



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 2021 Issue of CIMP Update, the newsletter of Chandragupt Institute of Management Patna (CIMP). CIMP was established in the year 2008 with active support from the 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 the Executive Post Graduate Programme (ExPM) for the serving executives of the Government of Bihar. CIMP will also start offering Executive Fellow Programme in Management (EFPM) from Academic Year 2022 with 15 seats approved by AICTE. With these, CIMP has emerged as one of the best institutions for management education in the country. It has been ranked among the top 100 institutions in the management area by National Institutional Ranking Framework (NIRF) in 2021. Since the beginning of the unprecedented global health crisis, CIMP continued 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 the 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.

Institute Achievements

Chandragupt Institute of Management Patna has obtained approval from the All India Council for Technical Education (AICTE) for conducting a full-time Post-Graduate Diploma in Management (PGDM) with 120 seats, Fellow Programme in Management (FPM) with 05 seats and Executive Fellow Programme in Management (EFPM) with 15 seats for the academic year 2022-2023.

CIMP secured National Cluster Rank 29 in overall MBA ranking 2021, in Indian Institutional Ranking Framework (IIRF). CIMP has been ranked among the top 100 institutions in the management area in India by NIRF in 2021.

NIRF RANKING

National Institutional Ranking Framework (NIRF) Ranking

This year, CIMP Patna has been ranked among the top 100 institutions in the management section area according to the NIRF ranking. A significant achievement for any institution in Bihar, CIMP has overtaken several IIMs and other reputed B-schools in the country. It demonstrates the institution's mettle across the considered parameters like Teaching, Learning, and Resources; Research and Professional Practices; Graduation Outcomes; Outreach and Inclusivity; and Perception. This achievement is attributed to the relentless efforts of the leadership team, faculty, alumni, students, and other stakeholders.



The National Institutional Ranking Framework (NIRF) was approved by the MHRD and launched by the Honourable Minister of Human Resource Development on 29th September 2015. This framework outlines a methodology to rank institutions across the country. The methodology draws from the overall recommendations broad understanding arrived at by a core committee set up by MHRD, to identify the broad parameters for ranking various universities and institutions. The parameters broadly cover Teaching, Learning, and Resources; Research and Professional Practices; Graduation Outcomes; Outreach and Inclusivity; and Perception.

ACADEMIC EVENTS

Workshop on Covid Helper's Skill for Students Community by Mrs. Ankita Kumari, Ministry of Education, GOI

A workshop was organized on 6th July 2021 by Mrs. Ankita Kumari (Ministry of Education, GOI) on the topic *Covid Helper's Skills for Student Community*. She spoke on the recent drive by the Ministry of Education to engage educational institutions in online and offline community services during the pandemic.

The workshop focused on providing information and psycho-social support for the Covid-19 affected. It also aimed at enabling students to explore various online avenues offering online counselling and related services. She opined that the endeavour would help orient people in response to the pandemic, and integrate psychosocial support skills into their daily work. These skills would enable individuals in making a difference to the well-being of people they come into contact with during the pandemic.

Interaction with Mr. Satyajeet Rajan, IAS (GOI)

On 12th July 2021, Shri Satyajeet Rajan, IAS, Kerala cadre (1987 batch) interacted with students of PGDM (2021-2023). Shri Rajan congratulated students on joining CIMP and emphasized the importance of the Institute logo. He explained the four words in the logo- *Prosperity, Development, Education, and Culture* along with the mission and vision of the Institution.

During the discussion, he encouraged students to share what they would want to become in their lives, who inspired them and how do they planned to contribute to their society, state, and country. Shri Rajan discussed Bihar's industrial landscape and the importance of entrepreneurship in our societies. In this context, he shared information on various government programs like Start-up Bihar and *Pradhan Mantri Mudra Yojana*.

Shri Rajan encouraged students to initiate their own start-ups to generate employment and contribute to Bihar's development. He also advised students to become good human beings, develop positive and analytical thinking, have patience and always focus on their goals.

Inauguration of Centre for CSR Studies

The Centre for Corporate Social Responsibility (CSR) Studies was inaugurated on 16th July 2021 by the Hon'ble Deputy Chief Minister Shri Tarkishore Prasad. In his inaugural address, Shri Prasad expressed his gratitude to the Hon'ble Chief Minister of Bihar, Shri Nitish Kumar for envisioning a world-class management institute in Bihar. Shri Prasad also thanked Dr. V Mukunda Das, Director, CIMP, for fulfilling the vision of Hon'ble Chief Minister, and playing an important role in resurrecting the lost educational glory of Bihar. He said it is a matter of great pride that the alumni of the institute are well placed in top corporate of India and abroad.



Inauguration of Centre for CSR (Photo); (Centre). Shri. Tarkishore Prasad, Shri. Nitin Nabin,; (Right) Shri Kumod Kumar & Shri Rajeev Rajnjan (Extreme Left) & CIMP Staff members (Background)

He shared how social responsibility has always been important in Indian culture and society. Our ancestors took individual responsibility to do good for society. In past, it was a norm to spend one-tenth of the income for social work. Shri Prasad urged individuals and corporate organizations to come forward to fulfil societal needs. He also thanked Prof. (Dr). V. Mukunda Das, Director, CIMP, for cultivating social values among students. He said that he hopes that students will carry forward the social values, the culture of societal consciousness and social responsibility gained at the Institute.

Shri Nitin Nabin, Hon'ble Minister Road Construction, Government of Bihar was the guest of honour for this event. He thanked the Institute authorities for coming up with a common platform for CSR-related activities in the State. He also assured of helping the Institute in carrying out its CSR initiatives. Citing the example of Swachh Bharat Mission, Shri Nabin said that we have a long way to go. Shri Nabin suggested that there is a need to focus on different dimensions of societal development by different individuals and organizations to spur the overall development of society. He further added that it is not only the responsibility of the corporate but the onus lies on each and every citizen of this country to give back to society.

Prof. (Dr.) Prasad Sundararajan, Creative Thinker, Writer & Graphologist, in his welcome address, thanked Prof. (Dr). V. Mukunda Das, Director, CIMP for starting the CSR project of the Institute to spread the spark of education among children coming from disadvantaged sections of the society.

