01 / 03 / 2022**
Last date for submission of Application Form	**: 31 / 05 / 2022**
Conduct of PI Online/Offline	**: Will be announced on website**

The schedule displayed above may change due to unavoidable circumstances. The rescheduled date, if any, will be displayed on the Website/Notice Board of the Institute.

No separate intimation will be sent to the candidates.

	PGDM / PGDM Marketing		PGDM Retail Management	
Particulars	**First Year**	**Second Year**	**First Year**	**Second Year**
Tuition Fees	300000	300000	2,65,000	2,65,000
Development Fees	40000	50000	40000	50000
Teaching Aid	----	-----		
Examination Fee	10000	10000	10000	10000
Computer Lab Fee	10000	10000	10000	10000
Instruction Material Fee	4000	5000	4000	5000
Library Fee	10000	10000	10000	10000
Placement Facility Fee	3000	5000	3000	5000
Alumni Association Fee	----	1000	----	1000
Convocation Fee	----	1000	----	1000
Co-Curricular, Sport & Cultural Activities etc.	2000	2000	2000	2000
Student Insurance	1000	1000	1000	1000
Internet Facility	5000	5000	5000	5000
Deposit (Refundable)	10000	----	10000	----
Total	**3,95,000**	**4,00,000**	**3,60,000**	**3,65,000**

The fees to be transferred to the following bank details with notification to the undersigned on **accounts@cimr.in. Chetana's Institute of Management & Research, Axis Bank Ltd., Dadar (East) Branch, Saving A/C. No.: 124010100189231, IFSC : UTIB0000124**

Bifurcation of Marks of Past Academic Record & Sports/ Extra-curricular activities

The Past Academic Record (PAR) / Sports/ Extra-curricular activities of the Candidates will be evaluated as shown below	
75% & above in X Standard / Equivalent Examination	**12**
70% & above but less than 75% in X Standard / Equivalent Examination	10
60% & above but less than 70% in X Standard / Equivalent Examination	4
less than 60% in X Standard / Equivalent Examination	0
75% & above in XII Standard / Equivalent Examination	**12**
70% & above but less than 75% in XII Standard / Equivalent Examination	10
60% & above but less than 70% in XII Standard / Equivalent Examination	4
less than 60% in XII Standard / Equivalent Examination	0
75% & above in Graduation/Post Graduation / Professional Course	**6**
60% & above but less than 75% in Graduation /Post Graduation/ Professional Course	4
less than 60% in Graduation/Post Graduation / Professional Course	0
Total Past Academic Record Marks	**30***
Participation in Sports/Extra-curricular activities at University /District/State/National/international Level	**12**
Awards & Rewards	**8**
for non participation	0
Total Sports/Extra-curricular activities Marks	**20****

* For candidates who have joined an Engineering Degree course after successfully completing their Diploma Program, final year examination of the Diploma Program conducted by the Maharashtra State Board of Technical Education/ its equivalent will be considered as an examination equivalent to XII standard examination. Passed any Bachelors Degree of minimum 3 years duration and a minimum of 5 years relevant managerial/ supervisory experience. Obtained at least 50% marks (45% marks in case of candidates belonging to reserved category) in the qualifying examination.

**The Institute reserves the right to accept or reject the specified achievement.

*** Work Experience marks will be considered in the interview parameters by the interviewer as given below . Subject to submission of the Proforma 'A'

Merits for the work Experience (WE) will be given as shown below.	
10	**5 years & above**
8	4 years & above but less than 5 years
6	3 years & above but less than 4 years
4	2 years & above but less than 3 years
2	1 years & above but less than 2 years
0	less than 1 years
10***	Total WE Marks

*** Paid and full time work experience acquired by a candidate after passing qualifying examination, as on **28th February, 2022** in a company registered in India/Abroad and listed on any of the Stock Exchanges or in Central/ State/ Semi-Government organization and Public Sector Undertakings shall be used for work experience marks in the interview. The work experience shall not include the duration under Apprenticeship, Articleship. Internship, etc. **Proforma-A is to be used for the submission of Work Experience Certificate. Proforma - A is attached with the prospectus.**

Under special circumstances, if the need arises, the management reserves the right to change the eligibility criteria and the selection procedure to accommodate otherwise deserving candidates.

Documents to be submitted at the time of Admission:

Candidates are required to submit copies of the following documents:

1. One set of statement of marks of S.S.C, H.S.C and Graduation with Degree Certificate. The candidates who have appeared / are appearing for the Final Year examination must produce the marks sheets for the bachelor degree on or before 10th August, 2022.
2. Valid CET / CAT / MAT / XAT / ATMA / CMAT Score Card [Converted into CET Score card]
3. One Passport size colour photograph (formal) with white background
4. Demand Draft for payment of fees
5. Undertaking
6. GAP Certificate / Affidavit
7. Certificate of Indian Nationality in the name of the candidate
8. School Leaving Certificate for Date of Birth / Aadhar Card
9. Online Registration for Anti-Ragging Program Affidavit is mandatory through www.amanmovement.org

The Institute reserves the right to refuse or accept any applications without assigning any reason / justification.

Jurisdiction:

Disputes if any, shall be subject to Mumbai Jurisdiction.

Application Form: Online Application Form is available on **www.cimr.in.** Submit the duly filled-in Application Form online and pay **₹2,000/-** online (non-refundable and non-transferable).

On Line Procedure

Step 1: Log on to - www.amanmovement.org
Click on the button called: Online affidavits

Step 2: Fill in accurate information. Enter required details & click submit.

Step 3: On successful submission, you will receive affidavits for Students and Parents, via E-mail.

Cancellation / Refund Rules:

a) If the student withdraws admission before the start of the Course, the entire fee collected from the student, shall be refunded after a deduction of the processing fee of ₹1000/- (Rupees One Thousand only).

b) In case, a student leaves after joining the Course and if another student consequently fills the vacated seat by the last date of admission, the Institute shall refund the fee collected after a deduction of the processing fee of ₹1000/- (Rupees One Thousand only) and proportionate deductions of monthly fees

c) The last date for withdrawal of PGDM admission for the purpose of refund of fees shall be 30th June, 2022 and / or as per AICTE guidelines.

d) In case the vacated seat is not filled, the Institute shall refund only the Security Deposit and return the original documents

e) Library / Computer Laboratory deposit of ₹10,000/-will be refunded only after successful completion of the Programe after submission of refund application and no due certificates from all the departments.

State of the Art Infrastructure

LIBRARY

- Total area of Library 442.85 sq. mt. with varied collection of over 49000 management books, 57 business journals - national & international, case study folios, periodicals, audio video material
- E-resources & Industry Databases – Proquest –E-Journals & E-brary Collection, J-Gate e-journals, CRISIL Research, Accord Fintech-ACE Equity, EBSCO-Host e-journals, iSLIM Library Management Software (Cloud Version), Pearson E-Books, McGraw Hill E-Books, HBR Case Studies, Sage Publications Business Cases, as well as Knimbus Remort Access Digital Library platform and Turnitin plagiarism detection software.
- Annual reports of a large number of companies, product profiles, encyclopedia, latest journals & other reading material.
- Constant and ongoing processes for updating this vast collection

AUDITORIUM

- Seating capacity of 500
- Sophisticated sound system and audio visual equipment
- Perfect for seminars, conferences, workshops, panel discussions etc.

