Chetana's
Institute of Management & Research

AICTE New Delhi Approved & ISO 21001 : 2018 Certified

AACSB Business Education Alliance Member

BEST EDUCATION BRANDS 2025

Developing Ethical Business Leaders

PROSPECTUS
2025-26

PGDM | PGDM MARKETING

NBA Accredited & AIU MBA Equivalence

www.cimr.in

Index

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)

Ex-MLA
Raver Legislative Constituency,
Maharashtra State

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

Chetana Trust has been at the forefront of higher education in Mumbai since its inception in 1969. With his philosophy of ***"Education for all"***, The Founder President of the Trust, Late Shri Madhukarrao Chaudhari believed in delivering quality education as well as contributing to the overall welfare of the society.

Pursuing the same vision, Chetana's Ramprasad Khandelwal Institute of Management & Research (CRKIMR-MMS) the 2nd oldest B- School affiliated to Mumbai University and Chetana's Institute of Management & Research (CIMR-PGDM), celebrating 25 glorious years have been imparting quality management education programs to meet the industry requirements

India is on the threshold of magnificent growth and development. Our young leaders are getting ready to lead the country. 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 has been creating many success stories through our outstanding students. Over the years Chetana's Institute of Management & Research has evolved into an institution where competition and collaboration go hand in hand. Our initiatives are aimed at developing competent and committed business leaders who will play a key role in corporate India.

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 for 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***'.

On receiving the NBA Accreditation and AIU Equivalence for PGDM and PGDM Marketing Program, Chetana's Institute of Management & Research is poised for the achieving the next milestone.

Welcome to Chetana's Institute of Management & Research

Managing Committee

Shri Shridatta S. Haldankar
President

Shri Deepak S. Kulkarni
Vice-President

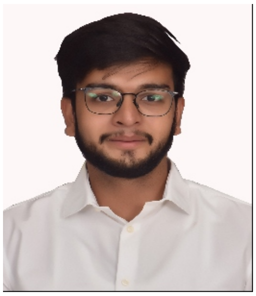
Shri Shirish M. Chaudhari
Secretary

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

Mr. Mahesh Rathod Founding Director Be-Local Consulting LLP

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

Mr. Vikaas Sachdeva, CEO, Sundaram Alternate Assets Ltd.

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

Mr. Lalit Popli COO Arcon Technosolutions

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

Congratulations on choosing Chetana's Institute of Management Research (CIMR) for your Management Education Program and preparing 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. The Institute is ISO 21001:2018 certified, demonstrating its ability to support the acquisition and development of competence through teaching, learning and research. The PGDM and PGDM Marketing courses at CIMR received their NBA Accreditation and AIU Equivalence from July 2022 to June 2025, taking the programs to a new league that would enhance the global recognition and acceptance by the corporate world.

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

Students are actively involved in planning and organizing industry-academia events which help them gain a practical perspective on the world of business and management. Students are groomed to participate in inter-institute management events, debates and competitions, which contribute to the development of their life skills. Students are provided opportunities to collaborate with international faculty and connect with business leaders globally. Through its MOU with University of Makassar, the Institute promotes international research, publication, training and exchange program.

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 partnerships with renowned business houses as well as new-age start-ups which provide opportunities to gain practical skills through the HR and Marketing Labs, and mentor students in courses such as Digital Marketing, Financial Simulations, Analytics and many more. All these features contribute to the furtherance of brand 'Chetana'.

Chetana's Institute of Management & Research has consistently performed well year on year, amongst the best private B- Schools in India and Mumbai. In 2020, The Week had ranked, Chetana's Institute of Management & Research amongst the top private B-Schools in Western Region and amongst the top 8 private B- Schools in Mumbai. The Institute has been always ranked high on the basis of industry ready professional.

At CIMR, conscious efforts are made to instil social and moral values among students. Students are actively involved in various social projects where they engage with different segments of society on diverse CSR projects, thus aligning 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
Post Doctoral Fellow (Management), PhD (Management),
PGDHRM, MPhil & MA Economics
Director

It gives me immense pleasure to welcome you all to Chetana's Institute of Management & Research. The PGDM & PGDM (Marketing) Programs have been accredited by NBA and have received the MBA Equivalence from Association of Indian Universities, for 2022- June 2025. This is a testimony to the fact that, Chetana's Institute of Management & Research has always excelled in delivering value driven holistic education.

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.

Both Summer Internships and Executive Placements have been exceedingly good during the last year. An overall improvement and increase in the average and highest package , with an increase in the number of new recruiters has given us the confidence of delivering industry driven curriculum backed by new age learning.

