



# CIMP UPDATE

Volume- 8, Issue- 1

January-June, 2022

A Newsletter of Chandragupt Institute of Management Patna



## Inside.....

- New Programme: PGDM-IEV
- Collaborations
- Workshop & Seminars
- Spardhaa 2022
- UDBHAV 2022
- Research and Publications

*& many more....*





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## TABLE OF CONTENTS

<b>FOREWORD</b>	<b>3</b>
<b>ABOUT CIMP</b>	<b>4</b>
New Programme: PGDM-IEV.....	5
Institute Achievements.....	6
<b>INDUSTRY-ACADEMIA INTERACTIONS</b>	<b>6</b>
Inauguration of BOSCH Industry-Academia Collaboration Cell.....	7
Industry-Academia Collaborations .....	8
<b>WORKSHOP</b>	<b>13</b>
IPR Awareness Under Kapila .....	13
<b>SEMINARS</b>	<b>14</b>
Women Entrepreneurship on Women's Day .....	14
Role of Marketing in Business Strategy .....	14
Building A Unified Innovation Ecosystem in Bihar.....	15
Business Model Innovation .....	16
World Earth Day.....	17
Market Ka Eklavya.....	18
<b>WEBINARS</b>	<b>19</b>
Firm Valuation .....	19
Start-up Funding- Planning and Key considerations .....	19
Social Entrepreneurship: Empowering Women .....	19
Psychometric Assessment, Competency Assessment and Overall Development .....	20
Entrepreneurship in the Digital Age: Targeting 2030 .....	21
Recent Trends in Applied Artificial Intelligence.....	21
Insights in Running a Global Business .....	22
Manufacturing of Steel Sheet in an Integrated Steel Plant.....	23
Waste Water Management.....	23
Role of Treasury in Financial Institution.....	24
Rural Road Construction: A Management Perspective .....	24
Shipping Industry and its Prospects.....	25
<b>INTERACTIONS</b>	<b>27</b>
Utilising Artificial Intelligence.....	27

Nurturing Career with CFA Certification .....	27
<b>EXTRACURRICULAR ACTIVITIES</b>	<b>28</b>
FebXCyclothon: Weekend virtual cycling event .....	28
Spardhaa 2022: Annual Sports Meet.....	28
UDBHAV B-Fest .....	29
Rashtriya Kavi Sammalen 2022.....	32
International Day of Yoga .....	34
<b>FACULTY ARTICLE</b>	<b>35</b>
Ambidextrous Leadership in Attaining Organizational Ambidexterity .....	35
<b>STUDENTS ARTICLES</b>	<b>40</b>
Indian start-up IPO: A reality check.....	40
Environmental Performance Index - India's Concerns .....	40
Mental Health at Work Place.....	42
Sri Lanka Crisis - Factors Responsible .....	43
Rise and Rise of OTT Platforms .....	44
Women's Leadership Era.....	45
AI in Business.....	46
The Rise of Adventure Tourism in India .....	47
<b>MANAGEMENT DEVELOPMENT PROGRAMMES</b>	<b>49</b>
Management Training of BAS Probationers (60 <sup>th</sup> -62 <sup>nd</sup> Batch) .....	49
Management Training of Block Education Officers (BEOs).....	49
<b>CIMP BUSINESS INCUBATION AND INNOVATION FOUNDATION</b>	<b>50</b>
Training Programme for Entrepreneurs .....	51
<b>SOCIAL INITIATIVES OF CIMP</b>	<b>52</b>
Beautiful Minds .....	52
Students' Guidance Centre.....	53
<b>ACHIEVEMENTS</b>	<b>54</b>
Publications.....	54
Faculty Achievements .....	55
Student Achievements .....	57
<b>PLACEMENTS 2022</b>	<b>58</b>
<b>ADMISSIONS 2022-24</b>	<b>59</b>
<b>CIMP IN MEDIA</b>	<b>60</b>



## FOREWORD



*Dear All,*

I am happy to introduce you to the January – June 2022 Issue of CIMP Update, the newsletter of Chandragupt Institute of Management Patna (CIMP). CIMP was established in 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 recognised flagship programme Post Graduate Diploma in Management (PGDM), equivalent to MBA, along with doctoral-level Fellow Programme in Management (FPM) approved by AICTE. It also offers the Executive Programme in Management (ExPM) for serving officers of the Government of Bihar. To expand the horizon of research and innovation, CIMP has started offering two new programmes from the academic year 2022, the Executive Fellow Programme in Management (EFPM) and the Post Graduate Diploma in Management –Innovation, Entrepreneurship and Venture Development (PGDM – IEV). With these, CIMP has emerged as one of the best institutions for management education in the country. As a testimony to this, it is ranked among the Top 100 B-Schools in NIRF 2021 India Rankings. This newsletter aims to provide an overview of the institute's recent national and international collaborations, events, activities, and achievements.

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

Prof. (Dr) Rana Singh  
Director

## ABOUT CIMP

**C**handragupt Institute of Management Patna (CIMP) was established as an autonomous institution in 2008 with active support from the Government of Bihar. The institute was established to contribute substantially to the academic and development credentials of Bihar while fulfilling the primary role of training students to become professional managers. CIMP


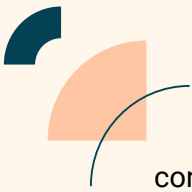


offers a two-year full-time Post Graduate Diploma in Management (PGDM), approved by AICTE and accredited by NBA. The programme is recognised by the Association of Indian Universities (AIU) as equivalent to MBA. Along with, it offers doctoral-level Fellow Programme in Management (FPM) approved by AICTE. Recently, CIMP has started offering two new programmes from the academic year 2022, the Executive Fellow Programme in Management (EFPM) and the Post Graduate Diploma in Management –Innovation, Entrepreneurship and Venture Development (PGDM – IEV).



CIMP has also initiated an eleven-month Executive Programme in Management sponsored by the Government of Bihar. CIMP has also started AICTE approved Fellow Programme in Management in 2018. In a short span of 14 years, CIMP's achievements are known to the





corporate world. The graduates from this institutes are placed in various companies of national and international reputes, such as Amul, GIC HFL, LIC HFL, HDFC AMC, HDFC Ltd., Federal Bank, Asian Paints, Colgate Palmolive, ICICI Bank, Bandhan Bank, ITC, NDDDB, Tata Advanced Systems, Yes Bank and many more.

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

**Mission:** To focus on enriching the management education profile of Bihar through training, research and consulting activities. To establish centres of research especially focusing on the development issues of Bihar.

### **Program Educational Objectives**

- Graduates will possess professional skills for employment and lifelong learning in management.
- Graduates will attain a general level of competence in management through logical and practical approach to problem solving and function effectively as skilled managers.
- 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.

### **NBA Accreditation**

- Post Graduate Diploma in Management (PGDM) offered by CIMP is accredited by the National Board of Accreditation (NBA).
- Students studying in an NBA accredited institution can be assured that they will receive education which is a balance between high academic quality and professional relevance and that the needs of the corporate world are well integrated into programmes, activities and processes.
- This accreditation also signifies that the professionals developed here are of international standards and it would be very useful in enhancing even their global mobility.

### **AIU Approval**

- The Association of Indian Universities (AIU) has accorded equivalence to the two-year full-time PGDM Program offered by CIMP with Master of Business Administration (MBA) Degree of an Indian University.

### **New Programme: PGDM-IEV**

The Post Graduate Diploma in Management in Innovation, Entrepreneurship and Venture Development (PGDM-IEV) is a full-time academic programme designed to enhance business capabilities of the participants and prepare them to start their own enterprise. This unique programme offers pre incubation handholding, live product/service development, proof of

concept (PoC) testing, compliance fulfilment, IPR management and product commercialization under one umbrella. Participants will come up with their own company by the time of completion of their degree.

PGDM-IEV course has five Modules, two Action Learning Segments and three Capstone Projects to enable students to learn to recognize, create and shape a business opportunity, develop leadership and build a start-up team, construct business models, and assess market feasibility for launching new start-ups.

## Institute Achievements

CIMP 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. Recently, CIMP has started Post Graduate Diploma in Management – Innovation, Entrepreneurship and Venture Development (PGDM – IEV) from academic year 2022-23. CIMP secured National Cluster Rank 29 in overall MBA ranking 2021, in the Indian Institutional Ranking Framework (IIRF). CIMP was ranked among the top 100 institutions in the management area in India by National Institutional Ranking Framework (NIRF) in 202.



## NIRF Ranking

CIMP is the only B-school in Bihar to be classified amongst the Top-100 and ranked above some of the IIMs and other reputed B-schools of the country. NIRF is the only ranking approved by the Ministry of Education, Government of India which outlines a methodology to rank institutions across the country. The ranking methodology draws from the overall recommendations and broad understanding arrived at by a core committee set up by Ministry of Education. This committee identifies 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”.





# INDUSTRY-ACADEMIA INTERACTIONS

## Inauguration of BOSCH Industry-Academia Collaboration Cell

The BOSCH Industry-Academia Collaboration Cell has been inaugurated on 26<sup>th</sup> May 2022 by Vivek Kumar Singh, the Development Commissioner for Bihar. As a special guest, Jio Reliance-Pravir Bihar's Kumar attended this event. Dr Rana Singh, Director of CIMP, welcomed the guests to campus. Mr Kumod Kumar, the CEO of CIMP BIIF, Dr Rajeev Ranjan, the Head of Administration, Prof. Rajeev Verma, the Chairman of Industry-Academia Cell, and all faculty members of CIMP attended the ceremony.

The BOSCH Cell will concentrate on student career development, skill development, and capacity building, as BOSCH group is a leading global provider of cutting-edge technology. Speaking on this, Reliance Jio Bihar CEO Pravir Kumar lauded CIMP for launching new projects and initiatives while maintaining the institution's stellar reputation. He described how the present market operates and what employers look for in terms of employability. Guests pointed out that the BOSCH Industry-Academia Collaboration Cell would help students succeed in the fiercely competitive job market.



## Industry-Academia Collaborations



**EdCIL (India) Limited**

A Mini Ratna Category-1 CPSE

A Government of India | ISO :9001:2015:14001:2015

### MoU with EdCIL (India) Limited

EdCIL (India) Limited is a Mini Ratna Category-1 CPSE under the Ministry of Education that offers management and consultancy services in all areas of education and the Ministry of Education, both in India and abroad.

CIMP and EdCIL (India) Limited have signed MoU on 13<sup>th</sup> January 2022 as a partner for the Study in India programme.



### Subscription Agreement with NSE Academy

NSE Academy is a wholly owned subsidiary of National Stock Exchange of India Limited (NSE). It offers certification programmes, investor seminars, secondary and high school courses, and financial market education materials.

CIMP has subscribed to NSE's Certification in Financial Markets (NCFM), an online testing system. It aimed to enhance students' abilities further and to be competitive in the international financial sector.



### International Research Collaboration with Essex Business School, United Kingdom

CIMP and the University of Essex (UK) have collaborated to explore the possibilities of research collaboration in the start-up and innovation ecosystem.



**University of Southampton**

### International Research Collaboration with University of Southampton, United Kingdom

On 18<sup>th</sup> January 2019, CIMP has collaborated with the University of Southampton, United Kingdom to conduct a global leadership conference at CIMP and interact with academic faculty to explore the possibilities of research collaborations with the University of Southampton, UK.



### MoU with AIC – Bihar Vidyapith

AIC - Bihar Vidyapith is an incubator-cum-accelerator at the Bihar Vidyapith, which was established by Gandhiji about 100 years ago to develop local craftsmanship and skills and self-reliance as a path towards the independence struggle.

The MoU between CIMP and AIC – Bihar Vidyapith intended to strengthen the start-up ecosystem in Bihar and provide a framework for cooperation to promote innovation and work-toward co-incubation of the start-up enterprises, which was signed on 06<sup>th</sup> April 2022.



### Collaboration with IIM Ahmedabad for Pedagogical Innovation

On 22<sup>nd</sup> September 2021, IIM Ahmedabad and CIMP have collaborated for



pedagogical innovation for teaching marketing concepts to micro-entrepreneurs. This exercise can provide several avenues for collaborative research between the two institutions.



### MoU with Lal Bahadur Shastri National Academy of Administration (LBSNAA)

LBSNAA is an Indian public policy and administration training institute.

CIMP and B.N. Yugandhar Centre for Rural Studies, LBSNAA has signed MoU on 30<sup>th</sup> December 2019 to conduct a study titled "Impact Assessment Study of DILRMP in Bihar".



### MoU with KAREKEBA Ventures

KAREKEBA is an angel platform where investments in start-ups can help to create impact at scale and generate robust financial returns.

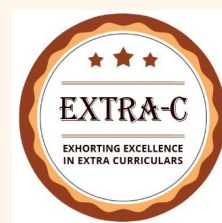
CIMP Business Incubation and Innovation Foundation have signed MoU on 10<sup>th</sup> March to felicitate and support the launch of start-ups, provide industry connections, connect with investors, and provide infrastructure support. In addition, KAREKEBA will provide subsidised pricing for start-ups recommended by CIMP-BIIF for industrial design, prototyping and small-batch production.



### MoU with Ennoble IP

ENNOBLE IP helps professionals, universities and industries in IPR and related quality services and training programs.

CIMP and ENNOBLE IP have signed MoU on 18<sup>th</sup> April 2022, to develop IP cell, facilitate IP-related activities, and organise IP-related training programs, seminars, and workshops.



### MoU with Extra-C

Extra-C's focus has been to promote crosswords as a learning tool among young and adult adults.

Extra-C and CIMP have signed MoU on 3<sup>rd</sup> June 2022 to work together to improve CIMP students' competence in crosswords and other identified extra-curricular pursuits.



### MoU with India CSR Network

India CSR Network is a leading media organisation on Sustainable Development, Corporate Social Responsibility (CSR), Sustainability, and related issues in India.

The MoU between CIMP and India CSR Network on 30<sup>th</sup> June 2022 is intended to strengthen the CSR research ecosystem and promote innovation and work towards CSR-related activities.



### MoU with Venture Catalysts

Venture Catalysts Pvt. Ltd. is India's first integrated incubator and working to create the world's largest early-stage start-up ecosystem. Since 2016, Venture Catalysts has backed over 110 start-ups across multiple sectors.

The CIMP and Venture Catalysts Pvt. Ltd. MoU on 12<sup>th</sup> May 2022 aims to strengthen the start-up ecosystem and provide a framework for authorities to promote innovation and co-incubate start-ups or enterprises.



### MoU with MentorKart

MentorKart provides access to industry mentors and student mentorship programs and helps institutions to enrich individuals' professional and personal lives. It aims to uplift the industry mentorship ecosystem to prepare industry- and future-ready students and enhance Academia-Industry Connect with the institution.

The MoU has been signed between CIMP and MentorKart on 31<sup>st</sup> May 2022 to utilize the its mentorship platform offering for its students and start-ups.



### MoU with Department of Industries, Government of Bihar

CIMP has signed an MoU on 5<sup>th</sup> October 2018 with the Department of Industries to

establish Start-up Incubation Centre to develop entrepreneurs' business ideas. Through Incubation Centre, entrepreneurs will receive help shaping their ideas into prototype products and assessing their commercial viability, as well as obtaining raw materials, new techniques, branding, packaging, and business management tips.



### MoU with the Government of Bihar (GoB)

The MoU has been signed between GoB and CIMP on 21<sup>st</sup> April 2016 to develop the skills and expertise of GoB's officers in the functional areas of general management through the executive management program for eleven months.



### MoU with Bihar Institute of Public Administration and Rural Development (BIPARD)

BIPARD is an apex Institute of Training and Research in the field of Public Administration, Rural Development, Disaster Management, Panchayati Raj, Non-Government organisations, Urban Development, Land, Water Management and Sanitation etc.

MoU was signed on 23<sup>rd</sup> November 2021, aims to improve the trainees' management knowledge and abilities by sharing best practices.





### **MoU with Bihar Prashasnik Sudhar Mission (BPSM)**

The Government of Bihar launched the BPSM with the overall objective of transforming the Governance of the State.

