



# CIMP Update

A Newsletter of Chandragupt Institute of Management Patna

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## FOREWORD



**Prof. (Dr.) V. Mukunda Das**  
Director, CIMP &  
Patron, CIMP Update

**Dear All,**

I am happy to introduce you to the July - December 2020 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. It also offers Executive Post Graduate Programme (ExPM) 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. During this time, we are going through an unprecedented global health crisis. However, CIMP is continuing with its academic, training and research activities, by seamlessly adapting to the new normal. 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**

## 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 the 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.

### Programme 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 2020-21. CIMP secured National Cluster Rank 29 in overall MBA ranking 2021, in Indian Institutional Ranking Framework (IIRF).



## ACADEMIC EVENTS

### Inauguration of New Batches of PGDM and FPM

On 13 July 2020, CIMP organized the Inauguration Programme for new batches of PGDM and FPM through Google meet. Classes started with the Induction program with great enthusiasm in the pandemic situation of covid-19. Prof. Ranjit Tiwari conducted the introduction session. He guided the students for the PGDM programme and provided all the information about the course's pedagogy.

### Prowess Training

Mr. Sayad Hasan Jafar conducted one-day online training programme on 11 December 2020, on *how to use the Prowess database through a virtual platform*. ProwessIQ is an interactive querying system that may be used to find companies from the Prowess database. It consists of client software that provides an interface to construct and submit queries over the internet to the Prowess database and receive answers. The 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 the information submitted to the Ministry of Company Affairs. 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. The database is developed, maintained, and updated by Centre for Monitoring Indian Economy (CMIE). This would enable the students to obtain data of any sector in one click quickly.

### Interaction with Mr. Sushant Saurav, Channel Head, Axis Bank

On 27 July 2020, an online interaction was organized by with Mr. Sushant Saurav, Channel Head, Axis Bank. Mr. Saurav shared his experiences about real life corporate environment and provided valuable tips to students about how to survive and grow in the competitive workplace. His words of wisdom students filled with energy and enthusiasm for going forward with their studies with full motivation and positive attitude. He advised students to develop a continuous lifelong learning attitude which will help them to be in touch with the latest technological trends and current market scenarios and in multiplying business growth. One of the things he mentioned that "*Make mistakes now during the learning curve as you would be compensated for your mistakes later on*", which has opened our consciousness. We feel that we should explore ourselves during the learning period of two years. Mr. Saurav explained that mutual funds are a professionally managed investment pool made by different investors into a diversified selection of securities to achieve a common financial goal. He gave a brief idea about the mutual fund industry and how much can be achieved in this sector as only a small percentage of the population is occupied in Mutual Funds. He emphasized that there is a need to change the consumer behavior towards Mutual Funds.



### Awareness program on the issues of COVID-19 by Dr. A.K. Ojha and Dr. Deepali Luthra

On 4 August 2020, an awareness program was organised by CIMP with Dr. A K Ojha and Dr. Deepali Luthra to create awareness among students on the Covid-19 pandemic. Dr. A K Ojha insisted on wearing a mask and cleaning our hands with antiseptic soap or sanitizer whenever we are outdoors. He also emphasized maintaining a 2 yards distance whenever we are in public so that we don't contact an already infected person. He mentioned that the virus that causes COVID-19 is mainly transmitted through droplets generated when an infected person coughs, sneezes, or exhales. These droplets are too heavy to hang in the air and quickly fall on floors or surfaces. Anyone can be infected by breathing in the virus if they are within proximity of someone who has COVID-19 or by touching a contaminated surface and then your eyes, nose, or mouth. This session was highly beneficial for everyone.

### Interaction with Shri Satyajeet Ranjan, IAS Kerala

An interaction with Shri Satyajeet Ranjan, (IAS, Kerala) was held on 10 September 2020. Mr. Ranjan shared his administrative experience with the aspiring young managers of CIMP. He shared his "success mantra". He advised students to empathize with people's problems to understand them better. He shared several anecdotes from his life. He shared an experience in which he, as an IAS, was stuck in a dilemma, several times where he had to decide between his moral obligation and his formal work obligation. He emphasized students always choose their moral obligation. He said, "*Once a fisherman was lost in the sea while he went fishing, local police had already declared that the fisherman was dead.*" But Mr. Ranjan formed a small team and began a search operation to find the fisherman, he contacted the Indian navy and found the fisherman alive. The session was very interactive and ignited students' minds always to follow moral obligation.

### Interaction with Mr. Suvir Verma, Head HR & IR, TATA Power

On 7 October 2020, Mr. Suvir Verma, head of HR & IR, Tata Power took an interaction with CIMP students. Mr. Verma gave tips on how students should select the sector in which they want to work and make their career. His words of wisdom were very appealing that led the interaction to cross the schedule's time limit. He emphasized on having positive attitude towards life with honesty and humbleness in their work for a successful career. He advised to have control on individual emotions and advised to never react in a situation when in extreme of emotions, as human beings always take wrong decisions in extreme of our emotions. Along with this, he wished all for a better future and better career. Above all, his motivational words and short lessons provided students a distinct insight for a better future.

