

(i)

**A STUDY OF CORPORATE PLANNING PRACTICES IN INDIA**

**K. KUMAR**

**Abstract**

This study attempts to throw light on the status of corporate planning in India. Sixty four organisations, both from the private and public sector, have been included in this study. Information was collected using a structured questionnaire as well as open ended discussion with the planning executives of these organisations, on various aspects of their corporate planning process.

The results of the questionnaire survey have been used to indicate at an aggregate level, the status of corporate planning amongst the respondents. In addition, caselets have been prepared on twelve organisations, describing the corporate planning process followed by each one of them.

Elaborate case studies have been prepared on six organisations, who were found to have a well developed corporate planning system. The focus of the case studies is on linking the organisation's internal and external environment with the corporate planning process.

Using the insights gained through the questionnaire

(ii)

survey, caselets and case studies, and by drawing upon the relevant literature in the subject, a few issues relating to corporate planning in India have also been discussed. Finally, this study also offers a few suggestions to improve corporate planning practices in Indian organisations.