CIMP and BPSM signed MoU on 05<sup>th</sup> June 2018 to work together to ensure the exchange of the best elements of theory and practice in governance through research projects, publications, and independent assessment/evaluation.



### **MoU with Gender Resource Centre (GRC), Women Development Corporation, Department of Social Welfare, Government of Bihar**

Women Development Corporation's (WDC) Gender Resource Centre (GRC) is a GoB initiative. It was created to help the state adopt policies and programmes to empower women economically, politically, and socially to achieve a gender-just society.

The MoU has been made on 14<sup>th</sup> March 2018 to implement the project titled "Media Tracking and Trend Analysis on Child Marriage and Dowry". CIMP accomplished the study as per identified quantitative and qualitative parameters.



### **MoU with Live 7 TV**

Live 7 TV News Channel and news portal is run by Sanmarg Jharkhand Media Pvt. Ltd.

MoU has been signed between Live 7 TV and CIMP on 12<sup>th</sup> April 2022 for research, innovation, patents, consultancy, training, internships, capacity building, policy analysis and development etc.

## **Morning India**

### **MoU with Morning India**

Morning India is an English daily published by Sanmarg Jharkhand Media Pvt. Ltd.

MoU has been signed between Morning India and CIMP on 12<sup>th</sup> April 2022 for research, innovation, patents, consultancy, training, internships, capacity building, policy analysis and development etc.

## **सन्मार्ग**

### **MoU with Sanmarg**

Sanmarg is a Hindi daily, published by Sanmarg Jharkhand Media Pvt. Ltd.

MoU has been signed between Sanmarg Jharkhand Media Pvt. Ltd. and CIMP on 12<sup>th</sup> April 2022 for research, innovation, patents, consultancy, training, internships, capacity building, policy analysis and development etc.

### **MoU with Aawani Press**

A MoU has been signed between Aawani Press and CIMP on 12<sup>th</sup> April 2022 for a variety of purposes, including but not limited to: research, innovation, patents, consultancy, training, internships, capacity building, policy analysis and development, and more.



### **MoU with Bihar State AIDS Control Society**

Bihar State AIDS Control Society envisions a state where every person living with HIV has access to quality care and is treated with dignity.

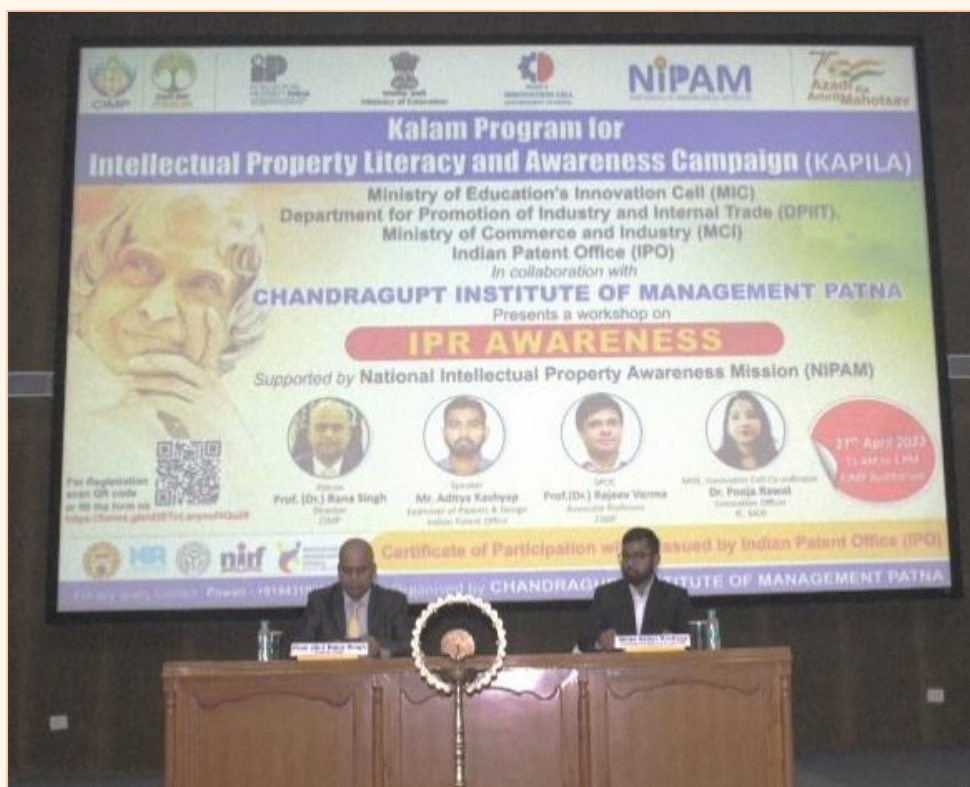
The MoU was signed on 24<sup>th</sup> September 2016, aims to educate youth on HIV transmission, prevention, and myths and misconceptions using peer educators. Red Ribbon Club aims to reinforce healthy behaviours and skills that help young people stay safe. The programme provides a safe, non-judgmental space for young people to discuss their difficulties and encourages them to use existing services like HIV testing and counselling.

## WORKSHOP

### IPR Awareness Under Kapila

On 27<sup>th</sup> April 2022, a Workshop on IPR Awareness was organised by the CIMP under the Kalam Program for Intellectual Property Literacy and Awareness Campaign (KAPILA) at the CIMP Auditorium. The event has been supported by the Ministry of Education's Innovation Cell (MIC), the Department for Promotion of Industry and Internal Trade (DPIIT), the Ministry of Commerce and Industry (MCI), and the Indian Patent Office (IPO) under the banner of the National IP Awareness Mission (NIPAM).

Mr Aditya Kashyap, Examiner of Patents & Design, Indian Patent Office (IPO), was present as a speaker and shared the dais with CIMP's Director, Prof. (Dr) Rana Singh. Apart from CIMP students, faculty, and staff, start-ups and students from different nearby colleges also attended the event.



In the welcome speech, Prof. (Dr) Rana Singh, Director, CIMP, expressed his gratitude to the Ministry of Education's Innovation Cell (MIC) for choosing CIMP as the host institution for the IPR Workshop. He highlighted the need to be aware of IPR rights in

contemporary times and how the Workshop would benefit the institution and the participants in their future endeavours as innovators.

Mr. Kashyap, while addressing the participants, discussed the various facets of IPR, patents and trademarks, the process of filing for IPR, the need to file for IPR, and the measures to report IPR violations. During the interactive session, participants enthusiastically participated and asked relevant questions. At the end of the event, a vote of thanks was offered by Prof. Rajeev Verma, and he presented a memento to Mr Aditya Kashyap.



## SEMINARS

### Women Entrepreneurship on Women's Day

On 08<sup>th</sup> March 2022, on the occasion of International Women's Day, an in-house seminar was organised by CIMP Business Incubation and Innovation Foundation (CIMP BIIF). To grace this occasion, Ms Shradha Kesari, the Director of Operations, Heera-Panna Jewellers Patna, was present as the keynote speaker. Keeping in mind the International Women's Day theme, the topic of discussion for the seminar was "Women Entrepreneurship: Issues and Challenges". Ms Shradha interacted with PGP third-semester students and discussed the various facets of women's entrepreneurship in detail. Speaking on this occasion, she talked about the



differences between the term women entrepreneurship and women entrepreneurs, reasons for gender discrimination in entrepreneurship, promotion based on gender, gender pay disparity, critical challenges faced by women entrepreneurs, etc. She also highlighted the contribution and importance of women in the field of entrepreneurship. It was an interactive and informative session. The students also showed keen interest in this discussion and put up many questions at the end. At the end of the event, Ms Shradha Kesari was presented with a memento by Mr Kumod Kumar (CEO, CIMP-BIIF) and Prof. Rajeev Verma (Nodal Officer).

### Role of Marketing in Business Strategy



To make students aware of the role of marketing in business strategy, CIMP conducted a guest session with Mr Yateen Kumar Suman, Director, Ernst & Young (E&Y) on 04<sup>th</sup> April 2022. He is an alumnus of IBS Hyderabad and IIT Dhanbad. He has worked as a Scientist at DRDO

and as the Ranchi Smart City Corporation Limited CEO. He concluded the session by giving students a gist of BCG Matrix and asked them to solve a simple marketing case.

## Building A Unified Innovation Ecosystem in Bihar

On 6<sup>th</sup> April 2022, CIMP and CIMP-BIIF signed two separate Memorandums of Understanding (MOU) with AIC Bihar Vidyapith Foundation for co-incubation services and providing sector-specific mentoring support to startups. It was followed by a talk on “Building a Unified Innovation Ecosystem in Bihar”. On this occasion, MoU partner, Shri Vijay Prakash, retired IAS, Chairperson and CEO, AIC Bihar Vidyapith, and Shri Promod Karn, COO, AIC Bihar Vidyapith, were present as special guests and shared the dais with CIMP’s Director, Prof. (Dr) Rana Singh, CIMP-BIIF’s CEO and CIMP CAO, Mr Kumod Kumar, and Nodal officer, Prof. Rajeev Verma.



While addressing the event, Prof. Rajeev Verma discussed the inception and growth of CIMP-BIIF as an incubation centre, which has incubated 42 startups to date, and said that 15 new projects are lined up in the new financial year. He discussed the need to develop a unified ecosystem for entrepreneurship and the strategic importance of this MoU with Bihar Vidyapith.

Prof. (Dr) Rana Singh, Director, CIMP, congratulated the startup team members and appreciated the efforts of Bihar Vidyapith in developing and sustaining the incubation ecosystem in the state of Bihar. He said that CIMP would extend full cooperation to all the current and future entrepreneurs in accomplishing their envisioned goals and objectives.

During the event, Shri Vijay Prakash shared the story of Bihar Vidyapith, from being a century-old institution to bagging recognition as an Atal Incubation Centre (AIU) in 2018. He highlighted the mission of the MoU signed with CIMP, saying that the purpose is to supplement each other as incubation centres and create a unified entrepreneurial ecosystem in Bihar to nurture grass-root innovations and bring technology to Bihar and access the linkage between the entrepreneurs and technology. He also stressed the need to promote entrepreneurship through education, training, and institutional strengthening, identified policy gaps, and proposed solutions. At the end of the event, a vote of thanks was given by Mr Kumod Kumar, CEO of CIMP-BIIF.

## Business Model Innovation

On 13<sup>th</sup> April, 2022, a seminar on the topic of 'Business Innovation Model' had been organised at CIMP auditorium by CIMP-Business Incubation and Innovation Foundation (CIMP- BIIF). On this occasion, Mr. Pravir Kumar, CEO Reliance Jio Bihar, was present as an eminent speaker and shared the dais with CIMP-BIIF's CEO, Mr Kumod Kumar and Nodal officer, Prof. Rajeev Verma. All the students of CIMP, as well as incubates-startups, attended the event.



While addressing the event, Prof. Rajeev Verma, Nodal Officer Startup Bihar, CIMP welcomed the guest and talked about the seminar-series as an initiative by CIMP-BIIF to enhance the startup ecosystem in Bihar.

Speaking on the occasion, Mr Pravir Kumar, talked about the changes and innovations brought up in the business of Telecom sector in Bihar. He discussed the success story of Reliance-Jio as an innovative business model and how Jio as a service provider survived and captured the lion's share of market in time span of less than 5 years. He credited Reliance Jio's innovative strategy of "no charges for voice but charges for data only" as a revolutionary change in the telecom market history. He described innovation from organisational perspective as "anything which reduces cost or increases revenue of the company and is being applied for the very first time". He also highlighted the difference between analog and IP model of telecommunication and the increase in data consumption patterns of Bihar. He also took this opportunity to sensitise the students about the climate-change and environmental-sustainability of business model. He also praised CIMP as a management institution and called it "pride of Bihar".

During the interactive session, start-ups and students enthusiastically participated and asked multiple relevant questions. At the end of event, Mr Kumod Kumar presented a memento to Mr Pravir Kumar and vote of thanks was offered by Prof. Santosh Kumar.



## World Earth Day

On 22<sup>nd</sup> April 2022, to grace the occasion of World Earth Day, an in-house seminar and a plantation drive were organised at Chandragupt Institute of Management Patna (CIMP) as part of the IIC celebration Activity to spread awareness about pollution, deforestation and global warming.



To mark the celebration this year, CIMP collaborated with two renowned organisations from Bihar which are actively working in the environment and climate change field, namely The TaruMitra NGO and the Climato Reformers Foundation. Further, Fr. Tony Pendanath, Director of Taru Mitra, joined virtually through a video message. At the same time, the representative from Climato Reformers, Mr Mukesh Kumar Singh, was physically present as a special guest and speaker, along with CIMP-BIIF's CEO, Mr Kumod Kumar, Prof. Rajeev Ranjan, Head of Administrations and Mr Gaurav Raviraj, Programme- officer, PGP.

While addressing the event, Mr Mukesh sensitised the students about the global problem of climate change and discussed the various sustainable practices to reduce CO<sub>2</sub> emissions and heal our earth. He said, "Each one of us is equally impacted by climate change, and it is not a one-nation problem but a global threat to all the living organisms as a community. We should adopt simple measures in everyday life to reduce the carbon footprints and focus on energy conservation, water conservation and tree plantation". He also motivated students to become "climate-reformers" and join the movement of "Building a better tomorrow for generations to come".

Later a video message from Fr. Tony was played. In his statement, he talked about the 2022 theme of World earth day, "Invest in our planet", and sensitised the need to invest in our planet simply by planting more and more trees to reduce the harmful effect of climate change. At the end of the seminar, Mr Mukesh was felicitated by Prof. Ranjit Tiwari, PGP Coordinator, who presented a memento.



## Market Ka Eklavya

Market Ka Eklavya- Express is an initiative to enlighten the future investors of India across 75 cities to celebrate Azadi ka Amrit Mahotsav. The students of PGDM first and second year participated in this Workshop. The speakers and students have shared a quality session on the share market mechanism. Speakers share their practical experience and exposure with the students. The guest for the session, Mr Poornatha, shared his experience with the students lucidly, and the students appreciated it.

This simple, immersive, and practical program is designed to equip youth with financial awareness and discipline by reasoning through first principles. Our guest Mr Poornatha has also described the 3 I's of financial independence, namely When, Where and How; these are the thumb rule for investing and expense management.

The guest also described the What and How of mutual funds and Do's and Don'ts of investing. Then there was the Questions & Answers session between students and our guests, which was so informative and attractive.

# WEBINARS

## Firm Valuation

On the first Start-up Day of the country, 16<sup>th</sup> January 2022, a webinar was organised by CIMP, on Firm Evaluation of Start-ups under CIMP Business Incubation and Innovation Foundation (CIMP-BIIF). It was attended by representatives of more than 50 start-ups incubated by CIMP. Associate Professor and Nodal Officer of CIMP-BIIF, Prof. Rajeev Verma was speaker for the event.

Prof. Verma presented way for valuation of a start-ups which helps in shaping its funding. Many start-ups in India are unable to approach right investments and failed to raise fund due to wrong valuations. Keeping this problem in mind, it is also necessary to adopt the correct methods for making accurate assessment, said Prof. Rajeev Verma. Participants were made aware of Venture Capital, Cash Flow Method, Discounted Cash Flow Method and CFME Methods for valuation.

## Start-up Funding- Planning and Key considerations

On 30<sup>th</sup> January 2022, CIMP organized a webinar titled 'Start-up Funding- Planning and Key Considerations' under CIMP-BIIF to inform entrepreneurs and students about relevant and market-oriented topics. The speaker of this webinar was Mr Dibyanshu, a partner lawyer at Khaitan and Co and currently working as a Partner in the "Energy Infrastructure and Resources" practice group in the New Delhi office. During his presentation, he discussed non-disclosure agreements, due diligence by an investor, share purchase or investment agreements, rights sought by investors, and how to negotiate key issues. A question-and-answer session followed the webinar. It was attended by representatives of more than 50 start-ups incubated by CIMP.

