



# CIMP UPDATE

A NEWSLETTER OF CHANDRAGUPT INSTITUTE OF MANAGEMENT PATNA

Volume- 10, Issue- I

January-June, 2024



## Inside

Conferences

CIMPHONY 2024

SPARDHAA 2024

Interactions

Research

Publications

Cultural Events

Extracurricular Activities

& many more ✦







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# FOREWORD



Dear All,

I am delighted to introduce you to the January – June 2024 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 officers of the Government of Bihar. To expand the horizon of research and innovation, CIMP has started offering two new programmes from the academic year 2022, the Executive Fellow Programme in Management (EFPM) and the Post Graduate Diploma in Management –Innovation, Entrepreneurship and Venture Development (PGDM– IEV).

This year, we have established several notable international collaborations, further enhancing our global footprint. Our partnerships include institutions such as Georgia State University, the Indo-European Education Foundation (IEEF) in Warsaw, Poland, and Behaviour Change Advisory Services. These collaborations underscore CIMP's commitment to excellence and its emergence as a premier institution for management education in India. As a testimony to this, it is ranked among the Top 125 B-Schools in NIRF 2023 India Rankings and 60 as per the Indian Institutional Ranking Framework (IIRF) 2024.

This newsletter overviews recent national and international collaborations, events, activities, and achievements. We hope you find it both informative and inspiring.

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 Bihar's academic and development credentials 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 the NBA. The programme is recognised by the Association of Indian Universities (AIU) as equivalent to MBA. Along with this, it offers a doctoral-level Fellow Programme in Management (FPM) approved by AICTE. Recently, CIMP 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 also started the AICTE-approved Fellow Programme in Management in 2018. In a span of 16 years, CIMP's achievements are known to the corporate world. The graduates from CIMP 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, NDDB, 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 Bihar's management education profile 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 a 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

The 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 an education that balances 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 would be very useful in enhancing their global mobility.



## AIU Approval

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



## 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 180 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 started a Post Graduate Diploma in Management – Innovation, Entrepreneurship and Venture Development (PGDM – IEV) in the academic year 2022-23. CIMP secured a National Cluster Rank of 60 in the MBA ranking in 2024 in the Indian Institutional Ranking Framework (IIRF).



## NIRF Ranking

CIMP has secured a rank band of 100-125 in the National Institutional Ranking Framework (NIRF) for the year 2023. NIRF is the sole ranking system approved by the Ministry of Education, Government of India. It follows a comprehensive methodology to evaluate and rank educational institutions across the country. The ranking criteria encompass several key aspects, including teaching quality, research activities, graduation outcomes, outreach efforts, inclusivity, and overall perception of the institution.





# Industry–Academia Interactions

## MoU with Georgia State University and its Andrew Young School of Policy Studies

Georgia State University, established in 1913, fuses academic excellence with a comprehensive college life, empowering students to achieve their goals, expand the boundaries of knowledge, and develop into exceptional leaders. With one of the most diverse student populations in the country, the university offers associate to graduate-level education to a vast number of students across its main campus in downtown Atlanta and five Perimeter College campuses.

This MoU aims to foster and promote mutually beneficial scientific, technological, educational, and other collaborations, including faculty and student exchange programs, joint research initiatives, and cooperation on third-party funded educational or economic assistance activities. The exchange of postgraduate students for specific research projects or courses, as well as the sharing of scientific and educational literature and materials produced by either party; collaboration on the most pertinent and current research conducted by researchers at both Georgia State and CIMP; and the organization of conferences, seminars, and symposia of mutual interest to the institutions.



### MoU with Indo-European Education Foundation (IEEF)



**Indo-European Education Foundation**

*A bridge between India, Poland and EU*

The Indo-European Education Foundation (IEEF) is an NGO and research centre situated in the heart of Central Europe, specifically in the capital city of Poland, Warsaw. IEEF offers a distinct platform for students, scholars, and business professionals based on an Academia-Industry Interlinked Model of Business Cooperation.

The MoU between CIMP and the IEEF aims to foster academic collaborations with European universities, industries, and research projects. The agreement encompasses joint activities such as forums, conferences, seminars, lectures, online courses, research initiatives, workshops, projects, publications, and training programs for students, scholars, and corporates. It also includes non-academic cooperation to support project development and partnerships with European institutions. Furthermore, the MoU facilitates corporate partnerships by offering internships, counselling for studying abroad, support for new courses, and training programs tailored for students and scholars. Additionally, it introduces initiatives like the Academia-Industry Experience in the EU (AIEEU) for short-term training and extended 3 to 6-month industrial training opportunities within the EU.

