

DES, Chintamanrao Institute of Management Development and Research, Sangli

Strategic Plan And Deployment Procedure

1. Background :

Chintamanrao Institute of Management Development and Research was established in 1995 by handing over MBA Programme which was started in Chintamanrao College of Commerce in 1984. It is one of the premier Institutes under the flagship of the Deccan Education Society, Pune, which was established in 1884 by Great National leaders like **Lokmanya Bal Gangadhar Tilak, Shri. Gopal Ganesh Agarkar, Shri. Vishnushastri Chipulankar** and **Shri. V.S.Apte** who was the first Secretary of DES. DES was further groomed by eminent national leaders Shri. Gopal Krishna Gokhale (who was known as political Guru of Mahatma Gandhi) and Rangler Paranjape and many stalwarts of the century.

DES has played prominent role in Indian Education system for over 135 years. It has five campuses today at Pune, Mumbai, Sangli, Satara and Tirupati, having colleges like Fergusson College Pune, BMCC Pune, Kirti College Mumbai, Willingdon College Sangli and many other colleges, schools and collegiate institutes under its flagship.

CIMDR as a constituent unit of DES started its progressive path since its inception under the leadership of Dr. B.S. Kholkumbe who is the Director of the Institute since 1997.

The Institute has got all necessary approvals from AICTE, New Delhi, Govt. of Maharashtra, DTE, Mumbai and Shivaji University, Kolhapur.

The Institute believes in investing and nourishing human capital. It has considerably long working Teaching and Non-Teaching dedicated staff. Sincere and untiring efforts made by the faculty members have made exceptional contribution to the University exams results (maximum number of Gold Medalist, Rankers and Distinctions). The placement record also shows many impressive national and international placements.

Institute has 100 mbps lease line for internet and almost 100 computers available to students. Classrooms have ICT facilities. Audiovisuals facilities are provided to make teaching learning process more effective.

Institute administration is now ERP enabled. Much of the academic and administrative functions are carried out with the help of ERP. The implementation of ERP in other areas is in progress.

Besides academics, Students are involved in the mega events every year making them aware of the Organizational Skills they have. 'Entice Pool Campus' is job fair organized by the students not only for themselves but also for other students in the region.

Students are also involved in two more activities one is Institute to Industry and second community research along with the faculty members.

II. Major Achievements Since the Inception:

1. Inception in 1996 with PG program (MBA)
2. Under Graduate Program was added in 2003 (BBA)
3. Under Graduate Program was added in 2006 (BCA)
4. Exceptional results – University Rankers (88) with 6 Gold Medals since inception.
5. CIMDR was ranked 'A' in the first comprehensive survey conducted jointly by AIMA (All India Management Association) and Business India in the year 2000.
6. Consecutive 5 years organization of Job fair for the students in the region. Hundreds of students are benefited.
7. Many national and international placements.

III. Academic Performance:

LIST OF UNIVERSITY RANK HOLDERS : MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

Sr. No.	Year	Name of the student	University Rank
01	2014	Miss. Gokhale Aloka Kishor	2 nd Rank
02	2013	Miss. Marda Snehal Sunilkumar	1st Rank
		Miss. Khavate Pranali Dilip	2 nd Rank
		Miss.Ahuja Pooja Sachanand	4 th Rank
03	2012	Miss. Madhale Meghana Arjun	1st Rank
		Miss.Bedmutha Smital Anil	2 nd Rank
		Miss. Kulkarni Ankita Pralhad	3 rd Rank
04	2010	Miss.Patil Megha Adinath	2 nd Rank
		Miss.Kulkarni Madhura Shrinivas	4 th Rank
05	2009	Miss.Desai Ruta Shridhar	2 nd Rank
		Miss.Lawate Nilima Ajit	4 th Rank
		Mr.Kholkumbe Mandar Biraj	5 th Rank
06	2008	Miss. Toshniwal Neha Shamsundar	1st Rank
		Miss. Thakkar Sweety Rajendra	2 nd Rank
		Miss. Marda Priti Rajendrakumar	3 rd Rank
07	2007	Miss. Padhiar Grishma Girish	2 nd Rank
		Mr.Bajaj Madhusudan Nandlal	3 rd Rank
		Miss.Namjoshi Manjiri Sudhir	5 th Rank
		Mr. Date Onkar Shrikant	7 th Rank
08	2006	Mr. Parekh Nisarg Harshad	3 rd Rank
09	2005	Miss. Purandare Devika Vishwas	1st Rank + Gold Medal
10	2004	Miss. Nargunde Amarja Satish	4 th Rank
11	2003	Mr. Akula Rajendram Narayana	1st Rank + Gold Medal
		Mr. Joshi Rajaram Gangadhar	2 nd Rank
		Mr. Chedda Ankit Hasmukh	4 th Rank
		Mr. Shah Mayur Prakash	5 th Rank
12	2002	Mr. Miranda Ashley	1st Rank + Gold Medal
		Miss. Modi Bhavesha Pravin	4 th Rank
13	1999	Mr. Sherrif Iqbal	1st Rank + Gold Medal

