



# CIMP Update

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# Foreword

*D*ear All,

I am happy to introduce you to the July - December 2019 Issue of CIMP Update—the newsletter of Chandragupt Institute of Management Patna (CIMP). CIMP was established in the year 2008 with the active support from Government of Bihar with the vision of providing nationally and internationally relevant management education and research facilities in the State.

CIMP offers AICTE approved, NBA accredited and AIU recognized flagship Post Graduate Diploma in Management (PGDM) Programme along with AICTE approved Fellow Programme in Management (FPM). It also offers Executive Post Graduate Programme for the serving executives of Government of Bihar. With this, CIMP is emerging as one of the best institutions for management education in the country.

This newsletter aims to provide an overview of the recent major events, activities and achievements of this Institute.

I extend my best wishes for the success of this endeavour.

**Prof. (Dr.) V. Mukunda Das**

Director, CIMP &  
Chief Patron, CIMP Update



# ABOUT CIMP

Chandragupt Institute of Management Patna (CIMP) was established as an autonomous institution, with active support from the Government of Bihar in the year 2008. The Institute was established with the objective of contributing substantially to the academic and development credentials of Bihar, while fulfilling the primary role of training students to become effective managers. The Institute follows most of the practices, systems and processes of leading management institutes in India.

The flagship programme of the Institute, Post Graduate Diploma in Management (PGDM), is approved by AICTE, Ministry of HRD, Government of India. The PGDM programme is also accredited by National Board of Accreditation (NBA) and approved by Association of Indian Universities (AIU) as equivalent to MBA. The Institute also offers AICTE approved full-time Fellow Programme in Management (FPM).

## **Vision**

To become a nationally and internationally relevant management education and research institution focusing on excellence.

## **Mission**

To focus on enriching the management education profile of Bihar through training, research and consulting activities.

To establish centres of research especially focusing on the development issues of Bihar.

## **Program Educational Objectives (PEO)**

1. Graduates will possess professional skills for employment and lifelong learning in management.
2. Graduates will attain a general level of competence in management through logical and practical approach to problem solving and function effectively as skilled managers.
3. Graduates will adapt to a rapidly changing environment with learned and applied new skills and become socially responsible and value driven citizens committed to sustainable development.

## **AICTE Accreditation**

Chandragupt Institute of Management Patna has once again obtained approval from All India Council for Technical Education (AICTE) for conducting full-time Post Graduate Diploma in Management (PGDM) with 120 seats and Fellow Programme in Management (FPM) with 20 seats for the Academic Year 2019-20.



# Academic Events



## Inauguration of New Batches of PGDM and FPM

On 14 June 2019, CIMP organised the inauguration programme for the new batches of Post Graduate Diploma in Management (PGDM) and Fellow Programme in Management (FPM). Dr. V. Mukunda Das, Director CIMP and other faculty members welcomed the new students and briefed them about the course, campus culture and the programme outcomes. They emphasized on the importance of skills like Critical Thinking and Problem Solving, Cross-Disciplinary Integration and Strategic Perspective, Leadership Skills, Team-work, Communication Skills and Ethics.

Prof. Prasad Sunderarajan, in his discussion on creative thinking, explained the students how by working in a creative way one's mind can achieve anything and can achieve the best and desirable outcome.

## Prowess Training

A one-day seminar was conducted on 5 September 2019 by Prowess in CIMP campus.

The Prowess database contains the financial performance of all listed companies and a large set of unlisted companies. The database is built from the audited Annual Reports of companies and information submitted to the Ministry of Company Affairs; and in the case of listed companies, the database also includes company filings with stock exchanges and prices of securities listed on the major stock exchanges. Database is also developed, maintained and updated by CMIE.

ProwessIQ, an interactive querying system that consists of client software, provides an interface to construct and submit queries over the internet to the Prowess database and receive answers to the queries from the database.



## Management Session by Bharti Airtel

Mr. Ajay Mishra, Head HR, Bihar and Jharkhand and Miss Sweta Singh, Talent Acquisition, Bihar and Jharkhand from Bharti Airtel Ltd. conducted a Management Session on 16 October 2019, on the topic "*Evolution of Mobile and Telecommunications in India*". Starting with the launch of Nokia 1011 model in 1992, they traced the rapid technological advancements in the telecom sector since the early years of the present century. They also discussed about the failure of CDMA in Indian telecommunications market and the role of TRAI and its functions. The officials elaborated the marketing mix and product differentiation of Bharti Airtel Ltd and shared the core values of the company namely Alive, Inclusive and Respectful.



## National Conference on Issues in Emerging Markets

The third National Conference on Issues in Emerging Markets 2019 (NCEM 2019) was conducted at Chandragupt Institute of Management Patna on 11 November 2019. Over a dozen researchers, from varied backgrounds of academia, industry and government, gathered at Chandragupt Institute of Management Patna to discuss issues and challenges related to business research with particular reference to the emerging markets.







The conference started with the inaugural address by Prof. (Dr.) V. Mukunda Das, Director, CIMP. In his address, Dr. Das talked about the changing dynamics of the markets and the challenges that lay ahead for the budding managers of tomorrow. It was followed by a keynote address by creative thinker and author Prof. Prasad Sunderarajan who urged everyone to search for inner completeness and bring it to all their doings with complete involvement.