IT FACILITIES

- Modern computer center equipped with 176 PCs, HP Servers, Printers and Scanners
- The entire Campus is Wi-Fi enabled
- Current information systems set up - gigabit ethernet backbone and fast ethernet to the desktop and offers full time Internet accessibility of 300 mbps

CLASSROOMS

- Spacious, fully air-conditioned classrooms with Wi-Fi and Audio-Video equipment
- Designed to create the right ambience for learning

CANTEEN

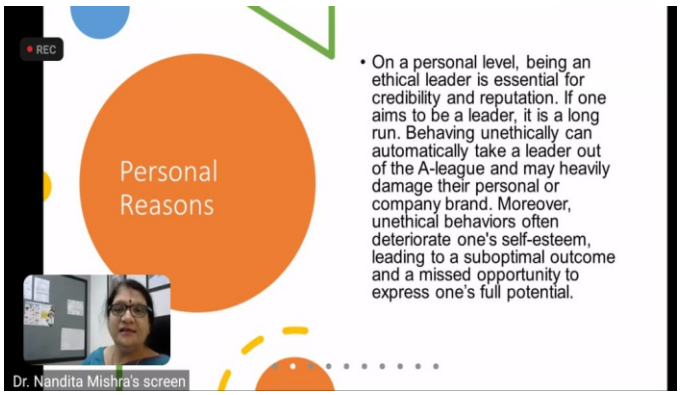
canteen is well equipped with all kinds of snacks and food items to give the students and college staff a refreshing break from their hectic schedule.

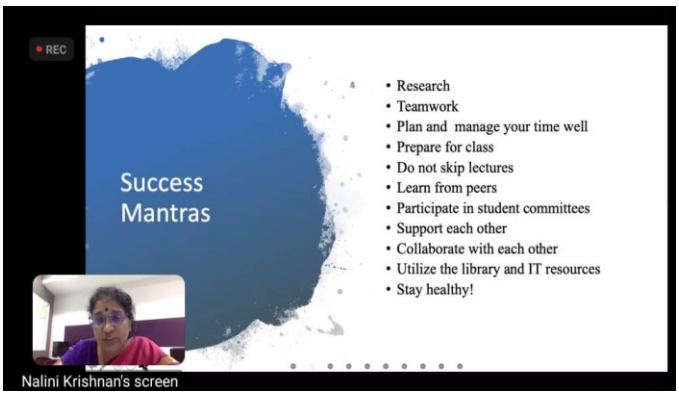
Induction Program

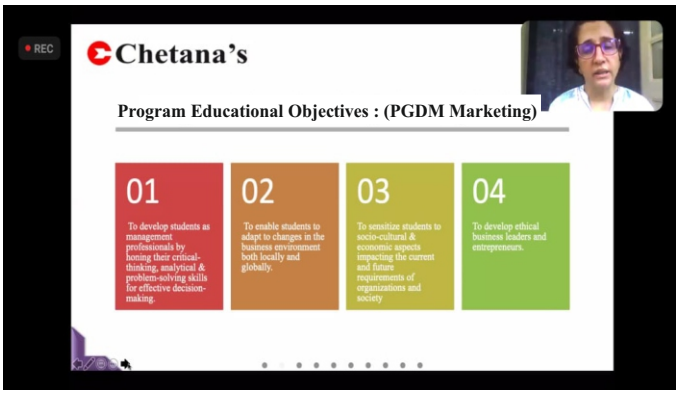
At the start of the exciting two year PGDM journey, an extensive induction /orientation program is designed. The program runs over a period of two weeks and is aimed to provide the students with essential course planning, realizing the skills required for management education, understanding the wide range of differences and appreciating such differences in the study and approach of management education. The students are briefed on the course curriculum, grading system, examination policies, attendance and discipline issues, placement rules, library briefing, IT Lab familiarization and understanding of various learning resources.

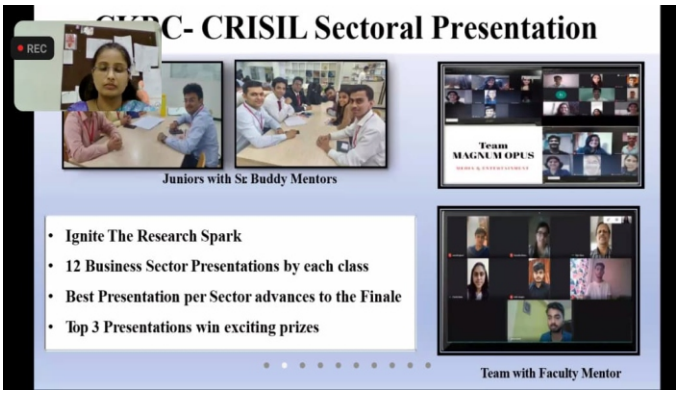
Special Foundation courses on Accounting and Finance are conducted for non-commerce students and foundation courses on Quantitative Techniques are conducted for non- engineering students. Management oriented courses are conducted on Business Communication, OB & HR, Team Work, Conflict Resolution and Decision Making. Extensive sessions on Case Method of Learning are conducted to familiarize students with case- based learning. To enable students appreciate the cross- functional aspect in management, a special module on BPP- Business, People and Profit is designed and conducted during the Induction Program. Sessions in BPP in Marketing, BPP in Finance, BPP in HR, BPP in Operations and BPP Systems are conducted to orient the students to different specialisations and functions. Students are evaluated on their professional skills during the case study discussions and other presentations. Some behavioral mapping and competency programs are also conducted to assess the students' level of emotional and multiple- intelligence.

The Induction Program also includes a compulsory module on Universal Human values (UHV) as recommended by AICTE.