### MoU with Smart Village Movement in Alliance with Berkeley Haas

**Smart Village Movement™**  
In Alliance With Berkeley Haas

Smart Village Movement (SVM) in alliance with Berkeley Haas promotes open innovation for sustainable rural development. They primarily engage with state governments, academic institutions, and corporations in India for socio-economic development in emerging rural communities. SVM provides a platform for stakeholders from various sectors to collaborate to build access to technology and market-centric models to increase overall standard of living and quality of life in rural areas.

This MoU signed on June 3, 2024, aims to establish a mutually beneficial collaboration to achieve economic and entrepreneurship development, especially in rural India. The primary objective of the MoU is to foster innovation, prepare products for market entry, and evaluate and refine the solutions and technologies of start-up enterprises in the rural market.



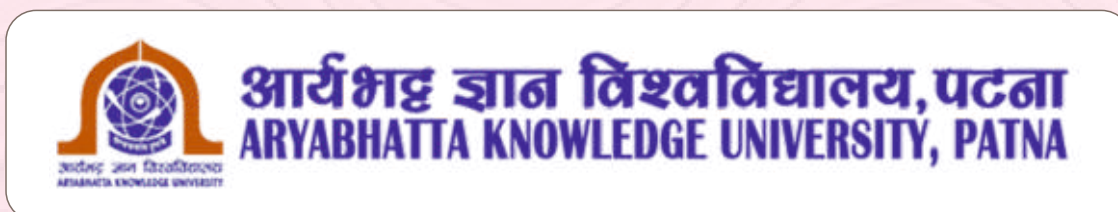
### MoU with Behaviour Change Advisory Services LLP



Behaviour Change Advisory Services (BCAS) partners with the Indian government to implement large-scale programs for smallholder farmers. Utilizing human-centred design, behavioural science, and thorough research, BCAS identifies farmers' constraints and creates tailored services to address them. While BCAS primarily offers customized digital advisory services, it also scales innovations to benefit farmers.

This MoU, executed on June 3, 2024, seeks to foster collaboration in identifying and creating research initiatives and programs aimed at improving the livelihoods of smallholder farmers. These initiatives will be rooted in scientific research, with the goal of enhancing decision-making and service delivery for smallholder farmers. With the support of CIMP and the CIMP Foundation, BCAS will work to scale existing innovations and develop new ones that will benefit smallholder farmers in a sustainable manner..

### MoU with Aryabhata Knowledge University



Aryabhata Knowledge University (AKU), recognized as a State University affiliated with the University Grant Commission (UGC), was established to oversee and enhance educational facilities related to professional education and new frontiers of learning and knowledge. The University's primary goal is to elevate the standard of professional education by offering advanced programs, state-of-the-art infrastructure, and a high-competence faculty. Additionally, AKU functions as an affiliating university, conducting over a hundred courses under various Schools of Faculties and granting affiliation to deserving technical and professional private colleges.

On January 3, 2024, CIMP signed a MoU with AKU. This MoU aims to foster a culture of academics, research, consulting, training, knowledge sharing, and faculty development and exchange between the two institutions. It also envisions the creation of joint programs to further strengthen their collaborative efforts.

### MoU with Babasaheb Bhimrao Ambedkar Bihar University



Babasaheb Bhimrao Ambedkar Bihar University, more commonly known as B. R. Ambedkar Bihar University (BRABU), is a state institution located in the city of Muzaffarpur in the northern part of Bihar state, India. Established in 1960, this university boasts 37 constituent colleges and offers distance education courses. In addition, the university hosts symposiums, seminars, and workshops. It is a top-tier teaching and learning institution in the city, offering full-time and part-time courses ranging from undergraduate to postgraduate and research levels.

The primary objective of this MoU is to create a collaborative agreement between BRABU and the CIMP. This partnership aims to foster a culture of academics, research, consulting, training, knowledge sharing, faculty development, and exchange, as well as joint programs between the two institutions.

### MoU with Vivekanand Education Society Institute of Management Studies and Research (VESIM)



VESIM has been a frontrunner in business education, fostering leaders who aim to make a positive impact on their workplaces, communities, and society. VESIM offers the Master of Management Studies (MMS) program. MMS is a two-year, full-time management program, spread over four semesters (two per year), and approved by AICTE, Govt. of India, and recognized by the University of Mumbai.

