



CIMP UPDATE

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July-December, 2022

A Newsletter of Chandragupt Institute of Management Patna



Inside

Convocation 2022
Conferences
Research and Publications

Leadership Lecture Series
Extracurricular Activities

& many more...



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FOREWORD



Dear All,

I am happy to introduce you to the July – December 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 an AICTE approved, NBA accredited, and AIU recognised flagship programme Post Graduate Diploma in Management (PGDM), equivalent to MBA, along with a doctoral-level Fellow Programme in Management (FPM) approved by AICTE. It also offers the Executive Programme in Management (ExPM) for serving the Government of Bihar officers. 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 125 B-Schools in NIRF 2022 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

Chandragupt 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 this, 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 repute, 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 of the two-year full-time PGDM Program offered by CIMP to the 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 the business capabilities of the participants and prepare them to start their own enterprises. 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 the academic year 2022-23. CIMP secured National Cluster Rank 29 in the 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 the National Institutional Ranking Framework (NIRF) in 202.



NIRF Ranking

CIMP is the only B-school in Bihar to be classified amongst the Top-125 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 the 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

MoU between Bihar State Khadi Village Industries Board and CIMP



On December 31, 2022, an MoU was signed between the Bihar State Khadi Village Industries Board and Chandragupt Institute of Management Patna. This agreement, which was signed by Mr Dilip Kumar, CEO of the Bihar Khadi Village Industries Board, and Prof. (Dr) Rana Singh, Director of Chandragupt Institute of Management Patna, will bring together two organizations dedicated to the

development of Khadi and village industries.

The signing ceremony was attended by folk singer Maithili Thakur, the brand ambassador of Bihar Khadi, Handloom and Handicrafts, and was held at CIMP. During the event, Prof. (Dr) Rana Singh spoke about the potential for Khadi and village industries to go from local to global by incorporating modern managerial skills. He emphasized the growing trend of pure and organic products worldwide and the importance of improvements in marketing, branding, and logistics for delivering village products to the world.

Mr Dilip Kumar emphasized the values of freedom embodied in Khadi but noted that there had been changes in the quality and fashion associated with it over time. He outlined the new mantra of "Khadi for Nation, Khadi for Fashion, and Khadi for Transformation" and announced the Board's plans to make Bihar Khadi popular among the youth and to take it to the world.

As part of the strategic partnership, CIMP will train people associated with the Board and will act as a premium partner, with a 10% discount on Bihar State Khadi Village Industries Board products. The institute and its students are encouraged to move forward in entrepreneurship and to connect with rural communities to find new solutions for their problems using innovation and technology. Folk singer Maithili Thakur expressed her happiness in being associated with Bihar Khadi, Handloom and Handicrafts and called on the youth to take these rural products to the global market.

In his vote of thanks, Chief Administrative Officer Mr Kumod Kumar highlighted the institute's focus on new ideas and its commitment to innovation through its partnership with the Bihar State Khadi Village Industries Board. He announced that students at the institute would wear Khadi clothes once a week, use Khadi curtains and bed sheets in the hostels, and use ingredients from rural producers in the institute's kitchen. The students will also have the opportunity to go to the Bihar Khadi Village Industries Board for internship and rural training.

CONFERENCES

National Makhana Conference



The First National Makhana Conference took place on September 20, 2022, at the CIMP. It was organized by the International Makhana Center (IMC) and PHD Chamber of Commerce and Industry (PHDCCI) in 'association with CIMP and CIMP BIIF and 'supported by the Ministry of Food Processing Industries, Government of India & APEDA'. With over 20 expert speakers and several panel discussions, the conference brought together over 300 delegates from across the nation to discuss innovative production technology, ways to increase makhana production to 1 lakh tons, regulations, taxation and compliance, and promotional schemes and policies by the state and central government agencies, as well as the farmers and FPOs' perspective on the global prospects of makhana.

Mr Satyajit Singh, Chairman of the PHDCCI Bihar Chapter, who was the driving force behind the conference, confirmed that it was the beginning of an annual makhana conference that will take place in Bihar and help bring the makhana industry to the forefront of trade. The conference greatly benefited both the makhana industry and Bihar in the long run.

The First National Makhana Conference was an exciting opportunity to be a part of the makhana industry's future. It was a huge success, and we are already looking forward to the next annual conference.

Management Case Competition (MCC) 2022



CIMP organised Management Case Competition (MCC) Conference in a virtual mode on November 05, 2022. The welcome address has been proposed by Prof. (Dr) Rana Singh, Director, CIMP. Dr Singh welcomed the keynote speaker Dr Chandan Sharma, other dignitaries and the audience to the conference. In his address, Dr Singh mentioned that the case teaching method had become the way of teaching in B-Schools across the globe, which provides students with real-time experience. The Management Case Competition (MCC) conference is an endeavour to motivate academicians, practitioners, consultants, and research scholars to come up with the best solution to a business situation. Further, he added that the Case Development Workshop, which is organised under the aegis of MCC-2022, intends to aid participants in writing cases effectively and efficiently.

Later this day, Dr Chandan Sharma, Professor, IIM Lucknow, addressed the audience with his keynote on the Theme: "Volatility of Indian Rupees: causes and effects. Prof. Sharma elaborated on the volatility of Indian rupees. He said that under the current circumstances, when inflation is skyrocketing around the world, and all the developed nations are facing extreme exchange rate issues, India is performing quite well. Although the Indian rupee has depreciated, in terms of volatility, it is much more stable than in the past. Further, Prof. Sharma talked about the importance of case studies and the gap between subscribed foreign cases and Indian conditions. He also emphasised local cases to tackle local issues that will certainly encourage students' attention.

Shri. Kumod Kumar, Chief Administrative Officer, CIMP, Prof. (Dr) Ranjit Tiwari, PGP Chairperson, Prof. (Dr) G.K. Murthy and others were present during the session. A vote of thanks was proposed by Prof. Ranjit Tiwari. On this occasion, Prof. Tiwari also announced MCC-2023.

National Conference on Appropriate Technologies for Rural India (NCAT 2022)



The Centre for Appropriate Technology Management, CIMP, in association with NABARD, organised the first National Conference on Appropriate Technologies for Rural India (NCAT 2022) on December 06, 2022, in hybrid mode. The Keynote Speaker for this conference was Shri Sunil Kumar, CGM, NABARD. Prof. (Dr) Rana Singh welcomed everyone to the conference at the commencement of his welcome speech. In his opening remarks, he stated that "India has emerged as one of the largest contributors in the field of technology and innovation and has been one of the largest suppliers of manpower to the leading companies in the domain of technology and innovation. He said that it is important to focus on the development of affordable and accessible technology for the sustainable development of the rural sector.

In his speech, the Keynote Speaker Shri Sunil Kumar informed the audience about the agricultural initiatives taken by NABARD. He provided numerous instances wherein NABARD has worked with people, provided them financial assistance for their equipment and supported them in the development of cutting-edge technologies for agriculture, production, distribution, etc.

Prof. (Dr) Vijaya Bandyopadhyaya, Coordinator for NCAT2022, delivered the vote of thanks. The papers were presented on the topics like Artificial Intelligence and Predictive Analytics, Does Democracy Improve the Quality of Life? Agrifeeder: A one-stop solution provider to farmers etc. The best paper award was given to Dhayalan V and Sridhar N for presenting on the topic “Building N-Dimensional Soil Nutrients Spectral Library through Institute Laboratory and Space borne Hyperspectral Imagery for Consistence Investigation of Soil Health.”

International Conference on Corporate Social Responsibility (ICCSR 2022)



A two-day international conference on “International Conference on Corporate Social Responsibility 2022” was conducted on December 10 and 11, 2022, under the aegis of the Centre for CSR Studies of CIMP. On this occasion, Dr S. Siddharth IAS, Principal Secretary to the Hon’ble Chief Minister of Bihar, in his inaugural address, said CSR is the responsibility of each individual and is not just limited to companies. His basic tagline was “CSR humara hai”.

Guest of Honour Dr Hishmi Jamil Hussain, Corporate Sustainability Head, Tata Steel, mentioned how they have contributed to and how as a society we can contribute towards CSR missions. Dr Collin Coulson-Thomas, President of the Institute of Management Services, in

his keynote address, shared his personal knowledge and experience, and the session was attended by a large number of people.

A panel discussion was also conducted as part of the conference wherein CEO-TP Renewable Microgrid, Mr Manoj Kumar Gupta, Vice President (Corporate Secretarial), Reliance Industries Limited, Mr S Sudhakar, VP & Head, CSR, Jubilant Ingrevia, Dr Vivek Prakash, WASH specialist, UNICEF Bihar Mr Prabhakar Sinha participated. The panel discussion was moderated by Prof. (Dr) Rana Singh, Director, CIMP.

On this occasion, Dr S. Siddharth, IAS, also released two book publications by CIMP. The first book was authored by Mr Rusen Kumar and Mr Kumod Kumar, CAO, CIMP and the second one was authored by Fr. Jose Kalapura, Prof. (Dr) Rajeev Ranjan and Mr Kumod Kumar.

There were five papers delivered in total at that session. Additionally, Majestic Auto Limited's Chief Executive Officer, Mahesh Munjal, delivered the valedictory address virtually in his address; he said that the conference is an endeavour to motivate academicians, practitioners, consultants, and research scholars to come up with the best solution. After then, the Chief Guest of the event, Ms Nafisa Binte Shafique, spoke to the audience on behalf of UNICEF's Bihar Field Office. In her address, she said Bihar has 48 per cent of its total population below 18 per cent of age, which is 10 per cent of India's total population. And being a big consumer Market company should Focus on CSR activities related to the development and growth of children in the state.



Mr Vibhas Kumar, who was invited as a special guest at the closing ceremony, remembering the corona period, talked about how IOCL, with the help of the government, procured cylinders for oxygen supplies for patients. He also talked about how IOCL is developing pipelines for the supply of CNG and also moving towards renewable energy through research in battery technology with an Israeli firm and the supply of hydrogen fuel for cleaner energy.

ICCSR-2022 Chairman and Assistant Professor. Dr Jyoti Verma announces the Best Paper Award. The best paper award on the subject of "Reaching the Unreached to Meet the Unmet Need: Vision Screenings and Provision of Eyeglasses via Outreach Campus in India, has been given to Shruti Dwivedi and Dipteek Parmar. Mr Kumod Kumar, Chief Administrative Officer, CIMP, delivered the Vote of Thanks. Faculty members, students, staffs and other distinguished dignitaries were present during the session.

SEMINARS

World Entrepreneurs Day



The World Entrepreneurs Day was celebrated on August 26, 2022, at CIMP, where two well-known entrepreneurs from Bihar, Shri KPS Keshri, MD Amrapali Food Pvt. Ltd. and former

BIA President, and Shri Arun Agarwal, Current President Bihar Industries Association were invited as guest speakers. The event started with a welcome address by Prof. Rajeev Verma, followed by a presentation on the new PGDM in Innovation, Entrepreneurship, and Venture Development Course to be started by CIMP. Prof. Verma said that "The PGDM IEV Program is unique in its outcome as it ensures and encourages employment generation from participants and not just letting them be employees. Currently, this programme has been only approved for 25 Business Schools across India and only one in Bihar, and that is CIMP."

Shri KPS KESHRI shared his experience as an entrepreneur and talked about the importance of taking risks and the role of incubation support in an entrepreneur's journey. Shri Arun Agarwal shared his entrepreneurial journey and assured students of financial and mentoring support from BIA. Both speakers highlighted the value of entrepreneurship, innovation and the role of the younger generation in making India an innovation hub. On this occasion, Shri Kumod Kumar, Chief Administrative Officer CIMP, Prof. Rajeev Verma, and other faculty members and students were present for the session. The event ended with the Director of CIMP presenting mementoes to the guest speakers.

Womanish'22: A Seminar on Gender and Ecological Rights

On October 20, 2022, CIMP and Bhoomika Vihar hosted the annual event, Womanish'22, in the institute's auditorium. The event focused on celebrating womanhood, and the theme for the year was Gender and Ecological Rights. Esteemed guests from various fields, such as the Judiciary, Media, Academics, and Police, attended the event, including Hon'ble Justice Sandeep Kumar as the chief guest.

The seminar kicked off with the premiere of the documentary film "I Exist," which highlights the challenges faced by women and girls who are survivors of forced and early marriages. The movie also features the initiatives being taken by Bhoomika Vihar to improve their lives. Ms Trisha Singh of Arunoday Media Pvt. Ltd. directed the film. In addition to the film premiere, 15

social sector activists were awarded and recognized for their contributions to society. These activists work in various areas such as Environment, Animal Rights, Education, Woman Empowerment, Health, and Art.



During the event, a compendium book featuring 35 years of the transformative journey was launched and unwrapped by the guests. The book provides insight into the history and inception of Bhoomika Vihar in 1996, the initiatives taken at the ground level, the achievements, and the unique model of social change.

