



Standards for Educational Advancement & Accreditation Trust (SEAA) New Delhi

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Dear Sir

We have the pleasure in announcing the “2010 INTERNATIONAL ACCREDITATION CONFERENCE, NEW DELHI” featuring world’s Top Five accreditation bodies including AACSB International, considered as Gold Standard in accreditation of B-schools to be held on November 8 & 9 at India Habitat Centre, Lodhi Road, New Delhi.

This is the Third year in succession that such an international conference on global accreditation is being held in India under the aegis of Standards for Educational Advancement & Accreditation Trust (SEAA), New Delhi, India’s first and only International accreditation Advocacy and facilitation organization.

The Conference will include



(AACSB International, USA , Association of MBAs, UK, EQUIS-EFMD, Belgium, Europe, ACBSP, USA and IACBE, USA) along with South Asian Quality System (SAQS), an international accreditation body covering SAARC Region countries based at Hyderabad

The two-day event would be critical to the fast growing Indian B-school Community which has already crossed the 2500 schools mark. The sessions would feature top B-schools including Indian School of Business Hyderabad, IIM Ahmedabad, IIM Bangalore, MDI Gurgaon, PSG Institute of Management, Alliance Business Academy Bangalore, S P Jain Institute of Management Mumbai, Welingkar Mumbai, IBS University, and Hyderabad all of whom have received international accreditation.

We have conducted seven international accreditation conferences spanning New Delhi, Pune, Bangalore and Cochin bringing one or the other international accreditation body to feature their process as a part of our accreditation advocacy effort. Also for the first in the world we brought all the top five accreditation bodies in one single platform in November 2009 at our second International Accreditation conference. This feat is being repeated in the current year in our Third Global Conference on accreditation. All the Six accreditation agencies have agreed to participate in our accreditation conference.

We have also conducted International quality benchmarks Roundtable in New Delhi and Cochin. The website www.seaastandards.org is being developed as the single most critical source for global

benchmarks of quality for B-schools and it features among other things world's first database on internationally accredited schools by the best five accrediting bodies numbering over 1800 B-schools.

SEAA Trust is a charitable organization funded entirely from membership dues and conference/workshop sponsorship and fees. As such we have sponsorship slots nominally placed at around Rs one lakh (event sponsor); Rs 75,000(logistic support) respectively covering the cost of main event, lunch & tea and evening instrumental music programme and dinner or publishing of conference material /CD etc.,

Benefits to Sponsor: The respective sponsors would be acknowledged by publishing the name of the institution and the logo in all our conference invitation, promotional literature, conference documentation, the conference publication and any other conference material we may print and distribute during the event.

Each sponsoring B-school will also have two free participation slots for its senior faculty worth Rs 26,000 each. The event sponsor will also have a free slot for featuring their school in the stalls we are planning to offer outside the conference hall at India Habitat Centre. The stalls are being priced around Rs 40,000 each covering both the days of the event.

Please take out a cheque for Rs One Lakh or Rs 75,000 in the name of SEAA Trust. In case of a DD please send the same payable at New Delhi.

We have been supported by IBA, Bangalore, IFIM, Bangalore, PSG Institute of Management Bangalore, IPE Hyderabad, connect2MBA.com, Alliance Business School, Balaji Society Pune among others.

A handwritten signature in black ink on a light green background. The signature is stylized and appears to read 'Thothathri Raman'.

Thothathri Raman
Chairman SEAA Trust
New Delhi - 110096