LIST OF UNIVERSITY RANK HOLDERS : BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

Sr. No.	Year	Name of the student	University Rank
01	2017.	Miss. Pournima S. Aiyyar	5 th Rank
		Miss. Channi Bhate	8 th Rank
02	2015	Miss. Patel Priyanka Vinod	3 rd Rank
		Miss. Patel Komal Manji	7 th Rank
03	2014	Miss. Baldawa Payal Rajendra	2 nd Rank
		Mr. Admuthe Rohit Ajaykumar	8 th Rank
		Miss. Chougule Girija Chandrashekhar	9 th Rank
		Mr. Sawant Pratik Deepak	10 th Rank
04	2013	Miss. Patel Krupa Sudhir	2 nd Rank
		Miss. Karandikar Ruta Vasant	4 th Rank
		Miss. Dadge Pranav Pradeep	7 th Rank
		Miss. Tambe Sanjana Sanjay	8 th Rank
05	2012	Miss.Gokhale Aloka Kishor	7 th Rank
06	2011	Mr. Mohite Kalidas Balasaheb	4 th Rank
		Mr. Kale Shishir Jayant	5 th Rank
		Mr. Chhatre Siddhant Suhas	7 th Rank
07	2010	Miss. Revankar Jyoti Suresh	2 nd Rank
08	2009	Mr.Dhankawala Sarfaraj Salim	2 nd Rank
09	2008	Miss. Thakkar Khyati Rajendra	1st Rank
		Miss. Mehta Sheetal Ashok	3 rd Rank
		Mr. Kholkumbe Harshwardhan Biraj	5 th Rank
		Miss. Suryawanshi Swapnali Babaso	7 th Rank
		Miss. Patil Nikita Sanjiv	8 th Rank
		Mr. Hatgine Kishor Prakash	9 th Rank
		Miss. Jadhav Megha Ashok	10 th Rank
10	2007	Miss. Kamat Naval Mohan	1st Rank
		Mr. Bhide Shreyas Sanjay	2 nd Rank
		Miss. Desai Ruta Shridhar	3 rd Rank
		Mr. Madwanna Amit Ajit	7 th Rank
11	2006	Miss. Toshniwal Neha Shamsundar	1st Rank
		Miss. Thakkar Sweety Rajendra	2 nd Rank
		Miss. Marda Priti Rajendrakumar	3 rd Rank
		Miss. Revankar Shruti Ashok	5 th Rank

LIST OF UNIVERSITY RANK HOLDERS : BACHELOR OF COMPUTER APPLICATIONS (B.C.A.)

Sr. No.	Year	Name of the Student	University Rank
01	2016	Miss. Mane Kavita Anand	9 th Rank
02	2014	Miss. Khyadi Priyanka Ramesh	2 nd Rank
03	2014	Miss. Satpute Mrunal Mahendra	6 th Rank

LIST OF UNIVERSITY RANK HOLDERS : DIPLOMA IN BUSINESS MANAGEMENT (D.B.M.)

Sr. No.	Year	Name of the student	University Rank
01	2012	Miss. Deomane Shweta Rajaram	4 th Rank
02	2011	Miss. Kulkarni Arti Pramod	1st Rank
03	2010	Miss.Patil Varsha Mukund	3 rd Rank
04	2009	Miss.Agrawal Ankita Shivratan	1st Rank
		Miss.Dillon Roma Angela Ronald	2 nd Rank
		Miss. Pawar Swapnali Ashok	5 th Rank
05	2008	Mrs. Jalihal Neeraja Sharangadhanva	1st Rank
		Miss Bhagwat Pooja Bhaskar	4 th Rank
06	2007	Miss. Golwalkar Ketki Kumar	1st Rank
		Miss. Khatwani Sona Rajkumar	3 rd Rank
		Miss. Mane Rachana Pradip	6 th Rank
		Miss. Kavate Anamika Suresh	7 th Rank
		Mr.Thanekar Niranjana Prakash	10 th Rank
07	2006	Miss. Marda Poonam Rajendra	1st Rank
		Mr. Marda Rahul Nandkishor	2 nd Rank
08	2005	Mr. Thorat Suhas Sampat	5 th Rank
09	2003	Miss. Shaha Gauri Prakash	4 th Rank
10	2001	Miss. Jaladi Nayana	1st Rank
		Miss. Kale Surekha	2 nd Rank
		Miss. Kulkarni Pallavi	4 th Rank
11	2000	Mr.Kale Nitin Rajaram	2 nd Rank
		Mr.Kothavale Denis Madhukumar	4 th Rank
		Miss. Joshi Madhura Moreshwar	5 th Rank