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	240
PGDM Marketing	Full Time	2 years	60
Fellow Program in Management (FPM) Doctoral Program	Full Time	2 years	10

Post Graduate Diploma in Management

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. Innovation Management
2. Financial Accounting
3. Managerial Economics
4. Operations & Supply Chain Management
5. Organisational Behaviour
6. Quantitative Techniques
7. Managerial Communication
8. Marketing Management - 1
9. Information Systems for Business
10. Selling and Negotiation Skills

PGDM (Semester II)

1. Managing Business Research
2. Marketing Management - 2
3. Financial Management
4. Operations Research
5. Human Resources Management
6. Analysis of Financial Statements
7. Entrepreneurship Management
8. Economic Environment of Business
9. ESG
10. Communication Lab
11. Specialisation Course - Application & Practices

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. Project Management
2. Strategic Management
3. Summer Internship Project

Marketing Specialization

1. Sales & Distribution Management
2. Marketing Research and Analytics
3. Services Marketing
4. Consumer and Industrial Buying Behaviour
5. Managing Products and Brands

6 a. Marketing of Banking and Financial Services

6 b. Integrated Marketing Communications

6 c. Rural Marketing

6 d. Digital Marketing

Finance

Core Subjects

1. Project Management
2. Strategic Management
3. Summer Internship Project

Finance Specialization

1. Corporate Valuations & Business Restructuring
2. Investment Analysis & Wealth Management
3. International Finance
4. Banking & Financial Service Institutions
5. Derivatives and Risk Management

6 a. Financial Analytics

6 b. Equity Research

6 c. Fixed Income Securities

6 d. Marketing of Banking & Financial Services

HRM

Core Subjects

1. Project Management
2. Strategic Management
3. Summer Internship Project

HRM Specialization

1. Training & Development
2. Compensation and Benefits
3. Competency Based Performance Management
4. HR Analytics
5. Organisational Structure, Theories and Design

6 a. IR & Employee Laws

6 b. Talent Acquisition

Operations & Supply Chain Management

Core Subjects

1. Project Management
2. Strategic Management
3. Summer Internship Project

Operations Specialization

1. International Logistics
2. Materials Management
3. Service Operations Management
4. Operations Analytics
5. Supply Chain Mangement

6 a. Material Resource Planning & Control

6 b. Business Process Re-engineering

Systems & Business Analytics

Core Subjects

1. Project Management
2. Strategic Management
3. Summer Internship Project

Systems Specialization

1. Database Management Systems
2. Enterprise Management System
3. Big Data & Business Analytics
4. Software Engineering
5. Artificial Intelligence & Machine Learning

6 a. Managing Technology Business

6 b. Knowledge Management

* PGDM in Systems & Business Analytics which is a unique blend of Management, Information Systems/IT and Application of Analytics in various Business Domains. The specialization focuses on Managerial aspects of Information systems and its integration in the field of Business Analytics with current Technology Trends.

PGDM (Semester IV)

Marketing	Finance	HRM
Core Subjects 1. International Trade & Global Management 2. Industry Oriented Project 3. Specialization Subject Trends in Marketing 4. Swayam Course - 1 5. Swayam Course - 2	**Core Subjects** 1. International Trade & Global Management 2. Industry Oriented Project 3. Specialization Subject Private Equity and Venture Capital 4. Swayam Course - 1 5. Swayam Course - 2	**Core Subjects** 1. International Trade & Global Management 2. Industry Oriented Project 3. Specialization Subject Organisational Development 4. Swayam Course - 1 5. Swayam Course - 2

Operations & Supply Chain Management	Systems & Business Analytics
Core Subjects 1. International Trade & Global Management 2. Industry Oriented Project 3. Specialization Subject Operations Applications & Cases 4. Swayam Course - 1 5. Swayam Course - 2	**Core Subjects** 1. International Trade & Global Management 2. Industry Oriented Project 3. Specialization Subject System Applications & Case Study 4. Swayam Course - 1 5. Swayam Course - 2

Value Added Workshops

Proficiency in MS Office – 1
Proficiency in MS Office – 2
Advance Excel
Python for Business
B2B Marketing
Design Thinking
DNI Training for HR Professionals
Retail & E-Commerce

Rural Marketing
Financial Modeling
Six Sigma
Data Visualization with Tableau
Sales Capacity Building
Behavioral Finance
Theory of Constraints
Gamification

Post Graduate Diploma in Management - 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. Innovation Management
2. Financial Accounting
3. Managerial Economics
4. Operations & Supply Chain Management
5. Organisational Behaviour
6. Quantitative Techniques
7. Managerial Communication
8. Marketing Management - 1
9. Information Systems for Business
10. Selling and Negotiation Skills

Semester - II

1. Managing Business Research
2. Marketing Management - 2
3. Finance in Marketing
4. Operations Research
5. Human Resources Management
6. Consumer & Industrial Buying Behaviour
7. Entrepreneurship Management
8. Economic Environment of Business
9. ESG
10. Communication Lab
11. Marketing Application & Practices

Semester - III

Core Subjects

1. Project Management
2. Strategic Management
3. Summer Internship Project

Marketing Specialization

4. Sales & Distribution Management
5. Marketing Research and Analytics
6. Services Marketing
7. B2B
8. Managing Products and Brands