Four technical sessions were conducted in the conference. The papers presented were from varied fields including Operations Management, Marketing Management, Organizational Behavior, Human Resource Management, Public Policy, Finance and Economics. From the '*Role of Leadership in Institution Building*' to '*Industrial Challenges*' to '*Urban Health*', the papers presented at the conference were an in-depth analysis of different sectors of the emerging markets. The best paper award went to the paper titled '*Role of Organizational Identification in Managing Emerging Job Demands through Regulatory Focused Job Crafting – Does it lead to Job Satisfaction?*' by Mr Sanjeet Kumar Sameer, a doctoral scholar at IIM Lucknow.



In the valedictory session Prof. Sayan Banerjee, Chairman of the Organizing Committee of the Conference, provided a summary of the proceedings. This was followed by distribution of certificates and conferral of best paper award. The vote of thanks was delivered by Prof. Santosh Kumar. The Conference provided a platform to researchers and scholars to share key findings

from their research. Also, it provided an opportunity for students to participate and learn about various aspects of management.



CIMP

## **Curtain Raiser for International Conference on Closing the Gender Gap: Health, Education & Economic Opportunities**

Gender Resource Centre (GRC) – Women Development Corporation (WDC), Government of Bihar, in collaboration with International Growth Centre (IGC) of London School of Economics, ADRI and Centre for Catalyzing Change (C3) organized curtain raiser event for the International Conference on '*Closing the Gender Gap: Health, Education & Economic Opportunities*' at Chandragupt Institute of Management Patna on 22 November, 2019.

The two hour event was organized to provide a platform for the exchange of ideas and strategies on how social norms comes in the way of women and girls' access to equal opportunities and result in their low levels of attainment and outcomes. Dr. V. Mukunda Das, Director, CIMP talked about how gender inequality is not only a pressing moral and social issue but also a critical economic challenge. He said that if women, who account for more than half the population of Bihar, do not achieve their full economic potential, the economy of the state will suffer. The event ended with a question-answer session, with active participation from students.

### **Inauguration of EXPM Programme 2019-20 Batch**

The third batch of Executive Programme in Management (EXPM) for government officials of the State was inaugurated on 3 December 2019. Dr. V. Mukunda Das, Director, CIMP and Prof. Prasad Sunderarajan lightened the ceremonial lamp and welcomed the government officials for the programme. Dr. Das, in his welcome address, focused on the various opportunities for development in the State and about the hardworking nature of the people of Bihar. He also talked about how the CIMP culture nurtures its students to make good impact in the society through their contributions. Prof. Sunderarajan, a creative thinker and writer, also addressed the participants and spoke about the importance of being completely involved in every task one attempts to do, to be able to achieve their best.

## **Workshops**

### **Disaster Management Workshop**

In compliance with the directions of the Higher Education Department, Government of Bihar, a mock-drill on Disaster Management was conducted in the Institute on 4-5 July, 2019. This mock-drill, an inter-departmental exercise, was jointly conducted by various departments/agencies of the state government like NDRF, SDRF, Fire-Safety, Traffic Police, Health Department and Local Police under the overall direction and control of the Disaster Management Department, Government of Bihar.

The two-day workshop was informative and was attended by faculty, staff members and students of CIMP. Different teams were formed in CIMP campus and members were selected from the students and certain roles and tasks were assigned to them. For example, the role of evacuation team was to evacuate people and take them to a safe place during emergency. The role of first aid team was to provide basic first aid to the injured people and take care of them till proper medical treatment would be available. The role of the media committee was to handle the media and to report to officials and request assistance.



# Guest Lectures & Interactions



## Interaction with Shri Satyajeeet Rajan, IAS

Under the continuous lecture series of CIMP, an interaction was organized with Shri Satyajeeet Rajan, IAS, on 15 June 2019. Shri Rajan spoke on the topic '*Vedic Managerial Concept and Skills*'. He suggested that students should always travel and experience new things as while travelling we learn a lot from each other and it helps in building strong relationship and networks, which is very important for today's world.



## Interaction with Shri K. Kunhikrishnan, ex-CAO, IIM Kozhikode

An interactive session was conducted on the topic '*Importance of Finance in Management*' by Shri K. Kunhikrishnan, ex-Chief Administrative Officer, IIM Kozhikode on 14 August 2019. Shri Kunhikrishnan talked about how in pre-independence days most of the educational institutes were aligned towards the western ideas of management education. It all changed with independence and freedom brought in creative ideas and need of skilled managers who can

think ingeniously with limited resources. Stressing on the importance of finance in contemporary management education, Mr Kunhikrishnan said that the knowledge of finance not only aided effective decision making but was also a non-negotiable tool for the making of an empowered business leader.



## Interaction with Shri Akshat Shukla, National Head, Piramal Foundation



An interactive session was organized at CIMP with Shri Akshat Shukla, National Head, Piramal Foundation (Sarvajal Programme) on 17 August 2019. The focus of the session was on working in the developmental sector, especially non-profit organizations and how it was different from working in a social enterprise or in a philanthropic organization. While non-profits acquired money through

fundraising efforts, he said that social enterprises operate like a for-profit business that acquires funds through sales. Mr Akshat stressed upon the need for bringing sustainability in the structure of non-profit organizations. He advised the students to focus on developing core analytical skills and educating oneself on the real world needs.