IV. SWOC analysis of the Institute :

Strength		Weaknesses	
1	Long standing goodwill of Deccan Education Society – support for academic excellence.	1	Majority of students from Rural area – Weak communication skills.
2	Modern infrastructure with approachable location.	2	Low Industry exposure.
3	Facilities like ICT enabled class-rooms, Audiovisual aids and Videoconferencing.	3	Inadequate Research and consultancy.
4	High Speed internet 100 mbps with equipped computer lab and LAN	4	Heavy dependency on regulating authorities
5	Excellent past academic record	5.	Students from underprivileged economic background.
6	Enriched Library with books procured in three decades.		
7.	Strong alumni network generated over three decades		
8.	Impressive placement record Cell		
9.	Experienced and qualified faculty		
10.	Student-centric work culture- freedom, participation, integration, and open door policy		
11	Institute with social sensitivity.		
Opportunities		Challenges	
1	Increasing awareness among industrialist about management consultancy.	1	To fulfill increasing expectations of stakeholders.
2	Scope for more community Projects.	2	To improve soft skills of students coming from rural background
3	Opportunity for add-on courses through 'MOOCs'	3	Sustain the competition in proliferated environment.
4	Govt. Skill Development initiatives		
5	Conducive environment for social research		
6	Growing opportunities and awareness for startups		

V. Vision & Mission of the Institute :

Vision : To be a distinguished institute aspiring to excel in the field of management education to support ethical and modern business practices.

Mission : To participate in the development process by impacting modern and ethical management education to students, executives and others in the society who strive for individual organizational and social development.

Elements of Mission :

M1: Development Process

It is essential for management Institutes to participate in the development activities carried out in the field of business, society. The journey of Institute in future will encompass the more meaningful contribution to the development of organizations that are directly or indirectly connected with the Institute, It is the need of time to establish center of excellence and serve the stakeholders while preparing students for taking up further challenges in the life as well as in the outside world.

M2: Modern Management Education

Management education has remained dynamic in nature. It is ever changing. The Institute attempts to provide basic as well as contemporary management education to students by way of updating library, upgrading faculty by providing them opportunity for research and inviting guest from industry to share their experiences with students. The use of MOOCs can also upgrade the existing base line management education.

M3: Ethics

In corporate world it is essential to combine ethics with business practices. Institute by its functioning exhibits ethical practices in academic and administration. ERP helps in bringing transparency in these activities. Attempt is made to make students aware of the ethical values like honesty, truth, dependability while conducting various curricular and extracurricular activities, Events like community Job fair brings in social sensitivity regarding unemployment issue, among students.

M4: Individual Development

The primary aim of the course is to bring overall development among students. Institute sees that the students are thoroughly involved in the learning processes. Attempt is made to conduct all lectures to complete the course successfully. Every student is taken care of by faculty. His strengths & weaknesses are identified and efforts are made for his individual development. Institute's overall approach is student centric.

M5: Organizational Development

The Institute's major stakeholder is the organization where the students of this institute go to work. It is taught to students that individual development goes hand in hand with organizational development; organizational interests should be of prime importance to the students over his individual interests.

M6: Social Development

While studying the management course, students are made sensitive to the social environment. They are asked to get involved in the Social problems by way of 1) Organizing blood donation camps 2) Visiting old age homes,

orphan houses. 3) Organizing skits, street plays on the subjects of Social importance. Some students take up summer placement on social issues like stress in police, agricultural project etc.

M7: Other Beneficiaries.

Besides students, Institute attempt to help industry by undertaking project on the issues they are facing by way of I to I endeavor. Institute organizes farm visits for the students to make them aware about the problem of farming community.

VI. Core Values:

The core values are a set of principles that are aligned with our mission and vision and guide our actions.