Interaction with Mr. Atul Kumar, Founder, Tax Mitra

An online interaction was organized on 17th July 2021 with Mr. Atul Kumar, Founder, Tax Mitra. Tax Mitra is registered under Registrar of Companies, Patna with an authorized share capital of Rs.10 Lacs and paid-up capital of Rs.1 lac. It was incorporated on 5th September 2017 as “Tax Mitra Private Limited” with the Ministry of Corporate Affairs and was incubated under the Start-up Bihar initiative. Tax Mitra enables rural people to pay taxes from anywhere at an affordable rate. Mr. Kumar shared how CIMP’s incubation support and funding helped him grow his start-up. He stressed on the importance of research before starting any start-up and the existing government scheme that entrepreneurs can avail for their start-ups.

Interaction with Mr. Siddharth Deshmukh, Head, Modern Trade at One Plus, India

“Never Settle” is the quintessence of One Plus family. It defines the essence of life – to push harder, delve a little deeper and go beyond our limits in our everyday lives. It has set up a rock-solid benchmark by offering amazing features at a budget range. As a result, it has been at the pinnacle in the past few years in the handset market. One plus, one of the most promising and premium smartphone brands, is focusing on value for money products for consumers, a step closer to excellence

Students participated in the guest lecture on July 27th 2021 by Mr. Siddharth Deshmukh, Head, Modern Trade & General Trade at One Plus, India. Mr. Deshmukh, an alumnus of IIM, Calcutta, referring to his 13 years of experience in the modern trade, systematically made students aware of the various aspects of the industry. He emphasized the importance of understanding the myths and facts related to the shoppers who want to buy a smartphone. Based on his experience at Modern Trade, he highlighted the nuances of logistics and distribution management. He also shared the recent trends among consumers to use YouTube and several other internet sources to gain assurance on product quality through customer feedback and reviews. This trend has been a boon to a few companies and a curse to some Multinational companies. Mr. Deshmukh also discussed on creating a handset with the most advanced features at a competitive price.

Interaction with Prof. J. K. Nair on the topic Usage of Technology in Education

An interaction was organized with Prof. J. K. Nair on the topic “Usage of Technology in Education” on 30th July 2021. He provided insights on how technology is improving the educational infrastructure and shared the difference between offline and virtual classes and textbooks and PDF contents. Emphasizing the benefits of educational technology in facilitating access to national and international content, he shared how the conventional brick and mortar classrooms are losing their significance. Also, the future of education lies in amalgamating technology in both physical as well as online settings. The students learnt about Learning/ Teaching and Pedagogy (concept of medium, delivery points, etc.); Technology involved in Physical Education (admission, attendance, HR, grading, evaluation, e-content delivery tools, etc.); Infrastructure for Educational Technology;

Virtual Educational Technologies. Prof. Nair also discussed about the learning pyramid and how it helps the human mind.

Students' Participation in a Webinar on Technology and Innovation in Circular Fashion

A webinar on “Technology and Innovation in Circular Fashion” was organized on 2nd August 2021 by the Chintan Environmental Research and Action Group, along with Tamarind Chutney and Friedrich Ebert Stiftung, India. The Friedrich-Ebert-Stiftung (FES), Germany is one of the oldest foundations that work on the core ideas and values of social democracy: freedom, justice, and solidarity.

The panel comprised of speakers: Prof. Dr. Deepti Gupta (Department of Textile, IIT Delhi); Ms. Gauri Sharma, Organizational Development Manager (Shahi Exports); Mr. Karan Kumar, Programme Manager (Laudes Foundation) & Ms. Priyanka Khanna, International Expansion Manager, (Fashion For Good). The webinar was introduced by Ms. Charanya and was moderated by Ms. Lavyana. The students learnt about the circular economy in the context of fashion industry. They also learnt about the present policies concerning the sale of recyclable materials and the functioning of the industry.

Annual Convocation Ceremony 2021

The 11th Convocation of CIMP was held on 28th August 2021. Two hundred sixteen students from both 11th (Class of 2020) and 12th (Class of 2021) batch of Post Graduate Diploma in Management (PGDM) received their degrees during the convocation event at CIMP. Eighteen state government officers of the 3rd Batch of Executive Programme in Management (EXPM) also received their certificates during the event. Mr. Mritunjay Garain and Ms. Shivadhatri received the gold medals as the topper of the PGDM 2018-20 and PGDM 2019-21 batches respectively. Kumari Ankita Singh received the gold medal for being the topper among girls in PGDM 2018-20 batch.

Shri Nitish Kumar, Chairman, Board of Governors, CIMP in his message expressed his happiness and congratulated the graduating students, their parents, and the CIMP family on this occasion.

The convocation address was delivered by Shri B. N. Singh, Executive Chairman, Alkem Laboratories Limited). Shri Singh shared his success mantra with the graduating students and underlined the two values, honesty and trustworthiness as the twin pillars for any organization to establish and grow. Shri Singh also shared insights of his four decades-long journey in the making of Alkem from a meager Rs.5 Lakh company to an 8,000 crore pharma giant. In his concluding message to the graduating students, Shri Singh exhorted them to not only for success but also try to give back to the society, which has directly or indirectly helped them.



The Lighting of Lamp during the 11th Convocation Ceremony (photo): Prof. (Dr.) V. Mukunda Das (right), Prof. Ranjit Tiwari (center), Prof B. Mishra (left)



Convocation Ceremony (photo): Graduating Students during the convocation ceremony with the Faculty at CIMP

Prof. (Dr). V. Mukunda Das, Director, CIMP, in his address, highlighted the progress of the Institute during the last few years. He urged the graduating students to not only achieve in their professional careers but also contribute to the state of Bihar. Prof. Das expressed satisfaction that even during the pandemic time, the Institute reinvented itself and continued to work to accomplish tasks by leveraging digital technology, and was recognized worldwide. Prof. Vijaya Bandyopadhyaya welcomed the guests and Prof. Sudeep Rohit delivered the vote of thanks on the occasion.

Awas Par Samvaad: A Panel Discussion on Financial Inclusion

A panel discussion on the “Role of Banks, Housing Finance Companies (HFCs) and Micro-Finance Institutions (MFIs) in facilitating access to finance for urban poor in all verticals of PMAY(U)” under the theme "Awas par Samvaad" under Pradhan Mantri Awas Yojana (Urban) [PMAY-U] was organized on 25th September 2021. The event was jointly organized by the Directorate of Municipal Administration, Department of Urban Development and Housing, Government of Bihar and Chandragupt Institute of Management Patna.