Electives (any Two)

1. Marketing of Banking & Financial Service
2. Digital Marketing
3. Rural Marketing
4. Integrated Marketing Communications

Semester - IV

Core Subjects

1. International Trade & Global Management
2. Trends in Marketing
3. Industry Oriented Project
4. Swayam Course - 1
5. Swayam Course - 2

Value Added Workshops

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

INNOVATIVE TEACHING PEDAGOGY

Chetana's Knowledge Board Competition (CKBC)- Sectoral Analysis

In an effort to ignite the 'research' spark, this forum is provided to the first-year PGDM students by the library committee. The event combines the use of research, communication and managerial skills and motivates the learners to be informed of their surroundings. The rationale behind this innovative and effective pedagogy was to provide students with a platform to explore various sectors with a holistic approach and to hone the spirit of teamwork and inculcate leadership skills amongst them

Application of Information System in Business

1. Industry insights currents trends and challenges
2. Experience to organise the thoughts and get maximum inputs from the expert
3. Confidence building as one of the managerial skills
4. Summarisation of learnings
5. Networking
6. Application orientation and current challenges in the industry
7. Industry readiness in terms of certifications related to current industry trends and demands
8. Presenting insights captured in the interview

INNOVATIVE TEACHING PEDAGOGY

Innovation Lab

Innovation Lab wasn't an assignment to our students but the journey to reach towards excellence. During this project each division was transformed into a mock organization.
Students get the opportunity to handle the leadership roles of various departments to test their skills. Innovative organizational presentation was a process for learning the different functions of the various departments such as

1. Sales - Selling of the tickets & sponsorship for the event
2. Marketing - Online/ offline promotions, PR Advertising etc.
3. Finance - Managing the cash flow, Auditing, sales margin
4. Operations - Maintaining 5WH1, Gantt Charts, achieving timeline/ process
5. HR - Employee motivation / feedback / training
6. IT – Use of various softwares for movie making, editing.
7. Economics of Innovation

The Marketing Lab

The Marketing Lab has been introduced under the PGDM Marketing Program. The students are given sales assignments to enable them to understand the sales process. This hands-on learning experience is provided through tie-ups with various industries. The sales assignment is spread over two semesters, linked to courses such as Selling & Negotiation Skills in Semester I and Sales & Distribution Management in Semester II. The students get brief from the industry on the products and services offered, after which they help the business in collecting data on the prospective clients for the business. The students develop sales pitch for the products and are further engaged in converting the cold leads into warm leads. The lab enables individual learning and peer learning and helps develop the spirit of team work.

Mercatus
The Club of Marketeers

Mercatus Club

Mercatus Club, the Marketing Club at CIMR is a student-centred body and a platform where students get an opportunity to blend marketing theories with application. It keeps the students abreast with the latest happenings in the realm of marketing domain. Mercatus organizes various inter and intra-college competitions and activities. The club facilitates interaction with the alumni and industry experts by organizing various Workshops, Master Class and Guest Lectures. The Club also has a quarterly newsletter called 'M-Quotient' which provides marketing exposure to all marketing and non-marketing students in form or articles, columns, discussions and news-bytes.

INNOVATIVE TEACHING PEDAGOGY

HR Lab

Simulation based learning experience

Industry mentorship with Live projects (Research and Analytics)

Inter-disciplinary components such as Social Marketing in HR, Assessment Centres, Interview Skills, Research and Information Technology.

Creation of HR Dashboards

Advanced Employability Skills

Best in-class Internship Experience

Designing On-boarding programs

Creation of Talent Pipelines

Compensation Benchmarking

Managing Employee Experience

Enhancing Employee Engagement

Designing Employee Training Programs

Benchmarking Assessment / Development a Centers

And many more

INNOVATIVE TEACHING PEDAGOGY

All Round Personality Development Workshop

Happiness is all about Wellness

The significance of happiness and its relationship with harmony is tremendous. The personality development workshop focusses on co-curricular activities of the students thus imparting holistic development. There are various components in the workshop, like Communication Lab, Art Appreciation, Foreign Language, Dance to your Happiness, Cross- Cultural protocols , Lateral Thinking and Emotional Wellness.

Financial Times- Past, Present And Future

Innovative pedagogy for students to understand and contemplate the past present and future of financial system and policies in India.

Finance specialization students set up teams and are given a topic to discuss. The topics are based on past present and future of Indian financial system. Students can discuss the topics at large in the form of group discussions / moderator and Panel discussions / expert opinions style. Students are expected to have an in-depth study of the topic, so that they can critically analyze the topics. The various styles of discussions will encourage the students for more extempore discussions on financial topics.

Innovative Pedagogy to learn about Financial Instruments for Investments.
NIVESH MELA

Nivesh Mela is an innovative pedagogy used to create awareness about different Financial products and Instruments available for Investments.