The MoU between the CIMP and VESIM aims to leverage their respective strengths by exploring a mutually beneficial relationship. This relationship may include, but is not limited to, the following activities: joint teaching, training, executive education, Continuing Education Programs (CEPs), and Technology-enabled Education Programs (TEPs); Dual Degree programs; collaboration on management consulting and research projects, sponsored or otherwise; organization of joint events such as symposia, conferences, seminars, colloquia, and workshops; and promotion of institutional exchange between teaching and non-teaching staff.



### MoU with StrateRise Consulting Pvt. Ltd



StrateRise Consulting Pvt. Ltd, which is a new age strategic communication, reputation management, crisis communication and ESG company that focuses on brand growth and shareholder value enhancement.

The MoU between CIMP Business Incubation & Innovation Foundation (CIMP BIIF) and StrateRise Consulting Pvt. Ltd has signed on April 29, 2024. The primary objective of this collaboration is to provide integrated strategic communication, branding, reputation management, and ESG support to entrepreneurs in Bihar.

### MoU with Bihar Animal Sciences University



Bihar Animal Sciences University (BASU), situated in Patna, commenced operations on June 13, 2017. Established by the absorption of two constituent colleges in Patna—Bihar Veterinary College and Sanjay Gandhi Institute of Dairy Technology—and the establishment of College of Fisheries in 2018, BASU emerged from Bihar Agricultural University.

This MoU between CIMP and BASU, executed on May 06, 2024, aims to forge a collaborative framework between Bihar Animal Sciences University (BASU) and CIMP. The MoU focuses on fostering a culture of academia, research, consulting, training, knowledge sharing, faculty development and exchange, and joint programs between the two institutions.

## MoU with Jay Prakash University



Jay Prakash University (JPU), Chapra is a State University that is affiliated with the University Grant Commission (UGC). The university was established to improve and expand educational opportunities in Professional Education and emerging fields of knowledge. JPU's main objective is to raise the standard of professional education by providing advanced programs, cutting-edge facilities and a highly qualified faculty.

On May 15, 2024, JPU and CIMP signed a MoU to encourage a culture of academics, research, consulting, training, knowledge sharing, and faculty development and exchange between the two institutions. The MoU also aims to establish joint programs that will further strengthen their collaborative efforts.



# Conference and Workshop

## Second International Financial Management Conference (IFMC) 2024

CIMP hosted the Second International Financial Management Conference on February 09, 2024, in Hybrid Mode. This seminar served as a platform for research scholars, academics, and industry professionals from diverse backgrounds to come together and engage in discussions regarding the latest trends and best practices in the domain of Green Finance, Financial markets, Sustainable Finance and Financial Inclusion. The event started by lightening the ceremonial lamp by Prof. Dr Rana Singh, Director of CIMP (Patron, IFMC), Dr Anubha Prasad (General Manager, SIDBI) as chief guest, Mr. Kumod Kumar, CAO CIMP, Prof. Santosh Kumar, Chairperson (IFMC,2024) and Prof. Ranjit Tiwari, Convenor (IFMC,2024). It was followed by a welcome speech by Director CIMP.



The session was further addressed by Dr Anubha Prasad who is General Manager with SIDBI and founder of Karekeba Ventures. During the speech, she highlighted the impact of a strategic roadmap in finance, the importance of green finance, and Sustainable Development Goals 2030 with a note “Greening the Finance and Financing the Green”. The Keynote Speaker (Industry), Mr Kumar Anand, MD & Head, S Cube Capital, Singapore, who joined in virtual mode, delivered his keynote address on “The Need for Green Infrastructure, Focus on Local Product and Public Private Partnership”. The Guest of Honour (Industry), Mr Kumar Ayashkanta, Group Chief Investment Officer, Wipro Enterprises, who joined with a virtual presence, discussed the

investment psychology, problems faced by the investors and the importance of fundamentals while investing.

The conference featured a wide range of topics like Green Finance, Financial markets, Sustainable Finance, Financial Inclusion, Financial Performance, and Digital Learning, among others. Out of the total 43 paper submissions received, 29 were accepted and registered, among which 28 were presented at the conference.