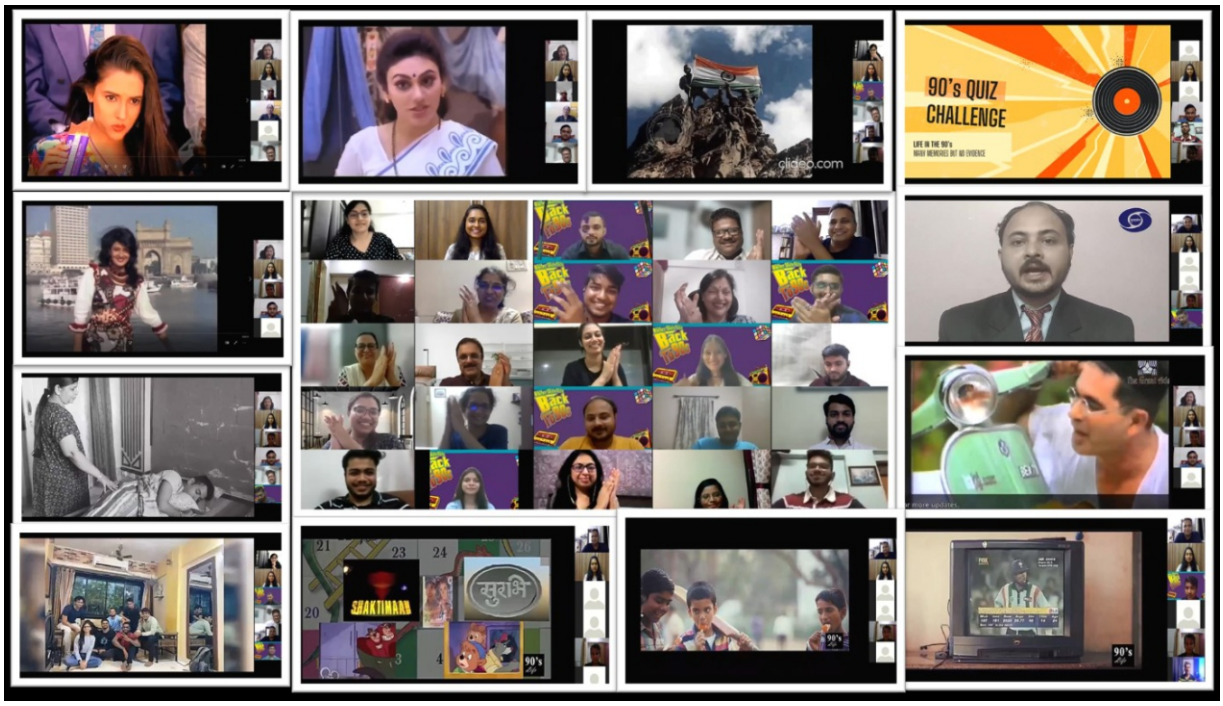


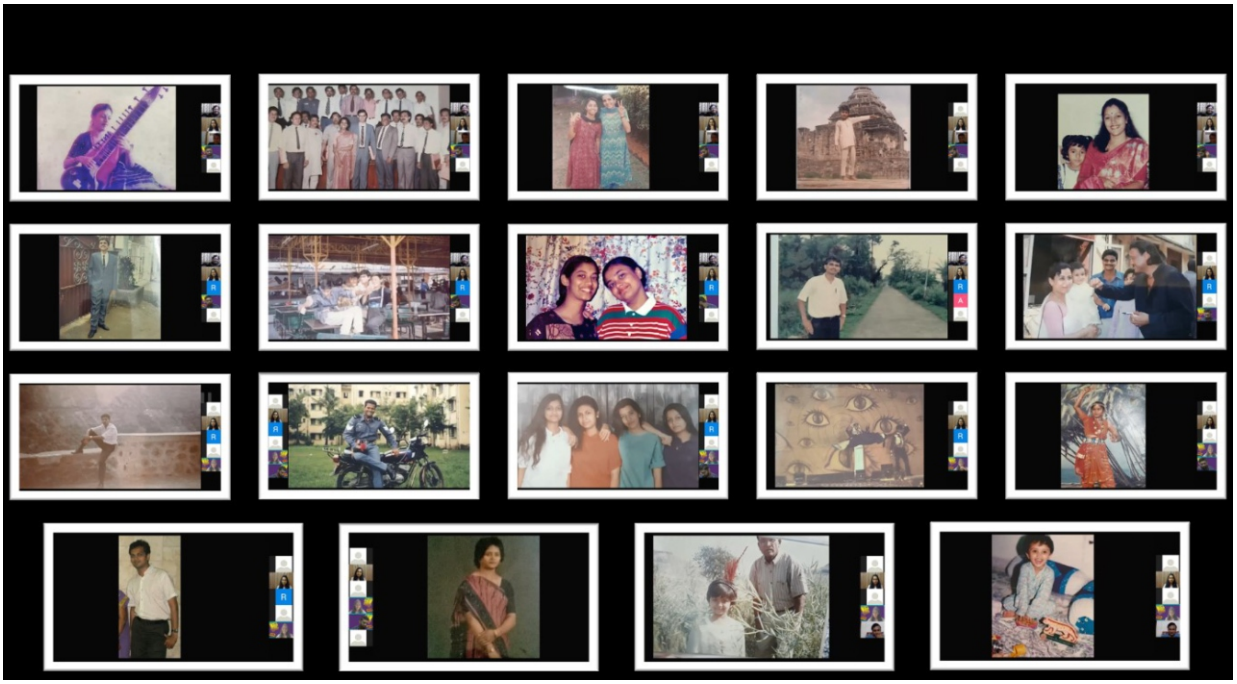






Life in the 90's





In the era of competitive management field, to have a creative mind is the only key to differentiate an ordinary manager and a business leader. The quality of imagination and its perfect implementation amongst students need to be boosted through bolstering them by organising such event.

Any marketing event whether offline or online entails a series of activities that leads into the final successful execution. It involves coordination between colleagues from different departments and a lot of planning in order to bind small sub events together. Life in the 90s was approached more like a structured project with well-defined timelines and clearly laid out responsibility areas for each team member.

FINNOPRENEUR

Chetana's Institute of Management and Research believes in creating professionals who are equipped to analyze data and provide workable business solutions.

The CIMR Finance Forum designed an internal competition for the Finance specialization students to test their creativity, research and analytical skills and the ability to take data-driven decisions. It was an opportunity to apply and learn financial concepts in real-life scenarios. This exercise prompted the students to think 'out-of-the-box' solutions and develop an entrepreneurial mindset. Effective Communication of the ideas and working in teams during such events help enhance their managerial and leadership skills.

Stage 1: A preliminary presentation on the project was made to a panel during the week ending September 18th, 2021. Duration of the presentation: 10 minutes.

Stage 2: A final presentation of 15 minutes duration was made, followed by Q & A Sessions, on 25 September 2021, before a panel of external judges.

5th International Conference

While everyone got comfortable with online classes, there was a need for an intellectual learning mechanism to groom the students and keep them thinking in a virtually oriented environment.

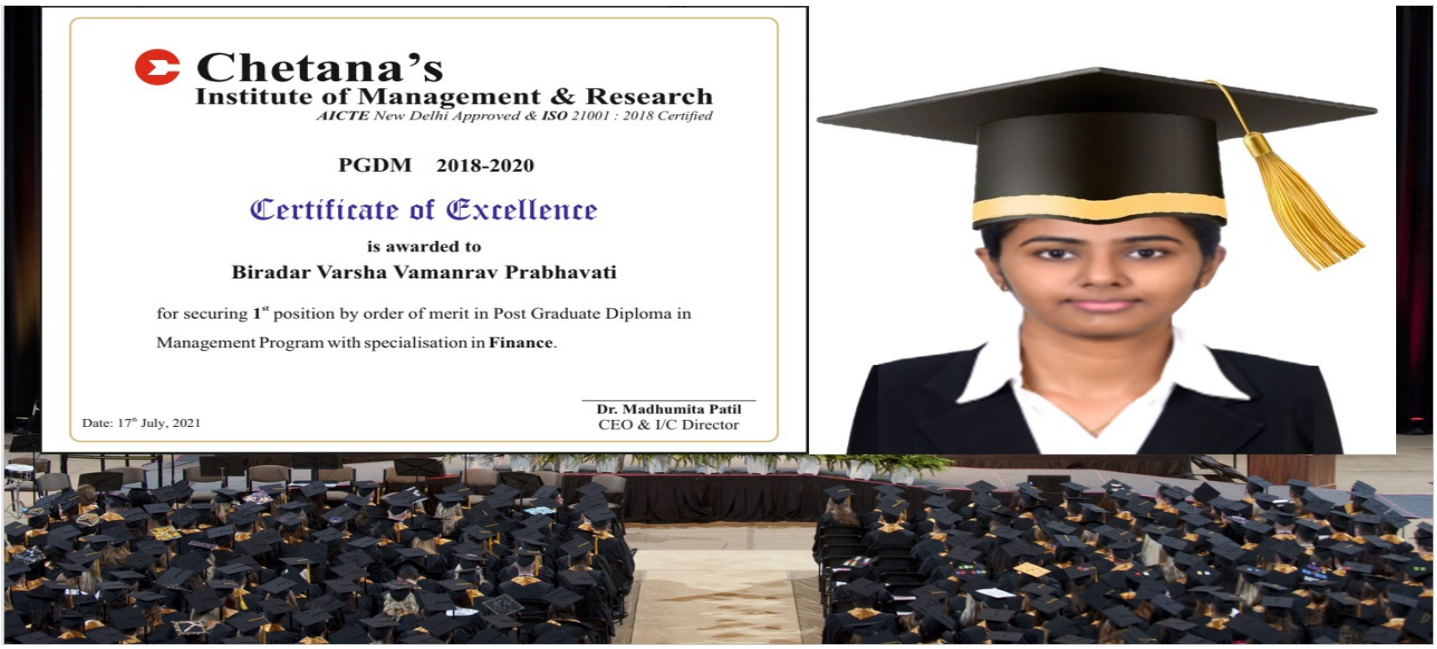
The international conference at Chetana was the perfect opportunity to encourage the students to participate, present, digitally witness and learn about not just one but four different areas of expertise. The discussions and learnings of the conference mainly revolved around "**Harnessing India's Resources to make India Self-Reliant in collaboration with ASEAN countries**".