Students are made to work in teams and have been allotted one type of Financial product. They are supposed to know its historical risks and returns, the current trends and the companies offering such products. All teams make a kiosk or a stall where students from other specialization and other faculty come to see the mela. Each person in the audience is given Rs. 2crore virtual money to invest. The teams are supposed to convince the audience and get the maximum revenue by selling their products.

Students not only learn about the products but also understand consumer psychology and behavioral finance. Prizes at the end keep the competitive spirits high.

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 and PGDM-Marketing across all specializations. After the first year it is mandatory for the students to undertake a summer internship for a period 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.

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.

Medium of Instruction: English

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

Induction Program: This is a **18 days compulsory program** to acquaint the new students with the management course and institutional culture, for the batch 2024-26 from 23rd July 2024 to 10th August 2024. 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. 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 **activities of the induction program** were grouped into nine major themes namely Academic & Life Skills (including Universal Human Values), Accounting and Finance Creativity & Innovation, Data &Statistics, Economy & Trends, Industry Connect, IT, Digital &learning Tools, language and Communication and Team Building**.**

In addition to the foundation knowledge students were groomed on presentation skills that they would use during the program. Through team activities, students were encouraged to work in diverse teams to work on creative, research and business problems. Feedback on each activity has been sought from students that will help the facilitators examine if the learning outcomes were achieved and their overall satisfaction with the sessions.

ATTENDANCE:

It is mandatory for every student to have a minimum of 60% attendance for each course and average attendance of 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 60% 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 attendance committee will give the final decision.The attendance committee will recommend case by case to the Director / Competent Authority after verifying the credibility of the excuse submitted and gravity of the problem that justifies the absence of the student

In case of medical reasons the student is not allowed to take the exam as the student has missed the minimum input required in a regular professional course like, Management Education.The decision of the Director / Competent Authority shall be final and binding. For serious medical conditions or students institutional activities the minimum 60 % requirement per subject and 75 % overall, can be condoned by the Director after the case is placed by the Attendance Committee. The debarred students who have less than 60% attendance in the course(s) can register for that subject(s) by paying an amount of ₹ 5000/- per subject as Registration Fee. However, registration fees for medical reasons are exempted.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.

RULES FOR STANDARD OF PASSING

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

ii) Under the credit based grading system of PGDM, PGDM – Marketing 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 31st July 2026, 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.

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 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:-

<table>
<tr><th>a. End-Semester Examination
30 out of 60</th><th colspan="2">b. Internal Examination
20 out of 40</th><th>Total (a+b) Aggregate
50 out of 100</th></tr>
<tr><td rowspan="3">50%</td><td>(a) Mid Term Test</td><td rowspan="3">50%</td><td rowspan="3">50%</td></tr>
<tr><td>(b) Presentation</td></tr>
<tr><td>(d) Attendance,
Roleplay,
Field visit,
Guest lectures</td></tr>
</table>

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

Know your Institute

LIBRARY

- Total area of Library 442.85 sq. mt. with varied collection of over 55,000 management books, 51 business journals - national & international, case study folios, periodicals, audio video material
- E-resources & Industry Databases - Proquest, E-brary Collection, J-Gate, CRISIL Research, Accord Fintech-ACE Equity, EBSCO-HOST,scoups,Turnitin Plagiarism Software, Sage Cases, IBI Database, TMH & Pearson E-Books the Library Software Package as well as Knimbus Remote Access platform.
- 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 500 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.

Events

The main annual events of the Institute are Elixir, Arthanaad, Vipanan and HROPSYS. These programs are basically speeches of guest speakers from the industry in the fields of general management, finance, marketing, human resources, operations and systems respectively. The above programs are organised by the student committees. We know that the main functions of management are planning, organising, leading, controlling, coordination and team work. Thus when students organize these programs they get hands on experience and real exposure to managing a live project (event). The planning and preparation for these programs starts about 3 months in advance. The decision making skills, communication skills, quality of work, reliability and ethical behaviour of the students are honed at various stages as they plan and execute the event. They decide on the vision, objectives, goals and theme of the program. The student committees clearly define different tasks that need to be performed. Grouping these tasks into departments and thus designing a type of organisation structure with departmentalisation and reporting clarity, (organising) is done by the students. Further, taking initiatives, leading the teams, motivating team members, delegating authority, communicating goals and plans to team members, decision making, honesty and transparency in handling budgets, problem solving, coming up with innovative ideas for smooth functioning of the show is done by the students. As the students go through the drill of organising the events, managing all the complex activities involved in it, they emerge as young managers who are more skilled and more ready for the corporate role.