The Director of Bhoomika Vihar, Shilpi Singh, emphasized the need to work at the grassroots level for the social and economic upliftment of marginalized women and girls. She urged intellectuals to focus on education and economic and ecological development for sustainable outcomes. Hon'ble Justice Sandeep Kumar stressed the importance of eco-feminism in protecting both society and the environment. He also highlighted the rising concerns of environmental degradation and the impact it has on women and girls. Shri Ashok Kumar, IG (Retd.), spoke about the challenges faced in rehabilitating victims of violence against women and girls. He called for everyone to come together and support these victims to help them excel. Advocate Nivedita spoke about the progress that has been made since the country's independence but also highlighted the work that still needs to be done to achieve equality in society. She emphasized the importance of women taking the initiative for the environment, as they are the most affected by climate change and ecological imbalances.

The seminar concluded with a Vote of Thanks from the CAO and Chairman of the Center for CSR Studies, Shri Kumod Kumar.

Bihar Start-up Outreach Programme 2022

On November 17, 2022, Chandragupt Institute of Management Patna (CIMP) hosted the Start-up Outreach Programme organized by the Department of Industry, Government of Bihar (GoB). The event was graced by the presence of Shri. Pankaj Dixit (IAS) Director, Industries (GoB),

and Shri. Dipak Kumar Singh, IAS, Additional Chief Secretary, Department of Education, along with other dignitaries and guests. Dr Rana Singh, Director of CIMP, delivered the welcome address, emphasizing the significance of start-ups and the institute's eagerness to promote them in Bihar.



In his speech, Shri. Pankaj Dixit (IAS) talked about the language barriers that exist but emphasized the importance of communication and executing policies efficiently. He encouraged students to incubate their start-up ideas as the current age makes it easier to implement them. Shri. Dipak Kumar Singh, Additional Chief Secretary, Dept. of Education, praised the CIMP Incubation Centre for benefiting around 70 start-ups and motivated students to generate new ideas by keeping an active and ambitious mindset.

The programme showcased a success video on Start-up Policy and awarded Mr Bibhuti Bikramasitya of Smartway Electronics and Ms Richa Vatsyayan of Cislunar Janki Pvt. Ltd. as the Iconic start-ups for the day. The Top-5 participating students of CIMP were awarded for their Ideation Challenge pitches, with Saurav Kumar winning the 1st prize, Divya Anand the 2nd prize, Shreya Ambastha the 3rd prize, Anjani Kumar the 4th prize and Harsh Patel the 5th prize.

The Vote of Thanks was delivered by Mr Kumod Kumar, Chief Administrative Officer, CIMP. The event was attended by faculty members, students, staff, and other guests.

WORKSHOPS

IPR and IP Management for Start-ups



A 'Workshop on IPR and IP Management for Startups' was organised by CIMP at CIMP Auditorium on July 10, 2022. This event was a part of the Institute Innovation Council (IIC) Activity as per the guidelines of the Ministry of Education's Innovation Cell (MIC). On this occasion, Dr Shweta Singh, Founder and CEO of Ennoble IP, was present as a speaker and

shared the dais with Mr Khushal Juneja, General Manager – IP & Operations, Ennoble IP and Prof. Rajeev Verma. Apart from CIMP students, faculties and staff, startups, and students also attended the event.

Dr Shweta Singh is an IPR Expert. She is the Founder and CEO of Ennoble IP and Women Innovation & Entrepreneurship Foundation (STEP UP 360). In his welcome speech, Prof. Dr Rajeev Verma highlighted the need to be aware of IPR rights in contemporary times and how the workshop would benefit the institution as well as the participants in their future endeavours as innovators. Dr Shweta, while addressing the participants and discussing her motivation behind becoming an IPR Expert and starting her own company Ennoble IP said, "India has the largest number of innovative minds, but the highest number of Patents and IPRs are filed by China". She also discussed the various facets of IPR, patents, trademarks, the process of filling for IPR, the need to file IPR, as well as the measures to report for IPR violation. 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 Dr Shweta and Mr Khushal Juneja.

Intellectual Property Rights (IPR), Patents and Design filing and how to plan for Startups and Legal & Ethical Steps

On July 28, 2022, a workshop on Intellectual Property Rights (IPR), Patents, Design filing, and how to plan for Start-ups and Legal & Ethical Steps was held. The workshop aimed to educate individuals on the importance of protecting intellectual property and the legal and ethical steps necessary to plan for a start-up.

The workshop was conducted by industry experts and covered various topics, including the basics of IPR, the different types of patents, the process of design filing, and the legal and ethical considerations that arise when planning for a start-up.

Participants gained a deep understanding of the legal and ethical requirements necessary to protect their intellectual property and the steps needed to plan for a start-up. They were also introduced to the different government schemes available to start-ups and the financial and technical assistance available to them.

Global Hand Washing Day

On October 19, 2022, CIMP organized a Workshop on “Hand Hygiene for all (HH4A) Action Planning” in association with UNICEF Bihar to commemorate Global Hand Washing Day. The objective of the workshop was to promote hand hygiene for enhanced health, nutrition and educational outcomes, understanding programmatic interventions for the promotion of hand hygiene and focusing on the behavioural challenges and its solution.

On this occasion, Dr Prabhakar Sinha (WASH Specialist UNICEF BFO), Mr Prasanna Ash (Program Manager OIC, UNICEF Bihar), Shri Rahul Kumar (CEO Jeevika cum Mission Director LSBA, IAS), were present on the dias along with Dr Rana Singh, Director CIMP. The workshop



was attended by many dignitaries and representatives from various stakeholders and government departments, namely Lohiya Swachh Bharat Abhiyan, Jeevika, Integrated Child Development Scheme Social welfare department, Bihar Education Project Council, State Health Society, Panchayati Raj Institution, Water Aid department, Madarsa Board, etc.

The session started with the lighting of the ceremonial lamp by the dignitaries, followed by a welcome address by Prof. Rana Singh, Director of CIMP. Prof. Rana Singh, during the welcome address, expressed his gratitude towards all the guests, speakers and participants for attending the workshop and highlighted the objectives of the workshop, which was to sensitize about the status of hand hygiene practices with a focus on Bihar and the formulation of Action Plan in this regard with the inputs received from various stakeholders during the workshop.

Other keynote speakers were Shri Prasanna Ash, Program Manager, UNICEF Bihar; IAS Shri Rahul Kumar; Mr Prabhakar Sinha, WASH Specialist, UNICEF Bihar; Dr Alok Ranjan, Director Operations, Ayushman Bharat (Bihar); Dr Manoj Kumar from ICDS Department; Mr Manish from Bihar Education Project council; Ms Saumya from Jeevika; Mr Vishnu Kant from Madarsa

Board and Mr Satyajit Ghosh from Water-Aid India who presented viewpoints and suggestions of their respective departments. The last keynote speaker was IAS Dr Ranjit Kumar, Panchayati Raj department. During his address, he highlighted the importance of social media as a tool for promoting hand hygiene habits in rural areas. The event ended with the presentation of mementoes to the guest cum speakers, followed by a 'Vote of Thanks' by Prof. Rajeev Verma, Associate Prof. CIMP.

Gender Diversity



Dr Shrabani B., assistant professor at Jagdish Sheth School of Management (JAGSoM) Bhattacharjee delivered a workshop on gender diversity at CIMP on November 5, 2022. Several in-class activities and exercises were used to discuss the workshop, and some kids were also given the opportunity to respond impromptu to inquiries about gender diversity. The discussion also focused on the development of gender diversity over time. The programme had a long-lasting impact on the students' minds, which helped them act responsibly to advance gender equality in their neighbourhood.

Design Thinking, Critical Thinking, and Innovation Design

On December 09, 2022, a workshop on Design Thinking, Critical Thinking, and Innovation Design was held, aimed at helping individuals develop their creativity and innovation skills. The workshop was organized by experts in the fields of design thinking, critical thinking, and innovation, with the goal of enhancing the participants' ability to solve problems creatively and critically.

The workshop provided participants with insights into various aspects of design thinking, such as ideation, prototyping, and user-centred design. Participants also learned about the critical thinking process, including how to assess information, analyze it, and apply it to create innovative solutions. The workshop also provided an overview of the innovation design process, including how to identify opportunities and develop new ideas.

The workshop was highly interactive and featured various exercises, such as group brainstorming sessions, design thinking exercises, and critical thinking challenges. Participants were encouraged to share their thoughts and ideas and to collaborate with others to create innovative solutions to various problems.



By the end of the workshop, participants had a better understanding of how to use design thinking, critical thinking, and innovation design to solve problems creatively and effectively. They also had a greater appreciation for the importance of collaboration and teamwork in the innovation process.

The workshop was a huge success, and participants left feeling inspired and equipped with new tools and techniques to apply in their work and personal lives. The organizers are already planning to hold another such workshop in the future, and individuals are encouraged to attend and develop their creativity and innovation skills.

Awareness Programme on MSME Sustainable ZED Certification Scheme

An awareness program on MSME sustainable ZED certification scheme was held at CIMP in hybrid mode on December 20, 2022. The program aimed to enable Micro, Small and Medium Enterprises to enter the international markets of the supply chain without hindrances. The event was graced by honourable Chief Guest Shri Pradeep Kumar, IEDS, Director MSME DFO, Patna and other eminent guest speakers. The session was attended by CIMP startup incubators, students and MSME applicants. Various speakers highlighted the benefits of ZED certifications and their application process.

On this occasion, Prof. Rajeev Verma, Associate Professor CIMP, delivered the welcome address in which he talked about the purpose of the event. He said that CIMP being a Host Institution under MSME, had been chosen to organise this awareness session on ZED Scheme, Zero Defect Zero Effect. It is an integrated and holistic certification and hand holding Scheme to allow Micro, Small and Medium Enterprises to reach and enter the international markets of the supply chain without hindrances. Speaking on occasion, Shri S K Verma, Assistant Director MSME DFO Patna, highlighted the differences between the older versions of certifications in India and the new sustainable ZED certification. He said that under ZED certifications, three

types of certificates are available, namely bronze, silver and gold certificates, with parameter compliances ranging from 5, 14 and 20, respectively.



Other prominent speakers were Mr Naveen Kumar, IEDS (Assistant Director, MSME DFO, Patna), Dr Hanif Melwati (Director KVIC, Patna), Shri Pradeep Kumar, IEDS (Director MSME DFO, Patna). Dr Rana Singh (Director CIMP), in his address, said that India had leapt many positions in the past few years to attain the current 40th spot in the Global Innovation Index of WIPO,

2022. He thanked the ministry of MSME for focussing on taking quality, and innovation attributes to even the grass root level in the MSME category. He said that quality is a journey, not a destination, and the ratio of output to input in relation to time and quality is what we call productivity. The MSME certification programme will boost the productivity of MSMEs by ensuring quality. He thanked Shri Pradeep Kumar and his team from MSME DFO Patna and other guests for their support and guidance. A technical session to showcase a presentation on MSME sustainable ZED certification scheme and its application process was separately delivered by Shri Naveen Kumar to the participants, after which the house was open for questions by participants, which were answered by Shri Naveen Kumar and his team. The event ended with a vote of thanks by Mr Kumod Kumar. At last, mementoes were given to the guests as a token of respect.

NAAC Accreditation Process



CIMP hosted a workshop on the NAAC accreditation process organized by Bihar State Higher Education Council, Education Department, Govt. of Bihar on December 28, 2022. The event was attended by various esteemed guests, including Prof. Rekha Kumari, Director of Higher Education, and Prof. Dolly Sinha, Vice Chancellor of LNMU Darbhanga. The workshop aimed to provide an understanding of the criteria and documentation needed for NAAC accreditation. Participants were encouraged to follow a proper plan and strategy and establish a proper grievances cell to bring efficiency to their work. The workshop proved to be very informative, and the organizers were praised for their efforts.

How to become an entrepreneur?

On December 27, 2022, CIMP-BIIF organized a webinar on "How to be an entrepreneur". The webinar was led by the highly successful entrepreneur, Mr Chandrashekhar Mandal, the founder and CEO of "DIGITAL LABOUR CHOWK." Audiences had the opportunity to hear from Mr Mandal about his personal experiences and journey as an entrepreneur, as well as his insights and tips on how to be successful in the field. The webinar provided a platform for attendees to ask questions and engage in discussions with Mr Mandal, making the session both informative and interactive.

CONVOCATION 2022



The 12th annual convocation of Chandragupt Institute of Management Patna (CIMP) was held on August 21, 2022, in its majestic auditorium wherein 81 students of the batch of Post Graduate Diploma in Management (PGDM) equivalent to MBA received their Diploma/Certificates. Akhil Ashokan received the Gold Medal for the topper of the PGDM batch 2020-22, while Priya Kumari received the Gold Medal for being the topper amongst the girls of the PGDM batch 2020-22.



The Chief Minister of Bihar and Chairman of the institute, Shri. Nitish Kumar, in his message, congratulated the graduating students and wished them great success in their future endeavours. Prof. K.K. Aggarwal, Chairman, National Board of Accreditation (NBA), in his convocation address delivered to the graduating students. He firstly congratulated Prof. (Dr) Rana Singh, Director, CIMP, for the achievement of CIMP. Shri. Aggarwal mentioned in his speech about the growth of CIMP and also mentioned the efforts of CIMP to be a top-level management institution in a very short span of time. Furthermore, He congratulated the graduating batch on their magnificent placements; he also advised the entire graduating student to work hard in their respective fields and be committed and focused towards their work. He said that an alumnus should always be grateful to their alma mater.