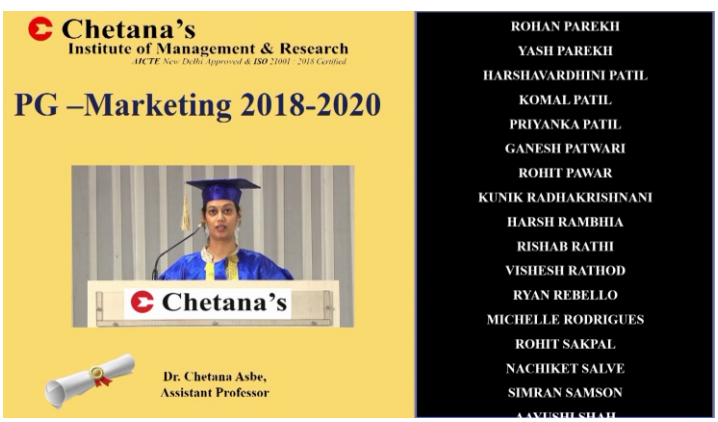
The conference began with the address of our Guest of Honour, Prof. CH. Ibohal Meitei followed by the keynote address by Mr. K. V. Rao from Singapore who deliberated on India's capability to achieve self-reliance and in collaboration with other countries. We were honoured by the presence of Mr. George Abraham, from Singapore Indian Chamber of Commerce and Industry (SICCI), as our Chief Guest.

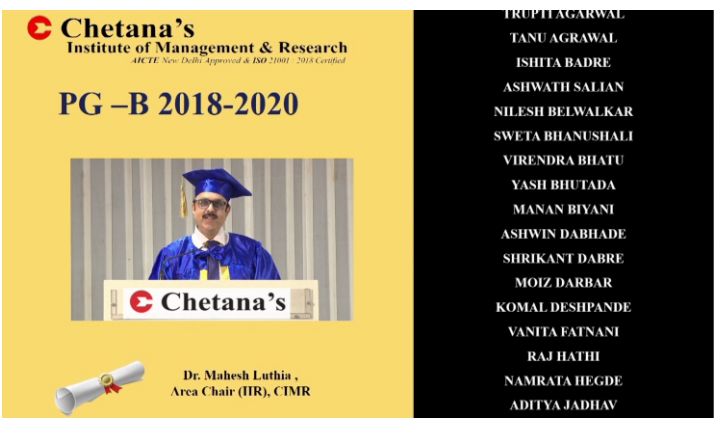
Events

CONVOCATION

- Glorious moment Celebrating two years of dedication and Learning.
- Felicitation of Toppers in each stream
- Best Student Award in memory of Founder President Late Shri. Madhukarrao D. Chaudhari
- **Ms. Varsha Biradar** has been honoured with the Presidential Award





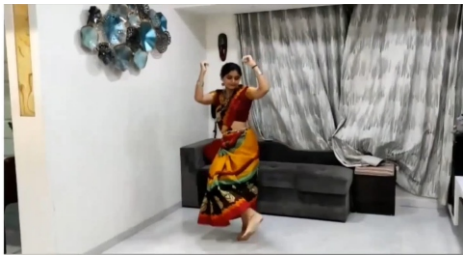


Events

एक भारत श्रेष्ठ भारत
Ek Bharat Shreshtha Bharat

To build cultural awareness among stakeholders and support AICTE initiatives of fostering national integration, the new batch PGDM, PGDM Marketing and PGDM (Retail) 2021-2023 organised the Ek Bharat Shreshtha Bharat event virtual event on Saturday, 23rd October 2021.

Under guidance of faculty mentors, Prof, Dhiraj Mahajan, Dr. Mahesh Luthia, Prof. Aashish Bhardwaj, Prof. Seva Rangnekar and Dr. Barshrani Maharana the students conceptualized a live webinar comprising of student performances and presentations on eleven different themes around cultural, social, linguistic, and economic dimensions of Odisha (a paired state with Maharashtra). Students also conducted an interactive Quiz as part of the event. Prof. Supriya Pattanayak, Vice Chancellor, Centurion University, Bhubaneswar Odisha, was the Chief Guest of the Event. Dr. Madhumita Patil, CEO, CIMR (Host Institution) presided the event.



Social Responsibility

End Inequalities,
End AIDS

World AIDS Day (WAD), is observed each year on 1st of December since 1988. It is an international day dedicated to raising awareness about HIV and AIDS and also talk about the stigma and discrimination faced by people affected by the epidemic. The theme for WAD for the year 2021 is 'End inequalities. End AIDS.' At CIMR, we had observed the week with following activities to achieve the objective of WAD.

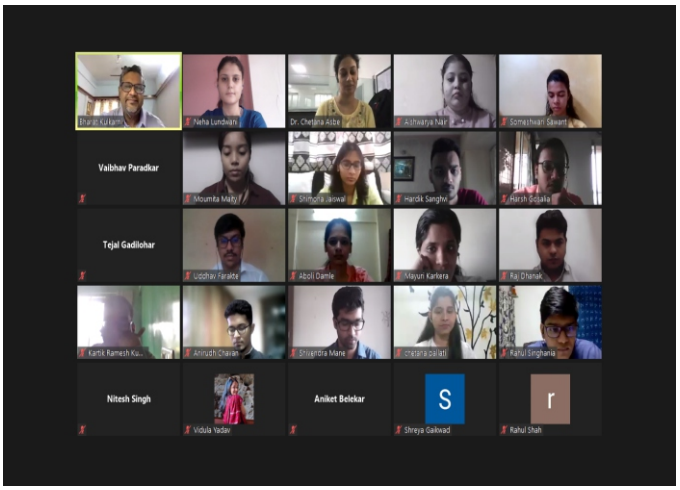
A HIV/AIDS awareness talk was organized on 02.12.2021 for the students in the campus. The talk was delivered by Dr. Madhumita Patil (CEO, CRKIMR & CIMR) and Dr. Athar Qureshi (Area Chair Marketing and Assistant Professor, CIMR). The talk emphasized on the modes of transmission, the protection against HIV, the stigma and discrimination faced by HIV positive individuals and the rights of individuals in regards to HIV in the wold of work. The faculty, students and staff at CIMR wore 'Red Ribbon' to create visibility and awareness about HIV/AIDS and express their solidarity with those who have been affected with the epidemic.

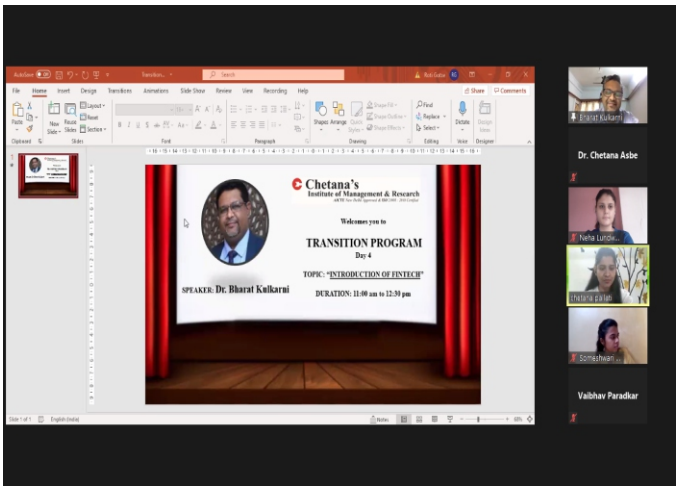
A virtual event was organized on 09.12.2021 by the students CSR Committee and volunteers from the senior and junior batches. The event was organized for the students, faculty, non-teaching staff of both the institutes. The anchors donned the role of RJs and presented the event in a light manner yet emphasizing on the seriousness of the issue. The event had a dialogue in Marathi to spread the awareness in the local language. There was a quiz rolled out during the event to generate the buzz amongst the students and address various myths and misconceptions around the topic. The students also presented a pre-recorded skit on HIV and AIDS which focused around ending stigma and discrimination around HIV in the corporate world. CEO-CRKIMR and CIMR, Dr. Madhumita Patil and Director CIMR, Dr. Nandita Mishra addressed the students during the event. There was an open forum where students expressed their thoughts on the issue.