8th International Conference on : *Transforming Business and Society - Harnessing the Power of Technology*

20th December, 2024

21st December, 2024

20th December, 2024

International Conference

8th March, 2025

16th - 18th January, 2025

19th March, 2025

To know more about experiential Learning through events, visit www.cimr.in

CONVOCATION

Batch 2022-24

8th February, 2025

- Celebrating two years of dedication and Learning.
- Felicitation of Toppers in each stream, Marketing, Finance, HR, Operations and Systems
- Presidential Award : Best Student Award on the basis of academic performance, in memory of Founder President Late Shri. Madhukarrao D. Chaudhari is awarded to **Ms. Ria Goenka**
- Overall all rounder award : **Mr. Amish Sachde**
- Bank of Baroda Achiever Award **- Mr. Harshwardhan Satam, Ms. Ria Goenka & Mr. Amish Sachde**

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 fulfil their career dreams. Placements at Chetana's have been a testament of the ever increasing confidence the industry has on the Institute.
Regular guest lectures and industry lecture series along with Alumni mentorship has helped the student be industry ready and groomed for new age businesses.
Chetana's Institute of Management & Research has consistently performed well year on year, amongst the best private B- Schools in India and Mumbai.

They Believe in us :

5 PAISA CAPITAL LTD.

A.K CAPITAL SERVICES LIMITED

ABI ANALYTICS

ACCENTURE

ACUITÉ RATINGS & RESEARCH LIMITED

ADANI ELECTRICITY MUMBAI LIMITED

ADFACTORS PR

ADITYA BIRLA FASHION AND RETAIL LIMITED

ALLCARGO LOGISTICS LIMITED

ANAND MILK UNION LIMITED (AMUL)

ANAND RATHI

ARIS BIOENERGY PRIVATE LIMITED

ASIAN PAINTS LTD

ASUS INDIA PRIVATE LIMITED

ATUL LIMITED

AVALON GLOBAL RESEARCH

AXIS BANK LIMITED

BAJAJ CAPITAL LIMITED

BAJAJ ELECTRICALS LIMITED

BANDHAN BANK LIMITED

BENNETT, COLEMAN AND COMPANY LIMITED

BERGER PAINTS LIMITED

BHARTI AIRTEL LIMITED

BIG FM

BISLERI INTERNATIONAL PRIVATE LIMITED

BLACKROCK

BLUE STAR INDIA LIMITED

BOOK MY SHOW

BRITANNIA INDUSTRIES LIMITED

BSE INDIA

BUSINESS STANDARD PRIVATE LIMITED

CAFÉ COFFEE DAY

CANON INDIA

CAREEDGE RATINGS LIMITED

COLDWELL BANKER RICHARD ELLIS (CBRE)

CEAT

CITIUS TECH

CENTRE FOR MONITORING INDIAN ECONOMY (CMIE)

COALITION (GREENWICH)

CREDENCE ANALYTICS (INDIA) PRIVATE LIMITED

CRISIL LIMITED

CROMA

DAMCO INDIA PRIVATE LIMITED

DATAMATICS

DBS BANK LIMITED

DCB BANK LIMITED

DECIMAL POINT ANALYTICS

PRIVATE LIMITED

DELOITTE TOUCHE TOHMATSU

DENTSU INTERNATIONAL LIMITED

DESIGNQANDY PRIVATE LIMITED

DEUTSCHE BANK

DHL EXPRESS INDIA PRIVATE LIMITED

DTDC COURIER & CARGO LIMITED

DUKES PRODUCTS (INDIA) LIMITED

EDELWEISS FINANCIAL SERVICES LIMITED

ERNST & YOUNG GLOBAL LIMITED

EVEREST INDUSTRIES LTD.

FEDERAL BANK LIMITED

FINREX TREASURY ADVISORS LLP

FULLERTON INDIA CREDIT COMPANY LIMITED (FICCL)

GENERAL MILLS INDIA PRIVATE LIMITED

GENESYS INTERNATIONAL CORPORATION LIMITED

GEP WORLDWIDE

GODREJ AND BOYCE MANUFACTURING COMPANY LIMITED

GODREJ CAPITAL LIMITED

GULF OIL LUBRICANTS INDIA LIMITED (GOLIL)

H. & R. JOHNSON (INDIA) LIMITED

HAMILTON HOUSEWARES PRIVATE LIMITED

HANSA RESEARCH GROUP PRIVATE LIMITED

HDFC GROUP

HEXAWARE TECHNOLOGIES LIMITED

HINDUSTAN PENCILS PRIVATE LIMITED

HINDUSTAN TIMES LIMITED

HINDUSTAN UNILEVER LIMITED

HT MEDIA LIMITED

HURIX SYSTEMS PRIVATE LIMITED

ICICI GROUP

ICRA LIMITED

IDFC FIRST BANK LIMITED

INDORE COMPOSITE PRIVATE LIMITED

INDUSIND BANK LIMITED

INFO EDGE LIMITED (NAUKRI.COM)