Prof. (Dr) Rana Singh, Director, CIMP, in his address, welcomed all the dignitaries, Chief Guest, faculty members, staff and media personals. He also extended his thanks to the BoG chairman and Hon'ble Chief Minister of Bihar, Shri. Nitish Kumar. He shared how the students of CIMP are performing well in corporate and multinational companies. Dr Singh has also mentioned about the new programs like PGDM-IEV and EFPM and also the Hybrid courses in Computer Science and Business management in collaboration with IIT-Patna to be launched soon. He also talked about collaborations with BOSCH for the research and analytics field.

Earlier this day, Prof. (Dr) Ranjit Tiwari Welcomed the Chief Guest and congratulated the graduating students. The Vote of Thanks was delivered by Prof. (Dr) Sudeep Rohit.

LEADERSHIP LECTURE SERIES

Mr Pravir Kumar, CEO of Reliance Jio (Bihar and Jharkhand)

July 01, 2022



CIMP welcomed the 15th batch of students for their full-time PGDM (Equivalent to MBA) programme. The Chief Guest of the inaugural ceremony was Mr Pravir Kumar, CEO of Reliance Jio (Bihar and Jharkhand). The inaugural ceremony on the campus of the institute also witnessed the presence of Prof. (Dr)

Rana Singh, Director, CIMP, Prof. (Dr) Ranjit Tiwari, PGP Chairperson, along with the faculty and staff, at the institute. Prof. (Dr) Rana Singh, Director, CIMP, welcomed the incoming students. He assured the parents of an impressive career for their wards in the journey they are embarking on today. Later, Mr Pravir Kumar, in his address to the students, urged them to think “out of the box” to be competitive and relevant in this fast-changing world. The event concluded with a vote of thanks by Prof. Ranjit Tiwari, the Chairperson of PGP.

Mr Prashant Varshney, Private Banker, LGT Wealth India

July 02, 2022

Mr Prashant Varshney, Private Banker, LGT Wealth India, which is the world's largest boutique Wealth Management Company based in Switzerland, was invited for a guest lecture. Mr Varshney delivered his lecture on Managing Personal Finance. He highlighted that the toughest thing in life is saving money and investing it in appropriate securities. Thus, he tried to sensitize the need for financial discipline among students. Mr Varshney said that a step towards financial discipline is to start SIPs at an early stage. Further, sharing his experience, he said that financial planning is the need of the hour for all individuals, and the need was strongly felt by all during the Covid-19 pandemic. Furthermore, as a tip for better financial planning, he suggested that one should start planning by first securing his life and health and finally investing.

Dr Jatinder Singh, Assistant Secretary General, PHD Chamber of Commerce and Industry

July 04, 2022

As part of the Leadership Lecture Series, CIMP invited Dr Jatinder Singh, Assistant Secretary General, PHD Chamber of Commerce and Industry. He spoke to the students on "Insights from the Industry - Leaders for Tomorrow," in which he



gave them a glimpse into the industry's quickly changing nature while expanding the VUCA term by adding two more aspects, Digital and Diversity: DVUCAD (Digital - Volatile - Uncertain - Complex - Ambiguous - Diversity). He emphasised the characteristics of resilience for both organisations and individuals, emphasising the importance of choosing occupations that require creativity and innovation. He advised the students to put their time and energy to good use, entering a 'cycle of influence' rather than a 'cycle of concern.'

Lt. Gen. Sunil Srivastava (Retd.), AVSM, VSM, Director, CENJOWS

July 05, 2022



Lt. Gen. Sunil Srivastava discussed his views on managing people and the ability to influence others. He emphasized the importance of the six C's: context, choices, commitment, culture, communication, and character. Mr Srivastava also advised the new generation to listen to their hearts, be

critical thinkers, and have the ability to take risks without fear of failure. He encouraged students to identify their core strengths, have faith in their abilities, and possess the ability to convert challenges into opportunities. Additionally, he emphasized the importance of communication skills and the importance of simplicity and transparency while

communicating. He also emphasized continuous learning, maintaining a work-life balance, and spending time with family and friends.

Dr K S Bhatia, Founder and CEO, Pumpkart

July 06, 2022

Dr K. S. Bhatia, Founder and CEO of Pumpkart.com, was invited to speak at Leadership Lecture Series. Pumpkart is the largest organised chain of Farm Equipment and the first startup to represent India at the United Nations. Dr Bhatia shared his insights on



entrepreneurship, emphasizing the importance of dreaming big and taking risks. He encouraged individuals to identify and solve problems as a way of generating ideas for entrepreneurship. Dr Bhatia's mantra for success is to never give up. The event was attended by Dr Rana Singh, Director of CIMP, Dr Ranjit Tiwari, Chairperson of PGP, and Dr Rajesh Kumar. The lecture concluded with a vote of thanks by the Director CIMP.

Brigadier (Dr) Sunil Kumar Moudgil (Retd.), International Master Trainer, Leadership Coach, Author and Motivation Speaker

July 07, 2022

Brigadier Moudgil, an alumnus of IIT BHU, is an International Master Trainer, Leadership Coach, Author and Motivation Speaker. He touched on some very important topics while addressing the students. He spoke about time management, hard work and perseverance. He encouraged students to be their own competitors and create clarity of purpose for themselves. He shared some real-life examples to explain to the students that all successful people have several failures. But in the end, their successes are far more than their failures. He also encouraged students to become solution focused. Brigadier Moudgil also conducted several short exercises to explain to the students the value of time, the power of imagination and the importance of team work. Towards the end of the session, he invited questions from the students and interacted with them at length.



Mr Sanjeev Kumar, Former Executive Director, MECON Limited

July 12, 2022

The Former executive director at MECON Limited, Mr Sanjeev Kumar, started off by discussing the value of listening and his personal experiences with it. He discussed a wide range of important themes, including Zen Philosophy, brain-based learning, creativity, self-awareness, attitude, and the importance of feedback. He clearly



highlighted the distinction between listening and hearing and brought it up with PGDM participants. He increased participants' awareness of the circumstance and urged them to adjust to the shifting demands of the moment. Mr Sanjeev discussed the necessity and relevance of social responsibility with the CIMP students. He urged attendees to embrace social duty wholeheartedly. He spoke at this event about his thoughts on diversity and inclusion and how businesses are changing as more women, people with disabilities, people of diverse generations, and others enter the workforce. It was a spirited and informative debate.

Mr Abhishek Ranjan, Director- Sustainability, CSR, Brillio

July 13, 2022

Mr Abhishek Ranjan, Director and Global Head of Sustainability at Brilliospoke to the students about the transition from campus to corporate life and the challenges that freshers may face in the corporate world. He also gave them tips on how to match their



company's expectations and maintain a work-life balance. During the interaction, Mr Ranjan guided the students on how to handle peer pressure and maintain their self-development in the industry. He emphasized that the transition is an ongoing process, and everyone should be ready for it. The students actively participated in the discussion, asking pertinent questions.

Mr Divyanshu Verma, Founder and CEO, Konverzions

July 14, 2022



Mr Divyanshu Verma addressed the august gathering on "Leadership and Ownership the two sides of the same coin", wherein he motivated the students to take accountability and ownership to bring change in society. He also attempted to kindle students with memories of the

ancient theory of learning and also affronted them to revive the development of Bihar to make a food and processing hub of the world. He also stressed that multi-tasking leaders are preferred. Apart from professional responsibility, he also said that social responsibility must be inculcated right from the beginning so that we can connect better and make changes at

the ground level. He gave mantras like “fail fast and succeed soon”. In this highly interactive session, Mr Verma touched upon a host of issues like a start-up, risk measurement and appraisal, OEM, tourism, resource constraint and milestones etc.

Mr Vibhash Kumar, Executive Director, Indian Oil Corporation Ltd.

July 15, 2022



Mr Vibhash Kumar spoke on World Youth Skills Day. He laid stress on having a big aspiration and aspiring for it. There are multiple opportunities available, and one should aim to excel in one's endeavours. To move up in their career trajectory,

the students were advised to invest in a healthy lifestyle, take up all the assignments with the AI to master them and develop an ethical value system at the workplace. His presentation focussed on various aspects of the Indian Energy Scenario and the changing landscape of the sector. He also made the audience aware of the various initiatives taken up by IOCL to provide clean and affordable energy to the country. The presentation session was followed up by a Question and Answer (Q&A) session where students asked several pertinent questions ranging from electric vehicles to the Russia-Ukraine war and its effect on the industry.

Mr Mrs. Varsha Mukadam, Asst. General Manager, HR at BSE

July 16, 2022

Mrs Varsha Mukadam, Assistant General Manager - HR at the Bombay Stock Exchange Limited, provided the students with an overview of the history, technological aspects, and various functional domains of the BSE, as well as its recent initiatives. She discussed BSE's pioneering initiatives, such as the SME and startup platforms, BSE STAR MF, BSE New Ventures, BASL, BEAM, and BSE Hi-Tech, which rely on cutting-edge technology and artificial intelligence. Mrs Mukadam also shared BSE's functional and behavioural competencies that they look for when recruiting, emphasizing the significance of strong communication skills. She briefly discussed BSE's various initiatives to engage and communicate with employees during the lockdown.

Mr Praveen Kumar Rajbhar, Founder and CEO of Skilling You

July 18, 2022



Mr Praveen Kumar Rajbhar, Founder and CEO of "Skilling You," was invited to speak at the CIMP. He used fun and his personal experience to offer networking advice to students. "The Journey from Network to Net Worth" was the theme of his discussion. The session began with

Dr Rana Singh, Director of CIMP, introducing the speaker. Mr Rajbhar used his life experience and humour to convey networking ideas with pupils.

Mr Arun Kumar Singh, Director Sales, PHYTEC Embedded Pvt. Ltd.

July 19, 2022

Mr Arun Kumar Singh, Director Sales for PHYTEC Embedded Pvt. Ltd., as part of its Leadership Lecture Series, discussed various topics, including telemedicine, telemarketing, and tele-education. He also shared about his work to bridge the Rural Divide using Opto WiFi Networks under Corporate Social Responsibility. The students actively engaged in the conversation and raised important points. Mr Singh emphasized the importance of creativity, innovation, and resilience in both individuals and organizations to succeed in the industry. He urged the students to use their time and energy productively to grow in their chosen occupations.

Mr Hari Singh Shekhawat, HR leader and alumnus of XLRI



July 21, 2022

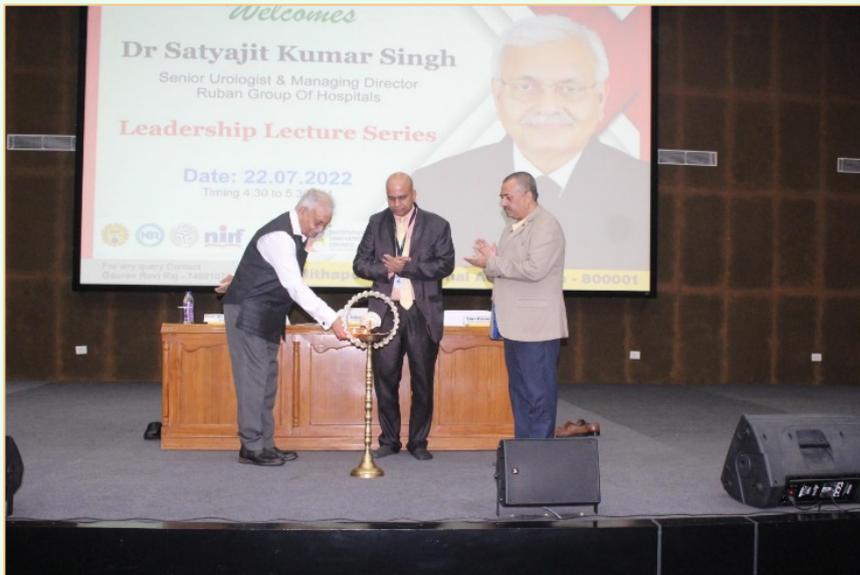
Mr Shekhawat highlighted the qualities of some of the most influential business leaders he had worked with, including Ajit Narain Haksar (ITC) and Russi Mody (Tata Steel): honesty, compassion, empathy, humility, and the ability to think on one's feet. He also answered several questions from students, including those

on choosing an organization to work with, wherein he urged them to focus on the

organizational culture rather than on the remuneration. In this context, he narrated his own beautiful and inspirational experience of how he chose ITC over Imperial Chemical Industries (ICI) by spending a day each in the lobbies of the two firms, observing the behaviour of their employees.

Dr Satyajit Kumar Singh, Chief Consultant Urologist and Andrologist, Managing Director, Ruban Group of Hospitals

July 22, 2022



Dr Satyajit is a Chief Consultant Urologist and Andrologist, Managing Director with Ruban Group of Hospitals, with substantial experience of more than 45 years. He said the best workplace is one which develops a socialist, entrepreneurs and leaders. He discussed that management is the art of doing things

effectively. Everyone in a business, whether a group D employee or a CEO, should be treated with equal respect. He also informed participants that the organization's strengths should be strengthened while its deficiencies should be addressed. Take little baby steps and create smaller goals and keep attaining that with a mentality of "*Hum kisi se kam nahi*". Dr Satyajit has stated in his meetings with CIMP students that leadership is all about treating everyone equally. A leader is a dealer in promoting optimism; they seek the better side of things. It was a spirited and informative debate.