Panel Discussion on Awas Pe Samvaad (photo): Students attending the panel discussion

The objective of the panel discussion was to discuss, deliberate and disseminate knowledge on the role of banks and micro-finance institutions among the students, faculty and other stakeholders. Dr. Nalin Bharti, IIT, Patna spoke on turning the dream of housing into reality.

Dr. Prasad Sundararajan, Faculty, CIMP discussed the affordable and timely access to financial schemes for (Urban) poor women. Mr. Rahul Gupta, National Head, Treasury, Bajaj Housing Finance Ltd, discussed the role of housing finance companies in facilitating access to finance for the urban poor. Mr. Satyajit Rajan, Additional Chief Secretary, Labour & Skill Development & Excise, Government of Kerala, shared the example of Kudumbashree in housing finance for the urban poor in Kerala.

Prof. Kalyan Agrawal, in his welcome address, thanked the Ministry of Housing and Urban Affairs, Government of India for the great initiative, Samvad on Awaas, to inform many stakeholders about the government policies for implementation of housing programs in the future. He also thanked Prof. (Dr.) V. Mukunda Das, Director, CIMP.

Students' Participation in Shaastraarth Organized by ICICI Bank

Students attended a panel discussion *Shaastraarth* conducted ICICI Bank on 17th November 2021. Motivated by an Indian tradition of sharing multiple perspectives through discussions and debates, *Shaastraarth* welcomed prominent thought leaders from India Inc. The panel included Mr. Vishaka

Mulye, Mr. Anup Bagchi, Mr. Sandeep Batra & Ms. Anuradha Razdan from ICICI BANK. The leaders spoke on unlocking opportunities in the new normal. Ms. Anuradha Razdan discussed the evolution of consumer behavior due to a cultural shift in the age of the hybrid workforce. This initiative helps students by creating a better corporate-campus connect and brings together a congregation of fifty corporate leaders on one platform.

An interaction with Mr. S. Darshan, Tarumitra

An interaction with Mr. S. Darshan, Full-Time Volunteer, Tarumitra, was organized on 23rd November 2021. During his interaction with students, he shared the history of Tarumitra. Tarumitra was started by a group of students from Patna in 1988.

As an organization, it has always worked towards improving our ecology by sensitizing various sections of society on ecological issues. In 2005, it was conferred by the United Nations (a Special Consultative Status). At present, Tarumitra has more than 2,00,000 members in over 1000 high schools and colleges. Also, it has set up a bio-reserve in Patna having a rare collection of over 400 vanishing trees and plants of North India. It has also joined hands with similar organizations to support the cause. One of the significant steps has been to set up bio-reserves like the one in Patna in other parts of the country.

He also spoke on waste management and urged students to contribute to designing and compiling the #HabitChange4ClimateChange Campaign in collaboration with Patna Municipal Corporation and Mithinga Waste Management Private Limited for the welfare of society.

Interaction with Mr. Ronak Shah, Seva Mandir

An online Interaction with Mr. Ronak Shah, Chief Executive, Seva Mandir, was organized on 28th November 2021. He discussed the perils of the dangerous and inefficient cooking systems, cooking styles prevalent in rural India. He spoke about the Udaipur Urja Initiatives and the role of women entrepreneurs in their initiative. Udaipur Urja Initiatives brings technology and market closer for rural women entrepreneurs towards providing energy-efficient cookstoves. These cookstoves are

Bring **technologies & markets** closer to people

UDAIPUR URJA INITIATIVES
Producer Company Limited

Technology

- Evaluate & Test
- Financial Model
- Service Model
- Awareness

Women Entrepreneur

Agriculture

- Value Chain
- Right Price
- Right Practice
- Quality Product

Online Interaction with students (photo); Mr Ronak Shah of Udaipur Urja Initiative presenting during an online interaction at CIMP

environmentally friendly and better for health compared to conventional cookstoves. Mr. Shah shared that decentralized clean energy technologies have huge potential to address the energy poverty in rural areas. He said that appropriate business models can bridge accessibility and affordability gaps.

International Conference on Corporate Social Responsibility, Inclusive Development and Welfare 2021

A two-day international Conference on Corporate Social Responsibility Inclusive Development and Welfare 2021 was organized by the Centre for CSR Studies, CIMP in association with the Xavier Institute of Social Research (Patna) in hybrid mode on 11th December 2021 at CIMP. The Institute of Company Secretaries of India and The Institute of Chartered Accountants of India were the knowledge partners of this conference. Prof (Dr). V. Mukunda Das was the Patron of the conference. The conference committee included Prof. Vijaya Bandyopadhyaya, Prof G. K. Murthy, Prof. Santosh Kumar, Prof. Sibananda Senapati and Dr. Shashi Prabha. Mr Rajeev Ranjan and Mr Kumod Kumar were the Conveners. Fr. Dr. Jose Kalapura, SJ, Director, Xavier Institute of Social Research was the Academic Coordinator of the conference. The participants from premier institutions including IIM, Ranchi, Patna Women's College, Patna University, CIMP, Vishwabharti University, Central University of Jharkhand, Manipal University, Loyola College and Alumni, London School of Economics presented their papers during the conference.

Dr. V. Mukunda Das, Patron, ICSSR 2021, welcomed everyone and described the International Conference on CSR as a new initiative for Patna, Bihar. In his welcome address, he emphasized the prevailing inequality in society, and how CSR can play a critical role in bridging the divide. The Academic Coordinator of the Conference, Fr. Dr. Jose Kalapura, SJ (Director, Xavier Institute of Social Research, Patna) during his address linked the foundations of CSR with verses from ancient scriptures like Sarve Bhavantu Sukhinah and Vasudhaiva Kutumbakam. He emphasized that the principles of CSR are deeply rooted in our culture. Mr. Anand Madhab (Advisor, Centre for CSR Studies, CIMP) gave a special welcome to Dr. Bhaskar Chatterjee and highlighted the theme of the conference.



