

Alumni Engagement Policy

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Chandragupt Institute of Management Patna
Mithapur Institutional Area, Patna – 800001
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1 Preamble

Chandragupt Institute of Management Patna (CIMP) regards alumni as lifelong members of their academic and professional community. This Policy establishes a coherent framework to sustain that relationship from graduation through successive stages of professional life. The Policy defines how CIMP will create value for alumni and enable alumni to contribute expertise, networks, opportunities, leadership and, where voluntarily offered, financial support. Alumni engagement shall be treated as a core institutional function linked to academic quality, student development, career outcomes, entrepreneurship, research, reputation and long-term institution building.

2 Objectives

This Policy seeks to establish a coherent and enduring framework for alumni engagement at CIMP. It aims to strengthen lifelong affiliation with the Institute, create sustained value for alumni across career stages, and enable meaningful participation in the academic, professional and institutional life of CIMP. Accordingly, the Policy shall pursue the following objectives:

- i. Strengthen lifelong alumni affiliation by building a connected, responsive and actively engaged alumni community.
- ii. Create sustained value for alumni through relevant opportunities for professional development, intellectual engagement, peer connection and lifelong learning.
- iii. Embed alumni expertise within the Institute by enabling structured participation in teaching, mentoring, research, entrepreneurship, career development and institutional initiatives.
- iv. Enhance student development and outcomes through systematic access to alumni experience, professional guidance, industry insight and networks.
- v. Build diverse and decentralised alumni communities across regions, sectors, professional domains and global locations.
- vi. Foster long-term institutional stewardship by creating trusted pathways for alumni to contribute time, expertise, networks, opportunities and voluntary support in alignment with CIMP's priorities.

3 Guiding Principles

CIMP's alumni engagement shall be guided by principles that reflect the Institute's commitment to knowledge, professional excellence, development, entrepreneurship and responsible leadership. These principles shall inform the design, implementation and review of all alumni initiatives.

Principle	Policy Meaning
Lifelong Affiliation	CIMP shall regard alumni as lifelong members of its academic and professional community, with graduation marking a transition in the relationship rather than its conclusion.
Mutual Value and Reciprocity	Engagement shall create meaningful and sustained value for alumni, students and the Institute through learning, connection, mentorship, knowledge exchange and professional collaboration.
Knowledge and Professional Excellence	Alumni engagement shall strengthen continuous learning, academic exchange, industry relevance, entrepreneurship and the pursuit of excellence across the CIMP community.

Inclusive Development and Public Purpose	Alumni initiatives shall encourage participation across programmes, batches, sectors, geographies and career pathways while advancing responsible leadership, societal impact and CIMP's commitment to development.
Stewardship and Institutional Development	Alumni shall be enabled to contribute expertise, leadership, networks and voluntary support towards CIMP's long-term academic mission, strategic priorities and institution building.

4 Scope

This Policy applies to alumni engagement undertaken in the name of CIMP by the Institute, its designated alumni mechanisms, recognised regional chapters and authorised programme or functional units. It covers alumni of eligible degrees, diploma, doctoral and other long-duration programmes as determined by the Institute. Short-duration programmed participants may be engaged through separate executive education or programme communities and shall not automatically fall within the scope of this Policy unless notified by the Institute.

5 Governance and Institutional Responsibilities

5.1 Alumni Committee

The Alumni Committee shall serve as the principal institutional mechanism for coordinating and implementing alumni engagement at CIMP. It shall comprise the Alumni Coordinator, Placement Chairperson and six student representatives, or such other composition as may be approved by the competent authority. The Committee shall:

- implement the annual alumni engagement plan and calendar;
- coordinate mentorship, Homecoming, regional chapter and alumni community initiatives;
- facilitate effective communication and engagement among alumni, students and relevant institutional units;
- support alumni participation in academic, professional, entrepreneurial and institutional initiatives;
- maintain appropriate records of activities, participation and outcomes;
- review progress against agreed priorities and engagement indicators; and
- ensure continuity and institutional memory across successive student cohorts and engagement cycles.

5.2 CIMP Alumni Trust

The CIMP Alumni Trust is a registered body established by the Institute to provide an institutional platform for structured alumni engagement and participation. The Trust shall support initiatives relating to alumni networking, mentorship, entrepreneurship, professional engagement, community building, institutional outreach and other activities aligned with CIMP's mission and strategic priorities. Its activities shall be undertaken in accordance with its governing framework and applicable institutional approvals.

5.3 Regional Chapters

CIMP shall encourage alumni-led chapters in locations with sufficient alumni presence and sustained interest. The Bengaluru chapter, established in August 2025, provides an existing foundation for this model. Additional chapters may be facilitated in major alumni and professional hubs in India and internationally. A chapter shall operate in coordination with the Alumni Coordinator, identify designated alumni representatives, maintain a

basic annual activity plan and follow CIMP's communication, brand and conduct requirements. Recognition of a chapter shall not create an independent authority to bind the Institute financially or contractually.