Ms. Priyambada Jha, XLRI alumna

July 23, 2022

Ms Priyambada Jha, an XLRI alumna, shared her experiences with the students on this occasion. She talked about the contrasts between different sorts of banking and how lucrative and rewarding a banking profession can be for students. She emphasised that students entering the financial industry must be competent, confident, well-groomed, and disciplined. She also highlighted ultra-high-net-worth individuals, how she manages them, and how she assists them in investing their money.

Mr Mahesh Munjal, MD, Majestic Auto Industries Limited

July 25, 2022



Mr Mahesh Munjal (MD, Majestic Auto Industries Limited) discussed the four success ingredients: knowledge, commitment, and sacrifice. He emphasised that if students use what they learn in class lectures, as well as audio-visual presentations, demonstrations, and practise, their learning will increase rapidly. He also urged them to read a variety of management literature for overall development. He presented examples of relevant films and their management themes for the students to apply throughout their lives during the entire lecture.

Mr Sadhan Kumar Singh, Regional Manager, SBI

July 26, 2022



Shri. Sadhan Kumar Singh, Regional Manager at SBI, currently heading 33 Branches of SBI in three districts. Mr Singh talked about the traits that help to transfer a manager to become a leader in the organization. He shared some of the marketing tips that are generally followed in the services sector, especially in Banking. According to him, Managers need to focus on two sets of people, the customer and the staff or the junior-level officers. Along with the right skill and efficiency that are required for a manager, the conscious effort, responsibility, and the characteristics of motivating junior-level staff are needs of the hour for a leader, considering the technological challenges that are emerging in the service sector and the change that is happening in market structure as well strategies.

Mr Kumar Ayashkanta, Group Chief Investment Officer, Wipro Enterprises

July 27, 2022

Mr Kumar Ayashkanta, who is currently Group Chief Investment Officer at Wipro Enterprises, talked about the Start-up Eco-System. He emphasized the need to develop “New Ideas” to succeed as a start-up. Further elaborating on this point, he added that the success of a startup depends on whether the idea is really going to solve a big problem faced by a large part of the population. He also added that a “Sound Business Model” is required to sustain the business in the long run.

Mr Prince Tiwari, Head, FIG and Investor Relations at AU Small Finance Bank

July 29, 2022

As part of its Leadership Lecture Series, CIMP invited Sri Prince Tiwari, Head FIG and Investor Relations at AU Small Finance Bank, via Zoom. He spoke about the importance of distinct banking methods, fast remedial action, refinancing, and rising roles in Tier 3 cities. He stated that while an MBA is not enough to get into treasury and investment banking roles, FRM and CFA can undoubtedly give you an advantage over others. The students took an active role in the conversation, asking several interesting questions.

Mr R K Sinha, Ex- Rajya Sabha Member, Founder and Group Chairman, Security & Intelligence Services (India) Limited (SIS)

August 02, 2022



Shri R K Sinha, (Ex- Rajya Sabha Member, Founder and Group Chairman, Security & Intelligence Services (India) Limited (SIS). Shri. Sinha emphasizes determination and hard work with the vision to succeed in becoming a successful entrepreneur. He also said If you want to be an entrepreneur, you just have to think about how you do something good for society or for the country; you can develop the idea, make a business plan, talk to the teacher/faculty and with their support try to modify your plan and pursue that with hard work and honesty.

Prof. Nripendra P. Rana, Professor of Marketing, College of Business and Economics, Qatar University, Doha

August 03, 2022



Prof. Nripendra P Rana, Professor of Marketing, College of Business and Economics, Qatar University, Doha, highlights the importance of research and innovation, stating that research keeps you up to date while also improving your skills and expertise. You cannot exist until you conduct research. He also mentioned that constant learning necessitates continuous inquiry. He also stressed the significance of digital marketing

as a new trend in recent years. During his interaction with the kids, he stated that the role of artificial intelligence is rapidly expanding in today's world. Prof. Rana has educated students on the importance of artificial intelligence and business analyst courses in today's generation.

Mr Sumit Kumar Singh, Minister of Science and Technology, Government of Bihar

August 03, 2022



CIMP hosted Mr Sumit Kumar Singh, Minister of Science and Technology, Government of Bihar. Prof. (Dr) Rana Singh, Director of CIMP, opened the session with a Welcome Address. Mr Singh stated that while Bihar did not have many engineering and management colleges in the past, the educational environment has improved. He also stated that "Giving Back to Society" is really vital today.

Lt. Gen. A.K. Choudhary

August 15, 2022



In his discussion with the students, Lt. Gen. A.K. Choudhary said that we might also observe Independence Day as a day of interdependence, where one state depends on another, where one community depends on another, and where cultures are likewise intertwined.

As the country with the biggest proportion of youth, most of them are under 30 years old, Shri. Choudhary emphasises. In comparison to other nations, India has a vast population, and every young person is incredibly capable and efficient.

Mr Himanshu Verma, Senior Specialist, Group Performance, Abu Dhabi National Oil Company (ADNOC)

August 17, 2022



The guest speaker focussed his address on innovative business models and shared multiple examples of companies that have innovated and survived. During his presentation, Shri Himanshu Verma shared the cases of Kodak, Fujifilm, Blackberry, Apple, Sony, ADNOC and other companies wherein innovation was an important factor in the success or failure of these companies. As per the speaker, innovation is not a one-time process. Rather, it is a continuous process that has happened over the ages and companies that have kept on innovating have survived and grown. Most firms are moving towards 'green business technology' that is sustainable. The speaker also made the audience aware of the various initiatives CIMP can take to cut down the carbon footprint and make the campus more environment friendly

Mr C. B. Singh, AGM, Agricultural and Processed Food Products Export Development Authority (APEDA)

August 23, 2022



Mr C. B. Singh, AGM of the Agricultural and Processed Food Products Export Development Authority (APEDA), emphasised the Indian economy and agriculture in his talk. He stated that the Indian economy will reach a five trillion-dollar objective and that MBA graduates will play a critical part in this endeavour. The speaker also informed the audience about the increased demand in the food processing system following COVID-19. However, we are short on packaging and manufacturing. Mr Singh informed the kids about his organisation, APEDA, whose major goal is to produce organic products. The group is concentrating on improving infrastructure and meeting the requirements of farmers.

Mr Raju Panda, Control Management Specialist, Wells Fargo

September 05, 2022



Mr Raju Panda discussed the challenges and benefits of smooth onboarding, training, and development of employees in the corporate world. His insights were highly valuable to the students, as he connected the discussion to his own corporate experiences. Through the session, the students gained an in-depth understanding of the current state of Onboarding, Training & Development in the corporate world. The event was

held in the esteemed presence of Director CIMP, Prof. (Dr) Rana Singh, Chief Administrative Officer, Shri Kumod Kumar, Prof. Jyoti Verma, and Prof. Mamta Singh.

Ms Shreya Surabhi, Program Manager, City Logistics, Flipkart

September 17, 2022

A promotional banner for an alumni lecture series. The banner features the CIMP logo and name in Hindi and English, along with accreditation details. It includes a circular portrait of Ms. Shreya Surabhi, her title as Program Manager at Flipkart India, and the lecture topic: E-Commerce Operations (logistics) and Aerospace Inventory Management. The event is scheduled for Saturday, 10th September 2022, from 02:00 PM to 02:40 PM. The banner also displays logos for AICTE, NBA, NIRF, and the Institution's Innovation Council. The website www.cimp.ac.in is listed at the bottom.

चन्द्रगुप्त प्रबंध संस्थान पटना
CHANDRAGUPT INSTITUTE OF MANAGEMENT PATNA
Established by Govt. of Bihar, Approved by AICTE, PGDM Accredited by NBA
Ranked Among Top 125 by NIRF 2022, PGDM Equivalent to MBA by AIU

Ms. Shreya Surabhi
Program Manager, City Logistics at Flipkart India

ALUMNI LECTURE SERIES
Topic: E-Commerce Operations (logistics) and Aerospace Inventory Management
SATURDAY | 10th September 2022 | 02:00 PM - 02:40 PM

www.cimp.ac.in

Ms Shreya Surabhi, working as Program Manager, City Logistics, Flipkart India, has talked about her journey from TAS to Flipkart. She very well explained how theories are applied in industry and the importance of common sense in the process. She has explained the application of theory through the example of Economic order quantity and mentioned the

teachings by Prof. Vijaya Bandyopadhyaya, which has truly helped her. She elucidates to the students on the topic of Flywheel. The conversation went around the similarities and differences between Ecommerce and Aerospace. The discussion was followed by a QA session wherein the certification which could be beneficial to become a better employee was mentioned.

Mr Anshuman Verma, HRBP, West India and Projects, Nuvoco Vistas Corp. Ltd.

September 17, 2022



Mr Anshuman Verma, HRBP, West India and Projects, Nuvoco Vistas Corp. Ltd., was invited as the guest speaker on 17th September 2022. He has worked across four different organisations covering four different industries. Mr Verma discussed the onboarding training and development with the ignited minds of CIMP. He also shared his experiences with the students and guided them on how to deal with situations which they might face in their

corporate journey.

Dr Vinayshil Gautam, Founder Director, IIM-Kozhikode and Chairman, DK International Foundation

November 11, 2022

He addressed the audience, stating that there is no negligence or lack of attention to policymaking, but the execution is a serious challenge. India ranks low in numerous indicators, with the main reason being a lack of education in the country. He also requested that we focus on strengthening our education policy, as this is a critical component of increasing our country's economic growth and reducing poverty. Dr Vinayshel Gautam also discussed the necessity of quality education at the grassroots level in order to enhance education in India.

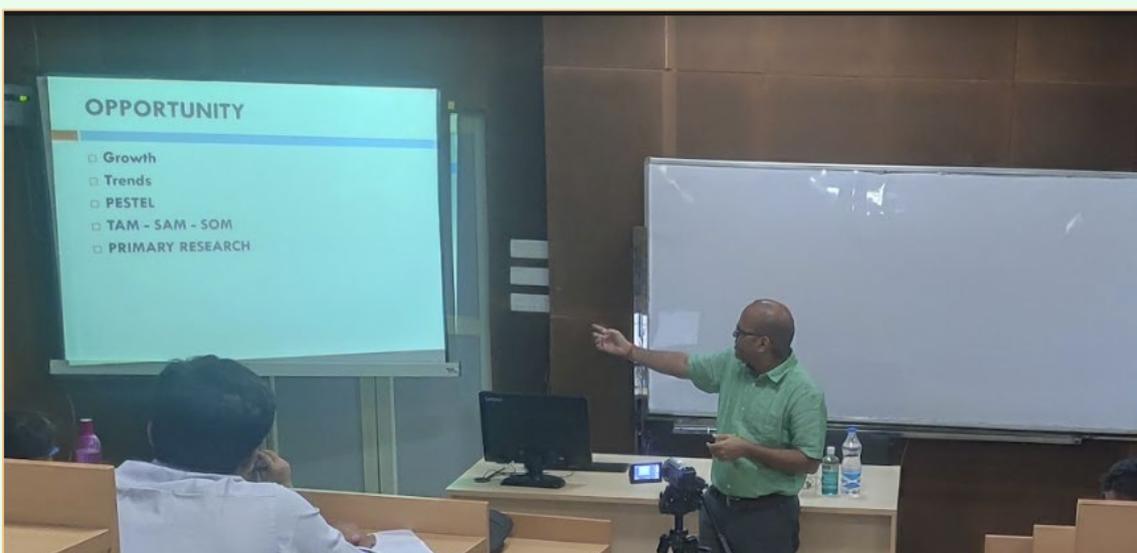
EXPERT TALK SESSION

Role of Intellectual Property Rights in Managing Innovations



On September 26, 2022, CIMP organised an Expert Talk session on the topic of "Role of Intellectual Property Rights in Managing Innovations", which was led by Prof. Rajeev Verma, Innovation Ambassador at CIMP. Prof. Verma covered the crucial role of Intellectual Property Rights in managing innovations, including the importance of protecting one's innovations through the use of patents, trademarks, and copyrights. The Expert Talk was well-attended by students and faculty members. Attendees had the opportunity to ask questions and engage in discussions with Prof. Verma, further enhancing their understanding of the topic.

Business Plan



On September 27, 2022, CIMP organised an Expert Talk on "Business Plan" led by Prof. Ranjit Tiwari, the Innovation Ambassador at CIMP. During the session, Prof. Tiwari shared valuable

insights on the process of creating a successful business plan, including key components and the importance of market research. The session was well-attended and received overwhelmingly positive feedback. Prof. Tiwari's extensive experience and expertise made the session thought-provoking and engaging.