The lighting of Lamp during ICSSR (photo): Prof. (Dr.) V. Mukunda Das (left), Fr. Dr. Jose Kalapura (center), Mr Anand Madhab (left)

The conference was inaugurated virtually by Dr. Bhaskar Chatterjee, Ex. DG; CEO, IICA, Manesar (Harayana), also known as the father of CSR in India.



Inaugural Address (photo) Dr. Bhaskar Chatterjee during his inaugural Address addressing the participants at ICSSR 2021

During the event, Dr. Chatterjee shared his personal experiences and the journey of CSR in India. He described the importance of theoretical and action research related to CSR, and emphasized the need for impact assessment of the CSR projects through third parties. He also shared that research

papers presented in the conference will guide the future directions of CSR. He further appreciated the efforts of the Centre for CSR Studies, CIMP.

Mr. Mag Martin Neureiter, the key note speaker on the occasion and a world-renowned CSR professional addressed the participants online from Austria. Mr. Neureiter is also the founder of The CSR Company International. In his address, he said that CSR acts as a tool for achieving sustainability. He also regretted the fact that many organizations see CSR as only charity. Mr. Martin appreciated CIMP's efforts and thanked it for setting up the Centre for CSR Studies. Prof. Vijaya Bandyopadhyaya (Conference Chairperson, ICCSR, 2021) proposed the vote of thanks at the end of the inaugural event.

The two-day conference had three technical sessions. Two technical sessions were organized on 11th December and one session was organized on 12th December 2021. The first session was chaired by Mr. Maneesh Pandeya, Fullbright Fellow, Ph. D Doctoral Research, Howard University, Washington-DC (USA), and co-chaired by Prof. G. K. Murthy. A total of eight papers were presented during the first technical session. These papers were presented on the topics: Role of CSR on Human Resource; Role of CSR in Interventional Development of Kumhaar Communities; Role of CSR in Inclusive Growth and Development, etc. The second technical session on 11th December 2021 was chaired by Mr. Mukesh Kumar, Head, Centre for E2E in CSR, IICA, Ministry of Corporate Affairs, Govt. of India.



ICCSR Technical Session 2021 (Photo): A participant making her presentation in technical session in front of other participants

Mr. Kumar spoke about the nascent state of CSR as a field, and how the work of scholars can be instrumental in shaping the future course of action. He urged presenters to review studies that identify the recent trends and utilize business acumen to solve stakeholder issues. This session was co-chaired by Prof. Sibananda Senapati. A total of seven papers were presented during the session that included papers on Health and Wellbeing of Students during COVID; CSR as a Potential Catalyst

in Solving Primary Health in Bihar; Determinants of CSR Engagement with a Focus on Female Representation in Board; CSR: A Nation Building Activity, and CSR, A Step Towards Social Welfare. During the 3rd technical session on 12th December 2021, seven papers were presented. The topics included CSR and Its Guiding Ethical Principles; CSR through Participatory Communication; Role of Jharkhand Corporate Social Responsibility Towards the Promotion of Sustainable Business in the State; Achievement of SDG (Sustainable Development Goals) from a Gender Perspective and CSR in India, Origin, History and its Role in Sustainable Development.

A panel discussion with Mr. Ravi Bhatnagar, Director of External-Affairs, and CSR, Reckitt Benckiser, Mr. Rusen Kumar, Founder, The India CSR and Dr. Rana Singh, Vice-Chancellor of Sanskriti University, Mathura and Mr. Anand Madhab, Ex. CEO, Jagran Peהל, CSR Division of JPL Group, Ex. Principal Consultant, Gender Resource Centre, Govt. of Bihar and Advisor, Centre for CSR Studies, CIMP, was also organized. The topic of the panel discussion was *The Changing Imperatives of CSR in the Post Covid Era*.

The keynote address of the valedictory session was delivered by Shri Ravi Bhatnagar. In his address, he said that in any CSR activity by a company, the community should come first followed by the company and then the brand. He also emphasized the dearth of good CSR projects in Bihar and urged the panel members to create a state institution for CSR in Bihar. This idea was supported by both Mr. Rusen Kumar and Dr. Rana Singh. Mr. Rusen Kumar proposed a big conference on CSR in Bihar in association with the centre for CSR studies, CIMP in future and also announced a state-level portal for routing CSR projects to the State.

Professor S. Senapati, Member of Conference Committee, explained the essence of the conference and shared the learning from the conference. The Best Paper Award for the conference went to Mr. Aayush Anand, Ph.D. Scholar, Central University of South Bihar for his paper titled “CSR Activities through Participatory Communication, An Action Research to Strengthen Government Education System” He was awarded a certificate and a cheque of Rs. 10,000. Certificates of participation were also given to all the participants jointly by Fr. Dr. Jose Kalapura SJ, Director, XISR, and Mr. Rajeev Ranjan, Convenor, ICCSR. At the end of the ceremony, the vote of thanks was proposed by Mr. Kumod Kumar, Coordinator of Centre for CSR Studies and Convener of ICCSR 2021.

OTHER EVENTS

Independence Day Celebrations

Independence Day was celebrated at CIMP with great fervour and zeal. At 8:00 AM on 15th August 2021, the national anthem was played. The national flag was hoisted by a child named Dhananjay Pandey from the Beautiful Mind, CIMP in the presence of Prof. Anuj Sharma, Faculty, CIMP, Mr. Rajeev Ranjan, Chief Administrative Officer, CIMP) and other members of CIMP family. On the 75th anniversary of our Independence, we remembered the efforts and sacrifices of our freedom fighters.



Independence Day (photo): Flag hoisting by Mr. Dhanajay Pandey , Prof. Anuj Sharma (center), Mr. Rajeev Ranjan (Right)

Gender Sensitization Workshop for Staff and Employees

A gender sensitization workshop was organized on 27th October 2021 by the Internal Complaints Committee (ICC) in the examination hall at the academic block, CIMP. The workshop was attended by the staff and employees of CIMP. The workshop was facilitated by Prof. Vijaya Bandyopadhyaya and Prof. Jyoti Verma.