## Interaction with Dr. Prasad Sunderarajan

An Interaction session by Dr Prasad Sunderarajan was conducted on 24 August 2019 on the science of understanding handwritings, '*Graphonomics*'. Dr Sunderarajan showed the audience examples of signatures of great personalities of the past and present to support his findings. He talked about how big corporate secretly hire handwriting experts to analyze the signatures of their top level employees and make judgments about them. He also opined that it is possible to improve the thought process by making conscious modifications in our handwriting.

## Interaction with Padma Shree Sister Sudha Varghese

On 3 September 2019, Padma Shree Sudha Varghese interacted with students of Chandragupt Institute of Management Patna in the auditorium at CIMP campus. Sister Varghese shared her remarkable life journey of 30 years working relentlessly to transform the lives of *Musahars*, a *Mahadalit* community of Bihar. In 1987, she launched *Nari Gunjan*, a non-profit organization to help Dalit women become aware of and be able to access their rights. *Nari Gunjan*, assisted by Bihar's Mahadalit Vikas Commission, is active in five districts of Bihar and works through 850 Self-Help Groups. It has introduced several successful programmes like *Aksharanjali*, an adult education programme. *Nari Gunjan* also runs the *Prerna Schools*, *Anand Shiksha Kendras* and *Kishori Shiksha Kendras* reaching out to women interested in education.

Loved by all as '*Cycle Didi*', her efforts have won Sister Varghese several laurels, including Padma Shri, the fourth highest civilian award in India and the '*Vanitha Woman of the Year*' award in 2017 by the Malayalam Manorama Group. Her dedication and great work for under privileged social classes is an inspiration for all. A short video was made by CIMP students as a tribute to her.

## Interaction with CIMP Alumni

An interactive session was organized at CIMP on 6 September 2019 with two alumni of CIMP, Wasim Akhtar and Megha Srivastava. The focus of the session was on 'Digital Marketing'. The interaction started with a brief overview on what it is like to be working in the digital marketing sector. They explained the basic concept of Digital marketing i.e. the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing.

CIMP alumni Ms. Anjali Sharma, currently pursuing FPM at IIM Indore, interacted with students on 25 October 2019. Initially, she gave an introduction to fellow programme and how it could be a choice for students interested in management research and teaching. Thereafter she gave an introduction to the computer-aided text analysis programme, *Diction*. She briefed the students about the many uses of the Diction software and how it could be a boon for research related work. At the end, Ms Anjali concluded by sharing gratitude towards CIMP professors for their guidance and support. She also shared memories of her campus life at CIMP which every student could relate to.

## Interaction with Dr. Jyoti Verma

An interaction was held between Dr. Jyoti Verma, Faculty Member, CIMP and the first year Post Graduate students on 26 September 2019, on *Technion Multi-Cultural Team Project*. She explained how cross-cultural communication was important and how this project would help the students of CIMP in future.

## HDFC AMC- MF Expert Speak 2019

The officers of HDFC AMC conducted an introduction session at CIMP on 4 October 2019. They helped students in comprehending mutual funds and career prospects in this field. HDFC AMC is India's largest and most profitable mutual fund manager with \$3.7 trillion in assets under management. It was started in 1999 and was set up as joint venture between HDFC and SLI (Standard Life Investments Limited).

They motivated the students by drawing attention towards the importance of managers. They said that managers as employees are important stakeholders in the growth and development of the sector. They informed that the organization values the desire to know more, skills to constantly perform at high level and winning attitude in the managers.

## Interaction with Mr. Rahul Agrawal, Manager, Department of Economic Policy & Research, RBI

On 24 October 2019, Mr. Rahul Agarwal, an alumni of IIMA, addressed the CIMP faculty members and students. The interactive session focused on RBI State Finance Report and Government Accounts details, along with details of India's fiscal policy. He also focused on the effect of debt level and how borrowings are dominated by the union government. He talked about the risks associated with excessive borrowings and how managers of tomorrow can play a critical role in addressing it.



# Extracurricular Activities

## Yoga Day

The International Day of Yoga was celebrated on 21 June 2019 at 5:00 A.M in the recreation center by students, staff and faculty members of CIMP who performed different asanas of yoga. It has been celebrated annually on 21 June since 2015, following its inception in the United Nations General Assembly in 2014. Yoga is a physical, mental and spiritual practice which originated in India. The Indian Prime Minister, Shri Narendra Modi, in his UN address, suggested the date of 21 June as International Day of Yoga as it is the longest day of the year in the northern hemisphere.



## Fresher's Day

Continuing with the legacy and culture at CIMP, a Fresher's Day event was organized in the campus for the PGDM 2019-21 batch students on 10 August 2019. For the new batch students it was an opportunity to get involved with the CIMP culture and everyone participated in it with utmost enthusiasm. The event started with Karaoke singing, dance and many engaging games. After that it swiftly moved on to







the part which everyone was waiting for Mr & Miss Fresher 2019 competition!