Financial Paradigm of Innovation: Feasibility vs Bankability



On September 28, 2022, CIMP hosted a talk on "Financial Paradigms of Innovations: Feasibility and Bankability." The speaker, Dr Santosh Kumar, who is the Innovation Ambassador at CIMP, explored the financial aspect of innovations and their significance in determining the viability and funding of innovation. He discussed the existing financial paradigms and their influence on innovation success. The session was attended by students, faculty, and professionals in the innovation and management fields. It concluded with a Q&A session.

Entrepreneurship Development



On September 29, 2022, Prof. Kalyan Agrawal led an expert talk session on "Entrepreneurship Development". The session provided valuable insights and knowledge to attendees on various aspects of entrepreneurship development, including business ideas, successful ventures, and market challenges. Prof. Agrawal shared his experience and expertise during an interactive Q&A session. The talk was a huge success, and attendees left feeling inspired and empowered to take their entrepreneurial journey to the next level.

Growth Mindset in Entrepreneurship

On December 28, 2022, CIMP-BIIF hosted a webinar on "Growth Mindset in Entrepreneurship". The event was led by Ms Akriti Verma, Co-founder of OpenGrowth Academy. Ms Verma shared her insights on the importance of having a growth mindset in entrepreneurship and how it can lead to greater success. She talked about the various strategies and techniques that entrepreneurs can adopt to cultivate a growth mindset and overcome challenges along the way. Attendees were engaged in the discussions and asked questions, making the webinar both informative and interactive.

EXTRACURRICULAR ACTIVITIES

Vanijya Utsav



The PHD Chamber of Commerce & Industry (PHDCCI) Bihar office and CIMP organized Vanijya Utsav on July 11, 2022, aimed at supporting budding entrepreneurs and exporters from Bihar. Topics discussed included starting a business, documentation, available financing and incentives, and exporting. The event included speeches from industry leaders and government officials who provided insights and advice on starting a business. Mr Punit Chaudhary, Secretary, PHDCCI, gave a welcome address to delegates and speakers. Mr Satyajit Singh, Chairman, Bihar Chapter, PHDCCI, gave the theme address to the gathering.

Prof. (Dr) Rana Singh, Director, CIMP, delivered an inspiring speech and asked the delegates to do their own research instead of relying completely on data. Mr Shailendra Jaiswal-Rtd. Principal Executive Director Defence Research DRDO and Mentor Srijon Sanchar told the gathering to focus on the famous local products and try to make a Unicorn on these products, such as *Chinia Kela*, *Makhana* etc. He also expressed the desire for the industry to work on one cluster one product in Bihar. Shri Pradeep Kumar, Director – MSME, Bihar, shed light on many Govt. policies and incentives to help Bihar entrepreneurs. Shri Pradeep Jha, Branch Incharge, SIDBI, shed light on various SIDBI plans and policies for funding and financing of budding entrepreneurs and industries. Ms Sukriti Mishra, INVEST INDIA, ODOP Team, gave a presentation on the One District One product of Bihar and spoke about the importance of FSSI certification.

An MoU was signed between CIMP and PHDCCI during the event. The keynote speaker encouraged attendees to focus on local products and work towards making a "Unicorn" in Bihar. Government policies and financing options were also discussed. The event was a success, providing valuable information and resources to aspiring entrepreneurs in Bihar.

Khoj Event on Grassroot Level Interventions for Creating Startup Ecosystem in Bihar

A Startup Hunt and Scaling Event KHOJ 2022 Patna, in collaboration with Venture Catalysts, India's first integrated incubator, was held on July 20, 2022, at CIMP. KHOJ 2022 is a Pan India event, an initiative to identify and nurture talented entrepreneurs in Tier II and Tier III cities all across India and bring brilliant startups and innovative ideas that haven't been given the support and recognition they deserve.



Shri Sanjeev Kumar, IAS Director (Technical Development), Dept. of Industries, Government of Bihar, gave insights about the revised Bihar startup policy 2022 in virtual mode. Prof. (Dr) Rana Singh, Director of CIMP, said that India was a Khoj of Vasco da Gama, and the entire mission of this programme was to motivate students to bring entrepreneurship. Shri Pradeep Kumar, I.E.D.S., Director, MSME-DFO, Ministry of MSME, Government of India, Patna shade lights on various plans and policies for funding and financing of budding entrepreneurs. Prof. Karali Patra, Professor-In-Charge, Technology Business Incubator, IIT Patna, spoke about the importance of connecting the investor with the startup. Dr Niraj Jha, Founder and CEO of

Startup Hanuman, emphasised Startup as finding solutions to various existing problems. Shri Ssharad S. Maheswari, VP of Venture Catalysts, inspired the students to become employment givers instead of employment seekers. Mr Amitesh Prakash, Chief Investment Officer, Karekeba Ventures, spoke about seven parameters for a startup in Bihar. Prof. Dr Praveen Kumar, CEO of the Foundation for Innovators in Science and Technology, IIT Patna, said that if you will have inspiration and passion, then there is no need for the resources.

The best ten startups selected across Bihar Startup Ecosystem got an opportunity to make pitches in front of a Judge Panel of Experts. Judges in the panel were Prof. Dr Praveen Kumar, Prof. Dr Ankit Sharma, and Shri Ssharad Maheswari. Prof. (Dr) Rajeev Ranjan gave the vote of thanks and closed the event.

Climato Reformers Global Awards 2022



On July 30, 2022, the "Climato Reformers Global Awards 2022" ceremony was held at the CIMP Auditorium in association with Climato Reformers and ASSOCHAM. The event was graced by the presence of Shri Ashwini Kumar Choubey, Minister of State for Consumer Affairs, Food and Public Distribution and Environment, Forest and Climate Change, Government of India.

The "Climato Reformers Global Awards 2022" ceremony was a celebration of individuals and organizations who have made significant contributions towards combating climate change and promoting sustainability. The awards were given out to deserving recipients in various categories, recognizing their efforts in making the planet a better place.

Shri Ashwini Kumar Choubey's presence at the ceremony added further prestige and significance to the event. His presence was a testament to the importance of taking action on climate change and the need for continued efforts towards a more sustainable future. Praveer Kumar, the founder of the Climato Reformers, said that this event would be organised every year. Further, Neeraj Kumar Singh Bablu, Environment and Climate Minister, Government of Bihar, congratulated the children. Also, Prof. (Dr) Rana Singh, Director, CIMP, along with guests, wishes children for a bright future.



Inauguration of Hydro-lifting Technology



Sri. R K Sinha, Ex- Rajya Sabha Member, Founder and Group Chairman of Security and Intelligence Services (India) Limited (SIS), inaugurated the working prototype model of Hydrolifting Technology, a technology developed by Mr Rohit Kumar and incubated and mentored by CIMP-BIIF.

Entrepreneurship Awareness Drive 2022

The Entrepreneurship Awareness Drive (EAD) 2022) CIMP, in collaboration with IIT Kharagpur's E-cell, was held on October 11, 2022. The keynote speakers at the event included Shri KPS Keshri, Ex-President of Bihar Industries Association, Mr Satyapal Chandra (CEO and Founder of Mag Tapp), Mr Tarun Saini (CEO and Founder of Vidyakul), Mr Rahul Kumar (CEO

and Founder of Treeoz Ecoventure), and Mr Vivek Prism (CEO of Webx99.com). Each speaker shared their unique perspective on entrepreneurship, providing valuable insights and advice to the attendees.

The event began with a welcome address by the director of CIMP, Prof. Rana Singh, who spoke about the importance of the startup ecosystem and the rapid growth of Indian entrepreneurship. This was followed by speeches from each of the keynote speakers, who emphasized the importance of decision-making, a practical approach, never giving up, and starting small. The event was well-received and ended with a presentation of mementoes to the guests by Prof. Rana Singh and a vote of thanks.



Vigilance Awareness Week

On November 04, 2022, CIMP has organised a number of events at 10 AM and 5 AM on the occasion of the vigilance awareness week. The guest for the event was Shri Manoj Kumar, DGM, Indian Oil and Rakesh Roushan, Senior Manager (HR-CSR). The programme started with the inaugural speech by Prof. (Dr) Rana Singh, Director, CIMP. He also appreciated the efforts made by the students and provided feedback on the different activities.

The students have been divided into seventeen groups for participation. Quizzes, Elocution contests, Walkathons, Poster Competitions, Skits (Nukkad Natak), a Zero-Liability Bench, and pledges are among the events. The events were supported by Indian Oil Corporation Limited (IOCL).

All students participated in an online quiz on the topic of CVC, which was supported by IOCL. Additionally, several students delivered the Elocution, which was sponsored by IOCL and focused on a corruption-free system. Further, Walkathons are mainly for students to create awareness about online fraud along the lines of "Raju and 40 thieves" among the CIMP

fraternity. The same themes will be displayed in the form of Nukkad Natak and poster competition by 17 different groups of students.



Zero liability bench is the brain child of our students and will guide individuals to avoid online fraud along the lines of RBI guidelines. The event was attended by faculty members, officers, and the students of the institute. The participating students enjoyed the event and created awareness among the CIMP fraternity regarding corruption, privacy and data-related theft.

CULTURAL EVENT

Kavi Sammelan

On September 16, 2022, CIMP organized the Akhil Bhartiya Kavi Sammelan at its auditorium. The Kavi Sammelan was graced by several notable poets, including Dr Anil Choubey, Nilotpal Mrinal,



Manika Dubey, Kumar Rajat, Aks Samastipuri, and Chandan Dwivedi. These renowned poets brought their unique perspectives and styles to the stage, captivating the audience with their powerful words and melodies.



The atmosphere was electric, with the audience completely engrossed in the performances. The poems touched on a variety of themes, including love, nature, social issues, and more, offering

something for everyone in attendance. The poems were accompanied by music, adding an extra dimension to the performances and further immersing the audience in the experience. The event was a celebration of the power of language and poetry and the role it plays in our lives and culture.

MANAGEMENT DEVELOPMENT PROGRAMMES

Nav Disha Training for Indian Oil Corporation Limited (IOCL)



The Management Development Centre (MDC) of CIMP has conducted one day *Nav Disha* Training for Indian Oil Corporation Limited (IOCL) in three batches from September 05 to 07, 2022. In this training programme, 87 participants participated. The program was designed to provide IOCL officers with comprehensive exposure to a range of essential leadership topics, including Conversational Leadership, Servant Leadership, and Leadership Behaviours. The training aimed to equip the participants with the necessary skills and knowledge to lead and manage their teams effectively, both now and in the future.

Management Development Programme for Junior Management Professionals of Indian Oil Corporation Limited (IOCL)

In September 2022, MDC at CIMP organized a two-day Management Development Programme in two batches for the Junior Management Professionals of Indian Oil Corporation Limited (IOCL). The first batch of the program was conducted on September 09 to 10, 2022, followed by the second batch on September 19 and 20, 2022. The training program attracted 60 participants, who actively participated in the sessions and took home valuable lessons on how to lead and manage their teams effectively. The program covered several critical topics, including Conversational Leadership, Servant Leadership, Leadership Behaviour, and many more. The participants were exposed to the latest techniques and

strategies used in team management, and they received practical training in applying these techniques in real-life scenarios.



Two-Day Management Development Programme for Nav Disha Residential Training Programme for Indane Gas Distributors (IOCL) of Muzaffarpur Indane Divisional Office



The MDC at CIMP organized a Two-Day Management Development Programme from November 24 to 25, 2022, for the Nav Disha Residential Training Programme, which was attended by 27 participants from Indane Gas Distributors (IOCL) of Muzaffarpur Indane Divisional Office. The objective of the program was to provide the IOCL officers with comprehensive exposure to a range of essential managerial topics. The training aimed to equip the participants with the skills and knowledge required to effectively lead and manage their teams, both now and in the future.

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, the centre got listed with Start-up India. The incubation centre provides facilities like mentoring, plug and play office, a 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 CIMP Business Incubation and Innovation Foundation (CIMP-BIIF). This entity was incorporated on 27th December 2021. All the books and liabilities of the previous entity have 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 include,

- 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 an excellent network of Angel Investors, Venture Capital firms, HNI and global entrepreneurship organisations such as TiE.

Training Programme for Entrepreneurs



On November 21, 2022, the Entrepreneurship Development Programme (EDP) under Mukhyamantri Udhmi Yojana at CIMP was inaugurated at CIMP. This training programme is supported by the Department of Industries, Government of Bihar. On this occasion, 39 trainees from this training batch were present, along with Chief Guest Mr Sandeep Kumar, Project Manager, JEEViKa; Prof. (Dr) Rana Singh, Director CIMP, and Mr Kumod Kumar, CEO of CIMP-BIIF, as guests and speakers.



The ceremony began with the lighting of the ceremonial lamp by Mr Kumod Kumar, Prof. (Dr) Rana Singh, and Sangeet Kumar, marking the start of the formal training. Prof. (Dr) Rana Singh welcomed the trainees and spoke about CIMP's successful track record in conducting such training programs. He also provided an overview of the training schedule and discussed the course's different components, which will run until December 2, 2022.

He further explained the government's goal of making individuals independent by enhancing their knowledge and skills. The training will cover various aspects, including a company's legal standing, how to register as an MSME, business starting procedures, and how to access government and bank assistance programmes. Participants will learn how to work for a living, make a profit, and invest that money for future gains.