Gender Sensitization Workshop for CIMP Staff (Photo): Prof. Jyoti Verma facilitating the participants during the workshop

Gender Sensitization Workshop for Students

A gender sensitization workshop was organized on 28th October 2021 by the Internal Complaints Committee (ICC) at the institute auditorium, CIMP. The workshop was attended by students from PGP and FPM programs. The workshop was facilitated by Prof. Vijaya Bandyopadhyaya and Prof. Jyoti Verma.



Gender Sensitization Workshop for CIMP Students (Photo): Prof. Vijaya Bandyopadhyaya facilitating the participants during the workshop

Interaction of Students Grievance Redressal Committee

An interaction with the Grievance Redressal Committee was organized on 2nd November 2021. Students got aware of the constitution of the student Grievance Redressal Committee for addressing their problems and correctly resolving grievances of students at the institute. The interaction was facilitated by Prof. Vijaya Bandyopadhyaya and Prof. Ranjit Tiwari.

Aligned with the norms set by UGC Regulations 2012, through SRC, students can lodge the grievances related to academic & non-academic activities, issues related to provision of facilities as promised, non-transparent or unfair assessment in the examination, harassment or victimization of scholars through fellow college students or teachers, attendance problems, charging costs in extra of what's unique all through admissions, the undertaking of examinations, etc.

The interaction also made students aware of the process of lodging a complaint about the person through an official hyperlink, <https://www.cimp.ac.in/criticism/> or writing an email criticism@cimp.ac.in or to any of the committee contributors of their opinion in writing. The Director of the Institute, after verifying the information and the papers involved and after dialogue with the Committee contributors will announce the judgment. Later, students asked questions related to the Grievances Redressal committee and resolved their doubts.

Interaction of Students Grievance Redressal Committee (Photo) Prof. V. Bandyopadhyaya (left) and Prof. R. Tiwari (right) interacting with students at CIMP



Mega-Alumni Meet 2021

It takes years for an institute to get established and be recognized as a brand. Since its inception in the year 2008, CIMP has carved an identity for itself that many resource-rich institutes yearn to achieve. To nurture the bond that students and alma mater share, CIMP organized a Mega-Alumni Meet on 7th November 2021. Prof. (Dr).V. Mukunda Das, Director, CIMP delivered his inaugural speech on the occasion. He shared with students the journey of CIMP in these years. He also discussed the Institute's role in the development of Bihar through its educational, consulting, and research activities. This event was attended by more than 200 alumni from various parts of the country. They participated in cultural activities like dancing, singing, stand-up comedy, mimicry, etc. After lunch, during an interactive session with faculties, they provided feedback for improving the ongoing activities.



In the meantime, the alumni took time to soak in the sunshine, roamed around the campus in memory lane visualizing their golden moments with their class fellows. A live band performance was organized that was followed by presenting mementos to students as a token of remembrance. The alumni from the institute are doing exceptionally well in their professional lives. Many of them are working at distinguished organizations like Wells Fargo, Tata Advanced Services, Mphasis, Water Resource Department (Govt. of Bihar), North Bihar Power Supply Corporation, South Bihar Power Distribution Company Ltd, and The Shipping Corporation of India, etc. A few of the alumni in the education domain are part of institutions like IIMs. The ever-growing lists of such successful alumni have set a steep benchmark for many.

STUDENT ARTICLES

Climate Change: A Threat to Food Security

Mr. Nitish Nigam, FPM participant (2020-2024)

To achieve a sustainable future for all, climate change, and end hunger, achieve food security, and improve nutrition are at the heart of the sustainable development goals (SDGs). Recently, World Hunger Index 2021, highlighted the hunger scenario in India, where it ranks at 101st position out of 116. Furthermore, climate change also threatens food security, which impacted agricultural production especially in developing and underdeveloped nations.

Climate change has impacted agriculture in numerous ways that includes changes in temperature and precipitation, and intensifying the occurrence of natural calamities such as floods, droughts, and heat stress. Higher temperature and weather variability impacts crop production adversely particularly in low-income countries due to a lack of adaptation strategies. Also, variation in precipitation impacts crop production in the rain-fed area sometimes leading to crop failure. Conversely, adaptation strategies in developed nations such as the United States (US) increase the crop yield.

In line with the latest assessment report of the Intergovernmental Panel on Climate change (IPCC), climate change augments and intensifies risks to food security for the most vulnerable countries and populations. Apart from crop production, it lowers the income of the individuals whose livelihood depends on agriculture and the marine ecosystem and also leads to the breakdown of food systems.

Thus, greater efforts are needed to ensure adaptation strategies to face climate change at different levels from social protection to international instruments, to improve resilience from households to agricultural and food systems.

Effect of Yoga and Meditation on Academic Performance

Ms. Saloni, PGDM (2021-2023)

Academic performance is concerned with the quantity and quality work of learning attained in a subject or group of subjects after a long period of instructions. In management or any other program, we have a lot of pressure and stress of performing well in studies as well as assignments and many other activities with a packed schedule.

So, it is very necessary for us to give thirty minutes every morning for yoga and meditation. It is considered a good source of relaxation, aids in lowering blood pressure as well as regulates hormones. Additionally, doing yoga everyday provides students a better immune system which results in a healthier body and sharp mind that can grasp things easily and have a great

understanding about the subject. And, not only is physical exercise necessary, we also need to do meditation that makes us calm and light. It gives us inner peace and energy to tackle every situation very softly. The study shows that the students, who practice yoga and meditation perform better in academics and low-stress students perform better than high-stress, meanwhile the stress affects the student's performance. "Half an hour doing yoga and meditation a day will make us fit and make our life peaceful".

Importance of Financial Literacy

Md. Asif Ali, PGDM (2021-202)

Financial literacy is very important to everyone's life. It gives one the knowledge of how to manage their money. Many people are not aware of the financial terminologies and are not able to take proper decisions in terms of their money valuation. Credit, debit, inflation, rate of return are confusing for many people. People reported that they are very confused and not able to make the right decision of investment for a retirement saving plan. Now, the role of financial literacy has come into the picture, if people get to know more about financial literacy then they can invest for their goal and might help them to avoid such a bankruptcy situation.