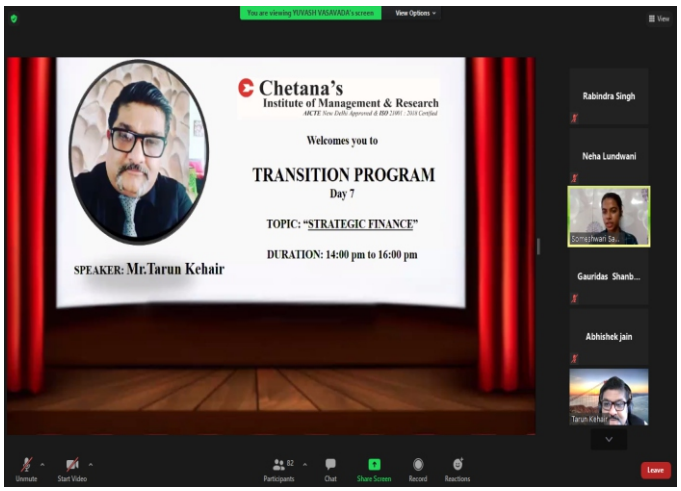
We at Chetana's extend our warm gratitude to the Director, Joint- Director and staff of Mumbai Districts AIDS Control Society (MDACS) and the Municipal Corporation of greater Mumbai (MCGM) for providing the red ribbons and various posters for the events.

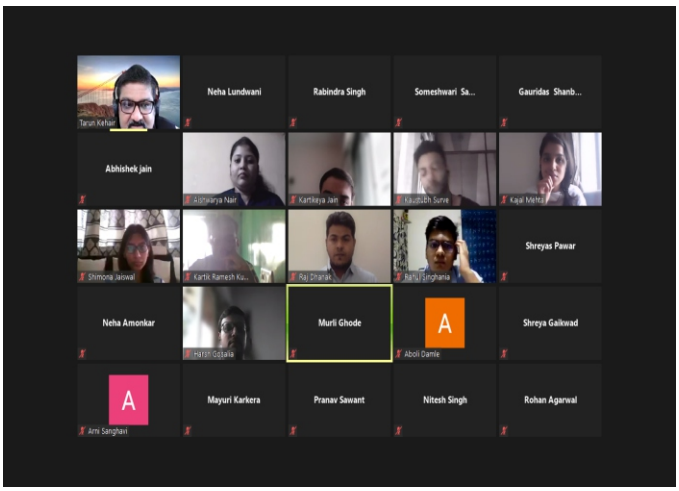
Transition Program

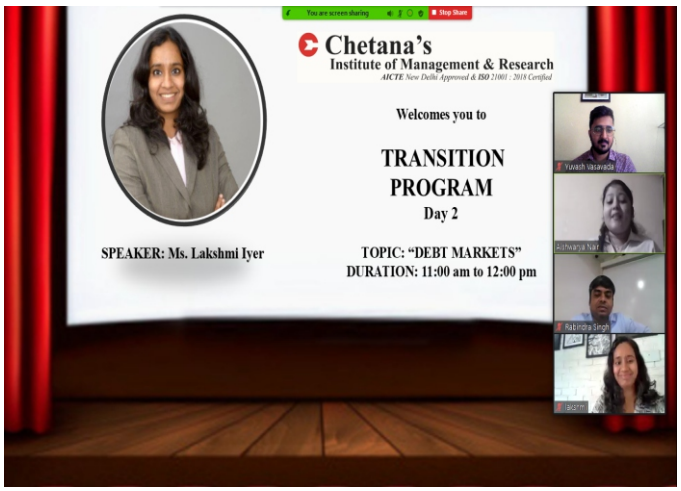
The objective of the Transition Program is to offer the students stepping into the second year of the PGDM program to transit from the core courses conducted in the first year to specialization courses of the second year. It offers the students an opportunity to obtain focused inputs in their area of specialization.











Our Faculty

CORE FACULTY

Dr. Madhumita Patil
CEO, CRKIMR & CIMR
Ph.D., MBA, LLB, BA
Marketing

Dr. Nandita Mishra
Director
Ph.D., M.Phil., MA., B.A. (Hons.)
General Management & Economics

Dr. Nalini Krishnan
Professor
Ph.D., MBA, B.Com. (Hons.)
Programme Chair PGDM
Finance

Dr. Hufrish Majra
Professor
Ph.D., PGDRM, B.A
Programme Chair PGDM (Mktg.)

Dr. Kamlesh Tiku
Associate Professor
Ph.D., MBA, BE.
Operations

Dr. Anuja Joshi
Associate Professor
Ph.D., MMM, M.Sc., B.Sc.
Statistics

Dr. Sandeep Nemlekar
Associate Professor
Ph.D., FIE, FIIMM, C.E.
Area Chair (Operations)

Dr. Mrinali Tikare
Associate Professor
Ph.D., M.Phil, MHRDM, LLB,
DHA(TISS), DMS, B.A.
Human Resources

Dr. Mahesh Luthia
Associate Professor
Ph.D., MBA, D.C.P.A.(U.K.),
M.Com, B.Com.
Area Chair (HR)

Dr. Chirag Shah
Associate Professor
Ph.D., MMS, BBA, DMTT, DBM,
PGDFT
Finance

Dr. Rashmi Jain
Associate Professor
Ph.D., MMS, B.E.
Marketing

Dr. Indira Singh,
Assistant Professor
Ph.D.(Fellow of NITIE), MHRDM,
MBA, B.Sc.
Human Resources / Marketing

Dr. Chetana Asbe
Assistant Professor
Ph.D., MFM, MS-Fin (ICFAI), M.Com,
B.Com., UGC-NET
Finance & Accounting

Dr. Rinku Sharma
Assistant Professor
Ph.D., MBA, MA, B.Sc.
Marketing

Dr. Anita Saxena
Assistant Professor
Ph.D., MBA, PGDBM, B.Sc.
Marketing

Ms. Shilpa Kajbaje
Assistant Professor
MCA, MMM, B.Sc.
Area Chair (Systems)

Mr. Rabindra Kumar Singh
Assistant Professor
M.Sc, PGDM, B.Sc.
Area Chair (Finance)

Mr. Dhiraj Mahajan
Assistant Professor
MMS, B.Sc. (Agri)
Area Chair (Retail)

Dr. Athar Qureshi,
Assistant Professor
MMM, PGD(HP), BHMS
Area Chair (Marketing)

Mr. Kapil Bhatia
Assistant Professor
MBA, M.Com., B.Com.
Marketing

Dr. Omkar Dalvi
Assistant Professor
Ph. D., MIM, M.Com, PGDM,
BMS.
Marketing

Ms. Seva Rangnekar
Assistant Professor
MHRDM, B.Sc.
Human Resources

Ms. Neena Katkar
Head of Corporate Relation,
Placement & Alumni Network
Assistant Professor
M.Com, PGDBM, B.Com.
Marketing

Mr. Rohit Koli
Assistant Professor
MMS, BAF
Finance

VISITING FACULTY

Marketing Specialization

Dr. Amit Rangnekar
Ph.D., MMM, B.Sc.