5.4 Batch and Class Representatives

Batch or class representatives may support contact continuity, cohort communication, reunions, data updates and participation in Institute-led initiatives. Their role is facilitative and shall remain coordinated with the Alumni Coordinator.

6 Alumni Lifecycle and Engagement Architecture

CIMP shall use a lifecycle-based model. Career-stage ranges are indicative and should not operate as rigid classifications. Alumni may participate across segments according to role, expertise, interests and willingness.

Segment	Primary need	CIMP proposition
Students as Future Alumni	Belonging, network orientation, professional exposure	Alumni orientation, mentoring, practitioner access, chapter exposure
Early-Career Alumni	Career mobility, peer community, continued connection	Career sessions, peer networks, sector communities, mentoring access
Established and Mid-Career Alumni	Strategic networks, visibility, leadership development	Executive learning, faculty interaction, leadership platforms, collaboration
Senior and Strategic Alumni	Thought leadership, influence, legacy	Strategic forums, recognition, advisory and leadership opportunities
Institutional Stewards	Long-term impact and association	Institution building, legacy platforms, strategic support

6.1 Cross-Cutting Communities

Lifecycle segmentation shall be complemented by communities based on professional domain, geography and shared interest. Indicative communities include consulting and strategy, BFSI, technology and analytics, marketing, operations and supply chain, human resources, public policy and development, entrepreneurship and family business, academia and research, global alumni and regional chapters.

6.2 Alumni Engagement Continuum

Stage	Institutional intent
Belong	Build identity and enduring affiliation with CIMP.
Connect	Enable meaningful relationships with peers, faculty, students and chapters.
Learn	Provide continuing access to knowledge and professional development.
Engage	Create recurring opportunities for participation.
Contribute	Enable sharing of expertise, time, networks and opportunities.
Lead	Invite alumni to lead communities, chapters and strategic initiatives.
Steward	Create pathways for sustained institution building and legacy engagement.

7 Strategic Engagement Domains

The following domains constitute the core engagement portfolio. Activities shall be prioritized through the annual plan rather than pursued as an unrestricted list of initiatives.

7.1 Mentorship and Career Development

- Operate structured one-to-one or group mentorship cycles with defined objectives, duration and participation expectations.
- Enable recent alumni to support students on career transitions, interviews and workplace readiness.
- Create sector and function-based peer circles for alumni at comparable career stages.
- Engage alumni in mock interviews, career conversations, internships, lateral opportunities and recruiter access, in coordination with Placement.

7.2 Academic and Practitioner Engagement

- Engage qualified alumni as guest speakers, panelists, workshop leaders, case discussants, session chairs and jurors.
- Maintain a curated expert directory by sector, function, geography and subject expertise.
- Enable alumni participation in curriculum and programmed review through formally approved academic mechanisms.
- Use alumni-led live problems, projects and cases to strengthen practice-based learning.

7.3 Entrepreneurship and Innovation

- Engage alumni founders, investors and domain experts as mentors within the CIMP-BIIF ecosystem, subject to applicable processes.
- Enable eligible alumni ventures to access incubation, mentoring and relevant facilities under prevailing CIMP-BIIF norms.
- Develop founder networks, pitch forums and connections to customers, mentors and capital.
- Engage alumni in innovation councils, juries and entrepreneurship programmed where appropriate.

7.4 Research and Knowledge Collaboration

- Connect faculty and students with alumni for applied research, field access, institutional partnerships and domain expertise.
- Engage qualified alumni as research discussants, collaborators, external experts or mentors in accordance with academic regulations.
- Support co-development of cases, white papers, practitioner notes and knowledge events.
- Extend selected research seminars and methods-oriented learning opportunities to alumni, subject to capacity.

7.5 Leadership and Institutional Participation

- Invite accomplished alumni to approved advisory, academic, review or expert roles where their experience adds demonstrable value.
- Engage alumni in strategic forums, accreditation consultations, programme feedback and institutional outreach.
- Develop pathways for alumni leadership of recognized chapters and professional communities.
- Use clear role descriptions, terms and conflict-of-interest safeguards for formal appointments.

7.6 Community, Chapters and Homecoming

- Maintain a predictable calendar of reunions, homecoming, chapter events and cohort engagement.
- Support alumni-led regional and professional communities with light institutional coordination.
- Encourage social impact initiatives aligned with CIMP's public purpose.

- Use events as entry points to deeper relationships, not as the sole measure of engagement.

7.7 Lifelong Learning and Professional Value

- Provide selected access to faculty talks, research seminars, public lectures and knowledge sessions.
- Explore priority or concessional access to eligible executive and certificate programmes, subject to approved norms.
- Develop alumni-to-alumni professional networks and opportunities for career transition support.
- Provide access to selected institutional resources where legally, contractually and operationally feasible.