Mr Kumod Kumar congratulated the trainees on their selection and wished them well in their future endeavours as entrepreneurs. He assured them that the training programme run by CIMP would be an excellent learning experience. Mr Sandeep Kumar emphasised the importance of being curious and urged the participants to make the most of their training days by asking faculty members questions to better understand the material.

STUDENTS GUIDANCE CENTRE

The programme was started in the year 2009 with the objective of uplifting students from marginalized sections of society. Students from weaker sections of society, mainly SC/ST, are provided guidance to shape their careers and gain exposure. This is a one-year classroom program however, students are provided help beyond that as well.



Facilities provided

- Preparing for Common Admission Test (CAT) training, competitive examinations (such as Banking Officers, RBI, PSU exams, IBPS, UPSC, BPSC, SSC, railways, managerial positions, ICAR), Entrance exams, online tests etc.
- Providing with all the required facilities like books, computer Lab, library, Counsellor
- Career counselling like selecting a future career, personality improvement, information about job opportunities, increasing the awareness level and providing exposure.
- Other activities like debate, quizzes, online tests, group discussions, mock interviews etc., are conducted on a weekly basis
- Special training was provided on how to prepare before the examination
- Free education with a monthly scholarship. A minimum of 75 per cent attendance is required to avail of the scholarship. Since 2009 scholarships have been provided by SC/ST department.
- Provide financial assistance to studies. For example, if a student gets selected for some institution and requires help in getting a loan, Institute helps them in getting that.
- Institute has been successful in getting the students employed in good positions, which has helped them to earn a good living. The proper training and day-to-day information on employment opportunities and competitive exams have kept them updated to grab the opportunity and make full use of it to have a better career.
- The main focus area has been CAT training, but this year, other competitive exams, Bank PO, SSC, and civil services are also given importance.

- Library –There is a separate library for SGC.
- The centre has a dedicated faculty member for each subject to teach Mathematics, English, Reasoning, GD/PI and communication with one-to-one guidance.
- Students are provided with books & study materials, and faculties for each exam.
- Computer Lab - The SGC provided a dedicated computer lab that could also be used as a language lab to meet the students' requirements. The language will help the students in presentations, project preparation, etc.

Current batch Information (2022)



- For the year 2022, all 38 districts of Bihar were approached for application, and in response to this, we received application 218 applications from various districts across the state. Though more than 40% of the application received were from Patna district, awareness level about the program has reached the whole of Bihar, and it will definitely help us in future.
- 218 students applied for the program, out of which 69 students have shortlisted after the test and subsequent interview and then enrolled in the current batch.
- The SGC 2022 batch was started on 28 June onwards. Students applied for various competitive exams like CAT, TISSNET and other government Exams. Many Students Scored well in their respective exams.

Tour Report

Students Guidance Centre is an innovative programme of CIMP for inspiring weaker sections of society. It provides free CAT training courses to help meritorious and brilliant poor students of marginalized backward sections of Bihar. For SGC promotions, we visit six famous top colleges in Patna to publicize the advertisement for SGC admission 2022.

Patna Women's College, Patna
J. D Women's College, Patna
B.N College, Patna

Patna Science College, Patna
Vanijya Mahavidyalaya, Patna
T.P.S College, Patna

THE BEAUTIFUL MINDS



The Beautiful Minds is a unique social initiative of CIMP. Starting ten years back, it continuously strives to make education reach the children of the poor section of the society of Bihar. This initiative opens doors of opportunities for these children by enhancing their personalities for giving them a direction in their life, thereby laying the foundation of change and bringing social upliftment and inclusive growth in the state.



In the year 2022-23, a total of 45 students enrolled in "The Beautiful Minds". Most of the students are studying in regular schools, but they take computer education and life skills education at Beautiful Minds. These students are not only keen to study but also very enthusiastic towards the cultural Program. They participate in various extracurricular activities. Some are very good at painting and sketching, while some take an interest in singing and dancing.

INTERVIEWS

Navigating the Intersection of Corporate and Academic Culture to Achieve Placement Success: In Conversation with Dr Julee Banerji, Training and Placement Officer, CIMP

- Interview by Ms Monika



How has your journey in CIMP been to date?

It has been an amazing journey so far, and I am grateful for the great work culture, support, and fantastic students here. The best part of CIMP is its amazing work culture, which has inspired me to give my best. I have received tremendous support from the management team, Director sir, and Chief Administrative Officer, and achieved 100 per cent placement in just three months. The average package went above 6.5 or 7, and the highest CTC was 12 lakhs. The banking sector did an excellent job with DCB and Yes Bank entering for the first time, and Bandhan Bank did a commendable job. My students performed very well, with the maximum number of students being captured by ICICI.

I have extensive experience in both the corporate sector and academia. Recently, I joined CIMP as a placement officer, and I am also teaching “conflict and negotiation management” at CIMP. I am committed to preparing students for interviews and group discussions. In addition to my placement duties, I am the Chairperson of Executive Education, and I'm taking care of conducting training programs and interacting with the woman trainees here. I'm enjoying every bit of it because I have a habit of multitasking.

One thing I would like to ask is about having an extensive corporate and academic journey, so how is CIMP different from all the places you have worked with, like CIMP?

In private institutions, the corporate culture is very aggressive, and you need to be on your toes all the time. Here, things are very systematic, and the best part is that it has helped me. The culture here is also very good, which is essential for a person to work to their best and get appreciation. The administration management is also very good, which is important for an employee. I recently placed 31 students in the ICICI Bank, and I was recognized and called by the CAO and the director, which motivated me a lot to work harder. It's important to get appreciation at the right time because it helps you to reach the next level. I always wanted to contribute more to the organization, and when I joined CIMP, I took the training and placement department as my own. I had an ownership mentality, not that I wanted to be the owner, but that I wanted to take responsibility for it. I was very focused on making the placement drive a success, and I achieved my goal by December 31, 2022, placing all my students except for one or two who were still waiting for things to be completed.

What is the role of the placement office in designing the course structure of the PGP program according to industry requirements?

I was heading the MBA department at BIT Mesra (Patna Campus), and 52 of my students appeared for an interview at SKS finance, now known as Bharat Financial Inclusion. Unfortunately, none of my students qualified for the job. I asked the HR head of SKS, who used to be my student, why my students didn't qualify. He said that my students were unaware of business laws such as labour law and industry law. For the first time, we introduced HR as a specialization. The Chairperson of the Department of HR & OB, Dr Jyoti Verma, when she was creating the course structure, she called me to ask which papers I wanted to take. After seeing the course structure, I requested her to include Business laws. Due to my request, a paper on Business laws was introduced, which covers Corporate Law, Industry Law, and Labour Law, etc.

How does the placement committee manage its Institute academic calendar with the placement calendar?

I want to focus on managing the placement calendar while balancing campus activities. Our admissions and placements have excellent coordination. Sometimes, there's a clash between the placement interview date and exam dates, but since the interview dates are set by the companies, we can't say no. In this situation, PGP changes the exam dates to accommodate the interview. This shows how everyone in PGP, Training and Placement, Admissions, and management work together towards a common goal - to get the best placements for our students.

What is the role of the office in conducting placement activities?

Our placement portfolio has been growing, with many new companies coming in. When I joined the organization, I started networking by making a WhatsApp broadcast of over 100 HRs and building strong relationships with them through greetings and pleasantries. I also advise my students to work on their interpersonal skills, as management professionals must know how to build relationships with people. CIMP is a well-known brand due to the vision of the honourable chief minister, Shri Nitish Kumar, adding positive value to its approach as a

brand. I stay in touch with HR managers of companies by sending greetings and reminders to consider placement at CIMP. The mementoes of CIMP can be found in the offices of companies such as Bandhan, Utkarsh, and Yes Bank. CIMP's management, directors, CAO, and officers are all highly regarded. I am blessed to lead CIMP and find its mementoes displayed in the offices of our companies. I believe in giving respect to receiving respect. By showing respect to others, I receive the same in return.

What are your plans for improving the Placement scenario?

I am currently focused on a batch of 100 students from 22-24, who do not have a summer internship drive. My focus is to approach companies for summer internships to secure pre-placement offers (PPO) for the students. I emphasize that the students are good and constantly encourage the companies to hire and train them according to their needs, preparing them for the PPO. The idea is to make the students visible and marketable.

How do you deal with the negative results of the students?

The importance of counselling in placement is significant. Students must understand that their CGPA plays a role in placement. The company's choice to not hire students below 50% or 60% graduation is their prerogative, and the company's selection criteria are first division. As a counsellor, I try my best to keep students positive and explain to them that their results and negative outlook can limit their opportunities.

A Journey of Learning and Growth: An Interview with Mr Gaurav Ravi Raj, Programme Officer, PGP, CIMP

- Interview by Ms Arayana Roy and Ms Shalini



How has your journey been so far in CIMP?

The journey has been quite a learning experience, and I am still learning every day through my daily activities. As a Programme Officer, I took over PGP in December 2016. Although it can be bitter or sour at times, it is all part of the learning process.

How do you manage your schedule?

The two key items in PGP are class scheduling and managing day-to-day activities other than academics. In the first trimester, we prepare properly and strive to follow it by coordinating with students. We manage like that only.

What is your ideal work environment?

My ideal work environment would include support from both superiors and subordinates. I even lend a helping hand to subordinates so they can feel at ease at work. I strive to keep the workplace a lighter and less serious manner.

What is the role of the office in conducting examinations?

Conducting and managing exams is a very vital part of our role. We share the schedule with students, and we have a pool of invigilators. To date, we have been very successful in conducting exams with the help and coordination of students.

How do you deal with negative feedback from students?

Although we cannot say negative, sometimes it happens when students don't perform according to certain criteria mentioned in the manual. In such cases, they have to withdraw from the course if they do not match the academic requirements. So, we have to ask them to leave, and certain negatives arise. They may state, "We will absolutely improve," and it is a difficult condition to state that they cannot continue.

What is the role of the office in designing the course structure of the PGP programme?

We hold meetings with academics and students, and we also get input from an industry mentor. We cannot employ the same structure that was used in 2008. We aim to incorporate fresh ideas based on industry demands.

How do you manage your team?

We have a very pleasant working atmosphere, and we do not compel them to work. Rather, they accept responsibility and do their tasks. This is my main strategy to get work done by others.

How does the PGP Office coordinate with the admission, placement, and other committees to conduct academic, cultural, and sports activities?

As each office has a coordinator, we meet with them on a regular basis to discuss their needs and determine how we can include and counsel students in each department. Regular meetings are held to coordinate these activities.

What are your plans for improving office procedures if any changes are required?

We are currently doing our best, but there is always room for improvement. I'll try to change the filing procedure; it also serves as input sometimes that we should have better filing procedures.

Any moment of pride you would like to share with us while working in this position?

Every year, we have a moment of pride when a student receives recognition or achievement. It is a source of pride for us as well, and we take pride in our pupils' achievements.

What is your toughest assignment to date?

Every day is a tough call for me. We must deal with a variety of scenarios, and we attempt to help students who come up with excuses or occasionally legitimate reasons. I cannot point to anything specific because we face new challenges every day.

Any fun moment you would like to share with us during your tenure as Programme Officer?

As we are dealing with PGP, fun moments come from students solely, although I am unable to recall any at present. We cannot go on without having fun.

As an alumnus, what changes have you witnessed from you as a student till now?

As a CIMP alumnus, I have witnessed several changes in myself since my time as a student. The two years I spent at CIMP were a transformative experience that helped shape my career and personal growth. Over the years, I have developed a deeper appreciation for the value of

education and the importance of lifelong learning. I feel a sense of pride and responsibility towards the institute. Whenever I see a current student, I can relate to their experiences and struggles. This empathy and understanding motivate me to give back to the institute in any way I can. Furthermore, as an alumnus, I have come to understand the importance of empathy and compassion in leadership. When dealing with difficult situations or challenging individuals, it is essential to listen to their concerns and offer guidance and support rather than punishment.

Overall, my time at CIMP has been a formative experience that has influenced my personal and professional growth. As an alumnus, I look forward to continuing to support and contribute to the institute's growth and success.

FACULTY ARTICLE

Needed a Humane Touch to Anti-Encroachment Drives

Prof. (Dr) Rajeev Ranjan



The wave of myopic anti-encroachment drives some time back in the city and elsewhere too across our country without any concrete rehabilitation action plan creates more serious problems and issues against humanity, more so in a welfare state like ours, than it redresses.

While returning back from my work one evening and passing through the thoroughfares of Patna, which otherwise is bubbling with a wide range of commercial activities and a huge rush of people, I noticed an eerie silence with a dark, devastated and deserted look throughout, barring some candles and lanterns lit-up at places. The pathetic sight of the affected people, especially the womenfolk, either arranging food for their children or desperately trying to make their make-shift beds through the debris on this chilly late evening moved me.

Encroachment of public land, foot-paths and even drains and dry river beds, no doubt, is not only a pan-India nuisance but also a cognizable offence under the Land Encroachment Acts enacted by various state governments from time to time. It is the root cause of a plethora of problems adversely affecting traffic, civic amenities, healthcare and hygiene, emergency services and the general public at large. Such is the gravity of this nuisance that every Indian, irrespective of his or her stature and location in the country is forced to face the brunt of encroachment on a daily basis once he or she is out of his residence or office or establishment.

