



चन्द्रगुप्त प्रबंध संस्थान पटना
CHANDRAGUPT INSTITUTE OF MANAGEMENT PATNA

Established by Government of Bihar, Approved by AICTE, PGDM Accredited by NBA
PGDM Equivalent to MBA by AIU, Lead Knowledge Institute Nominated by NITI Aayog, Govt. of India

Strategic Plan 2025 - 2030



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Preamble

Chandragupt Institute of Management Patna developed a strategic plan in 2025 through extensive discussion and consultation with its various stakeholders. The CIMP Strategic Planning Committee (CSPC) was formed in November 2024, comprising key leadership team members and faculty. The first draft of the Strategic Plan was developed in alignment with CIMP's vision, mission, and Goals, as well as performance indicators. Feedback and input were sought from stakeholders through feedback sessions and focus group meetings with corporate representatives, new faculty members, and alumni. The strategic plan was then thoroughly revised based on these contributions before being submitted to the Board of Governors (BOG) /EC for approval.

The institute formulated the strategic plan by actively engaging diverse stakeholders through various participation methods, which helped foster enthusiasm and commitment toward achieving its future objectives. Approval was sought from the competent authority, and the final strategic plan was developed following due review and consultation. CIMP, Patna, identified three strategic goals, along with corresponding metrics to guide institutional development and continuous improvement.



About CIMP

Established in 2008 with the active support of the Government of Bihar, **Chandragupt Institute of Management Patna (CIMP)** has emerged as a leading autonomous institution dedicated to excellence in management education and development. Since its inception, CIMP has played a pivotal role in enriching Bihar's academic landscape and addressing developmental challenges while grooming students into competent, ethical, and socially responsible professional managers.

CIMP offers a diverse portfolio of AICTE-approved programs, including its flagship **two-year full-time Post Graduate Diploma in Management (PGDM)**, which is **NBA-accredited** and recognized by **AIU as equivalent to an MBA**. The institute also offers the **Post Graduate Diploma in Management – Innovation, Entrepreneurship and Venture Development (PGDM–IEV)**. In addition, CIMP offers the **Fellow Program in Management (FPM)** and the **Executive Fellow Program in Management (EFPM)**. CIMP's reputation for academic excellence, policy relevance, and professional development is well-recognized in corporate and public-sector circles. CIMP has a growing reputation, as reflected in recent rankings, including placement in the 101–125 rank band among Management Institutions in NIRF 2024.

The institute has initiated Centres of Research focusing on topics of contemporary relevance -

1. Centre for Public Policy.
2. Centre for Social Entrepreneurship.
3. Centre for Micro-Enterprises Management and Capacity Building.
4. Centre for Business Sustainability.
5. Centre for Innovation Management.
6. Centre for CSR & ESG Studies Foundation
7. Educational Research Centre.
8. Global Awareness Centre.
9. Centre for Appropriate Technology Management.



Vision

To be a renowned management institute, nurturing socially responsible leaders through management education and research.

Mission

To foster socially responsible leadership, drive impactful research & policy engagement for enabling sustainable and inclusive development for Bihar and beyond.