The conference was conducted in 5 parallel technical sessions with research paper presentations from various institutes. The seminar was meticulously structured to serve as a forum where academicians, researchers and students could exchange their knowledge and perspectives. This gathering presented attendees with an exceptional chance to gain insights from some of the foremost authorities in these fields,

encompassing Green Finance, Green Bonds, Financial Literacy, Financial Inclusion and Transparency. A total number of 3 overseas institutions took part in the conference, including Chung Yuan Christian University, Taiwan, Oklahoma State University, United States and Pennsylvania State University, United States. At the same time, the number of National institutions that took part in the conference was 22, including institutes of eminence like IIM Ranchi, BIT Mesra, IIM Sambalpur, BHU Varanasi and others.



During the valedictory session, the Keynote Speaker (Academia), Dr Sudarshan Paramati, Professor, School of Business at the University of Dundee, UK, delivered his keynote address on “Climate change CO2 emissions and reduced emissions for attaining sustainability goals”. Further, the Guest of Honour (Academia), Dr Gopal Krishna Sarangi, Associate Professor, TERI School of Advanced Studies, shed light on “Repositioning of States and Changing Geopolitics and Complementarity and Sustainability”. Finally, Prof. Sibananda Senapati summarized the conference and boosted the spirits of the attendees with his words of wisdom. The best paper award was given to Jo Hui Chen and his co-authors for their paper “The Spillover Effects of Volatility: The Study of Innovation for Carbon Emission ETFs”, with a prize of INR 10,000. The session was concluded with a vote of thanks by Prof. Santosh Kumar, along with certificate distribution to the participants and announcement of the Third International Financial Management Conference to be held in February 2025.



## Stakeholder Consultation Workshop (PM-KISAN)

A stakeholder consultation workshop was held on March 13, 2024, to discuss the findings of a study titled “Impact Evaluation of the PM-KISAN Scheme: A Study of Selected Areas of Bihar and Assam”, awarded by the Indian Council of Social Science Research, Ministry of Education, Government of India, organised by Chandragupt Institute of Management Patna (CIMP). The event brought together key stakeholders of the PM-KISAN scheme, including beneficiaries from different districts of Bihar, representatives from the bank, academicians, policy experts, research scholars and others.



Prof. (Dr) Rana Singh, Director of the Chandragupt Institute of Management Patna (CIMP), welcomed the dignitaries and stakeholders. He congratulated the project team for completing the study and expressed gratitude to the Indian Council of Social Science Research (ICSSR) for their generous funding. Dr Debabrata Samanta, Project Coordinator, highlighted the findings of the study and how the scheme has positively impacted the lives of beneficiary farmers in Bihar and Assam. The study offers a range of policy recommendations, including emphasising information channels for disseminating proper information and special initiatives for landless farmers and women beneficiaries.

Selected beneficiaries from Bihar shared their views about the scheme, including their consumption patterns and challenges. Mr Sanjay Kumar Srivastava, General Manager, and Mr Kunj Bihari, Assistant General Manager from Dakshin Bihar Grameen Bank, discussed the bank's role in implementing the PM-KISAN scheme. They elaborated on credit-linked poverty alleviation programs, challenges faced by beneficiaries, and various bank schemes to improve financial inclusion. They expressed their gratitude towards the PM KISAN database for providing them with a comprehensive list of potential borrowers or target groups.

A subsequent roundtable discussion featured valuable insights from policy experts, including Prof. Deepak Kumar Behra (National Institute of Technology Patna), Prof. Sriranga Vishnu, and Prof. Ankit Sharma (both from CIMP). They provided critical policy analysis and potential pathways for improving farmer welfare.

Field investigators from Assam and Bihar shared their experiences collecting data and presented qualitative findings from the research. In the end, Dr Sibananda Senapati summarised the project, and

Dr Debabrata Samanta offered a vote of thanks to all the stakeholders. This collaborative workshop provided a crucial platform for exploring the PM-KISAN scheme's impact and identifying future directions to ensure its optimal benefits for farmers.

### **International Conference on Public Policy and Management**

The 2<sup>nd</sup> International Conference on Public Policy and Management (ICPPM, 2024), organized by the CIMP in collaboration with Georgia State University on June 17 and 18, 2024, focused on the theme "Promoting Good Governance and Local Development in Bihar and Beyond: The Latest Scholarship and Practice." The conference brought together a diverse group of experts, practitioners, and scholars to share insights and innovative solutions aimed at advancing sustainable development and governance in Bihar.



The event kicked off with a session on "Governance and Community Engagement", where Brijesh Mehrotra, IAS, Chief Secretary, Government of Bihar, emphasized the critical role of capacity building, academic collaboration, and community-based progress in driving development in Bihar. His insights set the stage for a series of enriching discussions and presentations that followed.