After a fierce battle of three rounds of dance, music and ramp walk, Mr Maaz Ahmad Qaiyum & Miss Sanskriti Goyal were selected as Mr. Fresher and Miss Fresher respectively, and a huge cake was cut to celebrate the moment. This was followed by an energetic DJ night.



## Van Mahotsav

Van Mahotsav was organized at Chandragupt Institute of Management Patna on 14 August 2019. The chief guest for the event was Honorable Shri Sushil Kumar Modi, Deputy Chief Minister of Bihar. Also present were Shri S.S. Chaudhary, Chief Forest Conservator of Bihar and Shri Nitin Naveen, Member of Legislative Assembly, Bihar from Bankipur constituency. Dr. V. Mukunda Das, Director, CIMP started his address with the clarion call of 'each one, plant one', along the lines of 'each one, teach one'. He emphasized the need to protect the environment for future generations.



Shri S.S. Chaudhary delineated the mission of Van Mahotsav 2019 that stresses the importance of reaching out and infusing more youthful energy into the festival to curb the dangers of air pollution and climate change. He also emphasized the need for developing 'Green Campuses' across the State. Shri Nitin Naveen, in his address, said that it is important to plant trees but it is equally important to save and protect them and the most important lesson a management student needs to learn in contemporary times is ways to manage climate change.

The keynote address of the event was delivered by Shri Sushil Kumar Modi. He said that climate change is the biggest challenge that our world is facing today. He added that as Indians we already have culture of being in coexistence with nature. It is the industrial revolution and rapid westernization that is causing the environmental crisis today. Shri Modi stressed the need for out-of-the-box thinking to redefine the meaning of development. He opined that development has to go parallel with environment conservation; otherwise, a catastrophe is awaiting humankind. *'Ek pedh lagao, duniya ko bachao'*- he said.



Shri Modi also said that it is important to make changes in our own lifestyle, by inculcating 'green values' and being more sensitive to the causes of environment conservation and social change. He detailed the plans of the State Government to rejuvenate the water bodies and make them encroachment free, and install rain water harvesting kit on top of every government building in the State. The government also has plans to increase green coverage, use more of solar energy and conduct awareness programmes for the citizens.





## Independence Day

One of the most memorable days in Indian history is 15 August, 1947, the day on which the Indian sub-continent obtained independence from the British after a long struggle to become the largest democracy in the world. Like every year, this year also the auspicious Independence Day was celebrated with great enthusiasm. Dr. V. Mukunda Das , Director CIMP hosted the national flag in campus and addressed the students and faculty members. Then, the students of The Beautiful Mind, PGDM and FPM won hearts of everyone with their colorful performances on 'patriotism'.



## Janmashtami Celebrations

Shri Krishna Janmashtami or Gokulashtami is an annual festival that celebrates the birth of Lord Krishna, the eighth avatar of Vishnu. It is observed according to the luni-solar calendar, on the Ashtami (eighth day) of the Krishna Paksha (dark fortnight) the new moon or full moon day as the last day of the month, which overlaps with August/September of the Gregorian calendar.

Janmashtami was celebrated at CIMP on 22 August 2019 in open-air theater. Group of students broke the dahi handi and after that all the students and staff members worshiped Lord Krishna to seek his blessings for prosperity and happiness.

## Aabhar 2019

Continuing with the Institute's legacy of expressing gratitude and humility, 'Abhar 2019' was organized by the students of 2019-2021 batch for their seniors on 9 September 2019. The event saw active participation of students in dancing, singing and stand-up comedy. The winners were given special gifts along with chocolates. Also, students were selected from the audience by random roll call for quick games like passing the parcel and tongue-twisters, which added to the fun and excitement of the event.







*Snippets of students enjoying some lighter moments during Aabhar*



## Dandiya Nights

Raas or *dandiya raas* is the socio-religious folk dance originating from Indian state of Gujarat and is performed during the festival of Navratri. At CIMP, dandiya nights was organised on 3 October 2019, where students participated in pairs and groups. The energetic dandiya raas with sticks and ethnic wear at recreation center was enjoyed by all present.

## Welcome Sports 2019

Welcome Sports 2019 was conducted by Sports Committee on 19 October 2019. Sports is an integral part of student life and it helps them develop to leadership skills and decision making abilities. It also teaches them how to work in teams and handle difficult situations in day-to-day life.



The games and winners from Post Graduate Programme (PGP) of first year (PGP1) and second year (PGP 2) are shown below:

Games	Winners
Ludo	Abhishek Bharti (PGP 2)
Chess (Men)	Aman Abhishek (PGP 1)
Chess (Women)	Radhika (PGP 2)
Carrom (Men's Singles)	Puja Patel (PGP 1)
Carrom (Women's Singles)	Ankit & Ankit Amal (PGP 1)
Carrom (Men's Doubles)	Sumit Khare & Radhika (PGP 2)
Carrom (women's Doubles)	Nishant Jha (PGP 2)
Badminton (Men's Single)	Shilpa Kumari (PGP 1)
Badminton (Women's Single)	Digwendra Kumar & Suraj (PGP 2)
Badminton (Men's Doubles)	Shilpa Kumari & Sapna Rani (PGP 1)
Badminton (Women's Doubles)	Suraj & Priyanka (PGP 2)
Table Tennis (Men's Single)	Abhishek Ranjan (PGP 1)
Table Tennis (Women's Single)	Ankita (PGP 2)
Table Tennis (Men's Doubles)	Satyam & Ayush (PGP 2)
Table Tennis (Women's Doubles)	Digwendra Kumar & Anjali (PGP 2)
Kabaddi	PGP 1
Cricket	PGP 1
Volleyball	PGP 1
Tug of War (Women)	PGP 1 (Section A)

## Health Checkup Camp

Big FM conducted a health check-up camp at CIMP on 21 October 2019 in which a large number of students and staff members met the doctor and took his advice on health issues.