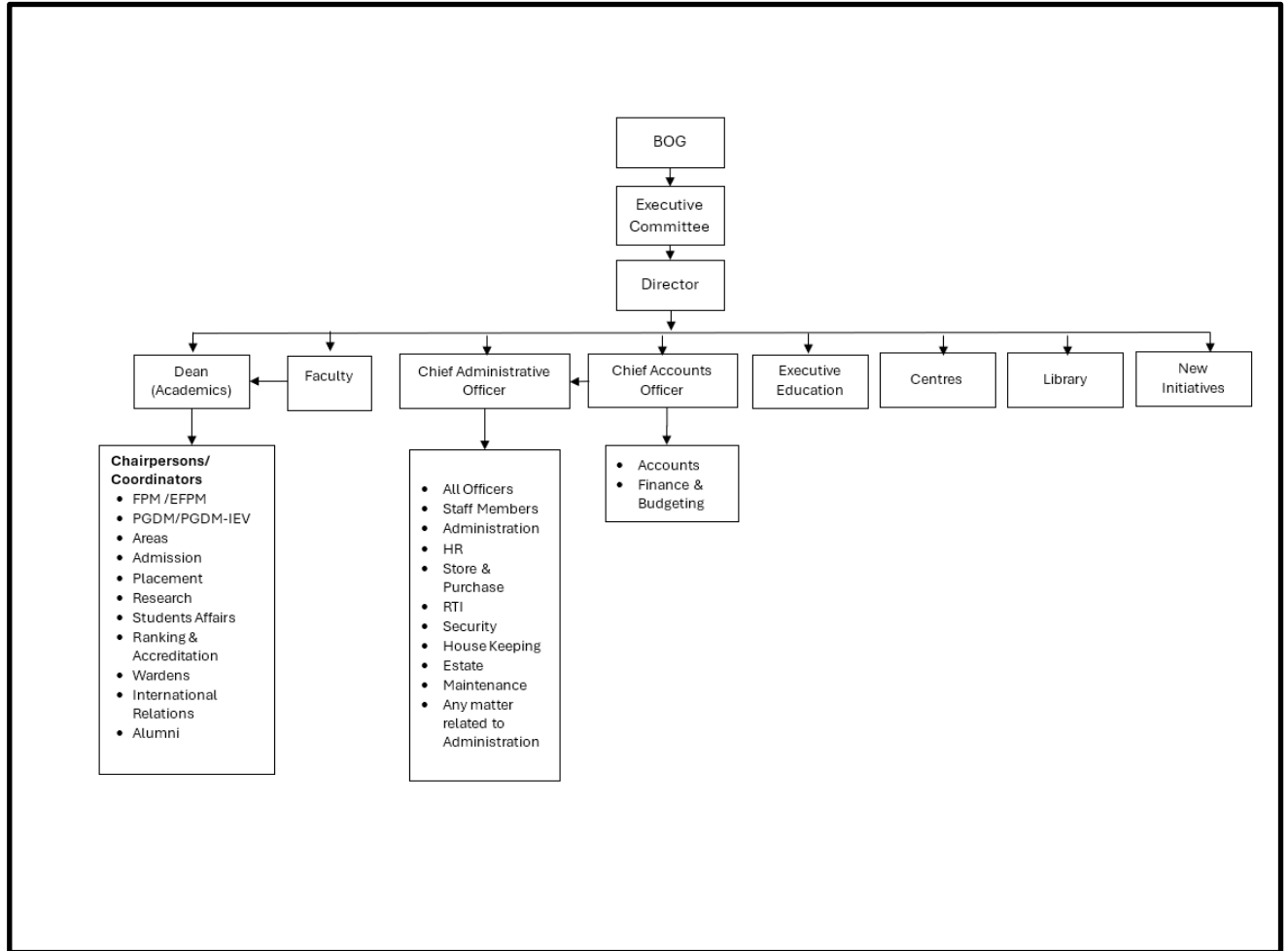
Core Values

Values	Meaning
Responsibility	A commitment to ethical leadership, social sensitivity and public value.
Rigor	Evidence-based teaching, research, governance and decision-making.
Relevance	Close alignment with the needs of students, industry, government and society.
Inclusion	Respect for diversity, access, equity, and development of underserved communities.
Continuous improvement	Use of data, review, feedback and documented learning to improve outcomes.



Organization Structure

Chandragupt Institute of Management Patna





Strategic Goals

Goal 1: To nurture socially responsible and technology-enabled leaders.

Goal 2: To advance impactful research and policy engagement for Bihar and beyond.

Goal 3: To strengthen institutional reputation.



Mission Interpretation

Goal No.	Strategic Goal	Mission Alignment
Goal 1	To nurture socially responsible and technology-enabled leaders	Develop ethical, employable and digitally ready management graduates with social sensitivity and managerial competence.
Goal 2	To advance impactful research and policy engagement for Bihar and beyond	Strengthen research, policy input, consulting, knowledge creation and evidence-based solutions for regional and national development.
Goal 3	To strengthen institutional reputation	Build credibility through quality assurance, rankings, stakeholder trust, benchmarking, global accreditation readiness and public reporting.



Pathway to Achieve Goals

Goal 1: To nurture socially responsible and technology-enabled leaders

Strategic intent: Improve learner success through practice-led learning, digital readiness, ethical orientation, employability and responsible leadership.

KPI	2025-27 Milestone	2027-29 Milestone	2029-30 Outcome	Responsible Office
Experiential and technology-enabled learning	At least 40% of courses include cases, simulations/ field/live projects or technology-enabled assignments.	At least 60% of courses include such components.	At least 75% of courses demonstrate practice-led or technology-enabled learning.	PGP Chair/Area Chairs
Leadership, ethics and sustainability exposure	At least 20% students' participation in structured leadership, ethics, sustainability or technology activities. Example-(Introduction of rural immersion program)	At least 50% participation.	At least 70% participation with documented evidence.	PGP Chair/ Area Chairs
Employability of Student	Placement readiness modules and career preparation will be strengthened.	Increase in Recruiter diversity and industry engagement.	Improvement in Placement quality	Placement Chair / Alumni Chair



Goal 2: To advance impactful research and policy engagement for Bihar and beyond.