1. **Ethics:** D.E. Society fosters the value of honesty, conviction of providing affordable quality education, democratic and transparent governance. CIMDR promotes the values and ethics nurtured by D.E. Society. We impart business knowledge based on ethical considerations while adapting modern business practices in the corporate world.
2. **Diversity and inclusion:** CIMDR endorses inclusive policy while admitting students from various cross sections of the society. The environment of the institute is free from discriminations and promotes the principle of unity in diversity.
3. **Excellence:** CIMDR strives for excellence in academics, administration and in the area of creation and dissemination of knowledge. It makes endless efforts to peruse the excellence in the field of management education.
4. **Experiential learning:** CIMDR holds student centric approach; it provides them opportunities to get hands on experience gained through various research activities, projects and event organization. With this they learn to apply theory into practice.
5. **Humility and social sensibility:** At CIMDR students are made to understand the value of humility in getting success in career. They are also exposed to various social issues and efforts are made to develop their social sensitivity at large.

VII. Culture: it is the way of institutional life set and maintained for years together.

1. **Open door policy:** CIMDR follows principles of flat organization. There are no barriers of communication between students, teachers, administrative staff and head of the institution. Students can access anyone by checking the availability of the concern person easily. Similarly there is open door access to all stakeholders including visitors.
2. **Harmony, warmth and friendliness:** CIMDR attempts to maintain an atmosphere of harmony. There is a considerable amount of warmth in the overall relationships at the institute. The institute is known to have friendly relationship between staff and students and employer- employee. Institute believes the atmosphere with harmony, warmth and friendliness enhances efficiency and productivity of the people within.
3. **Unity:** Motto of DES is 'unity is strength'. CIMDR shares the culture set by the great founders of DES. It also believes that unity overcomes all the impediments in the process of smooth functioning of the organization.
4. **Transparency:** CIMDR holds that the transparency in academic, administrative and financial matter is essential for sustainable development of the institute. It is imperative to run the institution on democratic principles.

5. **Efficiency and effectiveness:** All above values and culture result in operational efficiency and functional effectiveness. It is evident in academic, financial and administrative performance of the institute.
6. **Freedom with Accountability:** CIMDR endorses freedom in various areas of working. It is reflected in flexi time and general work culture. However, it is meticulously followed by every one that this freedom is associated with the accountability and expected results.

VIII. Quality Policy:

“We work as a team of learning people and educators and are committed to impart the knowledge gained from various sources and created by the way of research, to the students to enable them to be effective executives and citizens. “

IX. Program Educational Objectives:

The management graduates are expected to achieve following educational objectives:

PEO 1: Graduates shall have successful management career by applying knowledge, skills and attitude gained during the course.

PEO 2: Graduates shall have flair for contemporary management knowledge which develops ability to comprehend, analyze and make decisions under critical business situations.

PEO 3: Graduates shall have an outlook for ethical considerations while dealing with business situations and will have sense of social responsibility.

X. SWOC Matrix showing strategic placement of perspective plan:

<p>SOWC Matrix</p>	<p>Strengths</p> <ul style="list-style-type: none"> • Long standing goodwill of Deccan Education Society – support for academic excellence. • Modern infrastructure with approachable location. • Facilities like ICT enabled classrooms, audiovisual aids and Videoconferencing. • High Speed internet 100 mbps with equipped computer lab and LAN • Excellent past academic record • Enriched Library with books procured in three decades. • Strong alumni network generated over three decades • Impressive placement record Cell • Experienced and qualified faculty • Student-centric work culture-freedom, participation, integration, and open door policy • Institute with social sensitivity 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Majority of students from Rural area – Weak communication skills. • Low Industry exposure. • Inadequate Research and consultancy. • Heavy dependency on regulating authorities • Students from underprivileged economic background.
<p>Opportunities</p> <p>Increasing awareness among industrialist about management consultancy.</p> <p>Scope for more community Projects. Opportunity for add-on courses through 'MOOCs'</p> <p>Govt. Skill Development initiatives Conducive environment for social research</p> <p>Growing opportunities and awareness for startups</p>	<p>Strength+ Opportunities</p> <ul style="list-style-type: none"> • Industry Institute Interaction cell • Consultancy cell • Collaborating with Swayam for MOOCs 	<p>Weaknesses + Opportunities</p> <ul style="list-style-type: none"> • Industry Institute Interaction cell • Collaborating with Swayam for MOOCs
<p>Challenges</p> <p>To fulfill increasing expectations of stakeholders.</p> <p>To improve soft skills of students coming from rural background Sustain the competition in proliferated environment.</p>	<p>Strength+ Challenges</p> <p>To revive and stabilize</p>	<p>Weaknesses + Challenges</p> <p>To revive and stabilize</p>