## Social Entrepreneurship: Empowering Women

The image displays a webinar poster on the left and a grid of participant avatars on the right. The poster is for a webinar titled "Social Entrepreneurship 'Empowering Women'" organized by the Centre for Social Entrepreneurship at Chandragupt Institute of Management Patna. The speaker is Ms. Akansha Singh, Founder of Empowerka Innovative Solutions Pvt. Ltd. The event is scheduled for 05<sup>th</sup> April, 03:00 - 04:00 PM. The poster also features logos for CIMP, NIRF, and the Centre for Social Entrepreneurship. The participant grid on the right shows a collection of avatars, including names like Manikant Kumar, Jyotsna Prakash, Nitish Kumar Jha, Sakshi Goyal, and others, indicating a large attendance.

Rightly said that Entrepreneurship is a challenge, even more so if you are a woman. Centre for Social Entrepreneurship, on 05<sup>th</sup> April 2022, CIMP has organised a webinar on 'Social

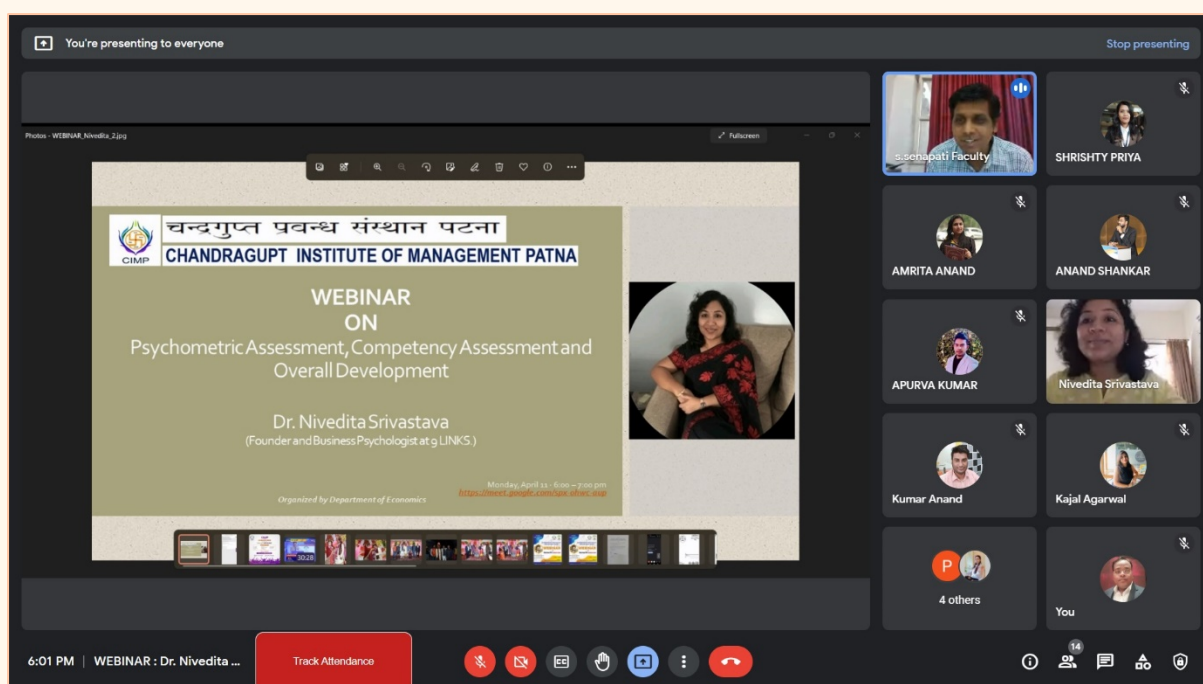


Entrepreneurship: Empowering Women' to sensitise students on bringing solutions to address societal problems. Ms Singh, Founder, Swayambhu Innovative Solutions Pvt. Ltd. (SISPL), was the guest speaker. She is an alumna of Tata Institute of Social Sciences, Mumbai; Banasthali University, Rajasthan. She has shared her social entrepreneurial journey.

Participants were enriched with her insights from the real-world challenges in social entrepreneurship and women in entrepreneurship. Mr Ashutosh Kumar, co-founder, SISPL also joined the session and shared his valuable experiences. The session was fully energetic and we student got the optimum thoughts on women empowerment, and how as a youth we can contribute to the society for more empowering the females.

## Psychometric Assessment, Competency Assessment and Overall Development

A webinar on Psychometric Assessment and its Utility was conducted on 12<sup>th</sup> April 2022. The resource person in the webinar was Dr Nivedita Srivastava, founder and business psychologist at 9links-the employability skills assessment company. In a very interactive manner, Dr Nivedita talked about the meaning and need of Psychometric assessment in day-to-day life by drawing examples from various Bollywood movies. She also made aware of various psychometric assessment techniques used by corporates, like an introvert person would be preferred for a finance post and an extrovert person would contribute more to sales and marketing jobs.



She also discussed popular psychometric test used in the corporate world like the Aptitude test, personality test and 3 SAQ test developed by 9links. She also elaborated on several myths of psychometric assessment. Prof. Sibanada Senapati, Assistant professor at CIMP, coordinated the webinar and thanked Dr Nivedita Srivastava for addressing PGP students at CIMP.

## Entrepreneurship in the Digital Age: Targeting 2030

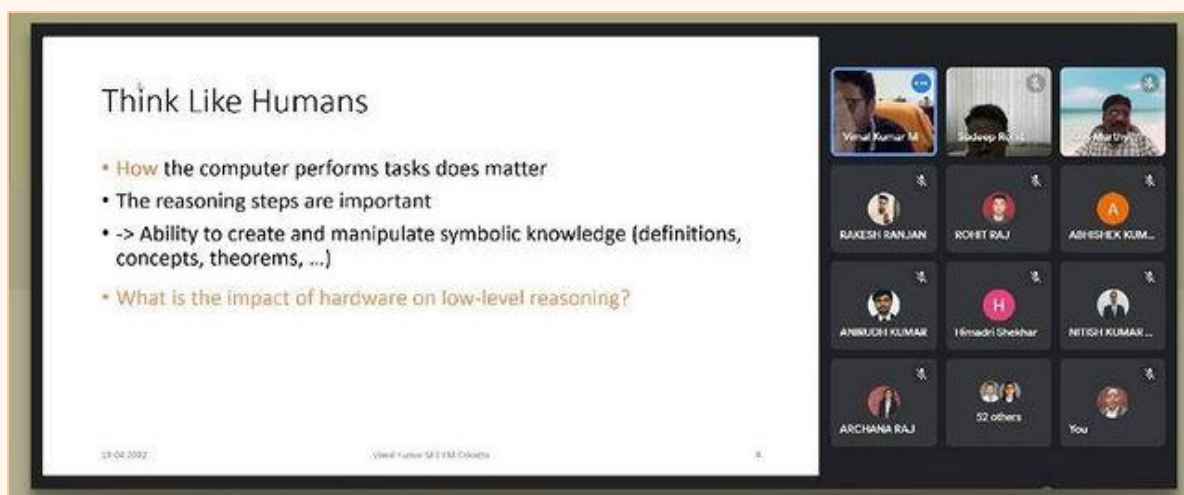
On 20<sup>th</sup> April, 2021, a webinar was organised by the Dept. of OB & HR, CIMP in collaboration with the Centre for Social Entrepreneurship, CIMP on “Entrepreneurship in the digital age: Targeting 2030”. On the occasion, Prof. (Dr) Vikas Arya, Assistant Professor for Marketing and Entrepreneurship, Rabat Business School, The International University of Rabat, Morocco was the guest speaker, and to grace the occasion, Prof. (Dr) Jyoti Verma, Assistant Professor, CIMP, was present as the keynote speaker.



Dr Vikas has begun by expressing his thoughts and experiences about entrepreneurship now and the way of doing business in the future. He mentioned that digital entrepreneurship will be influencing marketing in the future. He raised awareness among the participants and meta-verse. It was an interactive and informative session. The students also showed keen interest in this discussion by asking many questions, which were well attended by Dr Vikas Arya.

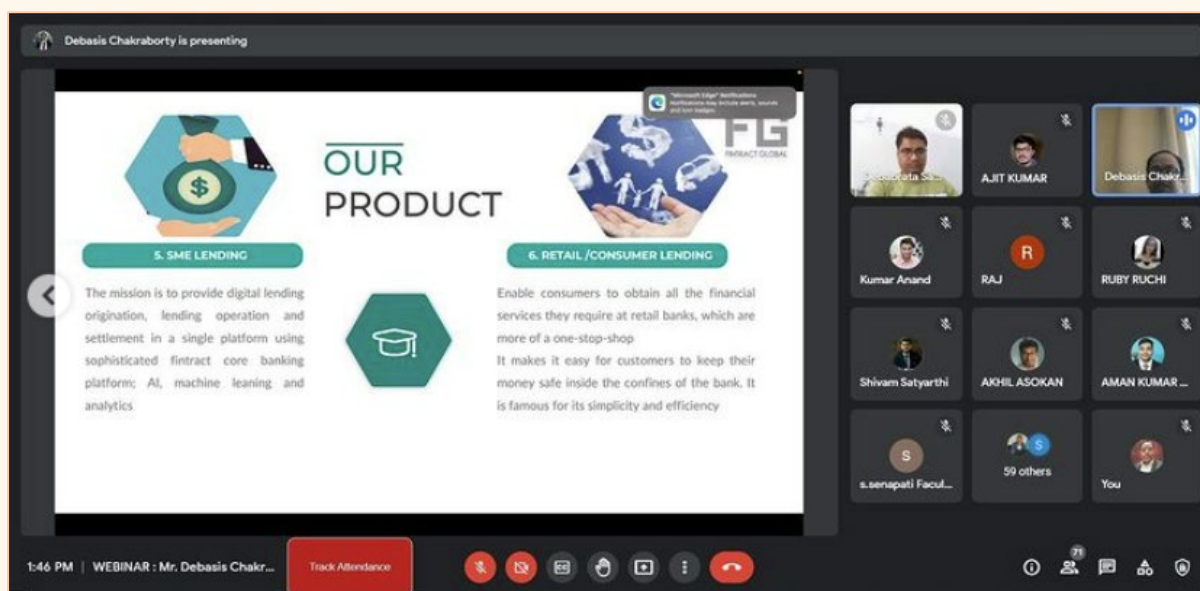
## Recent Trends in Applied Artificial Intelligence

CIMP organised a webinar on Artificial Intelligence by Prof. Vimal Kumar M for its students. Prof. Vimal, an Assistant Professor at the Indian Institute of Management Calcutta, is an expert in information technology, social inclusion, fairness and privacy concerns of artificial intelligence (AI), and platform technologies. Prof. Vimal provided a broad overview of the recent trends in the applications of Artificial Intelligence in the corporate sector. He began by exploring the meaning of Artificial Intelligence and why it matters to MBA students. He then apprised the students with the history of AI and some of its achievements. He also resolved the questions in the minds of the students and helped them differentiate AI with Machine learning and Deep Learning. The students were also exposed to how business is going to embrace AI in modern times. Prof. Vimal explained that some sectors, including the medical industry, marketing and advertising, are already using AI and machine learning at a rapid pace.



To conclude his address Prof. Vimal spoke about the implications of AI, Machine Learning and Deep Learning in transforming the various sectors of business. He also discussed how deep learning helps AI to learn complex issues using multiple layers of computation. The students understood the finer intricacies of these technologies and requested Prof. Vimal to discuss the ethical implications of these technologies in day-to-day life. The students also asked several questions to the professor and he appreciated the quality of the questions asked. In his remark, Director of CIMP, Dr Rana Singh mentioned that technologies such as AI, machine learning and deep learning are going to transform business and governance. He also encouraged students and faculty members to learn more about these technologies and appreciated the series of webinars being conducted at CIMP.

## Insights in Running a Global Business



CIMP has organised a webinar on "Insights in Running a Global Business" with Mr. Debas Chakraborty as the guest speaker. He is the Chief Executive Officer of Fintract Global Limited, a London-based company. He has also provided advisory services to Boston Consulting Group (BCG) and McKinsey & Company as well as Grant Thornton LLP and has been awarded Top



10 Finance Leader, 100 Global CEO, HEC Paris, Top 10 CIO, and Top 10 Trusted Leader. Along with this, he is a world peace ambassador.

In the webinar, Mr. Chakraborty shared his journey of setting up a company in London, even being an Indian-origin entrepreneur, and explained the challenges. He explains how he addressed challenges in running a business in the current volatile global economy. He shared valuable suggestions with students eager to pursue a career in finance or take the plunge to start a company. He emphasised hard work and dedication to be successful in professional life. The webinar ended with a vote of thanks by Prof. D. Samanta, coordinator of the webinar and the Area Chair of the Economics area of CIMP.

## Manufacturing of Steel Sheet in an Integrated Steel Plant

On 21<sup>st</sup> April 2022, Operations Management Area, CIMP, organised a webinar on “Manufacturing of Steel Sheet in an Integrated Steel Plant - An Overview” by Dr. Basudev Bhattacharya. In the beginning, Ms. Monika, FPM scholar, introduced the speaker.

Dr. Basudev Bhattacharya is the Principal Scientist, Tata Steel Limited, R&D Division, Jamshedpur. A graduate in Metallurgical Engineering from Jadavpur University and M. Tech. and Ph. D. from IIT Kanpur, Dr. Bhattacharya joined Tata Steel in May 1997. Starting with the popular tagline “There’s a little bit of SAIL in everybody’s life”, Dr. Bhattacharya said “There is a lot of steel



in everybody’s life” to emphasise the importance of steel in our daily life. Steel touches almost every aspect of human needs. He explained the reasons behind the use of steel and how total steel production has increased 18 folds from the year 1980 to 2020. India is the second largest producer of steel after China but the gap between productions in the two countries is huge, with China producing more than 10 times the quantity produced by India. He mentioned the rich tradition of ancient steelmaking in India, which still exists in some parts of our country. After the introduction, he explained the properties of steel and the steps involved in converting the iron ore into steel. He explained the production process through illustrations and videos. A Question & Answer session followed the webinar. The Webinar was concluded with vote of thanks by Prof. Vijaya Bandyopadhyaya.

## Waste Water Management

National Mission for Clean Ganga, Ministry of Jal Shakti, Department of Water Resources, RD & GR, Government of India in association with APAC News Network & APAC Foundation has

organised the 3rd edition of monthly webinar series “Igniting Young Minds, Rejuvenating Rivers” on 09<sup>th</sup> May 2022.

The keynote speaker for the event was G Asok Kumar, IAS, Director General, National Mission for Clean Ganga, Ministry of Jal Shakti, Department of Water Resources, RD & GR. The panelists from government were Dr P.B. Sharma, Vice Chancellor, Amity University, Prof. Pramod Kumar Naik, Vice Chancellor, AISECT University Jharkhand and Dr Shailendra Kumar Tiwari, Dean, Applied Science & Head Environment & Energy Management Cell, KIET.

## Role of Treasury in Financial Institution

On 22<sup>nd</sup> May 2022, Mr Rahul Gupta (National-Head, Treasury), Bajaj Housing Finance Ltd, interacted with the student on the “Role of Treasury in Financial Institution” and shared his experience and explained the topic in detail.

Treasury management (or treasury operations) includes management of an enterprise’s holdings, with the ultimate goal of managing the firm’s liquidity and mitigating its operational, financial and reputational risk. Treasury Management includes a firm’s collections, disbursements, concentration, investment and funding activities. In larger firms, it may also include financial risk management.



Most banks have whole departments devoted to treasury management and supporting their clients’ needs in this area. Smaller banks are increasingly launching and/or expanding their treasury management functions and offerings. For non-banking entities, the terms Treasury Management and Cash Management are sometimes used interchangeably, while the scope of treasury management is larger (and includes funding and investment activities mentioned above). In general, a company’s treasury operations come under the control of the CFO, Vice-President / Director of Finance or Treasurer, and are handled on a day-to-day basis by the organisation’s treasury staff, controller, or comptroller. In addition, the he also discussed the questions from the students.