INFOSYS TECHNOLOGIES PRIVATE LIMITED

INSYNC ANALYTICS (INDIA) PRIVATE LIMITED

INTERNET AND MOBILE ASSOCIATION OF INDIA

IPG MEDIA GROUP

IPSOS INDIA PRIVATE LIMITED

ISS INDIA PVT LTD.(INSTITUTIONAL SHAREHOLDER SERVICES)

ITC LIMITED

J L MORISON INDIA LIMITED

JAMES DOUGLAS LIMITED

JEWELEX INDIA PRIVATE LIMITED

JM FINANCIAL SERVICES LIMITED

J.P.INFRA INDIA PRIVATE LIMITED

JSW CEMENT LIMITED

K. RAHEJA CORPORATE SERVICES PRIVATE LIMITED

KALPATARU LIMITED

KANSAI NEROLAC PAINTS LIMITED

KANTAR GROUP LIMITED

KERAKOLL INDIA PRIVATE LIMITED

KEYA FOODS INTERNATIONAL PRIVATE LIMITED

KOKUYO CAMLIN LIMITED

KONICA MINOLTA BUSINESS SOLUTIONS INDIA PRIVATE LIMITED

KORES INDIA LIMITED

KOTAK GROUP

KPMG INTERNATIONAL LIMITED

L&T INFORMATION TECHNOLOGY LTD

L&T REALTY LIMITED

LEGRAND (INDIA) PRIVATE LIMITED

LINEDATA SERVICES INDIA PRIVATE LIMITED

LODHA CORPORATION LIMITED

M1XCHANGE

MAERSK

MAHINDRA AND MAHINDRA LIMITED

MARICO LIMITED

MAX PUBLICITY & COMMUNICATION PRIVATE LIMITED

MECKLAI FINANCIAL SERVICES PRIVATE LIMITED

ALL TIME PLASTICS PRIVATE LIMITED

MERIL LIFE SCIENCES INDIA PRIVATE LIMITED

MIRAE ASSET INVESTMENT MANAGERS (INDIA) PRIVATE LIMITED

MONDELEZ INTERNATIONAL (CADBURY)