## Interaction with Dr. Santosh Kumar, HR Corporate, CG Power and Industrial Solutions Limited

On 24 October 2020, an interaction was organized by CIMP with Dr. Santosh Kumar, HR Corporate at CG power and Industrial Solutions Limited. He inspired the students by giving tactics to execute any task and set goals; he gave four ways to set a goal: mining, refining, defining, and shinning. He also advised that an individual's action must be aligned with their strategy because actions are always accountable for achieving the strategy. He also emphasized that the strategy should be clear, challenging and it must be achieved within a time frame. He also provided a distinct goal strategy for MBA aspirants, that they must assess their current abilities and make a clear vision for their future, as they also make them prepared for developing themselves by creating a plan for success and then implement those plan in their working environment, by monitoring it continuously and ultimately it will get them success in their life.

## Interaction with Prof. Jyoti Verma, CIMP

An interaction was held between Prof. Jyoti Verma and the students of PGP-1 on 3 December 2020, 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 the future.

## Inauguration of new Girls hostel and staff quarters by Shri Nitish Kumar, Hon'ble CM & Chairman of CIMP



The new girls' hostel and staff quarters are inaugurated by Shri Nitish Kumar, Hon'ble Chief Minister of Bihar and Chairman, CIMP. The inauguration of phase-II campus was done on 24 August 2020. Amid Covid situation the Hon'ble CM inaugurated through digital platform. It was done along with the 5082 higher secondary schools of Bihar.

## STUDENTS ARTICLES

### Role of Schedule VII of the Indian Companies Act 2013 in fighting COVID-19

- Mr. Nitish Nigam



The world is facing a tremendous challenge on the health & socio-economic front due to the COVID-19 pandemic. This contagious disease extremely interrupted the socio-economic situations of the whole world. Corporate Social responsibility (CSR) plays a significant role in the time of this pandemic to get through this challenging time. According to Schedule VII of the Companies Act 2013, all companies with a net worth of ₹ 500 crores or more, or turnover of ₹ 1,000 crores or more, or a net profit of ₹ 5 crores or more in the prior financial year, there must be a CSR committee and spend at least 2 percent of the average net profit earned during three immediately preceding financial years to CSR activity.

The Government of India is also encouraging corporates to provide social & economic support in the time of COVID-19. The Ministry of Corporate Affairs (MCA) notified that all expenditures incurred on activities related to COVID-19 would be qualified as CSR expenditure. It includes the contribution made to 'PM CARES fund,' shall qualify as CSR expenditure, and contribution made to State Disaster Management Authority to combat COVID-19 shall qualify as CSR. It doesn't include the salaries/wages to contractual/casual workers considered as moral/humanitarian/contractual obligation of the company. If any Ex-gratia payment is made to them will be qualified as the CSR expenditures.

MCA is appealing to companies to go "over-and-above" their legally mandated ceiling of 2 percent. Therefore, companies should optimize this opportunity to practice the creative deployment of their CSR commitments to strengthen their social responsibility in the pandemic time.

### Negativity Around us and its effects

-Mr. Saksham Singh



Negativity; Does this word ring a bell?

According to the definition of negativity, it is the expression of criticism of or pessimism about something but, in today's world, it's not just about criticism. In today's world, negativity is harming us in a way that is direr than anything else. When we hear the term negativity, we don't take it seriously as much as it should be taken. It is something that can damage us from the inside out. There have been more problems because of negativity than anything else, and negativity is the main cause of hatred, which results in conflicts and mass destruction and, in some cases, death too.

For instance, Riot of Patna in 2019 negativity had corrupted the mind of people in such a way that it has created hatred, which can be seen everywhere from demolishing Temple, Mosques to



burning buses and other public or private transport, in consequence, it results in the death of innocence.

Now you may ask from where all this negativity is coming from?

If we look carefully, we might observe that negativity is everywhere, from television to newspaper, from society to social media. We are being fed by negativity unconsciously through repeated hatred thoughts, which are hidden in their messages and propaganda.

Now, if I talk about the effect of negativity on the individual, According to WHO, one in four people are suffering from depression (world data), and One in twenty Indians suffer from depression, with the age group 15-49 years being most affected.

In most cases, we see a person depressed, anxious, and suffering from insomnia, continuous headache, social withdrawal, and fatigue; these together may cause a problem, on the whole, another level. Types of negativity Cynicism, Hostility, Filtering, Catastrophizing, Blaming, Fallacy of change, and many more.

To avoid negativity, people may do these things like: Eliminate toxic relationships (cut loose of all the toxic people around you), Let go of what doesn't serve you (to move past what holds you back), Focus on your goal (study shows that brain can adapt to the intention you set which helps in distraction from the negativity), Go out for meditation & exercise (produces a hormone called endorphins which gives a good feeling about something).

## Booming Over-the-Top

- Miss Saumya Singh



Entertainment is fast becoming an all-you-can-eat buffet. Call it the NETFLIX OR PRIME effect. Whatever our televisual drug of choice Money Heist, Crown, and Mirzapur, we've all put off errands and bedtime to watch just one more episode, a thrilling, dream-influencing immersive experience that has become the standard way to consume certain programs. The current revolution in 'OTT services' continues to sweep the global economy. Streaming services are broadly considered as a savvy option in contrast to traditional cable packages.