## Rural Road Construction: A Management Perspective

A webinar on Rural Road Construction: A Management Perspective, was organised on 27<sup>th</sup> May 2022. In the beginning, Mr. Avi Karan, FPM scholar, introduced the speaker. Mr. Prabhakar addressed the students on the management of rural road construction. The speaker for the event was Mr. Arun K Prabhakar, Assistant Engineer, MMGSY Cell, Rural Works Department,

Govt. of Bihar. Mr. Prabhakar is currently involved in the construction of rural roads in Bihar with an aim to provide connectivity to remotely located habitations of the State. He addressed the students on the management of rural road construction. He introduced students to basic construction management terminologies as well as significant concerns in road building such as quality control, road safety, environmental and social management, and cost/schedule management. Also, according to Mr. Prabhakar, environmental and social management was previously an afterthought, but with the government's ESMF framework, it is now a critical component of the process. Students were also educated about the construction and maintenance process of roads. He went over every step of the road-building process, including ground level, embankment, subgrade, course graded granular sub-base, and bituminous layer preparation.



Additionally, Mr. Prabhakar discussed recent environmental and socio-economic challenges in depth. He discussed how it is beneficial to the entire process to have a clear grasp of the goals and who is responsible for them. The government intends to enhance environmental and social factors by communicating directly and indirectly with stakeholders. The department has introduced Janta Darbar to help with this, as it provides for better management and communication with users. This has allowed the department to gain a better understanding of end-users and local governments, as well as receive feedback and meet its objectives. A question answer session followed the webinar. The Webinar was concluded with vote of thanks by Prof. Vijaya Bandyopadhyaya.

## Shipping Industry and its Prospects

On 29<sup>th</sup> May 2022, CIMP has organised a webinar on the topic "Shipping Industry and its Prospects" by Capt. Shailesh Bhambhani, Director, Ardea Shipping Pte. Ltd, Europe. Captain Shailesh Bhambhani discussed the structure and stakeholders of the shipping industry. He also highlighted the vast array of job prospects available in the shipping industry especially mapping with core skill sets desired. He also highlighted the future growth and prospects of the shipping industry.

According to him, each year, the shipping industry transports nearly 2 billion tonnes of crude oil, 1 billion tonnes of iron ore (the raw material needed to create steel), and 350 million tonnes of grain. These shipments would not be possible by road, rail, or air. After that, Capt. discussed the changes and growth in shipping. Constant changes in regulations, especially environmental, safety, security, etc., bring about the continuous need for workforce requirements. Growth within organisations or between different companies always depends



on individual hard work and ambitions. Get a good mentor and a guide, and do not hesitate to ask.

Recording...

## What we are not discussing, today?

### Types of Ships



HP PC

shashank shivam

Amartya Chandra

## So What are we discussing, today?

### Business of Shipping

Later, he discussed maritime boundaries and riverways; milestones and turnaround time in the shipping industry; landlocked state and its repercussions; Sagarmala, dedicated freight corridor; and the shipping industry growth prospects. The webinar was followed by the question-and-answer session.



## INTERACTIONS

### Utilising Artificial Intelligence

On 06<sup>th</sup> January 2022, an online interaction was organised by Mr Aryan Kumar Das, Senior Director of Darsa Ai. He introduced himself and discussed their company journey and the products that they offered to clients. He explains artificial intelligence and introduces us to the new technology. He told us about their software, which can be configured as a plug & play video analytics platform, making CCTV cameras “smarter” by automating visual inspections, reporting and alert management. Leveraging existing hardware and infrastructure minimises the total cost of ownership, ensures safety and security compliance (up to 99%), reduces operating costs (up to 70%), and maximises operational efficiency. He also told us how we, as a manager, could make product strategy, GTM plan and execution, inside sales, account management, pricing, and fundraising.

### Nurturing Career with CFA Certification

On 24<sup>th</sup> February 2022, Sanket Raj – a CIMP Alumnus and CFA Level 3 Candidate, interacted with finance specialisation students of session 2020-22. He has shared his journey to Chartered Financial Analyst (CFA) in his interaction. He graduated in the year 2019 from CIMP and then joined Chaitanya India Fin Credit Pvt Ltd. as Regional Manager.

In this session, he introduced CFA briefly to students. Further, Mr Sanket highlighted the future opportunities as CFA, especially for a finance graduate. In addition, he shared his preparation strategy as a working professional. While discussing, he deliberated on the time management, contents, and revision techniques. Later, a question-answer session followed the interaction.

## EXTRACURRICULAR ACTIVITIES

### FebXCyclothon: Weekend virtual cycling event

FebXCyclothon, a weekend virtual cycling event that will happen at all the weekends of February 2022, was launched by the Centre of CSR studies, CIMP, in collaboration with the AADER Foundation and supported by Commonwealth Scholarship Commission (UK). Beauty Kumari, a Commonwealth scholarship commission and London School of Economics and Political Science alumna, briefed the participants about this virtual cycle event, the importance of climate mitigation actions, and the importance of individual activities for this cause. Mr Kumod Kumar, Coordinator, Centre for CSR studies, during his address on the importance of climate change mitigation actions, said that climate change is happening now and is not just an environmental issue. He shared some of the simple and adaptable climate mitigation actions. He said that we need to remember that “We Control Climate Change”- small changes in our daily routine can significantly reduce greenhouse gas emissions. Mr Yateen Kumar Suman from the Centre of CSR studies, CIMP, briefed the participants on the importance of future managers in using the lens of sustainability. Dr Rajeev Ranjan, Chief Administrative Officer, CIMP, wished FebXCyclothon a grand success.

E- Participation form, Event Logo, Campaign T-shirt and Event Brochure are launched jointly with the Centre for CSR studies and AADER Foundation. The event will be promoted on social media platforms extensively. The first three climate catalysts with the highest km cycled will be announced as the winner on the fourth/last Sunday of February 2022. Apart from India, the US, the UK, Africa, and the Gulf, participants joined the launch event virtually. The participants included PGP students of CIMP, climate change enthusiasts, experts and advisors of the AADER Foundation.

### Spardhaa 2022: Annual Sports Meet

CIMP has organised inter-college annual sports meet on April 1st and 2nd, 2022, at the CIMP Campus in Mithapur, Patna. The event was inaugurated by Prof. (Dr) Rana Singh, Director of CIMP, who welcomed the students, boosted their confidence, and advised them to play with sportsmanship. The games held were Cricket, Volleyball, Kabbadi, Badminton, Athletics, and







many indoor games. More than 100 students from more than 15 colleges in and around Patna, including, Vanijya Mahavidayala, Patna Law College, Patna Science College, Patna Women's College, Magadh Mahila, Chanakya National Law University, And L.N. Mishra Institute of Management, have registered to play in the sports meet.



Every year, the Spardhaa, the annual sports Meet is held on the CIMP campus, and this year it was organised by the sports committee members Aashna, Megha, Saquib, Gautam, and the rest of the members. Their goal was to provide an opportunity for students to showcase their talent and to overcome mental lockdown due to COVID 19. The winners

have received certificates and attractive prizes, along with trophies, in the prize distribution ceremony.

## UDBHAV B-Fest



UDBHAV 2022, the flagship annual festival of CIMP, was organised on 8<sup>th</sup> and 9<sup>th</sup> April 2022. The festival hosted a mélange of events for enthusiasts spanning across areas of the business quiz, debate, singing, dancing, ad-mad and others. The annual

fest has become synonymous with a congregation of brightest minds and artistic visionaries from various colleges of Patna. The key highlight of the entire festival was the participation of more than 15 esteemed institutions, including Patna University, NIFT, Patliputra University, and LNMI, where around 500 students gathered at the beautiful sprawling campus of CIMP. The fest was inaugurated in the CIMP auditorium by the director Prof. (Dr) Rana Singh, with

the lightening of the lamp and inaugural address. He was accompanied on stage by Event Coordinator Prof. Anuj Sharma, Prof. Santosh Kumar, Prof. Ranjit Tiwari, and Prof. Vijaya Bandyopadhyaya. The event was organised in cooperation with student committee members, namely Mr Anand Shankar, Mr Piyush Harsh, Mr Mani Raj, Mr Saujal Kumar, Ms Soumya Tiwari, Ms Saloni Jha and Ms Anvisha.



Following the inauguration, Business-plan Competition was organised to tap the entrepreneurship potentials of participants from different institutions. The event was judged by Prof. Rajeev Verma, Prof. Jyoti Verma, Prof. Vijaya Bandyopadhyaya and Prof. Santosh Kumar.





In the B-quiz Competition, participants from CIMP secured all three positions with cash prizes of Rs 2500, Rs 1500 and Rs. 1000. Mr Vipul Aggrawal secured the first position, while the second and third were tagged to Mr Abhishek kumar and a team of Mr Sumit and Mr Saurav.



Dance is also called the hidden language of the soul, as we use it to express ourselves when words fall short. The joy that comes with dancing sometimes helps to get over the sorrow and adversity. CIMP Auditorium was thrilled with the beat of each enthusiastic and mesmerising performance from traditional to contemporary dance forms by 5-6 groups and 10-12 solo participants. It was judged by Prof. Mamta Singh and Prof. Vijaya Bandyopadhyaya.

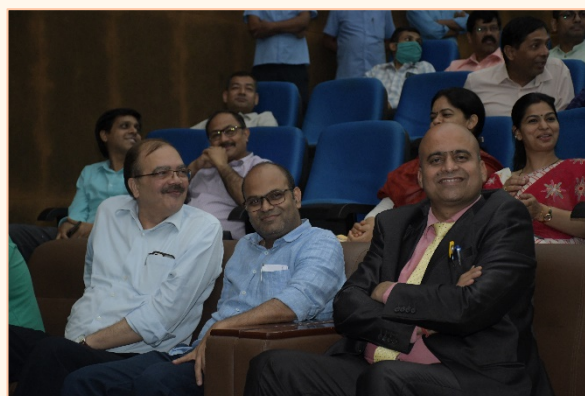




In the Solo category, Mr Ayush Raj of Vanijya Mahavidyalaya was judged the best. At the same time, Ms Dhanishta from Patna Women's College secured 2nd position and Ms Shviraj of Vanijya secured 3rd position. The winners were rewarded with cash prizes of Rs. 2000, Rs. 1500 and Rs. 1000 respectively. A group of 5-7 participants from Vanijya Mahavidyalaya emerged as the winner in the group category and was awarded Rs. 2500 along with the certificate of appreciation. Ms Neha Singh and the group from JD Women's College secured the 2<sup>nd</sup> position and received Rs. 1500. While the third position was secured by Ms Jyoti and Ms Kajal of CIMP with the cash prize of Rs.1000.

With every event of the fest witnessing a swarm of enthusiastic participation and jubilant faces, the fest was colossally successful, the credit of which goes to the management of CIMP, dedicated committee members, zealous participants and the audience.

## Rashtriya Kavi Sammalen 2022



CIMP hosted the Rashtriya Kavi Sammalen 2022 on 5th April, drawing some of the most well-known figures in the Hindi Poetry Community. The evening was graced by Ankita Singh, Rajat Kumar, Anil Chaubey, Chandan Diwedi and Nilotpall Mirnal. Initially, the Director of CIMP, Prof. (Dr) Rana Singh, welcomed the poets and the guests into the auditorium of CIMP. Further, journalist and poet Chandan Diwedi coordinated the Kavi Sammalen 2022. The audience and spectators kept getting immersed in the evening ocean of poetry, songs and poetry. Anil Choubey's magic in the program went on so much that a wave of humour rose in the auditorium of CIMP. Anil Choubey, the famous poet from Banaras, tickled the audience. Nilotpall Mrinal from New Delhi glorified Bihari soil. Ankita Singh enthralled the audience with poems of love and makeup. Later, Prof. Ranjeet Tiwari extended a vote of thanks on behalf of CIMP. The event was well concluded with the support of the officers of CIMP. He thanks poets



for gracing with their presence and sharing their lovely compositions. For the audience, it was a night to remember, filled with lots of laughing, excitement, and togetherness.



## National Inter-college Crossword Expedition (NICE) 2022

CIMP has hosted the East Zonal Round of the National Inter-college Crossword Expedition 2022 (NICE 22) at its premises on 17th June, 2022. NICE 2022 is a national-level inter-college three-stage contest conducted in a hybrid online-offline mode. It



is jointly organised by AICTE and UGC with Extra-C, a civil-society initiative based in Patna, as part of the celebrations of 'Azadi Ka Amrit Mahotsav'.

To grace the occasion, Shri Vivek Kumar Singh, IAS, Development Commissioner, Bihar and Shri Dipan Sahu, Assistant Innovation Director, AICTE, Ministry of Education (MoE) were present as guests and shared the dais with the Director, CIMP, Prof. Dr Rana Singh, and Shri Kumod Kumar, Chief Administrative Officer (CAO), CIMP. Speaking on the occasion, the Chief Guest, Development Commissioner Bihar, Shri Vivek Singh, praised the efforts of CIMP's Director, Dr Rana Singh for leading the institution in the field of innovation and entrepreneurship in the state of Bihar. He also thanked AICTE for introducing one of its kinds of competitions in crossword puzzles. He said, "Crossword puzzles help in building analytical skills." One should try to take crosswords as a healthy pass time activity." While speaking on the same occasion, Shri Dipan Sahu, Assistant Innovation Director, AICTE, also appreciated the efforts of Dr Rana Singh for creating a momentum in the state of Bihar with so many innovations and entrepreneurial programs. He said, "Self-motivation, opportunity recognition, information seeking, logical approach, and lastly, the locus of control are the four important criteria that help to decide whether you have the right entrepreneurial mindset or not." Dr Rana Singh, Director of CIMP, while addressing the audience said, "CIMP endeavours to focus on research, incubation, and innovation with its skilled faculty staff and we wish to become a benchmark of excellence for others to emulate in the near future."





Rajnish Kumar and Ashutosh Kumar of Government Engineering College, Vaishali emerged as the winners of the East Zonal Final NICE 22. Aman Satyam and Samir Sundram of Muzaffarpur Institute of Technology were declared first runners-up. Pankaj Kumar and Shubham Kumar of Nalanda College of

Engineering bagged the third position. In all, fifty-seven teams had qualified for the East Zonal Round, of which the top six scoring teams had made their way to the stage round. The stage round witnessed a battle of the brains with each team trying to decipher the cryptic clues. Three higher scoring teams have qualified to the National Grand Finale to be held at Delhi in August.

## International Day of Yoga

CIMP celebrated the International Day of Yoga on 21<sup>st</sup> June 2022 with the enthusiastic participation of students, faculties and staffs. On this day, Prof. (Dr.) Santosh Kumar initially briefed about the essence of Yogic exercises on the health of individuals and thereafter, held a session with demonstration of “Asanas”. Faculties, students and staffs enthusiastically participated during the session to get used to the body to Yogic exercises & Yoga. The participants were introduced to Yogasanas, Kapalbhati, Pranayama, Dhyna, Sankalpa and



Meditation. Prof. (Dr.) Rana Singh, Director-CIMP addressed the gathering about yoga and benefits of practicing Yoga to individual in everyday life and highlighted the potential for customization to suit the individual. He, along with other participants, actively participated in the session.



### Ambidextrous Leadership in Attaining Organizational Ambidexterity

Prof. Jyoti Verma

Avi Karan (FPM Participant, 2019)

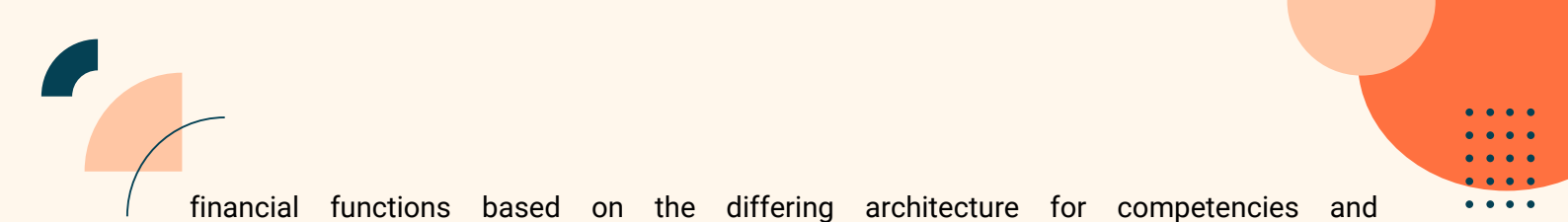
Effective organisations explore and innovate to be relevant in meeting future demands (Duncan, 1976; Tushman & O'Reilly, 1996). In today's dynamic environment successful organisations align with and efficiently manage business demands (Tushman & O'Reilly, 1996; Duncan, 1976). Thus, organisations need to exploit existing opportunities as well as cultivate dynamic capabilities of their members to explore new opportunities simultaneously (Tushman & Euchner, 2015; Zachar & Rosing, 2015). This article examines the pivotal role of leaders in achieving these objectives.