There is not even an iota of doubt that encroachment is a very serious systemic malaise having multiple dimensions and a long chain of after-effects. But, at the same time, it should also be realized that it is the by-product of our insensitive governance which failed to nurture and support the *Roti, Kapda and Makaan* endeavours of these people. This so-called encroachment is the source of livelihood and medicare for hundreds of thousands of our people and their dependents who make their living by putting up sheds, stalls, pushcarts (*Thehas*) and even baskets on road-sides and foot-paths. These are the people who purchase food and medicines for their children and parents on a daily basis out of their earnings of the day. Any act or attempt amounting to denial or prevention or obstruction of their daily earning activities straightaway results in snatching away food and medicines from their children and other family members. They just don't have any other option left out.

One can oneself go to bed without food, but no parent on this planet can tolerate his or her child crying out for food or suffering or dying without food or medicine. Under such circumstances, no parent can afford to have the jurisprudence to distinguish between right or wrong, legal or illegal, just or unjust and may go to any extent to fetch food and medicines for

his child(ren) and family. This stand vindicated by the spurt in the number of petty offences in the next few days of such anti-encroachment drives.

It is not only inhumane but also amounts to criminal negligence on part of the civic authorities and the government to suddenly push hundreds of thousands of its bonafide citizens to loss of livelihood, starvation and misery in the name of development or making the cities smart or whatsoever semantics it adopts for such action. It is just irresponsible, insensitive and inept governance. No encroachment comes up overnight; it is the sheer incapacitance of the civic authorities that no action is taken by them on this front for months or years altogether and suddenly one fine day they get up from their slumber and start resorting to massive demolition exercise in the name of the anti-encroachment drive. Nobody has the right to take away something which oneself cannot provide. No development can be made nor can any city be made smart by pushing hundreds of thousands of its people into the spirals of starvation, misery and devastation.

What is needed on part of the civic authorities and the government is to chart out a proper rehabilitation action plan for these so-called encroachers and intimating them giving reasonable time to shift before resorting to any such anti-encroachment drive.

STUDENT ARTICLES

Needed a Cryptocurrency: A logic or Gamble

Aadya Jalan



The term "crypto" has become extremely popular in recent years on the financial markets. From widespread digital awareness among individuals to one of the investing options in the financial markets, cryptocurrency has come a long way. It became quite significant on a global scale. Given this, it took some time for Indian investors to join the growing number of online platforms like CoinDcx, Wazir, and Zebpay. However, much like the stock market continues to be a gamble for Indian investors, everyone still views cryptocurrencies as speculative.

A decentralised digital payment method that does not rely on banks to validate transactions is cryptocurrency. Peer-to-peer technology makes it possible for anybody, anywhere, to send and receive payments. A cryptocurrency is an exchange medium, similar to the US dollar and the rupee, but in digital form. It controls the generation of currency and verifies transactions by using encryption technology.

The first cryptocurrency was created in 2009 and is still the most well-known today: Bitcoin. It is followed by Ethereum in terms of global capitalization. A chain of private computers termed a "blockchain" is the technology that underlies cryptocurrency. With a significant growth rate in the top exchange apps, including WazirX with 1735%, cryptocurrency use is growing in India.

Even in the Union Budget for 2022, Finance Minister Nirmala Sitaraman referred to cryptocurrency as "Digital Assets" rather than "Currency." She has proposed numerous changes to the cryptocurrency industry, such as imposing a steep tax of 30% on earnings from cryptocurrency transactions. On payments made through digital payments, 1% TDS will be applied and it cannot be claimed as a deduction.

She claimed that this was done in light of the volume of transactions, which in some way put an end to speculation about the potential of cryptocurrencies in India. The legality of cryptocurrencies is still murky in India, unlike in many other developed countries including USA, CANADA etc.

Because the Indian government has been severely criticised for refusing to accept cryptocurrencies as legal money, the Reserve Bank of India (RBI) has launched its first pilot of the Digital Rupee (e-w) on October 31, 2022.

Since last year, there have been a lot of developing events in India related to crypto investments. Investors are unconcerned about its legal status even if it is unclear. Cryptocurrency is surrounded by a lot of uncertainty, which causes Indian investors to struggle with the decision of whether to invest in it or not and determine whether it is a "JHOL OR MOL."

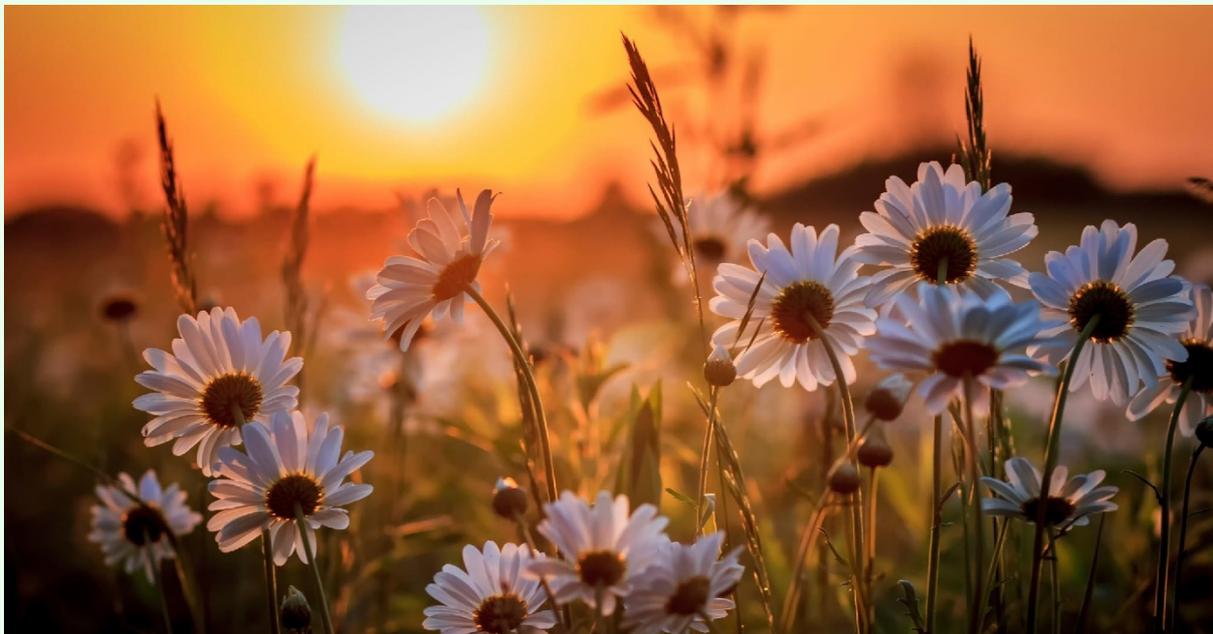
Just A Day

Ashutosh Ranjan



Everyone lives their life. And, whole life is a mixture of different days, either it is beautiful or... we all know very well what I want to say. This all-different day is ultimately just a day.

We all want to live a great life but even we wonder that our whole life is also like a short day. We usually do a lot in a day and assume that we have to do even more in our whole life. But at the end of life what do we remember? Our whole life or our beautiful days? I don't think that we remember any of these. In end, it's like our life is even smaller than a day. We are only able to remember only a few of our memories and wonder if we are only able to achieve a few things.



So, why not we should work for our last day? A day which will make our whole life beautiful at the end. Make beautiful memories with your loved ones, enjoy every day of your life, and do not worry about a bad day. A bad day is also a day but it is bad only because there is something called a beautiful day. So, make your day beautiful not only with your actions but also with your heart. Spread love and joy.

Have a good day!

RESEARCH AND PUBLICATIONS

Publications

Bandyopadhyaya, V. and Bandyopadhyaya, R. (2022). Understanding public transport use intention post Covid-19 outbreak using modified theory of planned behavior: Case study from developing country perspective. *Case Studies on Transport Policy*, 10 (4), 2044-2052, <https://doi.org/10.1016/j.cstp.2022.09.002>

Bandyopadhyaya, V.; Bandyopadhyaya, R. and Barman, S. (2022). Understanding Key Behavioral Factors Affecting Road Traffic Citation and Crash Involvement of Professional Bus and Passenger Van Drivers Using Modified Driver Behavior Questionnaire - An Indian Perspective. *International Journal of Occupational Safety and Ergonomics*, 26 Oct 2022, 1-36. DOI: [10.1080/10803548.2022.2140944](https://doi.org/10.1080/10803548.2022.2140944)

Karan, A., & Verma, R (2022) "IndianOil: Transformation to a Clean Energy Company: A Resource-based View of the Firm" in Mishra., S & Dey., A. (2022) *Case Studies on Entrepreneurial Ecosystem, Sustainable Business and Stakeholder Dynamics*, Bloomsbury India.

Karan, A., & Kumar, R. (2022) "The Mount School: Organizational Innovations during Pandemic" in Mishra., S & Dey., A. (2022) *Case Studies on Entrepreneurial Ecosystem, Sustainable Business and Stakeholder Dynamics*, Bloomsbury India.

Kumar, A., **Nigam, N** & Shrivastava, S (2022). Gender-Based Violence and COVID -19: The Indian Scenario. In Sandhya R. Mahapatro (Ed.), *COVID-19 & Socioeconomic Challenges in India: Through the lens of Migration, Health & Gender* (pp 177-194). Bookwell Publication.

Kumari, R., Nigam, N., & Verma, R. (2022). Swasthika: Reworking on Marketing-Mix. In Rajagopal & R. Behl (Eds.), *Inclusive Businesses in Developing Economies: Converging People, Profit, and Corporate Citizenship* (pp. 399-407). Springer International Publishing. https://doi.org/10.1007/978-3-031-12217-0_20

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*, 366, 132852. <https://doi.org/10.1016/j.jclepro.2022.132852>

Senapati, S. (2022). Vulnerability and risk in the context of flood-related disasters: A district-level study of Bihar, India. *International Journal of Disaster Risk Reduction*, 82, 103368. <https://doi.org/10.1016/j.ijdrr.2022.103368>

Trivedi, S. K., **Sharma, A.,** Patra, P., & Dey, S. (2022). Prediction of Intention to Use Social Media in Online Blended Learning Using Two Step Hybrid Feature Selection and Improved SVM Stacked Model. *IEEE Transactions on Engineering Management*. doi: 10.1109/TEM.2022.3212901. (ABS -3 and ABDC ranked "A" grade journal)

Consultancy and Research Project

Prof. Jyoti Verma is conducting an ongoing project on “A Study of Identifying the Causes of Drowning Fatalities and Suggestive Measures” Under the Bihar State Disaster Management Authority.

Conference Presentations

Verma, J., Singh, M. (2022). *Sustainable HRM practices of Ayushakti Ayurved* at the 12th International Conference on Management Cases (ICMC), organized by Birla Institute of Management Technology.

Anand, D. (2022). *Divya Card* in Management Case Competition (MCC 2022), organised by Chandragupt Institute of Management Patna.

Karan, A. (2022). *Applying the Extended Parallel Process Model to Examine the Influence of Self-Efficacy and Dispositional Mindfulness on the Privacy Protective Intentions of Online Consumers* (Co-author: Dr G.K. Murthy. K) was accepted for presentation ANZMAC 2022 at Curtin University, Perth, Australia on 1-4th December 2022.

Karan, A. (2022). *Communicating Corporate Social Responsibility on Social Media: A Systematic Literature Review* (Co-author-Dr. G.K. Murthy.K.) was presented at International Conference on Corporate Social Responsibility and Inclusive Growth 2022 at Chandragupt Institute of Management Patna on 11th December 2022.

Karan, A. (2022). *Examining the Role of Organizational Capabilities in Start-Ups for Business Sustainability: A Dynamic Capability View* (Co-author: Dr Rajeev Verma) was presented at International Conference on Sustainability Goals (ICSG - 2022) – IIM, Bodh Gaya on 16th and 17th September (ISBN: 978-93-5737-502-3).

Karan, A. (2022). *Exploring Challenges and Opportunities Associated with Tissue Culture Technology based Banana Plantation in Bihar* (Co-author: Mr Vishal Singh) was presented at the National Conference on Appropriate Technology, Chandragupt Institute of Management Patna on 11th December 2022 on December 06, 2022.

Karan, A. (2022). *Indian Oil: Transformation to a Clean Energy Company: A Resource-based View of the Firm* (Coauthor: Prof. Rajeev Verma; Center for Business Sustainability) was presented at the *Forum for Collective Wisdom* at 12th International Conference on Management Cases, BIMTECH, Noida (1-4th December).

Karan, A. (2022). *The Mount School: Organizational Innovations during Pandemic* (Co-author: Prof. Rajesh Kumar) was presented at the 12th International Conference on Management Cases, BIMTECH, Noida (1-4th December).

Kumari, R. (2022). *Jalkafal: Delivering Local, Fresh Fish Delicacies on a Click*, at 12th International Conference on Management Cases (ICMC), organized by Birla Institute of Management Technology.