A panel discussion titled "Governance on Ground: Insights from Bihar" featured several key speakers. The District Magistrate (DM) of Jehanabad discussed the impact of the Ayush Bharat Digital Mission on healthcare data management, while the DM of Banka highlighted improvements in health services through better monitoring and infrastructure. Rajeev Kumar from UNICEF focused on school safety programs, and Dr Devesh from Jeevika, along with Rekha Kumari, shared their experiences in empowering women farmers and involving the community. Sandhya Kumari and Shusumlata provided insights on female leadership and digital panchayats, and Shilpee Kumari addressed the need for male participation in breaking traditional patriarchy.



The conference also featured a series of paper presentations across multiple sessions. Prof. Anjali Thomas, Charles Hankla, Debraj Bhattacharya, and Yugank Goyal presented papers on health and education, electing women, local democracy, and electoral competition, offering deep insights into the political and social dynamics in Bihar. Further papers by Prof. Anjali Thomas, Prof. V.N. Alok, Prof. Charles Hankla, Dr Sayan Banerjee, and Dr Anamika covered topics ranging from water access in Mumbai slums to gender quotas and toxic masculinity. Additionally, Mr Chandan Jha, Prof. Sibananda Senapati, Nitish Nigam, Dr Indrajeet Kumar, Dr Parmeet Kumar Vineet, Dr Utsav Kumar, and Dr Debabrata Samanta discussed subjects like climate-smart agriculture, the social impact of land acquisition, the electric vehicle market in Bihar, and agricultural policies.



Entrepreneurship in Bihar was the focus of another session, where Divyanshu Verma, Dilkhush Kumar, Richa Vatsyayan, Aastha Singh, and Akash Kumar shared their entrepreneurial journeys, technological advancements, and policy challenges. Their discussions highlighted the vibrant entrepreneurial spirit in Bihar and the potential for innovation-driven growth. The conference concluded with reflections from Prof. (Dr.) Rana Singh, Director, CIMP and Kumod Kumar, CAO, CIMP. They discussed the importance of transforming the economy through academic and research efforts and emphasized the potential for future research partnerships with Georgia State University.

# Seminar and Webinar

## Webinar on Financial Empowerment through Innovative Wealth Creation

On January 11, 2024. The esteemed speaker, Mr. Suryakant Sharma, a Senior Consultant at AMFI and a former DGM at SEBI, imparted his knowledge on navigating the dynamic landscape of finance. Mr. Sharma emphasized the significance of financial empowerment for a secure and fulfilling future, delving into innovative wealth-creation strategies beyond conventional methods. This encompassed exploring avenues such as mutual funds alternative investment options, and leveraging technology platforms for informed financial decisions. The seminar resonated with students who were eager to take control of their financial futures. Mr. Sharma's extensive experience provided valuable insights, especially for those embarking on their financial journeys.



Webinar

## FINANCIAL EMPOWERMENT THROUGH INNOVATIVE WEALTH CREATION



CONVENOR

**Prof. (Dr.) Rana Singh**

Director, CIMP



KEYNOTE SPEAKER

**Shri Suryakant Sharma**

Senior Consultant  
AMFI (Former DGM, SEBI)

Organised by:

Chandragupt Institute of Management Patna

in association with:

Association Of Mutual Funds (AMFI)

SCAN QR CODE & JOIN



11<sup>th</sup> January 2024 | 02:00 PM



CIMP, Academic Block



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# Academic Events

## Banking Huddles

During the second term of the PGDM program, on January 4, 2024, Prof. Santosh Kumar conducted a captivating "Banking Bootcamp" that provided an in-depth exploration of the complexities of the banking industry. The course commenced with the establishment of a "Dummy Bank", a simulated institution that enabled students to comprehend the fundamental operations and obstacles faced by genuine banks. The enthusiasm reached its peak with the "Bankers Policy Conclave", wherein the teams transformed into dedicated consulting firms aimed at recognizing and proposing solutions for critical deficiencies within the banking domain. Students grappled with real-world issues, devising strategies to bridge the chasm between the theoretical and practical aspects of banking services.