According to Tushman and O'Reilly (1996), ambidexterity is the ability to simultaneously pursue both incremental and discontinuous innovation and change. It is important for gaining competitive advantage and sustaining organisation. However, it requires disparate strategies and a separate approach. Further, employing both are often conflicting, to an extent that many organisations are often stuck up or fail to innovate as they are either not able to exploit existing strategies, or fail to assess the needs of the future. In such scenario, questions may arise, if exploration and exploitation are part of the same continuum; if these are rectilinear aspects of organisational behavior and/or different. Simultaneously, pursuing both exploration and exploitation within an organisation with ease can be based on the tasks related to exploration and exploitation, and if they are competing or complementary. Therefore, achieving a balance between exploration and exploitation that leads to higher organisational performance when exploration and exploitation are conceptually competing or complementary (Gupta, Smith & Shalley, 2006).

#### Organisational Ambidexterity: A Macro View

Duncan (1976) used the term ambidextrous organisations for the first time. Organisations need to develop dual structural arrangements to manage trade-offs between conflicting demands. An organisation's part can focus on alignment, another on adaptation; this has been referred to as *structural ambidexterity*. March's (1991) seminal work explains the popularity of both exploration and exploitation in Organisational studies. To delve deeper, we may view the outcome of exploitative behaviour as learning gained through search, refinement in experience, choosing and making use of the existing routinised activities. On the other hand, exploratory behaviour can be viewed as learning that happens through processes that are variable, experimental and playful (Baum et. al., 2000).

The two approaches to attaining organisational ambidexterity are structural ambidexterity and *contextual ambidexterity*. Structural ambidexterity refers to separate exploitative and explorative activities of a firm and requires separate physical, cultural,

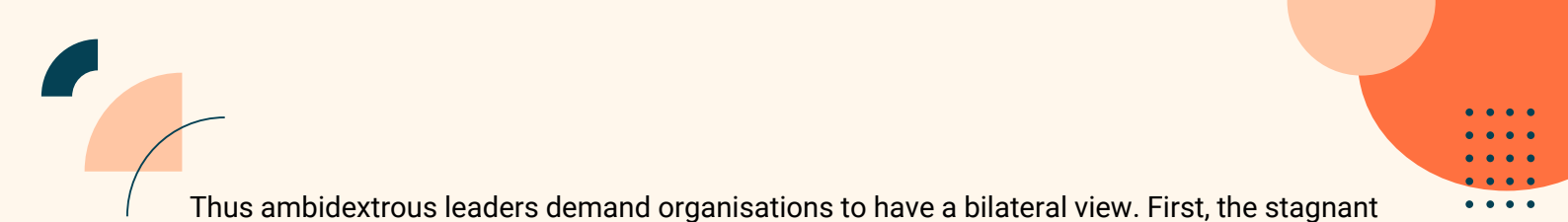


financial functions based on the differing architecture for competencies and culture (Tushman & Euchner, 2015; Zacher et al, 2016). Three characteristics of structural ambidexterity are high differentiation, targeted integration and strong senior team integration. Also, not all members of the firm need to select these competing choices. Organisations are employing exploring and exploiting strategies at separate locations, positions that lead to a higher coordination cost. However, these two contesting strategies increase the tension experienced at the senior management level. Another way of achieving structural ambidexterity is *task partitioning* (Gupta, Smith & Shalley, 2006), in one unit where groups undertake activities related to the organic structure and mechanistic structure separately (McDonough & Leifer, 1983; Adler et al., 1999) or *temporal separation* (Birkinshaw, 2013). Here the selection of competing tasks is separated over time. A business unit emphasises on one set of tasks on a time, and another set of tasks on another time. These tasks are exploratory or exploitative respectively (Duncan, 1976; Adler et al., 1999; McDonough & Leifer, 1983).

Unlike structural ambidexterity, another means to attain organisational ambidexterity is through contextual ambidexterity that employs building up of processes and system and empowering individuals to make choices, take decisions and make their judgement. It helps individuals differentiate demands for adaptability and alignment and allocate for the two respectively (Duncan, 1976; Tushman & O' Reilly, 1996; McDonough & Leifer, 1983). Contextual ambidexterity refers to the relationship of system capabilities for association and compliance like structural ambidexterity in a business unit but differs as individuals use their decision as to how they distribute their time between association and compliance oriented tasks. Contextual ambidexterity encourages individuals to make their judgments, and divide their time between competing tasks that pervades at all occupations and ranks within a unit, rather than at structural level or dual structure (Duncan, 1976). According to Adler and colleagues (1999), the two mechanisms are organising the creative procedure and job enhancement schemes. This takes a behavioural approach toward dual capacities over the separation of those capacities into macrostructures. Thus, both of these methods allow organisations to adapt and align and reduce coordination costs. The growing tension between the conflicting demands of exploration and exploitation has put in place the function of the procedures and systems in a given situation to maintaining a balance between the dual capacities of exploration and exploitation. Contextual ambidexterity is important to achieve a balance and provides an alternative way of achieving this balance. Further research is needed to address questions at the micro-level of analysis. A different set of skill sets and creative processes are required to explore and exploit. We delve deeper into understanding ambidexterity at the individual and team level respectively now.

### **Organisational Ambidexterity: A Micro View**

Ambidextrous leadership can play a role in the organisation's attempts to achieve the desired outcome for continual innovation (Zacher & Rosing, 2015; Zacher et al., 2016). Leadership at the micro-level can be linked to changes required at the macro-level (Mueller et al., 2018; Irfan, 2022). According to Turner et al. (2013), Organisational ambidexterity is achieved through leadership. This leadership ability is further explained by the ability of the leader to empower explorative and exploitative behaviours in followers that fosters creativity among them and at the same time also adds stability to the business. (Bledow et al., 2009).



Thus ambidextrous leaders demand organisations to have a bilateral view. First, the stagnant view divides concepts into macro and micro level reasons, and second, the vibrant view gives responses to the process of organisational ambidexterity (Thornton et al., 2013).

### Research Question

*Is the ability to achieve a balance between exploration and exploitation activities in organisations are linked with the opening and closing behaviours of leaders? How is this balance achieved?*

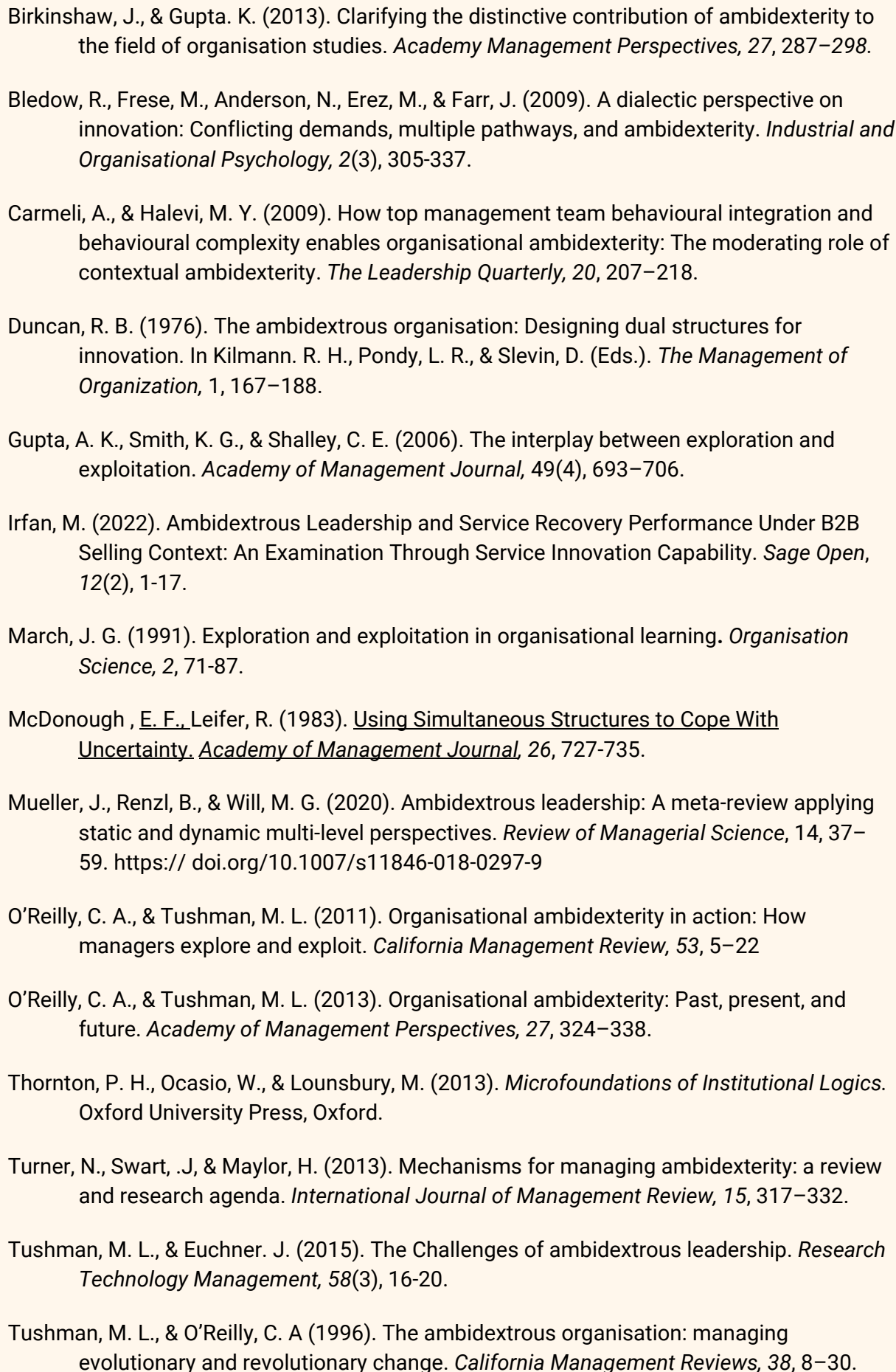
### Discussion



Opening behaviour refers to instilling more autonomy, risk-taking behaviour among followers and leads to innovation and novelty in the organisation (Alghamdi, 2018). This allows them to create a learning environment, later into a learning organisation. An important attribute of a learning organisation is to constantly learn from mistakes, and create knowledge that helps develop a culture of innovation. Followers will be more willing to participate in the innovation process and will experience greater autonomy that will motivate them. On the contrary closing behaviour enables followers to adhere to the structure and meet laid specifications (Alghamdi, 2018). This refers to following the rules, achieving efficiency and meeting the set standards. This will increase the overall quality of the processes and will increase competence among followers. Greater competence, autonomy and relatedness have been found directly linked to higher employee motivation. Closing behaviour fosters exploitation by the reduction of variance (Gupta et al., 2006; March, 1991) or the reduction of variance in followers' behaviour which may include but not limited to taking corrective actions, setting up guidelines and monitoring goal achievements. Leader's actions are closely linked to exploration and exploitation (Alexiev et al. 2010; Carmeli & Halevi 2009; O'Reilly & Tushman 2013), their leadership style influences followers to meet organisational aims of exploration and exploitation through their opening and closing behaviours.

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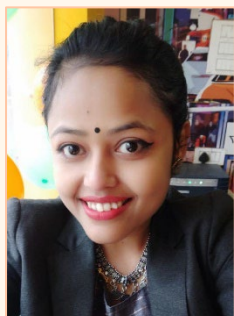
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## STUDENTS ARTICLES

### Indian start-up IPO: A reality check

**Monika (FPM Participant, 2020)**



Undoubtedly 2021 was the year of IPOs and recorded a high level of IPO activities. According to an Indian tech unicorn report, Indian start-ups raised \$42 billion in 2021, up from \$11.5 billion in the previous year. Experts were no doubts that Indian IPOs were in the revolutionary phase. Start-ups were line-up for IPO, and some of them filed their DRHP for SEBI approval. The bumper listing of Zomato IPO and Nykaa IPO fascinated institutional investors, and they started pushing their portfolio start-ups for IPO. However, within a few months, all excitement and celebration among Indian start-ups towards IPO have started fading away. The most significant eye-opening incident recorded was when Paytm IPO received a lukewarm response from the market. The tide has turned!

India's burgeoning start-up ecosystem faces a downfall just a few weeks after closing out a record year for IPOs. The failure of the public debut of fintech firm Paytm as well as crashed Zomato and Nykaa stock prices have filled soured among investors' on new tech offerings. Moreover, IPOs have gotten off to a rough start this year; there have been no significant listings of start-ups in 2022 till now.

According to money control, out of 63 companies that raised money through IPOs last year, stocks of 34 or 54 percent have dropped below their issue price and failed to deliver returns after IPOs. Market volatility on account of geopolitical tension due to the ongoing Russia-Ukraine crisis and hike in the policy rate by central banks across the world turned the global market sentiment negative. A hike in repo rate and cash reserve ratio by 40 basis points and 50 basis points by the reserve bank of India put additional pressure on the stock market.


While the drop-in valuation may turn some of the companies to look attractive, analysts warn that investors should not get excited and start buying newly listed stocks. Analyse each IPO on its strength, while keeping in mind that overprice of stock will most likely come down once the mania wears off, said Deepak Jasani, head of retail research, HDFC Securities.

### Environmental Performance Index - India's Concerns

**Nitish Nigam (FPM Participant, 2020)**



The 2022 Environmental Performance Index (EPI), a biennial index, has recently been published by the Yale Center for Environmental Law and Policy and the Center for International Earth Science Information Network, Columbia University. It provides data-driven information to track progress toward United Nations (UN) Sustainable Development Goals 2030 (SDGs) and other critical environmental targets such as the 2021



United Nations Climate Change Conference (COP26) targets. 2022 EPI ranks 180 countries based on 40 performance indicators across 11 environmental issue categories which captures the country-level performance and historical trends in climate change, ecosystem vitality, and environmental public health. This index aims to support nations in adopting policies and programs to improve the environmental well-being of citizens and the health of the ecosystem. Also, it empowers policymakers, researchers, citizens, leaders, non-governmental organisation officials, and media to track progress towards a sustainable planet and enhance environmental decision-making to achieve climate goals. The 2022 EPI highlighted that the current progress in reducing greenhouse gas (GHG) emissions remains insufficient to meet net-zero targets by the mid-century as established in the COP26 based on the past ten years' emission trajectory.

The 2022 EPI has utilised 40 performance indicators grouped into 11 issue categories. Further, the 11 issue categories have been aggregated into three policy objectives: environmental health, ecosystem vitality, and climate. Further, the EPI has transformed raw environmental data to place countries on a scale of 0 to 100 to mark worst to best performers. Denmark, the United Kingdom, and Finland are the top three performers in the EPI 2022 ranking. As per the report, Denmark has shown strong performance across all issues, and strong leadership efforts toward green energy and sustainable agriculture secured a score of 77.9. Whereas UK and Finland tied the high score for steps toward slashing GHG emissions. Moreover, with a score of 18.9, India ranks at the bottom of the 2022 EPI. As per the report, deteriorating air quality and rapidly rising greenhouse gas emissions are responsible for the low score.

Later, on 08<sup>th</sup> June 2022, The Ministry of Environment, Govt. of India rejected the analysis and conclusions of the 2022 EPI based on unfounded assumptions, surmises and unscientific methods. Some concerns India raises are the projections of GHG emissions levels by using the average rate of change in emissions over the previous ten years rather than modelling that takes into account a longer time. Forests and wetlands of the country have not been factored in while computing the projected GHG emissions trajectory. Also, historical data on the lowest emission trajectory has been ignored. Furthermore, the weight for well-performing indicators like GHG emission per capita and GHG Emission intensity trend have been reduced and not been justified by the report. Also, some concerns have been raised regarding the exclusion of some critical indicators closely linked with the SDGs, such as renewable energy, energy efficiency, water quality, water use efficiency, waste Generation per capita, agrobiodiversity, soil health, food loss and waste, and process optimisation. The selection of indicators is biased and incomplete. Commenting on this, the government has called it biased.