In recent years it is becoming a part of leisure time, leading to binge-watching and giving rise to streaming apps. The lockdown has also played a major role in the increase in viewership of OTT platforms. OTT represents the future of media and the best source of entertainment in the present scenario. Folks are getting access to OTT apps not only through subscriptions but also through freemium facilities and the Jio effect on the streaming culture. Streaming movies and shows online have become a culture among the people and gaining more and more subscribers day by day as the competition has increased and understood the psychology of the people to attract their attention towards their Streaming apps. Streaming apps will create a great legacy and continue to remain a top option when it comes to entertainment and spending leisure. After all, who isn't waiting for the next season of money heist?

## How to choose Career option after pandemic

- Mr. Vivekanand Ray



It is known that entire world's large number of youngster's population worries about that what they should do after their academic studies or in which field they should make their career. They always bother about the job profile which they should join after completing their studies. The day of decision which comes in every person's life plays a vital role in their whole life, and now the situation has become more worst because the pandemic has lead all the country to great depletion of GDP and in this challenging era if a youngster makes any single wrong decision then that single decision can destroy his whole life.

One day youngsters need to choose a single path from multiple paths taking them forward. One path is that in which the whole surrounding, family, parents, neighbours and all the relative suggest to walk and they tell to make a career in that field which is more popular and well known in today's surrounding and the other path is that one on which any youngsters wants to walk on his/her own for which he/she is born for that path and he/she has a passion for it. For example, everyone suggests a youngster become an engineer or doctor, but they don't know about inner qualities of another person any youngster in this world should not listen to others rather they should make the decision for their life on their own behalf because self-knowledge about own qualities is much better than other suggestion. The people who suggest to you that in which field you should make your career once, please focus on their achievements you will definitely recognize that in reality this free suggesting consultants have never achieved anything in their life then think that why you should listen to these kinds of people.

Always remember one thing that this world is consist of three types of people, one who is educated and they always gives you proper suggestion they make you understand about the scope in the current scenario. Second, the type of people is those who are illiterate they don't have much knowledge they always motivate you that you can achieve anything with hard work and dedication. Now, the third kind of people who are considered very dangerous for a career is the half-educated people, and this kind of people are mostly found among our relatives. These people have no much knowledge, but they always show-off that they know everything, and these people always discourage you that you can't achieve your goal. Every youngster should stay as much far as possible from this kind of people. We should always go with our passion and interest and should make a career in those fields which are interesting for us and which we enjoy while working.

The decision made with self-confidence never left an upset face; it always gives great joy.

## FACULTY ARTICLE

### Land Records: Implications and Current Situation in Bihar

-Prof. Debabrata Samanta



Recognition of property right to land as well tenure security towards land has far-reaching and long-lasting socio-economic implications. A well-defined property rights to land and the ability to draw on the State's enforcement capacity, lower the risk of eviction, increase incentives for land-related investment, defending claims and expand resources as well reduce discrimination against women and enhance political ramification (Besley, 1995; Boone, 2009; Joireman, 2008). A well-defined property right is found to be critical in capital formation and provides a basis for poverty alleviation, especially in the context of developing countries. Having a land record is the first step towards ensuring entitlement on land. However, in India, the situation of land record faces different challenges. In the India Country Report of the Land Governance Assessment Framework, the World Bank has pointed out a gap in the proper recording of the land in India as a well ambiguous record of the land title (The World Bank, 2015). The land is a state subject, and every state manages and governs the land in its own way; however central government also plays a crucial role in managing land issues, especially land records. The Digital India Land Record Modernization Programme (DILRMP), earlier known as National Land Record Modernization Programme (NLRMP), is an initiative launched in 2008 by the Government of India to bring efficiency in a survey of land and create updated land records through the deployment of modern technology and method.

Recently, Chandragupt Institute of Management Patna has completed the study titled 'Impact Assessment of the Digital India Land Record Modernization Programme (DILRMP) in Bihar' in collaboration with the Lal Bahadur Shahstri National Academy of Administration. The study attempted to assess the status of land records and its modernization process in Bihar.

#### Land Records in Bihar: Current Situation

Land in India during the British period used to be managed through three different systems, namely Zamindari, Raiyatwari, and Mahalwari. Bihar was under the Zamindari system. From 1885 to 1922, the British did a Cadastral Survey to map lands of India, which generated spatial and textual land records. That was one of the most comprehensive surveys and is still being used in a large number of cases in Bihar. After the abolition of the zamindari in 1955-56 through a legal process, the raiyat came into direct contact with the state government, and the government became the ultimate owner of the land. The problem with proper land records started that time with the vesting of zamindaris at the time of transfer of ownership. The State Government has taken Revisional Survey operation in the year 1959 to have updated land records. It could not be taken up in some districts, and though in some of the districts it was completed, the long period resulted in the final product obsolete. The State has passed 'The Bihar Special Survey and Settlement Act, 2011' to carry out a special survey and settlement work by using modern



technology. The implementation of this Act has started, and an aerial survey of the lands of Bihar has been conducted and the data waiting for ground verification before the process for final publication. Once done, this exercise expected to create a Record of Right of land and enable landholders of Bihar to hold a valid documentary proof of ownership of their land. Currently, a large section of the landowner does not hold a Record of Right of the land; rather, different documents are being held to prove ownership. A part of the land records are based on the Cadastral Survey, conducted years ago. The aforementioned study found ten types of alternative documents that people hold to prove ownership of land.