India is the second-largest populated country in the world followed by China. India's population in 2021 is estimated to be 1.39 Billion (139 Crores), According to Unique Identification Aadhar India, updated in December 2020 with an average literacy rate of 77.7% as per NSO data. But the question is what about the financial literacy rate? Only 27% of Indians are financially literate as per the SBEI executive director. It means that we have a long distance to travel and take more responsibilities to work on it and spread this message across the country. Various institutions are working on it but still, we are lacking on it. We are living in an era where technology is a part of our life and everything is going to be based on technology, Government has taken initiative on digital payment, debit cards, credit cards, UPI, IMPS, and many more. To improve this system we need to focus more on financial literacy. In the school curriculum, it should be included so that students get to know how the financial system and its terminologies are important in real-time.

Bihar has a population of 127 million with a literacy rate of 69.83%, but only approximately 8% are financially literate. This is also one hindrance to the development of Bihar. People are not putting money in the bank because they don't have the proper knowledge and lots of myths in society. In the village, people are still investing money on land purchases, and they are running away from investing in stock, mutual funds, insurance. Now, various regulators like RBI, SEBI, and NABARD along with many financial institutions banks, broking housing, and the insurance company have started giving focus to financial literacy

Financial literacy will help people to understand their personal finance, budgeting, saving stock market participation, and wealth management. They can invest with much more confidence and proper knowledge, it will help people's wealth and also conditions of financial institutions.

Gender Sensitization

Ms. Anjali Singh, PGDM (2021-2023)

Women play a very vital role in human progress and have a significant place in society. Women across the world are actively working as a leader and surpassing others in all the spheres of life. As the entire world is clasping its breath and praying every single day for an incredible escape from the covid-19 pandemic, it is the women governors and nations steered by these amazing figures who are taking over the responsibility and marching ahead in the battle alone wherever required.

In many countries now women are the head of the state. Education has made women independent and they are no longer dependent on men to lead their lives.

The increasing share of women's participation in the labor force and its significant contribution to household income as well as GDP require some policy attention to be paid to the gender dimensions of employment. This has been occurring alongside increases in the labor force and workforce, especially for urban women. Even business laws have changed to allow more women in the workplace and give a comfortable environment to work in.

Even after all the advances today, almost all working women are prone to sexual harassment irrespective of their status, personal characteristics, and the types of their employment. They face sexual harassment on way on transported, at workplaces, educational institutions, and hospitals, at home, and even in police stations when they go to file complaints. It is shocking that the law protectors are violating and outraging the modesty of women. Most of the women tend to be concentrated in the poor service jobs whereas men are in an immediate supervisory position, These types of unwelcome gestures cause huge embarrassments to women and should be checked and prohibited at any cost. And for this, the posh act (prevents and protects women at the workplace against sexual harassment) comes into the light. With the formation of ICC at the respective institutions. It empowers the aggressive women to expose the devil faces out of their masks.

"if you want something said, ask a man; if you want something done, ask a woman." it's the women who need to take the driving seat and create awareness, should openly talk about the harassment they are facing.

"They need to reshape their own perception of how they view themselves. They have to step up and take the lead.

Credibility Revolution in Economics

Prof. Debabrata Samanta, Economics Area

The practice of economics closely deals with policy and markets. It became imperative to understand and explore causal relationship between different variables to prescribe efficient policies as well as assess impact of these policies and interventions on human lives as well as market. Assessment of relation and interdependence between variables become crucial in understanding their impact. As the 'correlation is not causality', to distinguish causal links from correlation, economists rely on counterfactuals, which implies, what would happen, if there had not been the programme intervention. Adoption of experiment and quasi-experimental methods are to identify or create more reliable counterfactual. In recent years, the practice of economics science has transformed from a largely theoretical field to a matured evidence based one, with the use of randomized trial, quasi experiment, natural experiments and other methods of assessing impact evaluation of policy changes. These methods have allowed the researchers to estimate causal relationship between variables.

In the study of economics, methodological revolution is not a new thing. The subject has witnessed several revolutions in past, such as Classical, Neoclassical, Keynesian etc. The present era, represents era of Credibility Revolution. The term 'credibility revolution' coined by Joshua Angrist and Jörn-Steffen Pischke in their 2010 paper titled 'The Credibility Revolution in Empirical Economics: How Better Research Design is Taking the Con out of Econometrics'. They pointed out about the rise of design-based approach, featuring real or natural experiments, of empirical work to identify causal effects. Over the years, economists have adopted the experimental approach to address the credibility crisis. Like medical sciences, the economists also have adopted randomized control trial to assess impact of policies through establishing causal relationships. Based on these experiments, economists are now more equipped with effective and rational policy recommendations to solve bigger problems. In 2019, the three economists Abhijit Banerjee, Esther Duflo and Michael Kremer had been awarded with the Sveriges Riksbank Prize (Noble Prize) in Economic Sciences for their contribution to the experimental approach to identify credible evidence. Awarding the Nobel Prize to David Card, Josh Angrist and Guido Imbens in 2021 is an acknowledgement of this revolution.

MANAGEMENT DEVELOPMENT PROGRAMME

16-Days training programme for the Dy.SP Probationers (63rd Batch) and District Commandants (60th-62nd Batch) of Bihar Police Service

A 16-Days training program for the Dy. SP Probationers (63rd Batch) and District Commandants (60th-62nd Batch) of Bihar Police Service was conducted from 4th September 2021 to 24th September 2021 at CIMP. Nine participants attended the training, and were introduced to management concepts that comprised of basic management skills with some related situational case studies related to the police department.



16-Days training programme for the Dy.SP Probationers (63rd Batch) and District Commandants (60th-62nd Batch) of Bihar Police Service
Photo: Inaugural ceremony, CIMP

Start-up Incubation and Business Innovation Lab

About Start-up Incubation and Business Innovation Lab

Startup Incubation and Business Innovation Lab (SIBIL) was started in the year 2017 with the active support of the Department of Industries, Government of Bihar. The incubation centre is impanelled under Startup Bihar Policy 2017. Major thrust areas of the centre include startup projects from Edu-Tech, Fin-Tech, Ad-Tech, E-commerce, and Health-Tech Sectors. In the year 2019, the centre got listed with Startup India. Incubation centre provides facilities like mentoring, plug and play office, co-working space, etc. to start-ups. The objectives of SIBIL include creating physical infrastructure and support systems necessary for business incubation activities; facilitating networking with professional resources including mentoring, expert consultation, business advisory; facilitating knowledge creation, innovation, and entrepreneurial activities. Each incubation centre commands

certain competencies and on similar lines, SIBIL majorly focuses on E-commerce based services, Health-tech, Fin-tech, and Edu-tech services.