## Mental Health at Work Place

**Aashna Sinha (PGDM 2021-23)**



A healthy mind resides in a healthy body. This line suggests that physical and mental health are mutually important. The World Health Organization (WHO) also defines health as: “a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity”. This definition provides a comprehensive and holistic understanding of the concept of health, which includes three interconnected areas: physical, mental and social health. It gives us an insight that health is not only in terms of physical wellbeing but also encompasses mental and social welfare. Moreover, mere absence of diseases doesn't make one healthy, rather having a positive state of being is important.

In the recent era of unprecedented personal, professional, social pressure, achieving and maintaining appropriate levels of these facets of health is a herculean task. The severe performance pressures at the work front along with several other factors add fuel to the fire and aggravate the deterioration of mental peace and wellbeing. Depression, one of the major mental ailments, has afflicted a large section of adult population. Globally, an estimated 264 million people suffer from varied degree of depression, one of the leading causes of disability, often manifested as anxiety.

The impact of mental health problems at the workplace is observed not only in terms of poor psychological condition of the individual employee, but also affects the overall productivity of the enterprise. Besides, poor performances, high rates of illnesses, absenteeism, accidents and low staff turnover are all associated with the poor working environment of the company that influence the mental health status of its employees. A recent WHO-led study estimates that depression and anxiety disorders cost the global economy US\$ 1 trillion each year in lost productivity. Depression meddles with a person's ability to complete a given job about 20% of the time and reduces cognitive performance about 35% of the time.

The issues of mental health of the employees, thus, stand at forefront for the companies and enterprises to be addressed so as to deter any unforeseen financial losses. This realisation, although slow, is making its place in the agenda of the companies. The main challenge remains not only in the identifying and dealing with mental infirmities, but also with the societal stigma associated with mental health. It is therefore important to sensitise people about taking care of their body and mind and reach out for help as when required without a tinge of shame, hesitation or regret. The key to this jeopardy lies in communication, and managers and co-workers can prove to be an oasis to the already stressed-out counterparts, which would help in the development of a healthy work environment and promote positive mental health at work place.

## Sri Lanka Crisis - Factors Responsible

### Anand Shankar (PGDM 2021-23)



The world today is dealing with a plethora of problems. Many middle-income and developing nations are currently experiencing a combination of internal political dysfunction and foreign economic shocks, primarily as a result of COVID-19 and the Ukrainian conflict. Sri Lanka serves as a compelling example and a cautionary tale for countries in other parts of the world that will confront similar challenges.

The Sri Lankan government officially proclaimed in January 2021 that the country had been hit by the biggest economic catastrophe in its 73-year history. On 18th March, 2022, India offered a USD 1 billion line of credit to Sri Lanka to aid the country's economic recovery.

It's the matter of concern that for a country, which in recent years, was doing well on all economic fronts as well on human development indices, come to face such an unprecedented crisis.

To begin with, a slew of policy gaffes, such as enacting tax cuts, wreaked havoc on government coffers. This was part of a populist agenda that was used to win the 2019 presidential election and the subsequent 2020 parliamentary elections. As a result of the tax cuts, the budget deficit increased from 5% in 2020 to 15% in 2022. Because ordinary Sri Lankans are unable to bear the high cost of living, weak monetary policies have resulted in rising inflation, sparking instability and riots.

Furthermore, the country is on the verge of bankruptcy because its remaining foreign reserves of US\$ 2.3 billion (as of March 2022) are insufficient to cover its debts. In February 2022, the national inflation rate rose to 17.5 percent.

Another factor is that Sri Lanka depends heavily on imports to meet its various needs such as petroleum, food, paper, sugar, lentils, medicines, and transportation equipment, among other essential items. A lack of foreign currency means the country does not have the money to buy (import) these commodities. The economic crisis is accompanied by a severe food shortage. There was a rise in food prices that was caused by depreciation in currency. It forced the government to impose an economic emergency. It gave the authorities the following powers:

- Right to seize food stocks designated as staple foods
- To set price of staple food
- To ration food

Some of the factors that triggered the economic crisis in Sri Lanka were:

- The Covid-19 Pandemic that put the tourism industry on hold. It accounted for 10% of Sri Lanka's GDP. This led to a dip in the Forex reserve (from \$7.5 billion in 2019 to \$2.8 billion in July 2021). Dip in other sources of revenue generation led to high cost

in importing of essential items, including food. A depreciated currency, high dependence on imports and hoarding led to a steep rise in food prices in Sri Lanka.

- The Hambantota port was another white elephant project by the present government to shorten its economic woes. However, it only further increased the debt problems faced by Sri Lanka due to the \$1 billion borrowed from China for the project.
- The ongoing Russo-Ukrainian Conflict also is a factor which is affecting the already precarious economic condition of Sri Lanka. The reason is that the both the Sri Lankan tourism relies on arrivals from Russia and Ukraine. Russia is also the second biggest market to Sri Lanka when it comes to tea exports. Thus, the war in the Ukraine put a serious dent in the path of economic recovery of Sri Lanka.

According to experts, Sri Lanka's Forex reserves have reached rock bottom, and the country faces mounting challenges in the form of rising unsustainable public debts, low international reserves, and the need for large financing in the coming years.

As a result, ambitious fiscal consolidation based on high-quality revenue measures, such as raising income tax and VAT rates and reducing exemptions, is required, in addition to revenue administration reforms. Overall, the country requires immediate economic amendments in order to maintain long-term economic stability.

## Rise and Rise of OTT Platforms

### Anjali Singh (PGDM 2021-23)



These OTT platforms' innovative features have rattled India's king of television. OTT platforms continue to revolutionise entertainment scenarios as they expand into one of the world's largest economies and most populous countries, India.

Short series like Netflix's Money Heist, Squid Games, and others are replacing traditional TV shows that run for years. The Indian public is beginning to recognise the importance of quality over quantity, which is a key aspect of OTT services. These entertainment platforms have made inroads into metropolitan areas and are gaining traction in rural areas. Every industry requires the utilisation of digital technology, and OTT platforms provide such a diverse range of material. In India, the epidemic was attributed to blame for an increase in OTT watching. The platforms are mostly popular among people aged 15 to 35. "India is predicted to witness a rise in the number of OTT viewers by 2023, compared to the current 350 million users," according to MICA's Centre for Media and Entertainment Studies (CMES) reports. This growth will bring the total number of users to around 500 million.

How Indians voted in favour of OTT streaming from all corners of the country? Because of their simplicity and low requirements—reliable internet connections and a viewing device—OTT services have gained popularity.

However, in India, these platforms did not gain popularity quickly. Netflix and other OTT providers have struggled to reach 5 million users. However, OTT platforms were able to



gain a rural subscriber base because to affordable technology such as cell phones and low-cost internet connection through service providers such as JIO.

### **Urban vs rural perspective**

The impact of OTT channels differs depending on whether you're in the country or the city. According to a poll conducted by Ascent Group India, "almost 65 percent of OTT content consumption is from rural India, which has barely 40 percent internet availability." These numbers indicate that regional language material is popular on OTT platforms, providing opportunities for regional content creators.

### **Impact of OTT platforms on different age groups**

OTT entertainment isn't just for adults; it's also found its way into the lives of children through instructional media. These applications combine enjoyment and education with their educational and free edutainment material.

Another important part of the OTT user base in India is the youth. OTT channels are now used by college students and working people for entertainment and information. The urban Indian population has adopted Netflix and Chill as a go-to trend.

This isn't to say that OTT services are only for the young. Stuff updates, as well as spiritual and regional language availability, make it simple for elder Indians to enjoy their favourite content.

### **Takeaway**

The rise of OTT platforms is particularly noticeable in the health and fitness, education, and other industries. In addition, these platforms offer attractive opportunities for aspiring content makers.

## **Women's Leadership Era**

### **Bhanushree Jha (PGDM 2021-23)**



Any country's growth and development are determined by how successfully its resources, whether physical, financial, or human, are utilised. Human resources are the most important of these resources. These human resources are the ones who make use of other resources and contribute to the nation's development. Women are an important part of any country's human resource. They make a consistent effort to help the country flourish.

Women continue to shape the world via their leadership, from leading states to standing up for human rights to directing the world's most significant organisations. When women are present, more different perspectives are likely to be expressed, which could lead to more imaginative solutions.

Women have gained a greater sense of self-assurance about their abilities. They have learned the importance of female solidarity and support through personal experience. They are more comfortable enrolling men as allies, and men are more inclined to being allies as well. Each of these changes has its own set of causes and effects, yet they all work in tandem. Of course, what applies to women also applies to other historical outsiders to mainstream leadership and industry, and the path to power for women of colour has been exceptionally narrow and uniquely difficult. Despite the fact that women have repeatedly demonstrated their abilities to hold positions of authority, gender preconceptions continue to be an obstacle for many. As I share my thoughts on how “women’s leadership” has grown, I recognise that it hasn’t happened in the same way for all women.

## AI in Business

### Monu Kumar (PGDM 2021-23)



Artificial intelligence in business simply involves the use of intelligent computer software with human-like capabilities to increase revenue, improve customer experience, boosts productivity and efficiency, and drive business growth and transformation.

Business processes in the 21st century are characterised by a high level of complexity, which includes tasks that are burdensome and inefficient for people. Business in today’s world is dominated by the data. Organisations can gain valuable insight into strategies that can radically drive growth from data.

Therefore, the need for companies to uniquely understand customer needs and preferences is invaluable in today’s business world; to be successful and stay relevant in the face of fierce competition. By applying artificial intelligence to business, organisations can now understand and engage customers in unique ways, automate business processes, and increase productivity and revenue while reducing operational costs.

The benefits that companies can achieve by using AI are endless and include: process automation, more positive results of marketing activities and increased revenue, better understanding of customers and improved experience with the services offered, and fraud detection.

Some of the top companies harnessing the power of AI include Alibaba, Uber, Amazon, Tesla and many more.

Artificial Intelligence would be the definitive version of Google. We’re only scratching the surface of AI, and its capabilities can only grow exponentially. Companies that do not want to miss out on the revolutionary future of business must inevitably embrace the use of AI as a guide.

## The Rise of Adventure Tourism in India

**Shantanu Sinha (PGDM 2021-23)**



If Europe's playground is Switzerland in the Alps, the massive Himalayas are unquestionably the world's adventure playground. Simply said, adventure is anything out of the usual, anything off the beaten path... It might also be characterised as venturing into the great outdoors and wilderness in the setting of nature. "Through adventurous activities, man realises and overcomes his deepest and fundamental fears and shortcomings," according to adventure tourism pioneers. It's a sobering but rewarding experience."

Trekking, climbing, white water sports, wilderness camping, and safaris on camels, jeeps, or bicycles are all examples of adventure tourism. The terrain and geological features of a country influence the activity's choice and popularity. Nepal is an excellent example to use. Although it is a small country, its magnificent location in the Himalayas has made it a haven for adventure sports such as climbing and trekking.

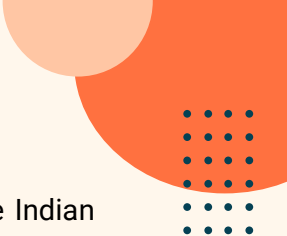

In that sense, India is a "One Stop Adventure Shop." Only in India can you go on a camel safari in Rajasthan's sweltering deserts, heli-ski in the Himalayas, raft down the Ganges, and hike in the Garhwal Himalayas all in the same month. Few people realise that India owns more than 60% of the Great Himalayan range, with the rest split by Pakistan, Nepal, and Bhutan.

India is home to some of the world's highest peaks, including Kanchenjunga, Nanda Devi, and Nun Kun, as well as some of the world's highest unclimbed and unknown summits, including those in Arunachal Pradesh and the Eastern Karakoram ranges. In the Indian Himalayas, the Indian Mountaineering Foundation (IMF) establishes norms and issues permits for mountaineering and climbing trips. Many professional tour operators will handle all aspects of the adventure, including obtaining permits, booking peaks, and coordinating camp supplies.

White water areas on Himalayan rivers such as the Brahmaputra, Ganges, and Indus are unrestricted for both novices and extreme professionals. With the Indo-German expedition down the Indus in Ladakh in 1975, rafting was introduced to India. In high-altitude rafting, they achieved a world record. In 1990, two of India's top rafters, Akshay Kumar and Ajay Maira, led the first rafting descent down the mighty Brahmaputra, dubbed the "Last Great Adventure in Asia" by some. This expedition set a new world record for long-distance rafting, travelling over 600 kilometres of dangerous grade 4 and 5 high-volume whitewater.

They then continued for another 1100 kilometres down to the Bangladesh border, completing the whole stretch of the river in India from Tibet to Bangladesh. Rafting is a well-organised and professional sport in India. Many Indian corporations are ranked on par with, if not higher than, their Western equivalents. Today, river rafting is popular throughout India's Himalayan regions, with trips accessible year-round on more than 20 rivers.





India's trekking is on level with, if not better than, the best in the world. The Indian Himalayas provide remarkable variation in trekking, from short treks in low-altitude alpine meadows to 20-day hikes across some of the world's highest passes. This attractiveness is enhanced by the various topography. The high-altitude plateau of Ladakh, the alpine meadows of Himachal Pradesh, Kashmir, and Sikkim, and the harsh and rocky landscape of Garhwal all combine to offer trekkers an unimaginable range of options. Small and large adventure organisations have sprung up all across the Himalayan belt, offering a wide range of treks and services.

Today, one can confidently plan a trip using the internet and choose expert operators to handle all aspects of travel, including hotels, transportation, flights, and camping. The Adventure Tour Operators Association of India (ATOAI) represents the majority of good trekking companies in India.

Jeep safaris in the Himalayas frequently follow the ancient trade routes that connect India and Tibet. Driving through this beautiful landscape and over the world's highest motorable passes never ceases to surprise. Self-drive and chauffeured tours through the high-altitude deserts of Ladakh and Himachal Pradesh deliver an enchanting and spiritual experience considerably superior to Pakistan's famed Karakoram Highway. International rally drivers and off-road enthusiasts alike have recognised and appreciated these roads. In India, in the year 2000, Isuzu Motors hosted the world-famous Isuzu Challenge Off Road expedition.

## MANAGEMENT DEVELOPMENT PROGRAMMES

### Management Training of BAS Probationers (60<sup>th</sup>-62<sup>nd</sup> Batch)



CIMP has organised five days induction management training for Bihar Administrative Service (BAS) officers from 07<sup>th</sup> March to 11<sup>th</sup> March 2022. In this training program, 43 BAS Probationers (60<sup>th</sup>-62<sup>nd</sup> Batch) have participated.

### Management Training of Block Education Officers (BEOs)



The Management Development Centre of CIMP has conducted five-day residential capacity-building training of Block Education Officers (BEOs) in four batches from 28<sup>th</sup> March 2022 to 29<sup>th</sup> April 2022. In this training programme, 154 participants have participated. It was a residential programme.

## CIMP BUSINESS INCUBATION AND INNOVATION FOUNDATION

The Start-up Incubation Centre (SIC) was started in the year 2017 with the active support of the Department of Industries, Government of Bihar under the name of CIMP Business Incubation and Innovation Foundation (CIMP-BIIF). The incubation centre is empanelled under Start-up Bihar Policy 2017. Major thrust areas of the centre include start-up projects from Edu-Tech, Fin-Tech, Ad-Tech, E-commerce and Health-Tech Sectors. In the year 2019, centre got listed with Start-up India. Incubation centre provides facilities like mentoring, plug and play office, co-working space etc. to start-ups.



Based on the guidelines of Start-up India and Atal Innovation Mission, CIMP has now made a fully owned Section 8 company to undertake all the Incubation related activities. This separate ROC registered entity is now being named as CIMP Business Incubation and Innovation Foundation (CIMP-BIIF). This entity has been incorporated on 27th December 2021. All the books and liabilities of previous entity has been carried forward to the new entity.

### **VISION Statement**

Our vision is to facilitate a platform for empowering and scaling up business ventures with state of art mentoring support.

### **MISSION Statement**

To build a strong innovation led start-up ecosystem in Bihar maximising the value to budding entrepreneurs, investors and society.

### **CIMP-BIIF Objectives**

The objectives of CIMP-BIIF includes,

- Creating physical infrastructure and support systems necessary for business incubation activities;
- Facilitating networking with professional resources including mentoring, expert consultation, business advisory; innovation led product testing facility and entrepreneurial activities;



- To expedite investment opportunities in the start-ups with excellent network of Angel Investors, Venture Capital firms, HNI's and global entrepreneurship organisations such as TiE.

## Training Programme for Entrepreneurs



CIMP BIIF has hosted two weeks of training programme, under Chief Minister SC/ST/EBC/Women/Yuva Entrepreneurship Scheme, supported by Department of Industries, Govt. Of Bihar. To date, the training has been organised in two phases. In the first phase of training, the first batch of session 2022-23 for two weeks, has been organised between 16<sup>th</sup> May 2022 to 27<sup>th</sup> May 2022. In this training programme 40 aspiring entrepreneurs were participated. Later, the second phase of training has started from 13<sup>th</sup> June 2022 to 24<sup>th</sup> June 2022, eight parallel batches were conducted. This training programme were attended by 320 aspiring entrepreneurs.





## SOCIAL INITIATIVES OF CIMP

### Beautiful Minds



Grooming some of the finest brains for the future authenticates the “Beautiful Mind” project. It has been providing quality education to these children, as education is the key to overcoming poverty and is imperative in creating a better future for the underprivileged section, thereby adding to the progress of the state of Bihar and the nation at large.

CIMP has started “Beautiful Mind”, a project for the development of society through educating children from slums around the city to improve their future. The mission is to groom and nurture children, who in turn would contribute to the development of the state.

The interaction between the children and the students of CIMP has helped the students of CIMP develop their potential and inculcate a humane outlook toward the lesser privileged sections of society.

From the Batch of 2021-2023, Mohammad Asif Ali, Abhishek Pandey, Kumar Anand, Saloni Jha and Sikha Patel worked as a volunteer and contributed their efforts to teach the students in Beautiful Mind.



## Students' Guidance Centre





Students' Guidance Centre is an innovative initiative of CIMP for assisting Scheduled caste and Scheduled Tribe of Bihar. It is a part of the Dream Project of Shri Nitish Kumar, Chief Minister of

Bihar. This project, initiated by SC & ST Welfare Dept. Govt. of Bihar and CIMP focuses on the accelerated development of Bihar by providing educational access to brilliant students from socially backward sections in Bihar. This project is supported and funded by SC & ST Welfare Dept. Govt. of Bihar. Bihar has many such students with immense potential, residing in the remote regions of the state who could qualify for the IIMs and other Institutes of Management. The only requirement is that they should get the necessary coaching and support under the guidance of able instructors. Studies have found that many brilliant students from under privileged background are able to fare better through such supports. Bihar is already pioneering in this direction through such a social initiative. Students' Guidance Centre aims to be catalyst in bringing about a radical change in the social and educational profile of Bihar by promoting and developing better competencies among socially backward students of Bihar.

## ACHIEVEMENTS

### Publications

- Agrawal K.P.**, Pani A.K., Sharma R., Snehrat S. (2022). "Virtualization of processes: an investigation". *Indian Academy of Management proceedings*, ISBN: 978-93-5593-772-8, pp 104.
- Akter, S., Hani, U., Dwivedi, Y. K., & **Sharma, A.** (2022). The future of marketing analytics in the sharing economy. *Industrial Marketing Management*, 104, 85–100. <https://doi.org/10.1016/j.indmarman.2022.04.008> (Ranked in ABDC- A\* and CABS-3 Category)
- Das, K., Mungra, Y., **Sharma, A.**, & Kumar, S. (2022). Past, present and future of research in relationship marketing—A machine learning perspective. *Marketing Intelligence & Planning*, ahead-of-print(ahead-of-print). <https://doi.org/10.1108/MIP-11-2021-0393> (Ranked in ABDC- A and CABS-1 Category)
- Goel, P., Parayitam, S., **Sharma, A.**, Rana, N. P., & Dwivedi, Y. K. (2022). A moderated mediation model for e-impulse buying tendency, customer satisfaction and intention to continue e-shopping. *Journal of Business Research*, 142, 1–16. <https://doi.org/10.1016/j.jbusres.2021.12.041> (Ranked in ABDC-A and CABS-3 Category)
- Goodell, J. W., Kumar, S., Li, X., Pattnaik, D., & **Sharma, A.** (2022). Foundations and research clusters in investor attention: Evidence from bibliometric and topic modelling analysis. *International Review of Economics & Finance*. <https://doi.org/10.1016/j.iref.2022.06.020> (Ranked in ABDC- A and CABS-2 Category)
- Karan, A., & Mohanty, N.** (2022). Apni Shala: Ensuring Psychosocial Wellbeing during Crisis. Ivey Publishing. <https://www.iveypublishing.ca/s/product/apni-shala-ensuring-psychosocial-wellbeing-during-crisis/01t5c00000D5HEIAA3>
- Kumar, S.** (2022). *Sustainable and Circular Mango Farming Through Redesigning Sales Contracts* [Chapter]. Research Anthology on Strategies for Achieving Agricultural Sustainability; IGI Global. <https://doi.org/10.4018/978-1-6684-5352-0.ch014>
- Kumari, R., Verma, R.**, Debata, B. R., & Ting, H. (2022). A systematic literature review on the enablers of green marketing adoption: Consumer perspective. *Journal of Cleaner Production*, 132852. <https://doi.org/10.1016/j.jclepro.2022.132852>
- Kumari, R.**, Singh, A. K., **Verma, R.**, & Fetais, A. H. M. A. (2022). Enablers and Challenges for E-Health Services: A Systematic Literature Review. *International Journal of Electronic Government Research (IJEGR)*, 18(1), 1–17. <https://doi.org/10.4018/IJEGR.298626>
- Nigam, N., Verma, R., & Sharma, A.** (2022). Tax Mitra: Easing Financial Access in Rural India. The Case Centre. <https://www.thecasecentre.org/products/view?id=182589>



**Samanta, D.** (2022). Socio-economic Impacts of National Highways, *Kurukshetra*, Vol. 70, No. 7, 24-28, May, 2022, Ministry of Rural Development, Government of India

**Samanta, D.** (2022). Infrastructure Development: Union Budget 2022-2023, *Kurukshetra*, Vol. 70, No. 5, 23-43, March, 2022, Ministry of Rural Development, Government of India

**Sharma, A.,** Koohang, A., Rana, N. P., Abed, S. S., & Dwivedi, Y. K. (2022). Journal of Computer Information Systems: Intellectual and Conceptual Structure. *Journal of Computer Information Systems*, 0(0), 1–31. <https://doi.org/10.1080/08874417.2021.2021114> (Ranked in ABDC-A and CABS-1 Category)

Sharma, N., Lal, M., Goel, P., **Sharma, A.,** & Rana, N. P. (2022). Being socially responsible: How green self-identity and locus of control impact green purchasing intentions? *Journal of Cleaner Production*, 357, 131895. <https://doi.org/10.1016/j.jclepro.2022.131895> (Ranked in ABDC- A and CABS-2 Category)

Sinha, A., Sharif, A., Adhikari, A., & **Sharma, A.** (2022). Dependence structure between Indian financial market and energy commodities: A cross-quantilogram based evidence. *Annals of Operations Research*, 313(1), 257–287. <https://doi.org/10.1007/s10479-021-04511-4>

**Verma, R., Verma, J., & Kumari, R.** (2022). Role of Technology Business Incubator (TBI) in Sustaining Start-Ups: The Case of Startup Incubation and Business Innovation Lab (SIBIL). In Rajagopal & R. Behl (Eds.), *Managing Disruptions in Business: Causes, Conflicts, and Control* (pp. 421–432). Springer International Publishing. [https://doi.org/10.1007/978-3-030-79709-6\\_22](https://doi.org/10.1007/978-3-030-79709-6_22)

## Faculty Achievements

### Conferences

Agrawal K.P. (2022). 'Normalization of Process Virtualization in Technology-Driven Remote Working Practices' accepted for presentation and publication at the forthcoming 82nd Academy of Management (AOM) 2022 Annual Conference taking place in Seattle, Washington, USA during 5<sup>th</sup> -9<sup>th</sup> August 2022.

Senapati, S. (2022). When the vulnerable suffered, exploring climate change related disaster and development nexus. Paper presented (virtually) at Sustainable Development Conference (SDC) organised by School for Environment and Sustainability, The University of Michigan from 24<sup>th</sup> -28<sup>th</sup> January, 2022.

Samanta, D. (2022). From Policy to Practice of Land Governance Challenges: A Case of Bihar. Case study selected for presentation at the 12th International Conference on Management Cases organised by Birla Institute of Management Technology to be held from 1<sup>st</sup>- 4<sup>th</sup> December, 2022.





## Invited Lecture

Prof. Debabrata Samanta has delivered invited lecture to PGP students at Centre for Food and Agri-Business Management at Indian Institute of Management (IIM) Ahmedabad on 3<sup>rd</sup> February 2022.

Prof. Vijaya Bandyopadhyaya has delivered lecture on “ANOVA” on 10<sup>th</sup> March 2022 in “Ten Days Refresher Training Programme on Social Science Research Methods for University Teachers and Faculty in Research Institutions and Research Scholars” conducted by A N Sinha Institute of Social Studies, Patna.

## Webinar

Prof. Debabrata Samanta has conducted Webinar on ‘Insights in running a global business’ with key speaker Mr. Debasis Chakraborty, Chief Executive Officer, Fintract Global Limited, London, UK on 16<sup>th</sup> April, 2022.

## Working Paper

Samanta, D. (2022). ‘Estimating Impact of Technological Adoption in Farming in Bihar: A Propensity Score Matching Approach’

## Research/Consultancy Project

Prof. Debabrata Samanta has submitted the Final Report of “Evaluation of Kasturba Gandhi Balika Vidyalaya in Bihar, Sponsored by: Bihar Education Project Council, Education Department, Government of Bihar

## Management Development Programmes

Prof. Jyoti Verma has conducted sessions in the *Management Development Programme* under Block Education Officers Training, organised in 4 batches, scheduled between 28<sup>th</sup> March 2022 to 29<sup>th</sup> April 2022. The included topics were leadership style, team building, and practical communication skills.

Prof. Jyoti Verma has conducted sessions in the *Management Development Programme, under Bihar Administrative Services (BAS) Training*, scheduled for March 7-March 11. The topics included, group dynamics and team building, communications skills-oral and written, leadership styles, conferencing skills, organising and conducting meetings, conflict and negotiation, and transactional analysis.

Prof. Jyoti Verma has conducted sessions in the training program for the functionaries of the Project Management Unit (PMU) in the Disaster Management Department (DMD), Govt. of Bihar. The training program is organised by the Centre of Excellence in Disaster Management (CoEDM) set up at the Development Management Institute (DMI) DMI. The topic was Leadership and Leadership Styles between January to March 2022.



## Faculty Development Programmes

Prof. Sibananda Senapati has successfully participated in 5-day online FDP on “Inculcating Universal Human Values (UHV) in Technical Education” organised by All India Council of Technical Education (AICTE) from 11<sup>th</sup> April, 2022 to 15<sup>th</sup> April, 2022.

### Other Associations

Prof. Debabrata Samanta has been nominated as a member of the Curriculum Review Committee of IIT Patna for three upcoming online courses.

Prof. Jyoti Verma was involved in the screening of applications received for the post of Assistant Professor at BPSC.

Prof. Jyoti Verma was part of the selection committee for the post of Assistant Warden at CNLU.

## Student Achievements

### Conferences/Seminars

Kumar, A., Nigam, N., & Shrivastava, S. (2022, 15th March). *Gender-Based Violence and COVID-19: The Indian Scenario*. Paper presented at National Seminar on COVID-19 in India & Sustainable Development Goals: Challenges, Responses & Way forward organised by A N Sinha Institute of Social Studies Patna.

Sah, J. (2022). *Corporate Restructuring*. Paper presented in International Conference on Multidisciplinary Research and Innovation in Finance & Strategic Management, Business Economics Education, Humanities & Social Sciences (ICMRI-2022) organised by Chandragupt Institute of Management Patna and Inspira Research Association, Jaipur.

### Workshop/Training/Live Projects

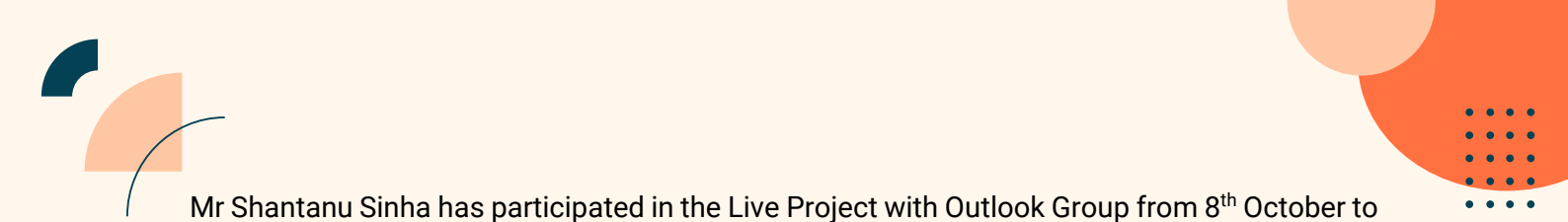
Ms Aashna Sinha has participated in the Live Project with Outlook Group from 8th October to 25th October 2021

Ms Bhanushree Jha has completed Vocational Training at Indian Oil Corporation Limited, Gujarat Refinery, Vadodara, from 21<sup>st</sup> December 2021 to 20<sup>th</sup> February 2022.

Ms Monika has participated in the Workshop on “NSSO Data using SPSS and STATA” from 23<sup>rd</sup> April to 27<sup>th</sup> April 2022, organised by A.N. Sinha Institute of Social Studies.

Mr Nitish Nigam has participated in the Workshop on “NSSO Data using SPSS and STATA” from 23<sup>rd</sup> April to 27<sup>th</sup> April 2022, organised by A.N. Sinha Institute of Social Studies.

Mr Piyush Singh has completed a 6-week online training on Data Science from Internshala Trainings.



Mr Shantanu Sinha has participated in the Live Project with Outlook Group from 8<sup>th</sup> October to 25<sup>th</sup> October 2021.

### **Academic and Extracurricular Participation**

Ms Aashna Sinha has participated in Technion Multi-cultural Team Project by Israel Institute of Technology from October 24- December 06, 2021.

Mr Anand Shankar has participated in Technion Multi-cultural Team Project by Israel Institute of Technology from October 24- December 06, 2021

Mr Monu Kumar was the national finalist as Campus Ambassador in Parivartan' 22.

Mohammad Asif Ali has secured Special Mention and Recognition at Sangraam held on 25<sup>th</sup> March 2022 as a part of Genesis 2021-22, organised by FORE School of Management, New Delhi.

Mohammad Asif Ali has secured his name in Tata Crucible Campus Quiz-2022 finalist of cluster -19 (Bihar), June 2022

## **PLACEMENTS 2022**

CIMP is well known for its excellent track record of campus placements for its PGDM graduating students. Excellent Placements record for all thirteen passed-out batches. A number of high-profile corporate houses visited CIMP during the last placement season to hire young management graduates for various positions. The year-on-year stupendous success in placements has been the result of the CIMP placement team's constant engagement with the corporate world and the invaluable training imparted to students.