Bihar has beautifully crafted laws to secure land right, tenure security, and resolution of disputes related to land. However, their implementation has often been questioned. All the Registration Offices are fully computerized, and the registration process has been digitized. The integration of land registration and mutation, which was found lacking, as well integration of registration offices with other offices recommended for efficient management of land records. The study recommended for completion of the modern survey for updated land records and adoption of blockchain technology to maintain the land records. Along with this, the study also offers a suggestion for maintaining land register at the grass-root level for the immediate requirement for people. There are unsurveyed areas in the State with a complete absence of land records, which need immediate attention for the creation of land records to ensure property right and reduce disputes. Developing infrastructure and providing adequate manpower for land record maintenance at every tier of governance was found to be important by the study for efficient and transparent land administration. To boost the demand side, the study calls for more proactive and sensitive land administration and taking special initiative to make people aware about land revenue related matter through IEC activities.

## SPECIAL SECTION: EDUCATION & COVID

### CAT for Covid: Creative-Analytic Thinking [CAT] to cope with the challenges of the Covid times

*-Edited excerpts from an interview with Dr. Prasad Sunderarajan*



‘Cognition’ is a prominent aspect of intellect functions. It is essential for creative and analytic thinking. It is only the process of Creative-Analytic Thinking [CAT] that facilitated the development and evolution of the human species. CAT has been the driving engine for the journey of humanity from primitive times to modern times. However, such a wonderful power of humans has completely jeopardized the world. Now, it is known as a VUCA world: Volatile, Uncertain, Complex, and Ambiguous.

Dr. Sunderarajan suggested adding two more letters, 'D' and 'U', to make it VUCAD. The letter 'D' for Dangerous and 'U' for Unethical. These two letters perfectly suit the current reality of the world induced by the Covid-19 and its variations. The media reports countless events and episodes of destructive and dysfunctional kinds – the paramount of them is COVID-19, then China's

unethical and illogical attack on countries, and terrorist activities. So, it is not only volatile, uncertain, complex, ambiguous but also dangerous and very incredibly unethical.

All such types of news about the situation in the world, in the country, in our State, and our neighbourhood are continuously entering our data processing system. We are human beings who carry the most powerful data processing system. Our mind and intellect are very powerful and analytical. When such precarious news enters our data processing system, our mind gets disrupted, disturbed, and defeated, and finally, the whole being suffers.

Dr. Sunderarajan advises one to be in constant touch with groups for positive and creative interaction. And more such groups are needed for a collective effort to get out of the tragedy of the current world. He believes such initiative will create good thoughts by which more people can strengthen their psychological power so that they can manage their life, their work, their self, their mind, their relationship, and their thought process. He finds motivation to be good, as it is meaningful and sensible, but it wouldn't register to make any significant shift in perspective. As a psychologist, he understands that it is not possible to motivate somebody by just talking to bring an end to the kind of ill things happening to the world and to the minds of people. If we look at the Mahatma of Indian history, Mohandas Karamchand Gandhi didn't undergo any motivational talk, he was an ordinary barrister, but it was his own will. It was his discovery about his possible role in the freedom movement of India. Gandhiji had a strong inspiration to move forward despite all kinds of challenges, problems, defeats, and failure. This requires a different mind-set, and it's not just motivation. As management students, all of us know motivational hierarchy theory; they are all about survival, sustenance, self-esteem, achievement, and self-realization. These kinds of motivation would not work to solve the VUCADU problems.

The need of the hour is to understand the mind, the role of the preconscious and unconscious mind in controlling the emotions and thoughts. Everyone should be aware of something called WILL that is operating within everyone. It is a well-known term, but one should understand it more deeply. Will refers to that center of consciousness by which we make choices, decisions, and actions. Properly identified and reinforced, the Will can make one ready and confident to take the necessary steps when everything is difficult and complex. When the 'going gets tough, the will can make one tough.' Dr. Sunderarajan gives an example of Sir Edmund Hillary, the first man to climb Mount Everest. To climb Mount Everest for the first time; was much more difficult because the choice-decision-action was about the absolutely uncertain, ambiguous, complex, and dangerous process. His achievement serves as a beacon light for the prospective mountaineers. It gives hope to young mountaineers to achieve heights. Dr. Sunderarajan, as a Researcher, understands that human beings have a tendency to feel good when everything else is good, so let's not wait for the world to become a wonderful place so that we can feel wonderful - it will never happen. An individual must take the initiative to look into his mind and don't allow defeating thoughts to intimidate oneself. Anyone must not entertain negative thoughts because they are all there everywhere. An individual must create and depend upon positive thoughts. It's ones responsibility to be positive and not to complain. Everyone must take that challenge, first, by developing their thinking to creatively analyse the situation which will certainly provide an individual certain powerful mind-sets and choices, decisions, and actions.

## Education in a time of Covid-19: Technology wins over Adversity

-From an Interview by Abhishek Kumar III with Mr. Sumit Kumar, IT Manager CIMP

With the Government imposing lockdown, universities all across India and the world had to suspend physical classroom and shift to online classes. The Covid-19 factor was a huge disruption in the education sector that Universities had never prepared for. While faculty grappled for new ways of managing this sudden transition to online classes, students are left clinging on to their mobile phones and computer screens, thanks to the availability of cheap internet by the service provider in India.

CIMP had a great challenge to make this transition smooth. In terms of IT infrastructure, CIMP had well-established intranet and internal servers. Every classroom was already equipped with a smart board, computers, projectors, and other electronic equipment to create a technology-driven infrastructure for education. The challenge was to connect to every student spread all across India. The IT manager of CIMP ensured that not a single student is left; even students staying in a remote part of India is connected to online classes held by CIMP.

The IT team had already explored several possible options to support online classes even before they were intimated by the administration. As soon as they received notification from administration, the IT team prepared the documentation on how to handle and conduct the online classes and shared it with the eminent faculty of CIMP. The instructions were also shared with the students, stating how to join online classes. This endeavour led to a smooth transition from physical to online classes. The IT team also interacted with every faculty on a one-to-one basis to avoid any last moment issues regarding connectivity. The IT team had also connected to several students facing the issue and has troubleshot their system and fixed issues. All this was done during the lockdown period much before the campus opened officially for staff members.

Mr. Sumit already had corporate experience; he said, " *it was very easy for me, as I had already used the offshore-onshore model. We were using similar platforms (ex. WebEx) to connect to our clients/stakeholders located geographically at distant places.*" The only concern IT managers had was to identify the platform which could support the class strength of 120 students and is less complex to use, meeting the adaptability requirement of students and is supported on both Mobile and Desktop. Remote Desktop Connection was another technology which IT manager was aware of, and they used it to connect to faculty's and student's device to install and troubleshoot required software for holding online classes.

Our campus digital infrastructure was good enough to hold many students at once without server lag, and the classroom was connected with a 100 MBPS optical fibre line, and smart classes were sufficient to switch to the digital platform. Faculty were equipped with laptops, and a digital writing pad was provided to them to hold classes from their home at their ease without affecting their way of lecturing. Moodle installation and setup were a new addition to IT infrastructure to hold examinations and tests for students.



He said that the biggest challenge the IT manager faced was to orient students and faculties who have not used digital platforms earlier. He mentioned, *"it was challenging for us to be available in all classes and troubleshoot all the system issues arising. Some days we just spent in front of the computer screen. Even during weekends, we were present to hold online classes and see everything works fine."*

Mr. Sumit clarified, *"we are following the guidelines and standards made by AICTE for online classes. For a better experience, we are making sure that at least one of us from IT is always present in online classes, and till now, we are able to achieve this."* Institutes' IT department has a good mix of hardware and software professionals who can handle all the intricate issues related to software or hardware. All the members of the IT department are well experienced to carry out institute day to day activity and any forthcoming challenges in IT.

The CIMP is using two LMS (Learning Management System) platforms - Moodle and Google Classroom to facilitate regular Online Classes and Exams.

### **Moodle**

- IT department has successfully conducted End Term Exam for PGDM 2018-20 TERM VI, PGDM 2019-21 TERM III and also planning to conduct future quizzes/exams through this platform.
- All students are provided with individual Moodle credentials to login and give the exam.
- Results of online exams can be delivered immediately after the end of the exam.
- Moodle ID for Faculty could also be provided and shared with them for generating the Quiz and maintaining the confidentiality of the Quiz/Exam. Those faculties who wish to create the quiz/exam by themselves can be provided with the required orientation and credentials to generate the Quiz/Exam for the students.
- Enrolment of both on-going batches, PGDM 2019-21 and PGDM 2020-22, are done in Moodle. IT department can also create separate courses and enrol specific students to those courses so only intended students could view the course and Exam.
- IT department has tried multiple online quiz/exam platforms: Google Forms Quiz, Class Marker, ProProfs, Zoho Challenge, Testmoz, Quiz Global. All platforms are either not providing the essential feature of the quiz/exam or are paid services. So, we have decided to install Moodle on the web space where our CIMP Website is hosted.
- Since web space is limited IT department is conducting only important quiz/exam through CIMP Moodle (<http://www.cimp.ac.in/cimpmoodle/>)
- An alternative to Moodle is Google Forms Quiz/Assessment, which is best suited for CIMP and can be done through Google Classroom for every class created.

### **Google Classroom**

- CIMP is conducting online classes through Google Classroom from 13th July 2020, and also some other sessions have taken before these classes.
- IT department is ensuring to provide orientation to every faculty and the best possible options available to conduct online classes. Most of the faculty are now very much



comfortable with the online classes and also started using other tools and software to conduct the class.

- Separate classes for each class are created in Google Classroom, and only relevant faculty & students are added to the class. This class space is dedicated to every class, and all documents related to the classes can be shared separately only to enrolled faculty and students.
- Apart from online classes (via Google Meet), Google Classroom also has options for Creating Assignment, Quiz Assignment, Question, and Material, which we can explore and use.
- Google Meet Attendance: Now, through the help of plugins, IT department can fetch attendance of every class, and they have ensured to keep every attendance on Google Drive, and the same is shared with PGP and respective faculty for their classes.
- There are multiple options to share your writings through write pads, and the same can be shared to students via multiple options available. Ex: Google Jam board, PPT Pen Tool, Microsoft Whiteboard, etc.

## MANAGEMENT DEVELOPMENT PROGRAMMES

### Training Programme for Indane LPG Distributors

Two days *Nav Disha Development Training Programme* was conducted where 268 Indane LPG Distributors were trained in six batches between 17 June and 29 December 2020, on Personality Development, Self-Management, Leadership, and Team Building so as to prepare them for future scopes and challenges.