X. Goals:

The thrust areas of perspective plan emphasis on following short term and long term goals:

1. **To revive and stabilize:** to revive and strengthen academic performance by improving MBA admissions, results and placements.
2. **Establishing center of excellence:** this center will form various teams which will contribute to the research, best practices in businesses, social well-being, and imparting updated knowledge and skills among students.
3. **Industry Institute Interaction cell:** this cell will offer services to the industry in the area of marketing, HR, finance and general administration. MOUs are to be signed with local industries for mutual benefits.
4. **Consultancy cell:** the projects are to be taken up from the interested individuals and organizations to work on specific issues.
5. **Collaborating with Swayam for MOOCs:** group of teachers will work on developing various on-line courses related to management studies.

XI. Comprehensive Structure of the strategic Plan :

Goal 1: To Revive and Stabilize :				
Objectives	Action Plan	Responsibility	Key Performance Indicators	Expected completion period
Strengthening existing course	Efforts to improve visibility of institute and its performance	Admission committee	Full intake	2019-20
	Use of ERP in planning and implementation	Director	Improvement in results	2019-20
	Introduce value added course	Director	Improvement in skills and placements	2019-20
Addition to existing faculty	Compliance of university and AICTE conditions	CDC	As per AICTE norms	2019-20
Strengthening network with stakeholders	Mobilizing social network and website for contacting and registering alumni	IQAC	Improvement in placement. Registered association	2019-20
	Forming Parent-Teacher Association	IQAC	Formation of committee	2019-20

Goal 2: Establishing “Center of Excellence”				
Objectives	Action Plan	Responsibility	Key Performance Indicators	Expected completion period
Formation of center of excellence	Formation of committee comprising of industry experts and faculty	Director	Establishment of centers of different disciplines	2018-19
Entrepreneurship Development Cell	Establishing Public – Private Partnership for entrepreneurship development	IQAC	Skill-Development programmes	2020-21
	Registering students for start-up projects	IQAC	Start-up projects	2020-21
	Coordinating with institutional and individual venture capitalist	IQAC	Incubation and seed funding	2020-21
	Creating infrastructure for center of excellence	Director	Independent building	2021-22
Center of community development	MOUs with NGOs working for community development	Director	<ul style="list-style-type: none"> • Number of MDPs for NGOs • Number of farmers associated • Number of research projects completed 	2019-20

Goal 3: Industry Institute Interaction cell :				
Objectives	Action Plan	Responsibility	Key Performance Indicators	Expected completion period
Formation of I-I cell for mutual benefits	MOUs with industry and business community	Consultancy cell	Number of MOUs and projects	Continuous process
	Designing customized MDPs	Consultancy cell	Measuring training outcomes	2018-19
	Identifying areas of Joint- Project	Consultancy cell	Completion of projects	2019-20
Joint efforts for training and placement	MOUs for placement	Consultancy cell	Number of placements	2019-20
	Designing industry specific courses	Consultancy cell	Increase in intake	2020-21

Goal 4 : Consultancy cell :				
Objectives	Action Plan	Responsibility	Key Performance Indicators	Expected completion period
Industrial consultancy	Identifying areas of consultancy	Consultancy cell	Developing consultancy modules	2018-19
	Identifying prospective industrialists from I2I activities seeking consultancy.	Consultancy cell	Number of consultancy projects	Continuous process
	Finding leads from internship projects	Consultancy cell	Number of consultancy projects	2018-19
Community consultancy	Identifying areas of consultancy	Consultancy cell	Developing consultancy modules	2018-19
	Establishing linkages with NGOs and govt. Organizations	Consultancy cell	Number of MOUs and linkages with NGOs and Govt. organization	Continuous process
	Identifying individuals requiring consultancy in specific areas	Consultancy cell	Number of projects	Continuous process

Goal 5 : Collaborating with Swayam for MOOCs :				
Objectives	Action Plan	Responsibility	Key Performance Indicators	Expected completion period
Course Development and Coordination	Developing linkage with Swayam	IQAC	Number of courses developed	2018-19

XII. Tools for evaluation and control:

Following actions will be taken in order to evaluate and control actions defined in perspective plan :

1. Assigning task of evaluation and control to IQAC committee.
2. Conducting timely meetings of respective committees and inclusion of the same in annual calendar.
3. Quarterly review of the progress of the plan to be taken by IQAC
4. Preparing and publishing annual performance progress report by each committee.
5. Preparing comprehensive progress report by IQAC for publication.