### **Final Placements 2022**

- In line with the previous years, excellent placement for the 13th batch of eligible students from PGP 2020-22 batch
- The participating companies were from diverse verticals like Aerospace/Defence, Banking, Cement, Chemicals, Consulting, Dairy, Development & Social Change, Financial Services, Edu Tech, FMCG, Real Estate, PSU, Telecommunications and more.
- Recruiters like Tata Advanced Systems Limited (TASL), ITC Ltd., JEEViKA, ICICI Bank, IDBI Bank, HDFC Ltd., HDFC AMC, Utkarsh SF Bank, Prism Johnson Cement, COMFED, Berger Paints, IndusInd Bank, Marico, Asian Paints, Airtel, Amul, Colgate Palmolive, LIC, I-PAC, Bandhan Bank, BYJU'S, Fino Payments Bank Ltd. and more reaffirmed their faith in the talent nurtured at CIMP.
- Backed by strong industrial relations, the placement season of 2022 for PGP batch 2020-22 witnessed overwhelming participation from previous recruiters along with a host of 11 new recruiters vying for some of the country's best minds at CIMP.
- New recruiters who visited CIMP include Accenture, Landmark Group (Max Fashion), Mphasis, Tata Consumer Products, Propelld, Triveni Almirah, IDFC Bank, Xiaomi Technology India Private Limited, InfoEdge, eLitmus, ACFL Microfinance and more.

- Niche profiles in Sales & Marketing, Branch Banking, Consulting, General Management, Micro Banking, Relationship & Service Management, Supply Chain Management/ Operations were offered by the recruiting organizations.
- Corporate from myriad sectors visited the CIMP campus and recruited talent.
- The largest recruiter was ICICI Bank which hired 21 students, followed by UTKARSH, which hired 13 students.
- The job location of placements was not restricted to Bihar alone. Several companies offered positions for different Metro and other cities in India.

## Summer Placements 2022

Over the years, more than 100 organizations have absorbed CIMP students, both during the final placements and the summer internship seasons. Students of CIMP have earned high accolades for their achievements, and a large number of them are star performers within their organizations. CIMP provided on-campus placement for its PGDM 2020-22 batch students in different organisations. Diverse roles and projects are offered for summer internships. Recruiters participated from various industry verticals FMCG, Telecommunications, ITES, Financial Services, Management Consulting, Government Administrations, and Social Development. The highlights of this season are the addition of new recruiters for PGDM 2021-23 batch Summer Internships like Sproutlife Foods Pvt. Ltd, GYR Capital Advisors, Bihar Vikas Mission, Havells, Tata Power-DDL, ICICI Prudential Asset Management Company Ltd., Kohler, TOI, Codebucket Solutions Pvt. Ltd., and UrbanKare.

## ADMISSIONS 2022-24

The admission process for PGDM at CIMP for the batch 2022-24 is undergoing. CIMP conducted the admissions GD-PI through online mode. A trial for the online process was done with all the applicants before the actual GD-PI to make the applicants use the online mode. All applicants were evaluated by the institute's faculty and judged for their intellectual capabilities to become successful managers in the corporate world. This year CIMP received applications from Bihar, Jharkhand, Orissa, West Bengal, Assam, Uttar Pradesh, Chhattisgarh, Tamil Nadu, Maharashtra, Haryana, and Delhi. A lot of students of Bihar currently pursuing undergraduate courses in other states have shown interest to join the institute in their native state.



## CIMP organizes seminar on International Women's Day

OUR CORRESPONDENT

PATNA: Today an in-house seminar was organized by CIMP Business Incubation and Innovation Foundation (CIMP-BIIF) on the occasion of International Women's Day.

To grace this occasion, Shradha Kesari, the Director of Operations, Hira-Panna Jewellers Patna was present as the keynote speaker. Keeping in mind the International Women's Day theme, the topic of discussion for the seminar was 'Women Entrepreneurship: Issues and Challenges'.

Shradha interacted with participants and students



Shradha Kesari, Director of Operations, Hira-Panna Jewellers Patna, speaking at the seminar.

sions for gender division in entrepreneurship promotion on the gender, gender pay gap, and women entrepreneurs. She also highlighted the role of women in the field of entrepreneurship.

It was an interactive session where students also shared their views on the topic. The session was moderated by Prof. Dr. Rana Singh, CIMP-BIIF CEO, Kumud Kumar.

## MoU Signed between CIMP-BIIF and Karekeba Ventures

PATNA: Today a Memorandum of Understanding (MoU) was signed between CIMP-BIIF Incubation Centre and Karekeba Ventures at the auditorium of Chandragupt Institute of Management Patna (CIMP). The MoU is for co-creating stage angel investment funding for startups and other services.



Prof. Dr. Rana Singh, CIMP-BIIF CEO, Kumud Kumar, and other officials holding the MoU.

On this occasion, Divyanshu Verma, co-founder of Karekeba Ventures and CIMP partner, was present as a special guest and shared the MoU with CIMP's Director Prof. Dr. Rana Singh and CIMP-BIIF CEO, Kumud Kumar. Dr. Rana Singh, while addressing the event, praised Divyanshu Verma for his efforts as an accelerator company to put a check on the brain drain and migration of entrepreneurs from the state.

Divyanshu talked about his entrepreneurial journey and said that "though he moved out of state, the state never moved out of him". Therefore he started this venture 'Karekeba' during the Covid crisis to boost the entrepreneurial ecosystem in Bihar and to create a culture of innovation.

## सीआईएमपी में योग किया गया

पटना/संवाददाता। सीआईएमपी ने छात्रों, संकायों और कर्मचारियों की उत्साहपूर्ण भागीदारी के साथ मंगलवार को अंतर्राष्ट्रीय योग दिवस मनाया। इस मौके पर प्रो. (डॉ.) संतोष कुमार (एग्रीड) अतिथि के रूप में उपस्थित थे। सीआईएमपी के निदेशक प्रो. राणा सिंह और कुमुद कुमार, मुख्य प्रशासनिक अधिकारी (सीओ) ने सीआईएमपी के साथ सहज किया। नमस्ते इंडियन कॉलेज, वैशाली के रजनीश कुमार और अशुतोष कुमार जो नेशनल एग्रीड 22 के विजेता के रूप में उभरे। फर्पूर हर्टीट्यूट ऑफ टेक्नोलॉजी के अपन साहू और सांग



Participants performing yoga during the International Women's Day seminar.

के पंकज कुमार और शुभम कुमार ने तीसरा स्थान हासिल किया। सात टीमों ने ईस्ट जेलन राउंड के लिए क्वालीफाई किया था, जिन्होंने शीर्ष छह स्कोरिंग टीमों में से जेलन राउंड में अपनी जगह बनाई है। अगस्त में दिल्ली में होने वाले नेशनल ईस्ट फाइनल के लिए तीन अन्य स्कोरिंग टीमों ने क्वालीफाई किया है। इस अवसर पर मुख्य अतिथि विकास आर्यक विकसि सिंह ने बिहार राज्य में नवभार और उद्यमिता के क्षेत्र में संस्थान का नेतृत्व करने के लिए सीआईएमपी के निदेशक डॉ. राणा सिंह के प्रयासों को प्रशंसित किया। उन्होंने एग्रीड 22 के फाइनल फर्पूर प्रतिस्पर्धी शुरू करने के लिए प्रशंसा दी। उन्होंने कहा कि फर्पूर प्रतियोगिता विश्वप्रसिद्ध कॉलेज के निर्माण में मदद करती है। कॉलेज को एक अच्छे टाइटम पार्क एंफ्रेंचिज के रूप में लेने का

## सीआईएमपी ने की क्रॉसवर्ड एक्सपीडिशन के ईस्ट जेलन राउंड की मेजबानी

पटना (एसएनबी)। चंद्रगुप्त इंस्टीट्यूट ऑफ मैनेजमेंट (सीआईएमपी) ने शुक्रवार को राष्ट्रीय इंटर कॉलेज क्रॉसवर्ड एक्सपीडिशन के ईस्ट जेलन राउंड की मेजबानी की। इस अवसर पर विकास कुमार सिंह, आईएस, विकास आर्यक, बिहार और दीप साहू, सहायक नवभार निदेशक, एग्रीड 22, शिक्षा मंत्रालय (एग्रीड) अतिथि के रूप में उपस्थित थे। सीआईएमपी के निदेशक प्रो. राणा सिंह और कुमुद कुमार, मुख्य प्रशासनिक अधिकारी (सीओ) ने सीआईएमपी के साथ सहज किया। नमस्ते इंडियन कॉलेज, वैशाली के रजनीश कुमार और अशुतोष कुमार जो नेशनल एग्रीड 22 के विजेता के रूप में उभरे। फर्पूर हर्टीट्यूट ऑफ टेक्नोलॉजी के अपन साहू और सांग

के पंकज कुमार और शुभम कुमार ने तीसरा स्थान हासिल किया। सात टीमों ने ईस्ट जेलन राउंड के लिए क्वालीफाई किया था, जिन्होंने शीर्ष छह स्कोरिंग टीमों में से जेलन राउंड में अपनी जगह बनाई है। अगस्त में दिल्ली में होने वाले नेशनल ईस्ट फाइनल के लिए तीन अन्य स्कोरिंग टीमों ने क्वालीफाई किया है। इस अवसर पर मुख्य अतिथि विकास आर्यक विकसि सिंह ने बिहार राज्य में नवभार और उद्यमिता के क्षेत्र में संस्थान का नेतृत्व करने के लिए सीआईएमपी के निदेशक डॉ. राणा सिंह के प्रयासों को प्रशंसित किया। उन्होंने एग्रीड 22 के फाइनल फर्पूर प्रतिस्पर्धी शुरू करने के लिए प्रशंसा दी। उन्होंने कहा कि फर्पूर प्रतियोगिता विश्वप्रसिद्ध कॉलेज के निर्माण में मदद करती है। कॉलेज को एक अच्छे टाइटम पार्क एंफ्रेंचिज के रूप में लेने का

## फर्म वैल्यूएशन को लेकर वेबिनार आयोजित

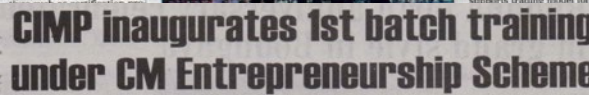


Participants attending a webinar on firm valuation.

पटना (आरएस)। देश के पहले स्टार्टअप बिरो (16 जनवरी) पर बिहार के उद्यमिता एवं नवभार चंद्रगुप्त प्रबंध संस्थान पटना में सीआईएमपी बिरो के अध्यक्ष रजनीश कुमार (सीआईएमपी-सीआईएमपी) के सहज स्टार्टअप के फर्म वैल्यूएशन की विषय पर वेबिनार का आयोजन

## CIMP signs MoU with NSE Academy Ltd.

PATNA: Today Chandragupt Institute of Management Patna (CIMP) signed a Memorandum of Understanding (MoU) with NSE Academy Ltd. which is a wholly owned subsidiary of National Stock Exchange of India Limited (NSE). NSE Academy carries out a number of educational initiatives to express his gratitude towards NSE Academy and said, "This MoU will set new benchmarks of excellence in experiential learning in the domain of financial services."



Prof. Dr. Rana Singh, CIMP-BIIF CEO, and other officials holding the MoU.

CIMP shall implement a dedicated lab to promote the process of academic delivery by NSE Academy and this lab shall have NSE-SMIT for Application. Trading Simulation application which provides a real-time model for the

of entrepreneurship. And this year, the 20th batch training is being organized by the CIMP's Startup Incubation Centre, CIMP-BIIF, and Innovation Foundation. He also briefed the students about the training schedule and discussed the different aspects of the training which would continue till 27th May 2022.

While speaking on the same occasion, Kumud Kumar congratulated the candidates for their selection and assured that the training program under the aegis of CIMP would be a great learning experience and wished them a successful career as entrepreneurs.

At the end of the event, Kumud Kumar, CEO of CIMP-BIIF, called this MoU signing as a great leap forward as an incubation centre in Bihar.

## Chandragupt Institute, Venture Catalysts signs MoU

PATNA: CIMP and CIMP-BIIF on Thursday signed two separate Memorandum of Understanding (MoU) with Venture Catalysts Pvt. Ltd. for co-incubation services, scaling opportunities and providing sector-specific mentoring support to startups.

On this occasion, MoU partner, Ravi Ranjan, Chief of Events & Partnership, was present as special guest and shared the MoU with CIMP's Director Prof. Dr. Rana Singh, CIMP-BIIF CEO, Kumud Kumar and Nodal Officer, Prof. Rajeev Verma.

While addressing the event, Prof. Rajeev Verma, Nodal Officer Startup Bihar,

CIMP, discussed about the inception and growth of CIMP-BIIF as an incubation centre which has incubated 42 startups till date and told that 15 new projects are lined up in the new financial year. He talked about the need to develop unified ecosystem for entrepreneurship and the strategic impor-

ance of this MoU with Venture Catalysts.

Ravi Ranjan talked about identifying policy gaps and proposing solutions for the same.

At the end of the event, Kumud Kumar, CEO of CIMP-BIIF, called this MoU signing as a great leap forward as an incubation centre in Bihar.

## सीआईएमपी में 100 प्रतिशत समर प्लसमेंट

जार्ज, पटना : चंद्रगुप्त प्रबंध संस्थान, पटना (सीआईएमपी) के सीआईएमपी बैच के विद्यार्थियों को 100 प्रतिशत समर प्लेसमेंट मिला। प्रिंशाल समर प्लेसमेंट प्रक्रिया समर इन्टरशिप प्लेसमेंट प्रक्रिया शुरूआत जनवरी से हुई। इसमें

गुणवत्ता पर रहेगा जोर। सीआईएमपी के निदेशक डा. राणा सिंह ने बताया कि नए सत्र में छात्रों के प्लेसमेंट की गुणवत्ता पर जोर रहेगा। इसको देखते हुए अब

## CIMP gets permission to admit foreign students

UR CORRESPONDENT  
PATNA: Chandragupt Institute of Management Patna has been permitted to admit foreign students in its postgraduate programme. The admission of foreign students is a long-standing demand of the institute. The admission of foreign students will significantly contribute to the development of the institute and the country. The admission of foreign students will also give exponential growth to the possibilities of employment opportunities in various international and multinational companies in foreign countries. The presence of Chandragupt Institute of Management Patna has been registered in the student database portal.

Foreign-origin students will now be studying in the institute after getting permission to admit international students. This will motivate the students to excel in the international competition. This achievement will prove to be a milestone in the development oriented process of the institute. With the permission of this process, Chandragupt Institute of Management Patna and Bihar state will pioneer the journey of academic excellence all over the world. Foreign origin students will give students and faculty members an unprecedented opportunity to learn and understand various aspects of culture and cross cultural management practices of different countries. On this occasion, the Director Chandragupt Institute, Dr. Rana Singh while congratulating all the members of the Chandragupt Institute of Management Patna said that in the times to come, we should focus on research, innovation, patents, startups, publications, IPRs, internationalisation etc. with focus on academic excellence. We should remain focused and committed to take the institute to new heights at the national and international level in the times to come.

## BOSCH Industry-Academia Collaboration Cell inaugurated at CIMP

UR CORRESPONDENT  
PATNA: Today the BOSCH Industry-Academia Collaboration Cell was inaugurated at Chandragupt Institute of Management Patna (CIMP) by the development Commissioner Bihar, Vinay Kumar Singh. This occasion, Prof. Dr. Rana Singh, Director of CIMP, was present as a special guest. The inauguration was held in a grand manner. Prof. Dr. Rana Singh, while addressing the occasion, said that the inauguration of the BOSCH Industry-Academia Collaboration Cell is a significant step towards the development of the institute and the country. The inauguration of the BOSCH Industry-Academia Collaboration Cell will also give exponential growth to the possibilities of employment opportunities in various international and multinational companies in foreign countries. The presence of Chandragupt Institute of Management Patna has been registered in the student database portal.

With new ventures and initiatives, the inauguration of the BOSCH Industry-Academia Collaboration Cell is a significant step towards the development of the institute and the country. The inauguration of the BOSCH Industry-Academia Collaboration Cell will also give exponential growth to the possibilities of employment opportunities in various international and multinational companies in foreign countries. The presence of Chandragupt Institute of Management Patna has been registered in the student database portal.

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*Write to us....*

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