## Training Programme for Dy. SP (Trainee), BPS



A 16 day training program was conducted for the probationers of 60<sup>th</sup>-62<sup>nd</sup> batch of Dy. SP (Trainee), Bihar Police Service (BPS) from 21 September to 14 October 2020. 24 BPS officials participated in the training program. In this training module on management, the probationers were given exposure to areas like human behaviour, relationship management, jurisprudence, legal concepts, human rights and relation with groups and institutions.

## SOCIAL INITIATIVES

### 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 doors of opportunities for these children by enhancing their personalities for giving them a direction in their life thereby laying foundation of change and brings 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 total 50 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 they are also very enthusiastic towards cultural Programme. They participate in various extracurricular 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 Centre

The Student Guidance Centre (SGC) was started by Chandragupt Institute of Management Patna in the year 2009 with the objective of uplifting the students from marginalized sections of the society by providing required exposure and guidance to shape their careers. This is a one year classroom Programme that helps students to prepare for Common Admission Test (CAT) and other entrance 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 all the required facilities like library, books and computer laboratory. Career counselling, debate, quizzes, online test, 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 Programme.

Most of the students who have completed the course have got interview calls from IIMs and other reputed institution 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, like Mr. Avinash Kumar is working as an Assistant Engineer in Heavy Engineering Corporation, Ranchi, Ms. Shruti and Mr. Arvind Kumar is 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 was selected in Indian Railways (Group D).

Mr Neeraj Kumar is selected as Accountant in Jeevika at Sasaram and Mr. Nitesh Vishavkarma selected as Assistant Curator in Archaeology.



# CIMP IN MEDIA

## Bihar is full of talent, says CIMP director

The students of Bihar are quite talented. The focus of Chandragupt Institute of Management Patna (CIMP) is to nurture them. CIMP, the only government institute in Bihar offering PGDM equivalent to MBA is not only running management course, but it also imparts training to government officials including DSPs, DEOs and BEOs. As part of its social responsibility, the institute also runs a project 'Beautiful Mind' to educate children of the slum areas of the city since 2008, shared Dr V Mahendra Das, director of CIMP with Morning India (MI) Correspondent Kshitiz in an interview. Excerpts:

MI: Describe in brief the journey of CIMP since its establishment in 2008.

Dr. Das: The Institute was inaugurated on June 11, 2008 by the former Vice-President of India, Mr. Hamid Ansari. It is an AICTE-approved and NBA accredited institute which offers a two-year full-time programme in Post-graduate Diploma in Management. This is the 12th batch of the institute and all have secured their degrees with 100% placements. We also focus on research papers and 95 research papers have been published all over the world. CIMP also offers Post-graduate in Management (PGPM) to enhance research capabilities of the participants and prepare them for research, academics, and consulting roles. The institute also imparts training in



management colleges. These

with the campus during the

country and abroad. The library of the institute has more than 20,000 books, 50 journals, 21 newspapers, around 2000 Harvard papers, past periodicals, government publications, handbooks and e-books materials, including CD, business magazines, video and audio cassettes. The library has also facilities which can be accessed by the institute staff. There is also hostel facility for the students.

MI: What are your other achievements?

Dr. Das: Association of Indian Universities (AIU) granted the Institute the status of University in Management program. CIMP is also a member of the Indian Council of Business Administration (ICBA). CIMP is the only government institute in Bihar offering PGDM equivalent to MBA. It will help the students

in seminars, workshops and seminars and has been recognized as a best of the best. The Micro-Finance and Rural Banking (MFRB) award was given to CIMP for its social responsibility. The institute is also running a project 'Beautiful Mind' to educate children of the slum areas of the city since 2008. The CIMP has also been awarded the 'Best Institute' award by the Ministry of Education, Government of Bihar. The CIMP has also been awarded the 'Best Institute' award by the Ministry of Education, Government of Bihar. The CIMP has also been awarded the 'Best Institute' award by the Ministry of Education, Government of Bihar.

## Cambridge invite for CIMPian

OUR CORRESPONDENT

PATNA: Chandragupt Institute of Management Patna (CIMP), the premier B-school of the state, gets yet another feather in its cap as

no physical activity and smoking alone lead to 4 types of diseases (heart disease, stroke, diabetes, cancer, pulmonary disease) that are in turn account for 50% of the deaths worldwide. It is for this reason that in public health interventions, emphasis is on "changing



management professional and the head of administration at CIMP. The paper by Ranjan entitled 'Changing Behaviour: Leveraging the Potential of Data Analytics in Changing Health-related Behaviour (CHB) of the people

Rajeev Ranjan is a senior management professional and the head of administration at CIMP. The paper by Ranjan entitled 'Changing Behaviour: Leveraging the Potential of Data Analytics in Changing Health-related Behaviour (CHB) of the people

Nishu Kumar, who also happens to be the Chairman of the Board of Governors of the Institute, for endorsing and setting up this institute due to which it has been possible to create an ambience for research. Chief Liaison Consultant, Kumod Kumar, said that this is a historic moment for the institute as for the first time in the history of the institute, anyone from

## CIMP professor wins best paper award at prestigious American conference

OUR CORRESPONDENT

PATNA: Sudeep Rohit, professor of Marketing at Chandragupt Institute of Management Patna (CIMP) has won the best paper award at the 2020 American Marketing Association Conference. The American Marketing Association (AMA) is a professional association for marketing academics and professionals and publishes flagship journals like the Journal of Marketing and the Journal of Marketing Research, amongst others. The AMA organizes two flagship academic conferences every year. Each year, scholars from across the globe submit their research papers, hopeful of presenting their work in front of



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Journal of Marketing and the Journal of Marketing Research, amongst others. The AMA organizes two flagship academic conferences every year. Each year, scholars from across the globe submit their research papers, hopeful of presenting their work in front of

achievement to have one's paper selected for presentation. Each submitted paper is evaluated by anonymous reviewers in a process of

research paper titled 'Value Co-Creation at the BoP: Beneficiary Roles in Policy-Based Healthcare Service

## CIMP conducting training programme from June 17 to 30

OUR CORRESPONDENT

PATNA: Chandragupt Institute of Management Patna (CIMP) is conducting a two-week training programme from June 17 to 30 under the 'Chief Minister SCST/ST Entrepreneurship Scheme' sponsored by Department of Industries, Govt. of Bihar.



In this training, various aspects of business such as entrepreneurship, marketing, finance, supply chain, ethics and etiquette, etc. are being discussed with the participants. Shyam Rajak, Minister, Department of Industries, and Narmadeshwar

giver rather than being a job seeker. He laid stress on exploring the market of goods and services along with their production. He stressed on the role of banks in supporting the young entrepreneurs. Minister also appreciated the role of CIMP in enhancing the manage-

## 16-Days' Management Training of DSPs starts at CIMP

OUR CORRESPONDENT

PATNA: The 16-Days' Management Training of Probationers belonging to 60th to 62nd batch of Bihar Police Service (BPS) was inaugurated in Chandragupt Institute of Management Patna today by Anil Subhansi, Additional Chief Secretary, Home Department, Govt. of Bihar. Guest of Honour was Pradyumn Prasad, Director General of Police, Bihar, who was the Guest of Honour on this occasion. Hrishig Srivastava, Addl. Director General of Police, Bihar, was also present in the special

businesses to leverage this opportunity at CIMP. In a study Management from Police angle and Police from a management angle. Cautiousness, the probationers that Police is a powerful job and with greater social responsibility, he said that we have to keep the teachings of Mahatma Gandhi in mind when he said that you always have to keep the best person in your mind, the last person in the hierarchy, who may have approached you or who may have not approached you but your actions may influence him.



may be situations when both the options are there

try to take the course of action which goes in favour of the person before you rather than against him. Underlining that routine is the enemy of innovation, Shri Anil Subhansi advised the probationers to do the routine things in a better manner and new manner to make a difference. Whatever you are doing is important but it is what manner you are doing that is much more important.

Director General of Police in his address dwelt upon the responsibilities of constables both within and outside the human entity and it is the conflict between 'mind' and 'instinct' that determines the personality of the individ-

ual. He exhorted the probationers to 'have a bouncer face and act to help improve the existing image of police in the eyes of the society. Shri Hrishig Srivastava, Director of Bihar Police, Anandpur, Bihar, urged the probationers to effectively utilize this learning opportunity as this is a golden chance to adopt a doubly trained approach to catch them. In this 16-Days training module on management, the probationers are being given exposure to areas like Human Behaviour, Relationship Management, Legal, Corporate, Human Rights, Relations with Groups and Institutions, etc.



## ACHIEVEMENTS

### Faculty Achievements

Prof. Anuj Sharma, published paper titled *Fifty Years of Information Management Research: A Conceptual Structure Analysis using Structural Topic Modeling*, in International Journal of Information Management (ABDC A\*, ABS-2, Impact factor 8.21), June 2021

Prof. Anuj Sharma, published paper titled *on the intellectual structure and influence of tourism social science research*, in Annals of Tourism Research (ABDC A\*, ABS-4\*, Impact factor 5.91), January 2021

Prof. Sudeep Rohit, published paper titled *Thinking, Feeling and Coping by BoP Healthcare Consumers: Policy-Based Intervention in an Emerging Market*, in Journal of Marketing Management (JMM). JMM, published by Taylor and Francis, is ranked as 'A' in the ABDC list of journals, 9 February 2021.

Prof. Rajeev Verma, Prof. G. K. Murthy & Mrs. Ranjani Kumari, published case study titled *B2B or B2C dilemma in maintenance industry: UrbanKare*, in Emerald emerging market case study ISSN: 2045-0621 Publication date: 23 November 2020

Prof. Vijaya Bandyopadhyaya, published paper titled *Understanding Impact of Covid-19 Pandemic Outbreak on Grocery Stocking Behaviour in India – A Pattern Mining Approach*, in Global Business Review, Sage, 10 February 2021

Prof. Debabrata Samanta and Prof. Sibananda Senapati published paper titled *Decentralized Governance: Concept and Implications in Planning and Development*, in Kurukshetra, Vol. 68, No. 12, 46-50, October 2020, Ministry of Rural Development, Government of India

Prof. Mamta Singh, published paper titled *knowledge, attitude and practice towards COVID-19 pandemic; A community survey in India*, Journal of the Social Sciences 48(3), pages 1417-1429, July 2020