Workshop on Startup Venture in Bihar: Way Forward

Startup Incubation and Business Innovation Lab (SIBIL), CIMP in association with The Institute of Company Secretaries of India (ICSI) & The Institute of Chartered Accountants of India (ICAI) jointly organized a workshop on 27th September 2021 on scaling of start-ups under the theme of Startup Venture in Bihar Way Forward. The workshop was inaugurated by Shri Tarkishore Prasad Hon'ble Deputy Chief Minister, Government of Bihar. Shri Brijesh Mehotra Additional Chief Secretary Dept. of Industries was the Guest of Honour while Shri Pankaj Dixit was the special guest of the program.

In this workshop, expert speakers were called from different places in the country. These distinguished speakers trained the startups of the state to take them forward. Speakers and facilitators for the workshop included Divya Momaya, Director, Motilal Oswal, Devdutta Nayak Cat One Merchant Banker registered by SEBI, and CA Abhishek Jain, Director WE Can & Co and NAPBooks. In this workshop, three distinguished startups (Urban Kare, Railrestro & Hanuman) mentored by SIBIL were honored by Deputy Chief Minister.

Currently SIBIL, CIMP has a total no 41 start-ups also recognized by Startup Bihar and have been the seed funded. SIBIL is equipped with state-of-the-art infrastructure where facilities such as plug-in offices, conference halls, hostel, etc. are available to support the startups.

Workshop on Entrepreneurship Development and Business Sustainability

Startup Incubation and Business Innovation Lab (SIBIL), CIMP in association with the Centre for Social Entrepreneurship (CSE) and Centre of Business Sustainability (CBS) organized a one day workshop on Entrepreneurship Development and Business Sustainability and a Business Plan competition event on 18th November 2021 at CIMP auditorium. The workshop intended to provide students an opportunity to understand the concepts of entrepreneurship and business sustainability and thus helping them convert their innovative ideas into practical business propositions.

The workshop was inaugurated by Shri Syed Shanawaz Hussain, Hon'ble Industry Minister Govt. of Bihar. Shri Shahnawaz said that the biggest asset of a Bihari is his Mind (talent). To vindicate his point, the minister cited that the world has universities like Vikramshila & Nalanda centuries ago where knowledge seekers from across the planet converged for the attainment of knowledge – wisdom.

A business plan competition for students was also organized as part of a bigger event in the second half which was judged by Mr. Yateen Kumar Suman and a Prof. Alok Kumar Singh, PGP Chairperson IIM Trichi. Prof. Alok had discussed the topics of Green Supply Chain Management.

Apart from others, Dr. V. Mukunda Das Director CIMP; CA Mukul. ICAI Chairman, Patna; CS Pooja Kasera ICSI, Chairperson, Patna; Prof. Rajeev Verma, Nodal office, SIBIL, CIMP, and Shri Kumod Kumar, Chief Executive Officer, SIBIL, CIMP were present in this workshop.



Workshop on Entrepreneurship Development and Business Sustainability (Photo): (center) Shri Syed Shanawaz; (left), Prof. V. Mukunda Das , Ms. Swati, (immediate Right); Prof. Alok Kumar Sing, Mr. Kumod Kumar & Prof. Rajeev Verma,



Workshop on Entrepreneurship Development and Business Sustainability (Photo): Prof. Anuj Sharma, Prof. Rajeev Verma, Mr. Kumod Kumar (left); Prof. Alok Kumar Singh, Prof. Ankit Sharma & Prof. Jyoti Verma(Right), respectively.

SOCIAL INITIATIVES

Beautiful Mind

The Beautiful Mind is a unique social initiative of CIMP. Started 11 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 and giving them a direction in their life thereby laying a foundation of change and bringing 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 of 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 about the cultural program. 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. Students interacted with Prof. Jyoti Verma and Prof. Mamta Singh during



Faculty Interaction at the Beautiful Mind (photo): Prof Jyoti Verma with students at Beautiful Minds, CIMP.

their faculty interaction. A new batch of 60 students has started in the year 2021. The students will be provided I-card and dress for the new program.

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 society by providing required exposure and guidance to shape their careers. This is a one-year classroom

program 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 welfare 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. To 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 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 the National Aeronautics and Space Administration (NASA) for the project.

In SGC- 2018 batch, most of the students 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 was selected as Accountant in Jeevika at Sasaram and Mr. Nitesh Vishavkarma selected as Assistant Curator in Archaeology.

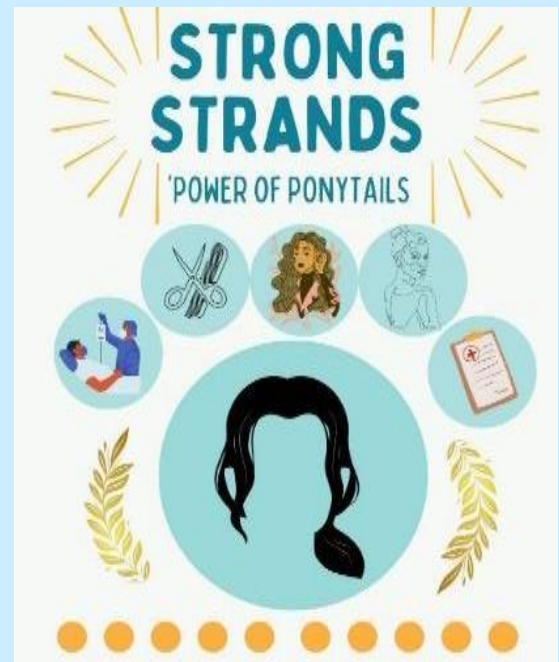
The application process for the new batch is ongoing. The notification for the first phase have been advertised in leading newspapers on 24th November 2021. The centre plans to start the new batch from the month of April 2022. The next round of advertisements area also expected in the month of December and January. The last date for sending the completed application is 11th March 2022.