7.8 Admissions, Reputation and Global Reach

- Engage alumni in approved outreach, prospective-student conversations and institutional representation.
- Feature credible alumni journeys and professional achievements through CIMP channels.
- Mobilise global alumni to support international visibility, career access and institutional connections.
- Ensure that alumni ambassador activity follows approved information and brand standards.

7.9 Voluntary Giving and Legacy Support

- Enable voluntary support for scholarships, awards, research, entrepreneurship, infrastructure and other approved priorities.
- Treat financial support as one form of engagement, not the defining purpose of alumni relations.
- Provide transparent acknowledgement, stewardship and impact reporting.
- Develop named or endowed initiatives only under approved institutional and legal frameworks.

8 Alumni Value Proposition

Subject to institutional capacity, applicable rules and approved access arrangements, CIMP shall progressively develop a coherent alumni value proposition. The objective is to keep CIMP professionally and intellectually relevant throughout an alumnus's career. It includes:

- selected knowledge sessions, faculty conversations and public events;
- career and professional development opportunities;
- alumni-to-alumni networking and professional communities;
- regional chapter and global community participation;
- entrepreneurship and founder networks;
- selected continuing and executive learning opportunities;
- professional visibility through curated alumni features;
- opportunities to reconnect with faculty, students and cohorts; and
- structured pathways for institutional participation.

9 Recognition and Stewardship

CIMP shall recognise meaningful and sustained alumni contributions in a fair, proportionate and credible manner. Recognition shall reflect the nature, continuity and impact of contribution rather than visibility alone. Accordingly, the Institute may provide for:

- formal acknowledgement of alumni serving as mentors, speakers, recruiters, chapter leaders, experts, volunteers and institutional contributors;

- appropriate visibility through institutional publications, digital platforms and official communication channels;
- periodic recognition of sustained service, professional distinction or significant contribution to the CIMP community, based on approved criteria; and
- timely communication of the outcomes and impact of alumni-supported initiatives.

Any tiered recognition or points-based engagement mechanism, if introduced, shall be governed by separately approved criteria and shall preserve the relationship-centred and non-transactional character of alumni engagement.

10 Digital Infrastructure, Data and Communication

CIMP shall maintain a reliable and secure alumni information system to support sustained engagement, effective communication and informed decision-making. The alumni portal shall serve as the primary digital platform and system of record, subject to institutional requirements and technical capabilities.

Accordingly, the Institute shall:

- maintain accurate, current and appropriately consented alumni records;
- capture essential alumni information before graduation and establish mechanisms for periodic verification and updating;
- maintain structured registries of alumni mentors, experts, recruiters, volunteers and other contributors;
- implement appropriate access controls and safeguards for the collection, storage and use of personal data;
- ensure that alumni communication is relevant, coordinated and proportionate, while avoiding excessive or duplicative outreach; and
- monitor engagement through defined indicators, dashboards and periodic analysis to inform institutional priorities and continuous improvement.

10.1 Data Protection and Consent

Alumni data shall be collected, accessed, used, retained and shared only for legitimate institutional purposes and in accordance with applicable law and CIMP policy. Personal contact information shall not be disclosed to other alumni, chapters, students or third parties without an appropriate basis and authorized process.

11 Standards of Conduct and Institutional Safeguards

All alumni engagement undertaken in association with CIMP shall uphold the principles of professionalism, mutual respect, inclusion, confidentiality, accountability and institutional integrity. Alumni initiatives shall be conducted in a manner consistent with the Institute's values, policies and applicable legal requirements. Accordingly:

- the CIMP name, identity, logo, official platforms, databases and communication channels shall be used only with appropriate institutional authorisation;
- no alumni body, Trust, chapter, committee, representative or volunteer shall enter into commitments or create financial, contractual, legal or reputational obligations on behalf of CIMP without prior written authorisation;
- participation in advisory, recruitment, selection, evaluation, procurement or other formal institutional roles shall be governed by applicable requirements relating to confidentiality, impartiality and conflicts of interest;

- mentorship, student interactions and other community-facing engagements shall maintain appropriate professional boundaries, confidentiality and institutional safeguards;
- alumni data and institutional information shall be accessed and used only for authorised purposes and in accordance with applicable data protection and confidentiality requirements; and
- the Institute reserves the right to review, restrict or withdraw recognition of any initiative, chapter, role or activity that is inconsistent with applicable law, institutional policy, approved purposes or standards of conduct.

12 Annual Planning and Operating Model

The Alumni Coordinator shall prepare an annual alumni engagement plan aligned with this Policy and institutional priorities. The plan shall identify a limited number of priority outcomes, target communities, responsible owners, calendar commitments, resource requirements and indicators.

The annual portfolio should balance:

- institute-led and alumni-led activity;
- student, early-career, mid-career and senior alumni needs;
- Patna-based, regional, and national participation;
- digital and in-person engagement; and
- community value and institutional contribution.

13 Effective Date

This Policy shall take effect from the date approved by the Director of Chandragupt Institute of Management Patna.

1. Prepared by:

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2. Verified by:

3. Approved by: