

Dr. (Mrs.) Pankaj Mittal
(Former Vice Chancellor, BPS Women University, Haryana)
Secretary General



Association of Indian Universities

AIU House, 16, Comrade Indrajit Gupta Marg (Kotla Marg),
New Delhi-110 002

भारतीय विश्वविद्यालय संघ

ए०आई०यू० हाउस, 16, कॉमरेड इंद्रजीत गुप्ता मार्ग
(कोटला मार्ग), नई दिल्ली-110 002

डॉ. (श्रीमती) पंकज मिश्र
(पूर्व कुलपति, बीपीएस महिला विश्वविद्यालय, हरियाणा)
महासचिव

NO.EV/II(1093A)/2023/

February 08, 2023

The Director

Chetana's Institute of Management & Research
Survey No. 341, Bandra (East),
Mumbai – 400051
Maharashtra

Sub: Equivalence of Two-year Full-Time Postgraduate Diploma in Management - Marketing (PGDM - Marketing) – Chetana's Institute of Management & Research, Mumbai, application dated 30th January, 2023

Sir/Madam,

With reference to your aforesaid letter regarding grant of equivalence to the Two-year Full-time Postgraduate Diploma in Management - Marketing (PGDM - Marketing) offered by Chetana's Institute of Management & Research, Mumbai with MBA Degree of an Indian University, the following is intimated: -

1. The Competent Authority of AIU has considered your application for accord of the equivalence of Two-year Full Time Postgraduate Diploma with MBA degree of an Indian University based on AICTE & NBA approvals for the period in accordance with the rules as given in Annexure A of this letter.
2. Having considered the matter in detail, it has been resolved that in order to ensure objectivity, speed, transparency, consistency and quality, all applications for Equivalence of the Two-Year Full Time Postgraduate Programmes shall henceforth be decided in accordance with the rules as given in Annexure A of this letter.
3. As per information furnished by you, your institute meets the conditions as specified in Part "A" of the Annexure A and accordingly, we are pleased to inform you that the two-year full-time Postgraduate Diploma in Management - Marketing (PGDM - Marketing) offered by the **Chetana's Institute of Management & Research, Mumbai, India is being accorded equivalence with Master of Business Administration (MBA) Degree of an Indian University**, for the purpose of admission to higher studies for a period of **THREE Years i.e. from 01.07.2022 to 30.06.2025** or till such time the approval of the AICTE and NBA accreditation remains valid, whichever is earlier.

Thanking you,

Yours sincerely,

(Dr. Pankaj Mittal)