## Hero Big FM Mega Talent Event

On 22 October 2019, Big FM organized the qualifying rounds of different competitions namely dance, singing and poetry in which a large number of students from CIMP and different colleges had taken part. All the students enjoyed a lot during this event. BIG FM awarded participants with certificates and different types of coupons.

## Diwali Celebrations

Diwali is the festival of lights, which is celebrated every autumn in India. One of the most popular festivals, Diwali symbolises the spiritual "*victory of light over darkness, good over evil and knowledge over ignorance*". During the celebration, temples, homes, shops and office buildings are brightly illuminated. This year Diwali was celebrated at CIMP on 23 October 2019. Students made attractive rangolis at the recreation centre and the campus was illuminated with handmade diyas. The cultural committee also conducted a special housie game for the students on this occasion.





# Social Initiatives

## The Beautiful Mind

The Beautiful Mind is a unique social initiative of CIMP. Started 10 years back, it continuously strives to make education reach the children of poor sections of the society of Bihar. This initiative opens the doors of opportunities for these children by enhancing their personalities and giving them a direction in their lives thereby laying the foundation of change and contributing to social upliftment and inclusive growth in the State.

According to Dr. V. Mukunda Das, Director- CIMP and Chief Patron of the Beautiful Mind, CIMP's social quotient is as high as its academic quotient and this has helped the Institute achieve many awards and recognitions from India and abroad. In the year 2019-20, 45 students have enrolled in The Beautiful Mind. Most of the students are studying in regular schools but they take computer education and life skills education at The Beautiful Mind. These students are not only keen to study but are also very enthusiastic towards cultural activities. Miss Chanda, Miss Saloni, Miss Yashika, Miss Jyoti, Miss Koma and Miss Muskaan are very good dancers, whereas Mr. Ankit Kumar and Miss Sandhya are very good at painting and sketching.

## Student Guidance Center

The Student Guidance Center (SGC) was started by CIMP in the year 2009 with the objective of uplifting the students from marginalized sections of the society by providing them required exposure and guidance to shape their careers. SGC conducts a one year classroom programme that helps students to prepare for Common Admission Test (CAT) and other entrance examinations and also competitive examinations for government, banking and other public sector jobs. The students are imparted free education with a monthly scholarship provided by the SC/ST Department, Government of Bihar. They are provided with all the required facilities like library, books and computer laboratory. Career counseling, debate, quizzes, online tests, group discussions, mock interviews etc. are conducted regularly to enhance their personality. Hostel facility is also provided to the students who come from other districts of the State outside Patna. Till date around 450 students have been provided guidance under the SGC programme.

Most of the students who have completed the course have got interview calls from IIMs and other reputed institutions and also have been shortlisted for banking services and other competitive examinations. Many of them are working with various PSU banks, MNCs and Bihar Government. One student has been selected in National Aeronautics and Space Administration (NASA) for project.

In SGC- 2018 batch, most of the student are well-placed, like Mr. Avinash Kumar is working as an Assistant Engineer in Heavy Engineering Corporation, Ranchi, Ms. Shruti and Mr. Arvind Kumar are selected for PGDM course in CIMP, Mr. Vikash Kumar Raman is selected in Bihar Police, Mr. Shubham Raj is selected in Canara Bank PT, Mr. Bipin Bihari is selected in Beltron Patna as a data entry operator, Mr. Shyam Kumar is working in A. N. College, Mr. Rohan Bharti is working in Bihar Board as a data entry operator, Mr. Shammi Rajak is selected for LDC and Mr. Santosh Kumar is selected for Indian Railways (Group D). In SGC -2019 batch, 41 students are preparing for 2020 PGDM Programme. Students have appeared for CAT and other competitive examinations for banking and other Government Sector jobs.

# Achievements



## Faculty Achievements

Senapati, Sibananda (2019), *Agriculture, Economy and Climate Change: An Enquiry of Bihar's Human Development Trajectory*. Paper presented at the 24<sup>th</sup> Annual Conference of the European Association of Environmental and Resource Economists (EAERE) held at Manchester University, UK on 26-29 June 2019.

Bandyopadhyaya, Vijaya (2019). *A Holistic Approach to Small Enterprise Development The case of Nedumpana Apparel Park*. Paper presented at the International Conference on Business, Big Data and Decision Sciences (ICBBD 2019) held at Tokyo University of Science, Tokyo, Japan on 22-24 August 2019.