Kumari, R. (2022). *Understanding Role of Environmental Concern in Business Model Innovation for sustainability*, at International Conference on Sustainable Goals (ICSG 2022), organized by IIM Bodh Gaya in collaboration with CEENRG of the University of Cambridge, held on 16 & 17 September 2022.

Monika (2022). *Agrifeeder Lemongrass Herbal Tea: Choice of Distribution Channel* in the 12th International Conference on Management Cases (ICMC) organised by the Birla Institute of Management Technology.

Monika (2022). *Agrifeeder: A one-stop solution provider to farmers* in the National Conference on 'Appropriate Technologies for Rural India', organised by Chandragupt Institute of Management Patna in association with NABARD.

Monika (2022). *Apis India private limited: Working capital benchmarking* in Management Case Competition (MCC 2022), organised by Chandragupt Institute of Management Patna.

Nigam, N. (2022). *Does democracy improve the quality of life? A Cross-Country Analysis* in the National Conference on 'Appropriate Technologies for Rural India', organised by Chandragupt Institute of Management Patna in association with NABARD.

Nigam, N. (2022). *Electric Vehicle Adoption in India: Analysis of Policy and Determinants* in International Conference on Sustainable Goals (ICSG 2022), organised by the Indian Institute of Management Bodh Gaya (IIM Bodh Gaya) in collaboration with CEENRG of the University of Cambridge.

Nigam, N. (2022). *Gamification Labs: Ready to Scale-up?* in the 12th International Conference on Management Cases (ICMC) organised by the Birla Institute of Management Technology.

Nigam, N. (2022). *What determines consumers' acceptance of electric vehicles: A survey in Bihar, India* in Management Case Competition (MCC 2022), organised by Chandragupt Institute of Management Patna.

Roy, A. (2022). *Land Craft Agro* in Management Case Competition (MCC 2022), organised by Chandragupt Institute of Management Patna.

Roy, A. (2022). *Role of HR in CSR* in International Conference on Corporate Social Responsibility (ICCSR 2022) held on December 10-11, 2022, organised by Chandragupt Institute of Management Patna.

FACULTY ACHIEVEMENTS

Invited sessions

Prof. Jyoti Verma has conducted workshop on leadership and creativity at the Department of Business Administration, Patna Women's College, on July 27, 2022.

Prof. Vijaya Bandyopadhyaya has delivered an invited lecture on “Sustainable supply chains for a circular economy” as a resource person on 11 October 2022 in the Short-Term Course on *Recent Advances in Environmental Engineering towards Sustainability (RAEES 2022)* conducted by the Department of Civil Engineering, National Institute of Technology Patna from October 10 to 14, 2022.

Management Development Programme

Prof. Jyoti Verma conducted and coordinated three sessions in a two-day MDP for Junior Management Professionals of IOCL.

New Course

Prof. Jyoti Verma conducted a newly designed course on On-boarding training and development for PGDM Students as an elective.

Workshop

Prof. Jyoti Verma coordinated HR Workshop on the topic of Gender Diversity on November 05, 2022.

Prof. Jyoti Verma coordinated Technion Multi-Cultural Project (TMCTP) 2022 from October 24 to December 06, 2022.

STUDENTS' ACHIEVEMENTS

Awards

Mr Avi Karan has awarded the "Young Scholar Award," at the 12th International Conference on Management Cases (ICMC), organized by the Birla Institute of Management Technology from December 01 to 04, 2022.

Ms Monika has received second prize in the Management Case Competition (MCC 2022), organized by Chandragupt Institute of Management Patna, on November 04 and 05, 2022.

Ms Ranjani Kumari has received First prize for The Case Centre Best Cases Award, for a Case titled "Jalkafal: Delivering Local, Fresh Fish Delicacies on a Click" at the 12th International Conference on Management Cases (ICMC), organized by Birla Institute of Management Technology from December 01 to 04, 2022.

A team led by Mr Ashutosh Ranjan has secured first runner-up rank in a poster competition in Vigilance Awareness Week sponsored by IOCL.

Workshop/Courses/Certifications

Mr Ashutosh Ranjan has participated in Technion Multi-Cultural Project and secured Grade 89 out of 100, completed Microsoft Excel - Excel from Beginner to Advanced by UDEMY, Discounted Cash Flow Modelling by Coursera, Introduction to Valuation with WACC by Coursera, and Stock Valuation with Dividend Discount Model by Coursera.

Roles and Responsibilities

Mr Ashutosh Ranjan has been selected as Campus Ambassador for IIT Kharagpur, IPR & Technology Transfer Coordinator in Institution's Innovation Council, and HR Club Member at CIMP.

PLACEMENTS

The placement season is one of the most exciting times for any college, and it is a time that is eagerly awaited by everyone. This year too, CIMP witnessed an amazing placement season, with top companies vying for the best talents from our institution. Here's a brief overview of what went down in the placement season.

The placement season started with many reputed companies visiting our campus. The initial days saw companies from various sectors, such as IT, Finance, and Consulting, among others, coming to our campus to recruit students for their organizations. The students were given presentations about the companies, their work culture, and the job profiles on offer. The candidates were then given ample time to ask questions and clear their doubts before the selection process began.

The selection process comprised various rounds, such as online tests, group discussions, case studies, and personal interviews. The companies were very meticulous in their selection process, and students were tested for their analytical, communication, and problem-solving skills, among other things. It was an intense process, but the students were up for the challenge.

Some of the top recruiters included companies like ICICI Bank, TASL, Bandhan Bank, Yes Bank, Bharat Financial Inclusion Limited (BFIL), Asian Paints, Utkarsh Small Finance Bank, Bihar Rural Livelihoods Promotion Society- JEEViKA (BRLPS- JEEViKA) and many more with the highest package of 12 LPA.

Students from various streams, including Marketing, Finance, and HR, were recruited for different roles.

The placement season was not just about job offers and recruitment; it was also a learning experience for the students. They got a chance to interact with industry professionals, understand the dynamics of the job market, and gain insights into the latest trends and technologies. The placement season helped students to gain confidence and become more aware of their strengths and weaknesses.

In conclusion, the placement season was a grand success, and our college is proud of the achievements of our students. The college administration and the placement cell deserve special mention for their efforts in ensuring a smooth and successful placement season. We hope that our students excel in their chosen roles and contribute significantly to the growth of their respective organizations.

ADMISSIONS

The application process for the PGDM 2023-25 batch at Chandragupt Institute of Management Patna (CIMP) for the batch 2023-25 has already started in the month of October 2022. Candidates having a valid score of CAT 2022/ XAT 2023/ CMAT 2023/ GMAT/ MAT 2022-2023 are eligible to fill out the application form. The application process for other programmes at CIMP, viz. PGDM-IEV, FPM, and EFPM have also been started.

CIMP IN MEDIA

81 scholars get degrees at 12th convocation of CIMP



Patna: As many as 81 scholars of Chandragupt Institute of Management-Patna (CIMP), who successfully completed their postgraduate diploma management courses in 2022-23 session, were awarded degrees at the Institute's 12th convocation on Sunday. Two of them - Abul Ahasan and Priya Kumari - were awarded gold medals for securing top positions in the list of successful candidates.

Chief minister, Bihar, Nitish Kumar, congratulated the graduates and wished them success in their future endeavours.

PHDCCI, CIMP organises Vanija Utsav

OUR CORRESPONDENT

PATNA: PHD Chamber of Commerce & Industry (PHDCCI) in association with Chandragupt Institute of Management, Patna (CIMP) has organised Vanija Utsav on 11th July 2022 from 03.00 PM to 06.00 PM at the Auditorium of CIMP Institute, Patna.

Along with the programme, one MoU was also signed between CIMP and PHDCCI. Vanija Utsav was focused on building entrepreneurial spirit and showcasing the achievements of the students and faculty members of CIMP.

PHDCCI gave welcome address to delegates, speakers & VIPs. Sajajit Singh, Chairman, Bihar Chapter, PHDCCI gave the address to the gathering. Prof. (Dr.) Rana Singh, Director, Chandragupt Institute of Management Patna (CIMP), gave the address to the support market.

Punit Chaudhary, Secretary, PHDCCI gave welcome address to delegates, speakers & VIPs. Sajajit Singh, Chairman, Bihar Chapter, PHDCCI gave the address to the gathering. Prof. (Dr.) Rana Singh, Director, Chandragupt Institute of Management Patna (CIMP), gave the address to the support market.

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सीआईएमपी व बीआईआईएफ की मदद से स्टार्टअप को मिलेगा बढ़ावा

सीआईएमपी व बीआईआईएफ की मदद से स्टार्टअप को मिलेगा बढ़ावा। स्टार्टअप को बढ़ावा देने के लिए एक कार्यक्रम आयोजित किया गया।

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सीआईएमपी में कार्यशाला

पटना (आससे)। बुधवार को चंद्रगुप्त इंस्टीट्यूट ऑफ मैनेजमेंट पटना (सीआईएमपी) ने वीकेंड हाथ धुलाई दिवस के उपलक्ष्य में 'सभी के लिए हाथ स्वच्छता' (एचएचएचए) एकत्रित 'प्लानिंग' पर एक कार्यशाला का आयोजन किया। कार्यशाला का उद्देश्य समाधान पर ध्यान केन्द्रित करना था। इस अवसर पर डॉ. प्रभाकर, सिद्धा (बीश बोर्डफेलो), युनिसेफ (प्रोग्राम मैनेजर, ओआईसी), कुमार (सीआईओ जीविका और मिशन कार्डक्टर एलएसबीए और आईएएस), डॉ. राणा सिंह, निदेशक सीआईएमपी मंच पर मौजूद थे। कार्यशाला में व्यायाम, जल सहायता का विभाग, बिहार शिक्षा परिषद भारत अभियान, जीविका, एकीकृत अर्थव्यवस्था आदि विभागों द्वारा आयोजित कार्यक्रमों पर चर्चा हुई। कार्यक्रम के अंत में प्रो. राणा सिंह ने भाग लेने के लिए सभी मेहमानों, वक्ताओं और प्रतिभागियों को धन्यवाद दिया। कार्यशाला के अंत में प्रो. राणा सिंह ने भाग लेने के लिए सभी मेहमानों, वक्ताओं और प्रतिभागियों को धन्यवाद दिया।

आइआईटी, चंद्रगुप्त प्रबंधन संस्थान व माइक्रोसॉफ्ट ग्रुप में एमओयू

सीएस व बिजनेस मैनेजमेंट की पढ़ाई

अब तक का युनिक प्रोग्राम

आइआईटी, चंद्रगुप्त प्रबंधन संस्थान व माइक्रोसॉफ्ट ग्रुप में एमओयू। सीएस व बिजनेस मैनेजमेंट की पढ़ाई। अब तक का युनिक प्रोग्राम।

CIMP welcomes new students of PGDM programme

OUR CORRESPONDENT

PATNA: Chandragupt Institute of Management Patna (CIMP) on Saturday welcomed the 15th batch of students for their full-time PGDM, (Equivalent to MBA) programme. The Chief Guest of the inaugural ceremony was Mr. Pravir Kumar, CEO of Reliance Jio (Bihar and Jharkhand).

Director CIMP, Prof. (Dr.) Rana Singh welcomed the incoming students. He assured the parents of an impressive career for their wards in the journey that they are embarking on from today. During his speech, he advised students to focus on progression in their career and building personal, professional and social excellence.

During the inaugural programme, Prof. (Dr.) Ranjit Tiwari, PGP Chairperson, along with the faculty were staff at the institute were present. Pravir Kumar, in his address to the students urged them to think "out of the box", in order to be competitive and relevant in a fast-changing world.

कॉरपोरेट सामाजिक उत्तरदायित्व पर अंतरराष्ट्रीय सम्मेलन

सीआईएमपी ने एमसीसी सम्मेलन आयोजित किया

पटना (आससे)। चंद्रगुप्त इंस्टीट्यूट ऑफ मैनेजमेंट पटना (सीआईएमपी) ने शांतिपुर को ब्यूरोल मोड में प्रबंधन केस प्रतियोगिता (एमसीसी) सम्मेलन आयोजित किया। स्वागत भाषण प्रो. (डॉ.) राणा सिंह, निदेशक, सीआईएमपी द्वारा प्रस्तुत किया गया। डॉ. सिंह ने सम्मेलन में मुहूर्त वकाई, चंदन शर्मा, अन्य गणपतय श्रद्धांजलि और दर्शकों का स्वागत किया।

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सीआईएमपी ने एमसीसी सम्मेलन आयोजित किया

पटना (आससे)। चंद्रगुप्त इंस्टीट्यूट ऑफ मैनेजमेंट पटना (सीआईएमपी) ने शांतिपुर को ब्यूरोल मोड में प्रबंधन केस प्रतियोगिता (एमसीसी) सम्मेलन आयोजित किया। स्वागत भाषण प्रो. (डॉ.) राणा सिंह, निदेशक, सीआईएमपी द्वारा प्रस्तुत किया गया। डॉ. सिंह ने सम्मेलन में मुहूर्त वकाई, चंदन शर्मा, अन्य गणपतय श्रद्धांजलि और दर्शकों का स्वागत किया।

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