Mr. Samir Vithlani
MMS, B.Com

Ms. Aparna Kapoor
PGDBA, M.Com

Mr. Krishna Bist
PGDM, B.Com

Ms. Ruchika K. Garhwal
MMS, B.E.

Finance Specialization

Mr. S.S.N.Murthy
MBA, MFM, M.Com, B.Com

Mr. Pankaj Chougule
MBA, BE

Mr. Vijay Kanchan
MBA, B.Sc.

Mr. Vikram Sheth
MMS, BE

Mr. Suhas Gharat
FCA, M.Com, B.Com

Mr. Aftab Mehboob Shaikh
MMS, B.Com.

Human Resource Specialization

Dr. Neil Sequeira
Ph.D, MBA, PGDMM, MA, MSC, B.Sc, BBA.

Mr. Vishwasundar Ramaswamy
PGDBM, M.Com.

Ms. Aarfa Shaikh
PGDM, BMS

Operations Specialization

Mr. Hemant Jog
DCM, DMM, B.E.

Mr. Hemant Kale
PGMM, Adv. Program. HR (IIM Lucknow), B.E.

Mr. Shashank Kotwal
PGDMM, B.E.

Mr. Ravindra Kale
MBA, PGDOM, GIE

Mr. Balashankar Ramdas
MBA, MAM, PGDMM, B.E.

Systems Specialization

Dr. Uday Sawant
Ph.D., MMM, B.E.

Mr. Sanjay Gupta
MBA, M.Sc., B. Tech

Mr. Prashant Neharkar
M.Sc.(CS), B.Sc. (CS)

Mr. Vaibhav Chawade
PGDBM, B.E.

Ms. Shirley Fernandes
MMS, B.Sc. (IT)

Dr. Kavita Khadse
Ph.D, MCM, B.Sc.

General Management

Mr. Bharat Nadkarni
MAM, MSC, DMS, B.Sc.

Mr. Nikhil Rao
MMS, B.E.

Mr. Suhas Vaishampayan
MBA, B.Ed., B.A.

Mr. Santosh Deodhar
MBA, PGIM, B.E.

Mr. Percy Vaid
MBA, B.Com

PGDM – Retail

Mr. Rajeev Singh
MBA, BA

Mr. Manish Chhabria
PGDM, BMS

Mr. Saurabh Garg
MMS, B.Com

Ms. Heena Chhapru
MBA, B.Sc.

Ms. Neha Dutta
PGDBM, B.Sc.

Ms. Kashaf Shaikh
MMS, B.Com

Ms. Ketaki Hardikar
MMS, B.Sc.

ADJUNCT FACULTY

Dr. Rajiv Gatne
Ph.D., MMM, PGDIT(IIFT), B.Pharm.
Marketing

Mr. Aashish Bhardwaj
PGDBA, B.Com (Hons.),
Marketing

Mr. Chetan Kadam
FCA, Grad.CWA, DBF., B.Com.
Finance

Guest Lectures

MARKETING

Dr. Saswata Biswas
Professor Marketing
Institute of Rural Management (IRMA)

Dr. Manessha Pednekar
Atos International
Head of Quality -Large Regional Business Unit

Mr. Pankaj Chougule
Head of Client Centricity Department
Anand Rathi Wealth Management

Smt. Rashmi Zagade (IAS)
Director
Directorate of Census Operations, Government of Maharashtra

Mr. Kshitij Vedak
Content Strategy & Acquisition
M X Player

Mr. Chetan Dhatavkar
Assistant Manager Customer Marketing
Kellogg Company

Mr. Karan Shah
Manager
ICICI Bank

Mr. Kshitij Vedak
Business Executive (channel Sales)
Gulf Oil Lubricants India Limited

FINANCE

Mr. Ameya Abhyankar
Founder and Lead Trainer
Finquest Institute

Mr. Tarun Kehair
Founder
Finesse TeeKay Services

Mr. Nilesh Jain
Investment Banker
SR Asset Advisory Private Ltd

Ms. Lakshmi Iyer
President, CIO
Fixed income & Head Products
Kotak Mahindra AMC

Mr. Saurav Chatterjee
VP - Apac Financial Crimes Compliance
Blackrock

HUMAN RESOURCE

Mr. Sridhar Shivaramakrishnan
AD OD
L&T Infotech Ltd.

Mr. Manoj Kumar Chaudhary
Head HR
Edelweiss Asset Management

Mr. Cheitan Nandani
Founder
Midas Touch Learning Solutions and Certified Design Thinking for Innovation Facilitator

Ms. Shruti Wali
Lead-employee Engagement, Diversity & Inclusion
IIFL Finance Ltd.

Ms. Mrinalini Peruvaludhi
Talent Acquisition Specialist
TCS

OPERATIONS

Mr. Aditya Verma
V.P. Global Procurement
Dorf Ketal Chemicals India Pvt Ltd

Mr. Chandrashekhar Gawade
Deputy General Manager
Logistics, iBall India

Mr. Hemant Jog
Director
Dietz Consulting Partners Pvt. Ltd

Mr. Ravindra Kale
Former General Manager
Mahindra & Mahindra Limited

SYSTEMS

Mr. Uday Ghadi
Head Distribution
Tupperware brands

Mr. Bhargav Palankar
Senior Business Analyst at Accenture

Mr. Yugesh Deshpande
Senior Director
LTI,

Mr. Harish Rijhwani
Asst. Vice President
Citius Tech

Ms. Pallavi Salgar
Business Analyst
TCS

Mr. Manoj Shanbhag
Business Consultant
GEP

Ms. Shruti Nair
Deputy Manager
ICICI Prudential AMC Ltd.

RETAIL

Mr. Prasad Kapre
CEO & Director
Style Quotient Jewellery Pvt. Ltd.

Mr. Hussaine Kesury
Chief Category Officer
Pepperfry.com

Mr. Prashant Salgaonkar
VP - HR & GA
Anchor by Panasonic

Guest Speakers

Esteemed Alumni

Sheetal Shrivastava
The Nielsen Company
Global Digital Acceleration Leader

Kunal Awasthy
Allcargo Global Logistics Ltd.
Strategic Business Head

Jasani Dixit A
Zycus
Sr. VP - Development Sales & Business

Balakrishnan Jairam
Riocare India Pvt Ltd.
Director

Sachdev Dinesh
Deutsche Bank
Director - Group Audit

Palwankar Moonmoon
Ambuja Cement
Head - Learning & Development

Gaonkar Prasad
Tata Asset Management Ltd.
Head HR

Mehra Pankaj N
Zee Entertainment Enterprise Ltd.
Sr. Vice President Ad Sales

Amit Gulwadi
Intuit Research
Director

Amit Dhume
Co-Founder
Tech Trucker Solutions LLP

Swapnil Naik
Pidilite Ltd.
Head International Business Consumer Product

Shyamal Malhotra
Detushe Bank
Managing Director

Amol Shirodkar
Keva
General Manager - HR Operations

Ashu Luthra
Star India Pvt Ltd.
Assistant Vice President

Tushar Natu
Tata Consultancy Services Ltd.
Delivery Manager

Sanil Vijay
Network 18 & Investment Ltd.
CEO - Language Cluster

Nayak Gunjarav
Zee Entertainment Enterprises Ltd.
Senior Vice President

Sabherwal Kapil
Annova Solutions
VP - Operations

Rao Mythili
Fullerton India
VP - Marketing & Communications

Anand Abhishekh
Aditya Birla Insurance Broker
Area Head

Jain Nitin Mahavir
Zydus
Sr. GM - Vaccine Business

Singh Abhayanand
Vistas Media Capital
Group CEO

Shree Vinisha V.K. Prabad
Hexaware Technologies
Deputy General Manager - HR

Khandelwal Anurag J.
Black Rock
Vice President

Malik Charu K.
Citibank
Vice President

Ajay Karambelkar
NITCO Ltd.
General Manager - Marketing

Hitesh Popli
A.TReDS Ltd.
General Manager

Savita John
Kaleidoscope Consulting
Sr. Principal Consultant (Free Lancer)