Bandyopadhyaya, Vijaya (2019). *Reducing Traffic Congestion in Indian Cities A Review of Methodologies*. Paper presented at the 4<sup>th</sup> International Conference on Construction, Real Estate, Infrastructure and Project Management (ICCRIP 2019) held at NICMAR, Pune on 13-14 December 2019.

## Student Achievements

Mr. Abhishek Kumar 2 and Mr. Shreyan Krishna of PGP 2019-21 batch successfully completed two days Workshop on Photo and Video Editing held at IIT Patna during Celesta 19 held on 9-10 November 2019.

Mr. Ayush Ravi of PGP 2019-21 batch qualified first preliminary round of Dare to Compete, Inquisitive- The Ultimate Business Quiz, organized by IMT, Hyderabad on 3 December 2019.

# Placements

A number of respected corporate houses are visiting CIMP this placement season to hire young management graduates for various positions from 11<sup>th</sup> batch of eligible students of PGP 2018-20 batch.

## Placement statistics

- The participating companies are from diverse verticals like Banking & Financial Services, FMCG, Communications/Media, Development & Social, FMCG, Government Administration, Manufacturing and more
- Regular recruits like ITC, Jeevika , ICICI Bank, HDFC AMC, Asian paints, Utkarsh Small Finance Bank, Bandhan Bank and more reaffirmed their faith in the talent nurtured at CIMP.
- Addition of new recruits for final placements: Marico Limited , Bharat Financial Inclusion, and more.
- Niche Profiles in Sales & Marketing, Branch Banking, Quality, Pre sales & Consulting, Finance& Accounts, Research and Operations are offered by the recruiting organizations.
- The job locations of placements are not restricted to Bihar alone. Several companies offered positions in New Delhi, Bangalore, Mumbai , Hyderabad, Kolkata, Bhubaneshwar, Jamshedpur, Lucknow, Ranchi, Shillong and other cities.



## CIMP's PGDM prog equivalent to MBA: Mukunda Das CIMP gets three-year recognition from AIU

OUR CORRESPONDENT

PATNA: Chandragupta Institute of Management Patna (CIMP) director V Mukunda Das on Friday said that the Association of Indian Universities (AIU) had accorded the two-year full-time post graduate diploma in management (PGDM) program, offered by the institute, status equivalent to the master of business administration (MBA) degree offered by any Indian University.

"CIMP, its flagship programme offered at CIMP, is already approved by All India Council for Technical Education (AICTE) and accredited by National Board of Accreditation (NBA)," said Das.

After detailed deliberations on all the required parameters against several criteria, the AIU approved the



the nodal agency for granting academic equivalence to the PGDM programme with MBA accredited PGDM program which are of very high quality is granted equivalence with accreditation from NBA. It is the only government institute in the state that is

PGDM, the flagship programme offered at CIMP, is already approved by All India Council for Technical Education (AICTE) and accredited by National Board of Accreditation (NBA), said Das

the CIMP to pursue higher studies within the country abroad and apply for jobs

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PATNA: Association of Indian Universities (AIU) granted two-year Post Graduation Diploma in Management programme offered by Chandragupta Institute of Management Patna (CIMP) equivalent status with Master of Business Administration degree up to academic year 2022.

V Mukunda Das, director of CIMP, said, "This equivalence from AIU has opened the doors

aspiring government jobs to apply without any hassles as the PGDM would officially be treated on par with the Master's Degree of Indian Universities."

He further said that the institute would also offer PGDM course for working professionals.

"The institute is planning to introduce 18-month executive diploma programme for the working professionals. The professionals with minimum two-years of experience can enrol themselves, keeping the office

## चंद्रगुप्त इंस्टीट्यूट ऑफ मैनेजमेंट में उभरते बाजार के मुद्दों को लेकर राष्ट्रीय सेमिनार, विशेषज्ञों ने प्रबंधन के सिखाये गुर बेहतर आइडिया के लिए खुले मन से सोचें : प्रो. सुंदरराज

### क्रिएटिव मैनेजमेंट

पटना | दरिद संवाददाता

चंद्रगुप्त इंस्टीट्यूट ऑफ मैनेजमेंट (सीआईएमपी) में उभरते बाजार के मुद्दों को लेकर सोमवार को राष्ट्रीय सेमिनार का आयोजन किया गया। इस दौरान की-नोट स्पीकर प्रो. सुंदरराज ने प्रबंधन के अलग अलग मुद्दों के बारे में बताया।

जल्दोते नकल कि क्रिएटिविटी प्रबंधन



सीआईएमपी में राष्ट्रीय सेमिनार में शामिल अतिथि व सेन्धी लेते छात्र-छात्राएं।



### सीआईएमपी को मिली एआईओ की मान्यता

पटना। भारतीय विश्वविद्यालयों के संगठन (असोसिएशन ऑफ इंडियन यूनिवर्सिटीज) ने चंद्रगुप्त इंस्टीट्यूट ऑफ मैनेजमेंट पटना को सीआईएमपी द्वारा अपने स्टूडेंट्स को दिए जाने वाले दो साल के पूर्णकालिक स्नातकोत्तर डिप्लोमा पोस्टग्रेजुएट कार्यक्रम को मास्टर ऑफ बिजनेस एडमिनिस्ट्रेशन एमबीए को डिग्री के समान समकक्षता दी है। चंद्रगुप्त इंस्टीट्यूट ऑफ मैनेजमेंट पटना का प्रमुख कार्यक्रम 'पोस्ट ग्रेजुएट डिप्लोमा इन मैनेजमेंट-पोस्टग्रेजुएट एंड डॉक्टोरेट कार्यक्रम' के अंतर्गत एमबीए-पोस्टग्रेजुएट द्वारा पहले से ही अनुमोदित है और राष्ट्रीय प्रत्यान बोर्ड (नेशनल बोर्ड ऑफ अक्रेडिटेशन-एनबीए) द्वारा भी मान्यता प्राप्त है। कई मान्यताओं के अंतर्गत आने वाले सभी