Strategic intent: Build a focused research and policy-engagement culture that serves Bihar and beyond through publications, policy briefs, consultancy, center-based work, and stakeholder dialogue.

KPI	2025-27 Milestone	2027-29 Milestone	2029-30 Outcome	Responsible Office
Quality research publications	Establish the 2025-26 baseline and improvement in quality publications.	Target 20% cumulative improvement from baseline.	Sustain at least 25% cumulative improvement from baseline.	Area Chairs/ Research Coordinator / Faculty
Policy and development outputs	Publish 2 policy/research briefs on Bihar-focused themes.	Publish 3-4 briefs/reports	Publish 4-5 briefs/reports with evidence of stakeholder use.	Area Chairs / Chair of Public Policy / Centres
Government, industry and public engagement	Conduct at least 2 policy dialogues, research seminars, or consultations	Conduct 3-4 activities with documented outputs.	Conduct 4-5 activities with documented outputs.	PGP Chair/ Area Chairs/ Centres / Placement Chair / TPO / Placement Co-chair



Goal 3: To strengthen institutional reputation

Strategic intent: Strengthen institutional credibility through quality assurance, technology-enabled processes, national visibility, AACSB readiness, stakeholder confidence and documented continuous improvement.

KPI	2025-27 Milestone	2027-29 Milestone	2029-30 Outcome	Responsible Office
Rankings, brand visibility and collaborations	Participate in key rankings and prepare verified institutional data. Branding Building Activities	Improve public reporting, alumni engagement, and collaborations.	Strengthen national reputation indicators and evidence of global benchmarking.	Ranking and Accreditation Committee / CAO Office/ Admission Chair/ Area Chairs
Quality assurance and review cycle	Create an annual academic and administrative review meeting	Conduct annual reviews with action-taken reports.	Institutionalize review, action and improvement cycle.	IQAC/ Area Chairs
Digital evidence and dashboard	Set up a digital evidence repository and a basic institutional dashboard.	Digitize at least 60% of core academic, feedback, and quality records.	Digitize at least 80% of quality and evidence-management processes.	Area Chairs/ PGP Chair, Admin/PGP Office/IT Manager and Dept.



SWOT Analysis

Strength

- **Autonomous & Government-Backed:** Established in 2008 with strong government support, offering stability and legitimacy
- **Accreditations & Recognition:** AICTE-approved, NBA-accredited, and AIU-recognized PGDM equivalent to an MBA; consistently ranks among India's top 101–125 B-schools in NIRF 2024
- **Rich Academic Portfolio:** Offers PGDM, FPM, PGDM IEV, EFPM, executive programs, and MDPs, demonstrating breadth in educational offerings
- **Strong Industry Engagement:** Numerous MDPs and consulting projects (70+ completed for Govt. of Bihar) highlight vibrant industry and public-sector engagement
- **Prolific Research & Events:** Active Centres of Excellence, regular national/international conferences (47 international, 40 national), and entrepreneurship initiatives via CIMP-BIIF
- **World Class Infrastructure:** Equipped with world-class infrastructure with advanced technology integration
- **Incubation Center:** The institute has a department of industries, and the government of Bihar sponsored incubation centres

Weaknesses

- **Limited Global Recognition:** While accredited nationally, global accreditations like AACSB or EQUIS are to be done
- **Brand Visibility Gaps:** Need to be more prominent and globally visible
- **Student Diversity:** Less number of students from other states of India than Bihar and Jharkhand



Opportunities

- **Leverage Regional Development Initiatives:** Initiatives like the Bihar Ideas Yatra demonstrate the capacity to bolster regional entrepreneurship and social innovation.
- **Expand Global Partnerships:** Existing MoUs (e.g., with the UK, Mexico, and IIT Patna) can be deepened into exchange and collaborative research programs.
- **Align with National Policy Trends:** National Education Policy 2020 emphasizes innovation, research, and local development—areas where CIMP aligns closely.
- **Upscaling Digital & Executive Delivery:** Growing demand for hybrid, executive, and online programs, especially tailored for government and industry mid-career professionals.

Threats

- **Intensifying Competition:** Competition from IIMs, Global B-schools, private B-schools, and online management education.
- **Regulatory Changes:** Changing regulatory, economic, and recruitment conditions
- **Research Commercialization:** Lack of mature mechanisms for research.