MORGAN STANLEY

MORNING STAR

MOTILAL OSWAL FINANCIAL SERVICES LIMITED

NAVNEET EDUCATION LIMITED

NESTLÉ INDIA LIMITED

NIELSEN IQ

NILKAMAL LIMITED

NOMURA HOLDINGS

NPCL

NRB BEARINGS LIMITED

NATIONAL STOCK EXCHANGE OF INDIA LIMITED

OUTLOOK

PANASONIC HOLDINGS CORPORATION

PANTALOONS

PAYTM PAYMENTS BANK

PENINSULA LAND LIMITED

PEPPERFRY LIMITED

PEPSICO, INC

PERFETTI VAN MELLE INDIA PRIVATE LIMITED

PIRAMAL REALTY PRIVATE LIMITED

PROFECTUS CAPITAL PRIVATE LIMITED

PRUDENT CORPORATE ADVISORY SERVICES LIMITED

RADIO MIRCHI

RAYCHEM-RPG PRIVATE LIMITED

RECKITT BENCKISER (INDIA) PRIVATE LIMITED

RELIANCE DIGITAL WORLD LIMITED

RELIANCE MONEY INFRASTRUCTURE LIMITED

RELIANCE RETAIL VENTURES LIMITED

RESERVE BANK INFORMATION TECHNOLOGY PRIVATE LIMITED

RUNWAL DEVELOPERS PRIVATE LIMITED

RUSTOMJEE CONSTRUCTIONS PRIVATE LIMITED

SAPAT INTERNATIONAL PRIVATE LIMITED

SBI GROUP

SHOPPERS STOP LIMITED

SS&C GLOBEOP

SUN PHARMACEUTICAL INDUSTRIES LIMITED

SUTHERLAND GLOBAL SERVICES PRIVATE LIMITED

TAM MEDIA RESEARCH PRIVATE LIMITED

TATA ASSET MANAGEMENT PRIVATE LIMITED

TATA CAPITAL LIMITED

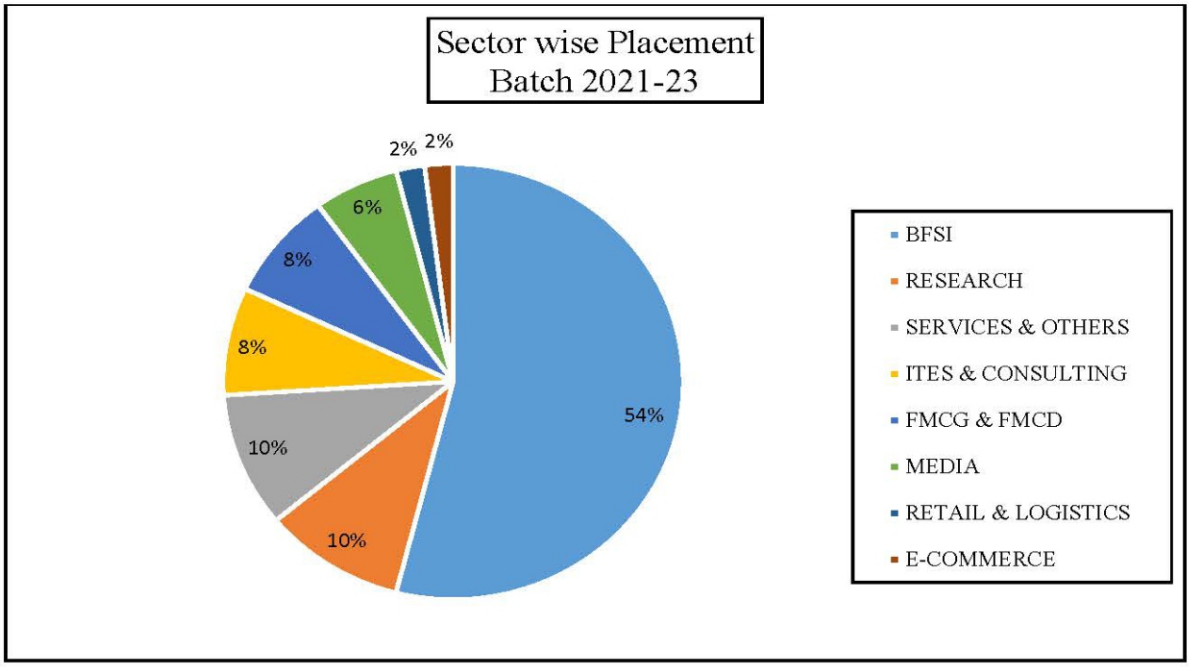
TATA CLIQ

TATA DIGITAL PRIVATE LIMITED

and many more...

Sector wise Placement

Sector wise Placement



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
Mr. Suhas Gharat
Dr. Sandeep Nemlekar
Ms. Shilpa Kajbaje
Mr. Harish Sirame

Anti-Ragging Squad

Dr. Nalini Krishnan
Mr. Akhilesh Yadav
Ms. Archana Nikam
Mr. Rajesh Dhawale

SC/ST Committee

Dr. Mrinali Tikare
Mr. Rabindra Singh
Mr. Rohit Koli
Mr. Omkar Jadhav
Ms. Anushka Gajakosh
Ms. Dhanashree Kadwaikar
Mr. Jai Padaya
Mr. Parag Kamble

Anti-Ragging Committee

Dr. Madhumita Patil
Mr. Digambar Ramdas Sirame
Ms. Seva Rangnekar
Prof. Rabindra Singh
Mr. Nilesh Patil
Ms. Rupali Shinde
Mr. Vinayakrao Sangwai
Ms. Himani Kare
Mr. Dixit Sheth
Ms. Savita Parui
Ms. Siddhi Ghadigaonkar
Mr. Vedant Sankhe
Dr. Nalini Krishnan

Women Development Cell

Dr. Madhumita Patil
Dr. Indira Singh
Ms. Seva Rangnekar

Ms Jacintha Ajwani
Ms. Bhairavi Mahajan
Ms. Fiza Shaikh
Ms. Dhaneshwari Manoj
Ms. Aditi Bagul
Ms. Siddhi Ghadigaonkar
Ms. Khushi Sharma
Ms. Mohek Kedia
Ms. Mehak Mathur

Internal Complaint Committee

Dr. Nandita Mishra
Mr. Kapil Bhatia
Dr. Indira Singh
Dr. Sandeep Nemlekar
Mr. Amol Jadhav
Mr. Harish Sirame
Ms. Anaum Peerkhan
Mr. Kabir Singh Sohi
Ms. Zia Shifat
Mr. Sunil Ezhuthachan

Institute Industry Cell

Dr. Madhumita Patil
Dr. Nandita Mishra
Mr. Lalit Popli
Mr. Arun Wagchoure
Ms. Neena Katkar
Dr. Nalini Krishnan
Dr. Padma Singhal
Dr. Sandeep Nemlekar
Dr. Chirag Shah
Dr. Shilpa Kajbaje
Mr. Rabindra Singh
Mr. Fahim Bubere
Mr. Dhiraj Mahajan
Dr. Mahesh Luthia
Dr. Mrinali Tikare

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.

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 2025-26.

- 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 12th August,2025.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 12th August, 2024, 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 2025-26 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:

	Marks
Entrance Test Score Scaled down to	**70**
Personal Interview CD/GD	**70**
Past Academic Record	**30**
Sports / Extra Curricular Activities	**20**
Work Experience	**10**
Total	**200**

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	**: 24/ 03 / 2025**
Last date for submission of Application Form	**: 31 / 05 / 2025**
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.