प्रदान को जाए। इस समय, सीआईएमपी भारत में एकमात्र एआईओटीई अनुमोदित राज्य सरकार का संस्थान है, जिसे

रचनात्मक भाषा शैली का भी महत्व है। सीआईएमपी के निदेशक डॉ. वी मुकुंद दास ने विहार के संबंध में सोशल मार्केटिंग, रूरल मार्केटिंग के बारे में बताया। इस दौरान चार

तकनीकी सत्र हुए, जिसमें 14 पेपर प्रेजेंट किए गए। इसमें आईआईएम लखनऊ के डॉक्टरल स्कॉलर संजीत कुमार समीर के पेपर को बेस्ट पेपर का अवार्ड मिला।

## National conference on issues in emerging markets

OUR CORRESPONDENT

PATNA: The third edition of National Conference on Issues in Emerging Markets (NCEM 2019) was held on CIMP Campus on 11th November 2019. The conference was presided over by Dr. V. Mukunda Das, Director, CIMP, and the key note speaker was Prof. Sundararajan.

In his inaugural address, Dr. Mukunda Das talked about the relevance of the social implications of this type of academic gatherings through issues like social marketing, rural marketing which are especially important in the context of Bihar.

Prof. Sundararajan, the key note speaker for the conference, spoke about the core of management being "doing" or actions. So, Creative Management is about being 'creative' in the doing of whatever activities involved



in the role functions of a manager. He argued that creativity in management is not about discoveries, inventions, etc. Instead, he emphasized creativity to be correct, elegant, and complete in the doing of managerial activities. In the context of management, he reiterated that Managers need to develop the three core powers in order to translate knowing into doing: (1) Free-Wheeling mind or freedom from mental traps, (2) Analytic intellect, and (3) Creative language control.

In all, 14 papers were presented in the four technical sessions (OB & HR; General Management & Public Policy; Finance & Economics; and Marketing & Operations Management). The best paper award went to Sanjeet Kumar Samser (Doctoral scholar, IIM Lucknow). The valedictory session was presided over by Dr. Sundararajan where certificates were presented to the paper presenters.

## CIMP inaugurates 3rd batch of EXPM

OUR CORRESPONDENT

PATNA: The 3rd batch of Executive Programme in Management (EXPM) for the officers of the Bihar Govt was inaugurated this morning in the auditorium of Chandragupta Institute of Management Patna (CIMP). This is an 11-month course with three months full-time residential requirements in the campus designed for officers of the state government drawn from various departments.



Management (EXPM). Dr. V. Mukunda Das, Director, CIMP, in his address outlined the broad vision and purpose of the programme and appreciated the initiative

and support of the General Administrative Department (GAD) in running the programme. He urged the participants to utilize the rare opportunity provided by the programme (EXPM) at CIMP to combine their strengths with modern management practices to deliver the highest quality of public service. Adding that this would be



## CIMP gets NBA accreditation

OUR CORRESPONDENT

**PATNA:** Post Graduate Program in Management (PGPM) offered by CIMP is again accredited for next three years by the National Board of Accreditation (NBA), the apex accrediting agency in India working with a vision to be a world class accrediting agency by ensuring highest degree of credibility in assurance of professional education and coming to the expectations of its stakeholders viz. Academicians, Corporate, Educational Institutions, Government, Industry, Regulators, Students and



ty and professional relevance and that the needs of the corporate world are well integrated into programmes, activities and processes. It signifies that who has entered the portals of an institution which has the essential and desirable features of quality professional education.

Having accreditation from NBA is a testimony to the quality of teaching at CIMP by

accreditation also signifies that the professionals developed here are of international standards and it can be very useful in enhancing their global mobility. Needless to mention CIMP is the only Standalone State Government Institute in India which is approved by AICTE (Ministry of HRD, Govt. of India), accredited by NBA (National Board of Accreditation) and

## अफसरों के लिए प्रबंधन कार्यक्रम शुरू

पटना | वही व संवाददाता

सरकार के अधिकारियों के लिए प्रबंधन कार्यक्रम के तीसरे बैच को शुक्रवात मंगलवार को चन्द्रगुप्त प्रबंधन संस्थान पटना (सीआईएमपी) में हुई। यह 11 महीने का कोर्स है। यह कोर्स परिसर में तीन महीने की पूर्णकालिक अवासीय आवश्यकता के साथ राज्य सरकार के अधिकारियों के लिए तैयार किया गया है।