Prabhu Ramdas
Vodafone Idea Ltd
GM Commercial

Patil Ashwin
Accenture
General Manager

Palekar Kavita
Godrej Natures Basket
Head Marketing (Free Lancer)

Saleel Panse
Mondelēz International, Inc.
Talent Acqusition Leader

Mihir Paleja
Allcargo Logistics Ltd.
AVP - FCL

Sunil Mundra
RBL Bank and Business Banking
Head - Risk & Control Banking

Singh Pankaj
HDFC Bank
Manager

Nambiar Harish
CRED
Building CRED

Vaswani Yogesh
ICICI Bank
Regional Head

Chhabra Nitesh
Mahindra AMC
Head Alliance & Zonal Head

Raisinghani Rashmi
Barclays Finance
Branch Manager

Khamesra Nitin
Standard Chartered BankAssociate
Director- NRI Services

And many more...

Placement Cell

The placement cell at Chetana's is known for its perfect blend of students involvement, faculty assistance and Management's vision. It consistently encourages students to actively participate in all industry-academia events, thereby increasing their interaction with the corporate world.

A team of hardworking student members of both first year and final year batches, along with the placement head and the team make relentless efforts to get companies of repute from diverse sectors of the industry for campus recruitment.

The cell also regularly coordinates with other committees of the Institute to make sure that it lives up to the commitment to help aspirants fulfill their career dreams. Placements at Chetana's have been a testament of the ever increasing confidence the industry has on the Institute. In 2019 The Week Hansa Research Survey has ranked Chetana's amongst the top 10 Private B-School in Mumbai.

Excellence at Chetana's is a journey , not a destination.

They believe in us:

99 ACRES

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ZEE ENTERTAINMENT ENTERPRISES LIMITED

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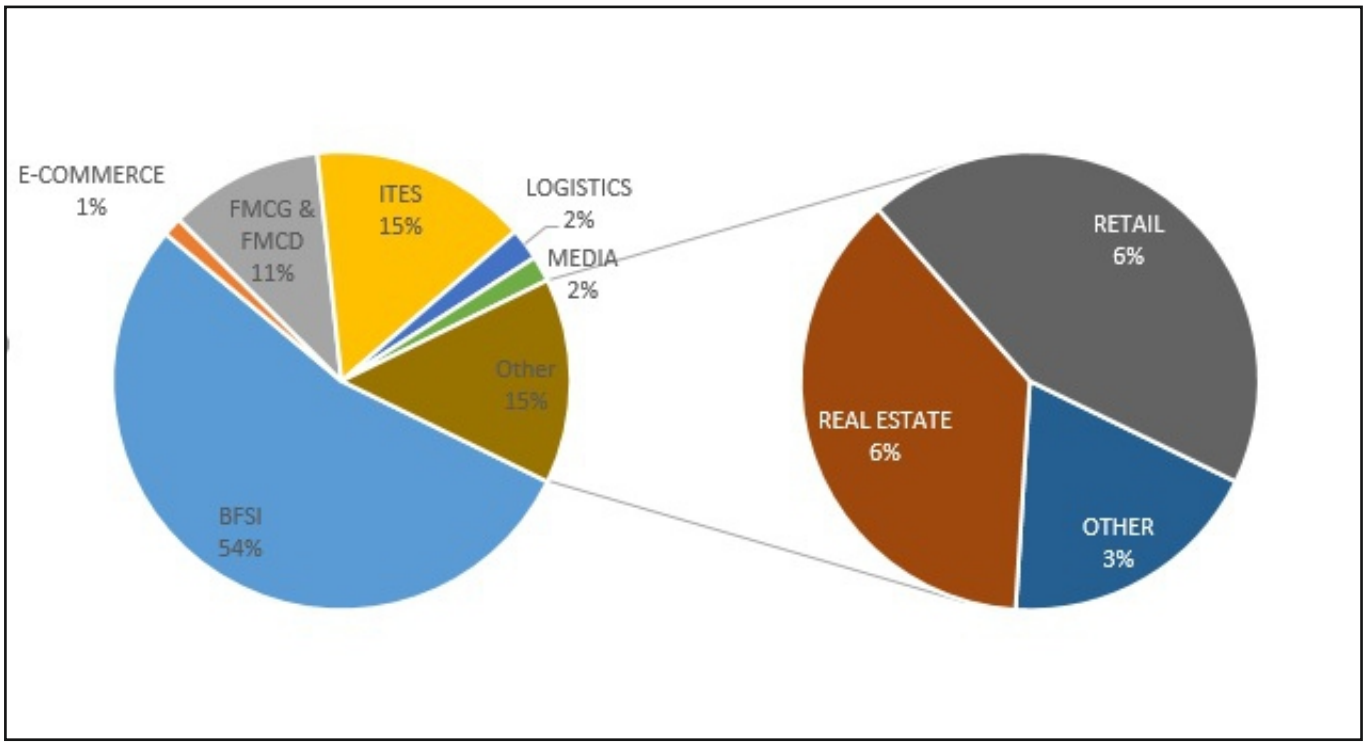
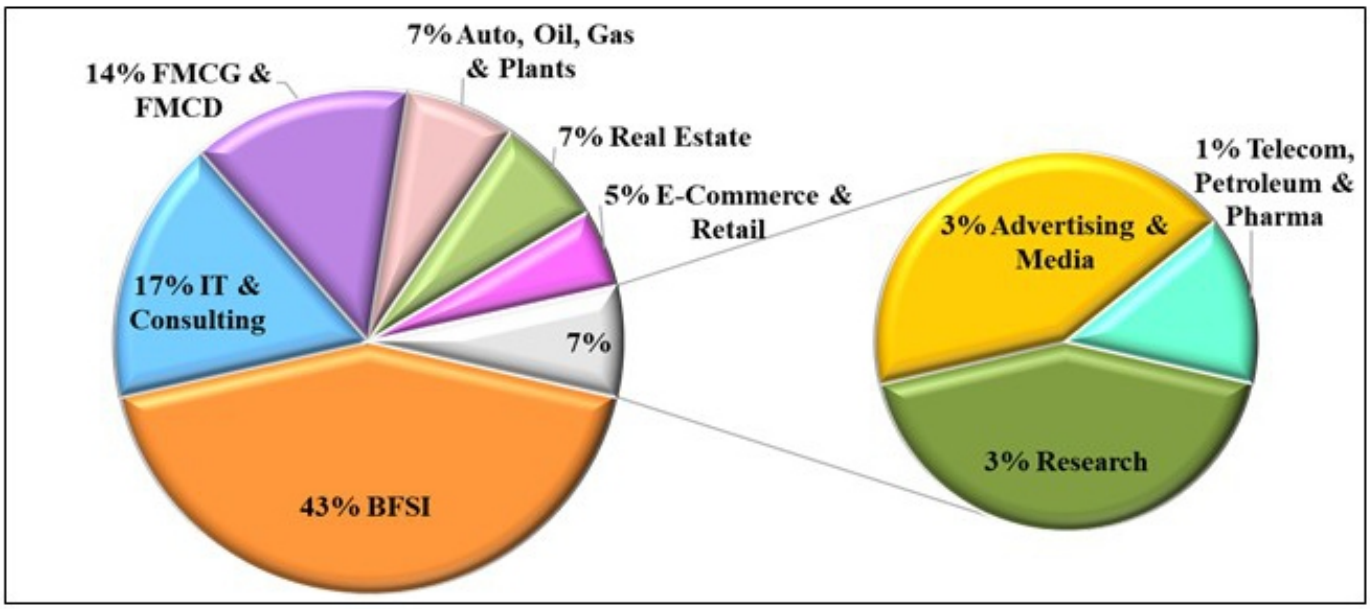
Sector wise Placement (Batch 2019-21)