Student Projects

Student project *Swachanda* by PGP students of 2021-2023 batch (Md Saquib Umar, Mr. Gautam Kumar, and Mr. Saket Jha) focused on teaching underprivileged kids from disadvantaged communities. The campaign named *Swachanda* means free. Every year millions of books are just recycled, the students thought that it could be utilized to enlighten someone's life and to create a basic literacy platform for millions of kids. They plan



to continue their work in future. Another student project, *Strong Strands* by PGP students of batch 2021-2023 (Mr. Anurag, Mr. Monik Raj, Mr. Monu Kumar, Mr. Shantanu Sinha, Ms. Soumya Tiwary and Ms. Sneha Anand) of CIMP focused on empowering people to take charge of their lives. Under this project, students urged people to donate their hair for creating wigs for cancer survivors, and help spread awareness about cancers. They also pitched their idea to two different NGOs i.e., Rotary Club of Patna Capital & Rotaract Club of Delhi Riverside to reach maximum people across Patna and Delhi. The above two clubs come under the same organization Rotary International, Chicago, United States and hold good chances to be taken up in other countries as well. Students said that they were glad and delighted to work with one of the centuries-old organizations along with the Idea of spreading awareness on the use of hairs in the right manner. Students were able to convince 30+ prospect donors out of which 17 successfully donated their hairs/ponytails which could be further processed into wigs and will be available for purchase at an affordable price. This project is likely to continue in the future by both the Rotary and Rotaract Club.



The third student project was undertaken by PGP students of batch 2021-2023 (Mr. Anish Kumar, Mr. Piyush Singh, Mr. Om Shivam, Mr. Satish Kumar Singh, Mr. Raj and Mr. Asad Jamali) of CIMP. They supported an organization Sujanimahila Jeevan Foundation. Sujanimahila Jeevan Foundation is a private incorporated organization established on 23rd March 2021. Students interacted with some of the artisans and worked towards helping them in providing an online market for selling their products. They plan to support the artisans in accessing the entrepreneurial ecosystem in future.

ACHIEVEMENTS

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Baker, H. K., Kumar, S., Goyal, K., & Sharma, A. (2021). International review of financial analysis: A retrospective evaluation between 1992 and 2020. *International Review of Financial Analysis*, 101946. <https://doi.org/10.1016/j.irfa.2021.101946> (Ranked in ABDC- A Category)

Chatterjee, S., Rana, N. P., Khorana, S., Mikalef, P., & Sharma, A. (2021). Assessing Organizational Users' Intentions and Behavior to AI Integrated CRM Systems: A Meta-UTAUT Approach. *Information Systems Frontiers*. <https://doi.org/10.1007/s10796-021-10181-1> (Ranked in ABDC- A Category)

Chatterjee, S., Rana, N. P., Tamilmani, K., & Sharma, A. (2021). The effect of AI-based CRM on organization performance and competitive advantage: An empirical analysis in the B2B context. *Industrial Marketing Management*, 97, 205–219 <https://doi.org/10.1016/j.indmarman.2021.07.013> (Ranked in ABDC- A* Category)

Samanta, D. (2021) 'Road to Prosperity: Implication of PMGSY in Rural Development in India', Kurukshetra, July 2021. Ministry of Rural Development, Government of India.

"Narcissism and impression management motives: A mediation model " was presented by Prof. Ankit on 17th December 2021 at the "08th PAN IIM World Management Conference" organized by Indian Institute of Management Kozhikode.

"Narcissus walking the extra mile: A moderated mediation model " was presented by Prof. Ankit on 08th January 2022 at the "7th Biennial INDAM Conference 2022" organized by Indian Academy of Management at Indian Institute of Management Rohtak.

Prof. Jyoti Verma was invited as a speaker at Vigyan Utsav Human Resource Development in Bihar) under Azadi ka Amrit Mahotsava – Talk on Human Capacity Building. The event was conducted by Bihar Council on Science and Technology (BCST), Dept. of Science and Technology, Govt. of Bihar.

Dr. (Prof) Jyoti Verma was a Jury member at the workshop on Entrepreneurship Development and Business Sustainability held under the Centre of Social Entrepreneurship and SIBIL on 18.11.2021, at CIMP.

Student Achievements

Mr. Mohammad Asif Ali (PGP, 2021-2023) participated in Quiz of Op'Timize organized by the Indian Institute of Management Sambalpur.

Mr. Sudhanshu Kumar (PGP, 2021-2023) successfully completed a program on "The Finance and Banking Fundamentals" organized by Catalyst Consulting and Finitatives Learning India Pvt. Ltd on 28th October 2021.

Mr. Avi Karan (FPM student, 2019-2023) presented a paper on "*What did this Pandemic offer to Educational Social Enterprises?*", on August 20th, 2021 at the 1st Regional Conference on Marketing and International Business" (RCMIB 2021) jointly organized by North South University; Department of Marketing and International Business, Bangladesh, BML Munjal University, Gurgaon-India and Jagdish Sheth School of Management, Bengaluru-India.

PLACEMENTS 2020-21

Final Placement 2021

CIMP successfully completed placement for the remaining candidates of PGDM batch 2019-21. Due to 2nd wave of COVID pandemic, campus placement process got delayed. Placement 2021 declared completed in the month of October 2021 with proving its track record of excellent placement for this year also.

Commencement of final placement 2022

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

More than 70% placements have been completed till December 2021 for the 2022 passing batch. ICICI Bank, Tata Advanced Systems Ltd., Colgate-Palmolive (India) Limited, Berger Paints, Utkarsh Small Finance Bank, HDFC AMC, Bandhan Bank have already completed the placement process at CIMP and selected students to become part of their organization. Pre Placement Offers were provided by ITC Ltd., Propellid, Asian Paints, and Airtel. Selection of students in the above organisations is the result of the top quality education and inputs given by CIMP faculties, proper guidance by the Director Prof (Dr). V Mukunda Das, hard work of the students and time to time mentoring by Industry experts. Organisations have also started intern selection process. ICICI Bank, Airtel has already completed the process; others will also complete the same till end of January 2022 tentatively.

ADMISSIONS 2022-2023

Admission for PGDM 2022-2024 Batch

The application process for PGDM at Chandragupt Institute of Management Patna (CIMP) for the batch 2022-24 has been already started in the month of October 2021. Candidates appearing in CAT 2021/ XAT 2022/ CMAT 2022 are eligible to fill the application form.



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