उद्घाटन समारोह में सीआईएमपी के निदेशक डॉ. वी. मुकुंद दास ने प्रतिभागियों से आग्रह किया कि ये सार्वजनिक प्रबंधन की उच्चतम गुणवत्ता प्रदान करने के लिए कार्यक्रम द्वारा प्रदान



सीआईएमपी में आयोजित कार्यक्रम का उद्घाटन करते निदेशक डॉ. वी. मुकुंद दास

पहल और सहयोग की सराहना की। मौक पर लेखक डॉ. प्रसाद सुंदरराजन ने मानव जीव द्वारा 'पूर्णता' प्राप्त करने की आवश्यकता के बारे में बताया।

...पूर्णत पुरणमुदच्यते... का हवाला देते हुए उन्होंने रेखांकित किया कि 'पूर्णता' और हमारे प्राचीन धार्मिक ग्रंथों का जोर 'पूर्णता' पर है।

## प्रबंधकों को रचनात्मक शक्ति विकसित करना जरूरी

**पटना (एसएनबी)।** उभरते बाजारों के मुहों पर नेशनल कॉन्फ्रेंस (एससीएम 2019) का तीसरा संस्करण सोमवार को चंद्रगुप्त इंस्टीट्यूट ऑफ मैनेजमेंट पटना (सीआईएमपी) कैम्पस में आयोजित हुआ। सम्मेलन की अध्यक्षता संस्थान के निदेशक डॉ. मुकुंद दास ने की। प्रमुख वक्ता थे प्रो. सुंदरराजन।



कॉन्फ्रेंस को संबोधित करते सीआईएमपी के निदेशक मुकुंद दास।

उभरते बाजारों के मुहों पर आयोजित नेशनल कॉन्फ्रेंस में प्रमुख वक्ता ने व्यक्ति किये विचार

विरलेगात्मक बुद्धि और रचनात्मक कार्य निर्यात। कुल भिराकर ने नेशनल कॉन्फ्रेंस में च

सम्मेलन में सीआईएमपी के निदेशक डॉ. मुकुंद दास ने सामाजिक विपन्न और प्राथमिक विपन्न जैसे मुहों के माध्यम से इस

## हमारा लक्ष्य है बिहार को उच्च शिखर तक ले जाना

**पटना (एसएनबी)।** चंद्रगुप्त प्रबंधन संस्थान, पटना (सीआईएमपी) के निदेशक डॉ. वी. मुकुंद दास ने कहा कि बिहार में विकास की संभावना बहुत है। मुख्यमंत्री नीतीश कुमार इस दिशा में कई योजनाओं पर काम कर रहे हैं जिससे बिहार देश का नंबर वन राज्य बन सके।



ड्यूटीफुल माइंड प्रोजेक्ट की जानकारी देते हुए बोले

सीआईएमपी भी मुख्यमंत्री द्वारा चलाये गये देहल उन्मुलन और शराव विरोधी अभियान पर काम कर रहा है। इसके तहत अग्रम लोगों के बीच जागरूकता अभियान भी चलाया गया। शिक्षा के

प्रबंधन में रचनात्मकता केवल खोज या आविष्कार नहीं: प्रो सुंदरराजन



पटना: चंद्रगुप्त प्रबंधन संस्थान पटना (सीआईएमपी) में सोमवार को 'उभर

हैं। अच्छी-ग़रबी संख्या में गरीब के बच्चे पढ़ने आ रहे हैं। इनको कम्प्यूटर की जानकारी भी दी जाती है। सीआईएमपी के निदेशक डॉ. दास ने कहा कि संस्थान के अंदर स्टूडेंट गाइड सेंटर भी संचालित होता है। इसमें एससी - एसटी वर्ग के छात्रों

को प्रेरित करने के लिए प्रत्येक सप्ताह 'ड्यूटीफुल माइंड प्रोजेक्ट' की जानकारी देते हुए बोले

सीआईएमपी के निदेशक



R eigning the lost glory of a state which had a rich ancient past as a giving shape to a collective dream and vision of like-minded people with his experience,

PATNA IS TALKING ABOUT

Here are the cool campus canteens of Patna

MOMOS AT CHANDRAGUPTA INSTITUTE OF MANAGEMENT (CIMP), PATNA

VEG CHOWMEIN AT BIRLA INSTITUTE OF TECHNOLOGY, PATNA (BIT-PATNA)

CHANDRAGUPTA INSTITUTE OF MANAGEMENT PATNA

**Chandragupta Institute of Management Patna**  
THE SEAT OF KNOWLEDGE, INTELLECT & ENTERPRISE

Chairman of the Institute, Nitish Kumar has been very supportive in ensuring the mark of excellence in all respect and this could only be achieved in an incredibly short span of time because of him. It has made the ambience of education conducive and one-of-its-kind experience for not only the students but also for the rest of us.

How would you define the measure of CIMP's convincing success?

The best indicator of CIMP's success story is its exemplary placement record. We have notched 10/10 on the scale of campus placement right from the word 'go'. The first batch that passed out in 2010 was notched up by leading companies, and an unbroken tradition has been set.

CIMP achieved yet another feat when campus placement for the 11th batch were declared closed much before the convocation, where more than 30 companies from diverse sectors chose our students for various roles. The placements crossed Bihar

CIMP Update





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