Sector wise Placement (Batch 2018-20)



COMMITTEES AT CIMR

The Institute has constituted the various committees to monitor discipline and Code of Conduct

Grievance Committee

Dr. Madhumita Patil
Dr. Nandita Mishra
Dr. Suresh Nerkar
Dr. Sandeep Nemlekar
Ms. Shilpa Kajbaje
Mr. Ishu Dedhia
Ms. Gauri Mulekar

Anti-Ragging Squad

Dr. Nalini Krishnan
Dr. Kamlesh Tiku
Ms. Archana Nikam
Mr. Rajesh Dhawale

SC/ST Committee

Dr. Mrunali Tikare
Dr. Hufrish Majra
Ms. Shivani Shinde
Ms. Someshwari Sawant
Mr. Chinmay Tamhane

Anti-Ragging Committee

Dr. Madhumita Patil
Mr. Digambar Ramdas Sirame
Mr. Rabindra K. Singh
Ms. Seva Rangnekar
Mr. Neelesh Jain
Ms. Kalpana Kshirsagar
Mr. Keyur Thadeshwar
Ms. Mishi Sharma
Mr. Kaushik Bhutada
Ms. Shrishti Kolhe
Mr. Nilesh Patil
Ms. Rupali Shinde

Women Development Cell

Dr. Madhumita Patil
Dr. Chetna Asbe
Dr. Indira Singh
Dr. Athar Qureshi
Ms Jacintha Ajwani
Ms Arati Angane
Ms. Suzzan Panjwani
Ms Gauri Mulekar
Ms. Shrushty Kolhe

Internal Complaint Committee

Dr. Athar Qureshi
Dr. Indira Singh
Dr. Sandeep Nemlekar
Dr. Chetna Asbe
Mr. Santosh Kumkar
Mr. Harish Sirame
Ms. Meghana Bhagat
Ms. Hazel Veigas
Ms Gauri Mulekar
Mr. Ishu Dedhia

Institute Industry Cell

Dr. Madhumita Patil
Dr. Nandita Mishra
Mr. Shailesh Dhuri
Mr. Supreet Singh
Ms. Neena Katkar
Dr. Nalini Krishnan
Mr. Dr. Hufrish Majra
Dr. Sandeep Nemlekar
Dr. Chirag Shah
Dr. Rajiv Gatne
Mr. Dhiraj Mahajan
Dr. Mahesh Luthia

Ragging Prevention Program (Anti Ragging)

It is mandatory for every student and his/her parents to submit an anti-ragging affidavit at the time of first year admission and thereafter each year at the time of annual registration. It is the order of the Hon. Supreme Court that the affidavits are stored electronically. The Ragging Prevention Program developed an ONLINE procedure for downloading Anti-Ragging Affidavits. The Institute authorities collect information separately from students and compiles it.

Prohibition of Capitation Fees Act

The Institute and Trust does not collect or accept capitation fee or donation for admission to any of the programs. No one is authorized to collect or accept the donation or capitation fee in cash or kind on behalf of the Institute or Trust.

Grievance Redressal Cell

The Grievance Redressal Cell and Women's Cell is a very important and crucial committee.. The objective of the Cell is 'to maintain congenial working and learning environment for women employees, all students, female students specifically, and all stakeholders in general.

A chairperson, a convener and four members constitute the Grievance Cell. Meetings are held to discuss the terms of reference for the Cell, modalities of operation and other related matters. In the meeting it was unanimously declared that the Cell should go beyond its brief of grievance redressal and play a more proactive role towards sensitization of the Chetana's Institute of Management & Research community towards gender issues in order to provide a congenial working and learning environment to its women employees and female students respectively.
It was decided that this objective would be achieved through organization of seminars and workshops on issues related to women's legal rights, health and empowerment. A detailed policy on Prevention of Sexual Harassment-is uploaded in the website for ready reference.

The Institute has a Grievance Redressal Cell constituted with student members, Faculty members and Staff members and Ombudsman, for Student Grievance Redressal Cell.

For Faculty and Staff, the Grievance Redressal Cell is constituted by the Faculty and Staff

The GRC follows the principles of natural justice while considering the grievance. The complaint is sent to student.grievances@cimr.in .

(1) The Committee first receives the grievance, either by email or a written complaint. The Committee then tries to amicably handle the situation and resolve the issue.

(2) In case of any other complicated case, it is referred to the senior management team, which consists of Director, Program Chairs and Admin staff.

Discipline and Action

CODE OF CONDUCT

1. If any student studying in any of the PGDM, PGDM-Marketing, PGDM-Retail program is found indulging in anti-national activities, or in activities that run contrary to the letter and spirit of the provisions of Acts and Laws enforced by the Government, or any activity that causes his/ her behavior to be contrary to rules of discipline, will be liable to be expelled from the institute forthwith without any notice by the Director of the Institute.

2. If any of the statements made in the application form or any information supplied by the candidate in connection with his / her admission is, at any time, found to be false or incorrect and wilful suppression of facts, his / her admission will be cancelled forthwith. The fees will be forfeited and he / she may be expelled from the institute by the Director and prosecuted, if deemed necessary. An appeal against the order of cancellation of admission / expulsion, however, may be referred to the Director, whose decision in such cases will be final and binding on all concerned.

3. If any student is found with less than 50% for each course and on average less than 75% attendance, late submission of project and assignment, he/she will be penalized.

Action against Ragging: Maharashtra Prohibition of Ragging Act 1999 which is in effect from 15th May, 1999 has the following provisions for Action against Ragging :

a) Ragging within or outside of any educational institution is prohibited.

b) Whosoever directly or indirectly commits, participates in, abets, or propagates ragging within or outside any educational institution Shall, on conviction, be punished with imprisonment for a term up to 2 years and / or penalty, which may extend to ten thousand rupees.

c) Any student convicted of an offence of ragging shall be dismissed from the educational institution and such student shall not be admitted in any other educational institution for a period of five years from the date of order of such dismissal.

d) Whenever any student or, as the case may be, the parent or guardian or a teacher of an educational institution complaints, in writing, of ragging to the head of the educational institution shall, without prejudice to the foregoing provisions, within seven days of the receipt of the complaint, enquire into the matter mentioned in the complaint and if, prima facie, it is found true, suspend the student who is accused of the offence, and shall, immediately forward the complaint to the police station having jurisdiction over the area in which the educational institution is situated, for further action. Where, on enquiry by the head of the educational institution, it is found that there is no substance, prima facie, in the complaint received, he/ she shall intimate the fact, in writing, to the complainant. The decision of the head of the educational institution shall be final.

e) If the Head of the educational institution fails or neglects to act in the manner specified in section “d” above when a complaint of ragging is made, such person shall be deemed to have abetted the offence and shall, on conviction, be punished as provided for in section “b” above.

Chetana's
Institute of Management & Research
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