	PGDM / PGDM Marketing	
Particulars	**First Year**	**Second Year**
Tuition Fees	336500	333500
Development Fees	66500	66500
Examination Fee	11000	11000
Computer Lab Fee	11000	11000
Instruction Material /Aid Fee	11000	11000
Library Fee	10000	10000
Placement Facility Fee	10000	10000
Alumni Association Fee	----	3000
Convocation Fee	----	1000
Co-Curricular, Sport & Cultural Activities etc.	5000	5000
Student Insurance	3000	3000
Internet Facility	6000	5000
Deposit (Refundable)	10000	----
Total	**4,80,000**	**4,70,000**

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**

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 09th August, 2025.
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, 2025 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.

Discipline & Code of Conduct

1. If any student studying in any of the PGDM, PGDM-Marketing 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.

Milestone 2022- 23

- NBA Accreditation for PGDM & PGDM Marketing Programs- 2022
- Association of Indian Universities- MBA status to PGDM program 2022- AIU Equivalence Certificate
- Member of AACSB-CIMR 2023
- Launch of Fellow Program in Management (Doctoral Program) by CIMR in 2023
- ISO 21001:2018 for quality education.- 2020 onwards

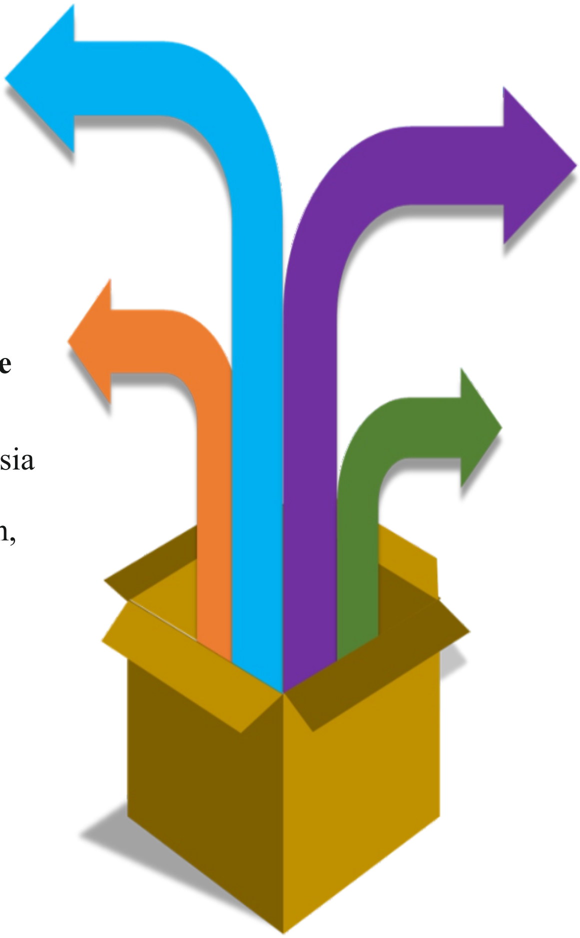
International Connect

International MOU

- Jt. Research and Project, IATM, USA
- MOU with Universitas Negeri Makassar (UNM), Indonesia
- MOU with Roehampton University, London

Partnership for CIMR International Conference

- Universitas Negeri Makassar (UNM), Indonesia
- University of Roehampton, London
- Swiss School of Business and Management Geneva
- GradXs Global Education IATM, USA



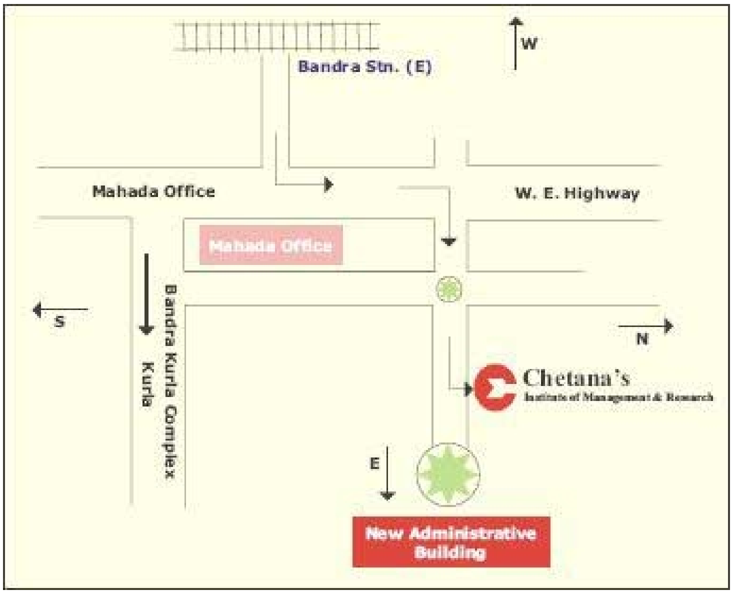
Short Term Courses & Immersions

- National University of Singapore
- World Trade Centre, Mumbai

Research and Projects

MOU with Feebris

An MoU with Feebris a UK based Firm for data collection, surveys, qualitative interviews, research finding and publications



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