Prof. Kalyan Agarwal, published paper titled *Pandemic Pandemonium and Remote Working: An Investigation of Determinants and Their Contextual Behavior in Virtualization of Work-From-Home (WFH) Process. Re-imagining Diffusion and Adoption of Information Technology and Systems: A Continuing Conversation*, Springer, [https://doi.org/10.1007/978-3-030-64849-7\\_23](https://doi.org/10.1007/978-3-030-64849-7_23). Print ISBN 978-3-030-64848-0. Online ISBN 978-3-030-64849-7. First Online 11 December 2020

Prof. Vijaya Bandyopadhyaya, published paper titled *Reducing traffic congestion in Indian cities – A review of methodologies*, in Korgaonkar, M. G. and Koner, J. (Eds.), *Transportation Technology and Systems*, 33-51, NICMAR, Pune

Prof. Sudeep Rohit, presented and received best paper award for paper titled *Value Co-creation at the BoP: Beneficiary Roles in Policy-Based Healthcare Service Delivery*, 2020 American Marketing



Association summer academic conference held between 21<sup>st</sup> to 23<sup>rd</sup> August, 2020 at California, USA

Prof. Sunderarajan Prasad delivered an invited talk on *Ethics in Engineering* on 24 November 2020 in the AICTE Sponsored Short Term Training Programme on Engineering Ethics conducted by Dept. of Electrical and Electronics Engineering, Veer Surendra Sai University of Technology, Burla, Sambalpur, Odisha between 21 – 26 November 2020

Prof. Vijaya Bandyopadhyaya delivered an invited talk on *Ethical Decision Making* on 25 November 2020 in the AICTE Sponsored Short Term Training Programme on Engineering Ethics conducted by Dept. of Electrical and Electronics Engineering, Veer Surendra Sai University of Technology, Burla, Sambalpur, Odisha between 21 – 26 November 2020

### Student Achievements

Mrs. Ranjani Kumari, FPM participant, presented paper titled *Impact of environmental Concern and Perceived Moral Responsibility on Ecofriendly products Purchase Intention*, at 14th Great Lakes NASMEI Marketing Conference 2020, held on 21 & 22 December 2020

Mr. Abhishek Kumar-I and Nitish Kumar Sinha from PGP-II jointly won 4<sup>th</sup> prize in Essay Writing Competition on *Digital Marketing trends in the covid-19 era* conducted by IIT- Roorkee from “Team Patna” CIMP, held in September 2020

Mr. Mohit Kumar from PGP- II received certifications for best performing intern at Hindustan Coca Cola Beverage Pvt. Ltd.

Mr. Mohit Kumar from PGP-II received certification for successfully completing the “NISM- Series-V-A: Mutual Fund Distributors Certification Examination”.

Mr. Mohit Kumar from PGP-II received certification for successfully qualifying the National Level Management Quiz BIZ QUIZ 2020 with 80% held on 9 August 2020 by the School of Management Studies (SMS), GIET University, Odisha, India.

Mr. Mohit Kumari from PGP-II received certification for successfully completing MARKETING IN DIGITAL WORLD authorized by the University of Illinois at Urbana-Champaign and offered through Coursera.

Mr. Mohit Kumar from PGP-II received certification for successfully completing Six Sigma and the Organization (advanced) authorized by the University System of Georgia and offered through Coursera.

Mr. Abhishek Kumar-II from PGP-II completed certification program on data science orientation from IBM via coursera and received certification from NISM V a mutual Fund distributor

Mrs. Ranjani Kumari, FPM participant, participated in a ten-day Faculty Development Program on Quantitative Data Analysis using R, organised by RV Institute of Management from 2<sup>nd</sup> to 11<sup>th</sup> November 2020



Mrs. Ranjani Kumari, FPM participant, participated in a five-day Workshop on Partial Least Square Structural Equation Modeling (PLS-SEM) using SmartPLS organised by Blue-Forskning from 16<sup>th</sup> to 20<sup>th</sup> December 2020

## PLACEMENTS 2020-21

Chandragupt Institute of Management Patna (CIMP), known for its excellent track record of campus placements for its PGDM graduating students. Excellent Placements record for all eleven passed out batches. Recruiters like Tata Advanced Systems Limited (TASL), ITC Ltd., JEEViKA, Amul, Colgate-Palmolive (India) Limited, COMFED, ICICI Bank, HDFC AMC, Yes Bank, HDFC Bank, Asian Paints, Airtel and more affirmed their faith every year in the talent nurtured at CIMP.

More than 40% placements have been completed till now for the 2021 passing batch. Campus Placement drive by ICICI Bank was done at CIMP last month. 27 students finally got selected in ICICI Bank. It was a three stage process. After completion of PGDM programme, selected students will join ICICI Bank for different roles like Wealth Manager, Relationship Manager, Solution Manager, Accounts Manager, Manager – Trade amongst others in the retail and corporate space. Selection of 27 students in ICICI Bank is the result of the top quality education and inputs given by CIMP faculties, proper guidance by the Director Dr. V Mukunda Das, hard work of the students and time to time mentoring by Industry experts.

Few leading companies in different segments have already completed the placement process at CIMP and selected students to become part of their organization.





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