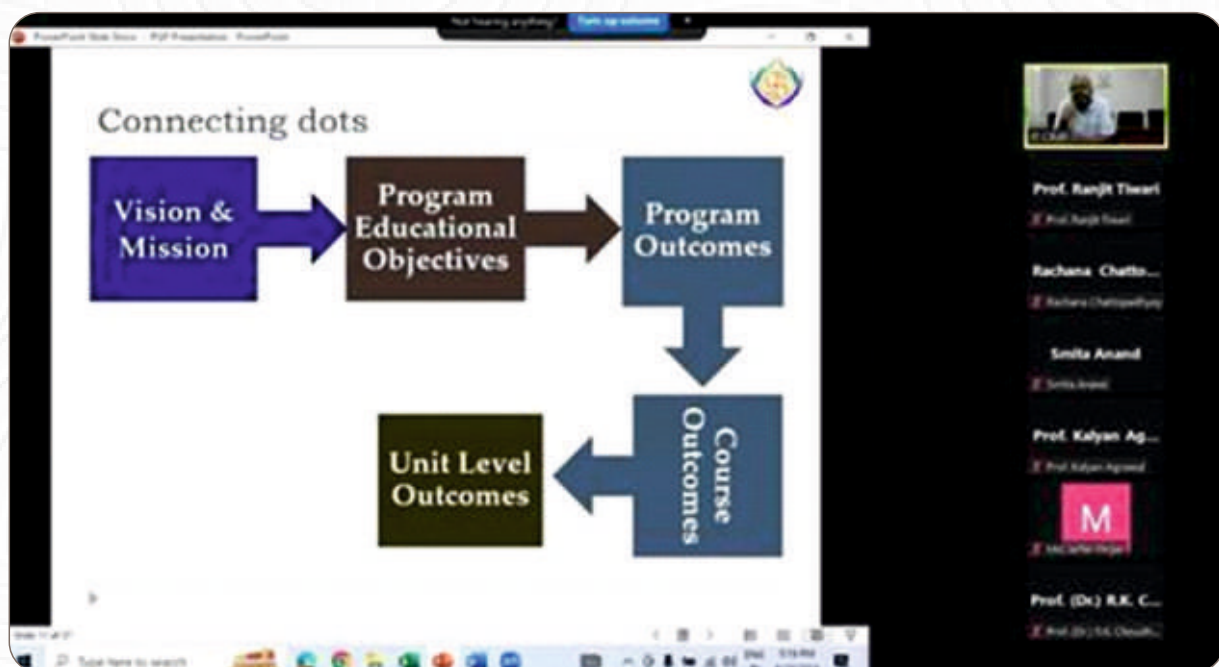
The learning process did not conclude there. A novel feature, the "Hop on-Hop off" round, brought an element of dynamism. Students' carefully designed proposals were showcased to peer groups, who generously provided valuable feedback and recommendations for enhancement. This cooperative exchange integrated diverse viewpoints, enriching students' ideas and strengthening their proposed solutions. A competitive aspect was introduced through the "Banking Huddle", transforming the learning experience into a game with a tangible reward – prize money! This competitive element fuelled students' drive to perform at their highest level, motivating each team member to contribute their best and refine their solutions to a razor-sharp edge. It was an immersive experience that equipped the students with practical knowledge and honed their problem-solving abilities – all within a stimulating and competitive setting. Ultimately, they emerged not only as students but also as aspiring bankers, prepared to tackle challenges and make meaningful contributions to the continuously evolving field of finance.

# Faculty Development Programs

## Second Faculty Development Program (FDP) on CO-PO-PEO

CIMP has conducted Second Faculty Development Program (FDP) focused on "Course Outcome (CO), Programme Outcome (PO), and Programme Educational Objectives (PEO)" from June 17 to June 21, 2024. This program was aimed to enhance the professional development of faculty members from various educational institutions across India by providing comprehensive training on CO-PO-PEO.

The FDP was designed to equip participants with a thorough understanding of mapping course outcomes to program outcomes, preparing course attainment, developing rubrics, and creating program-level direct and indirect attainment measures. This knowledge was crucial for ensuring the alignment of educational objectives with the overall goals of academic programs, thereby enhancing the quality of education and



student learning outcomes. Held in an online format, the program featured a series of interactive sessions led by experienced resource persons. Participants benefited from hands-on training and practical insights into the intricacies of CO-PO-PEO mapping and attainment. The sessions fostered a collaborative learning environment, encouraging the exchange of ideas and best practices among faculty members. The collaborative efforts of the Director CIMP, CAO CIMP, Program Chairs, resource persons, and the enthusiastic participants made the event a resounding success.

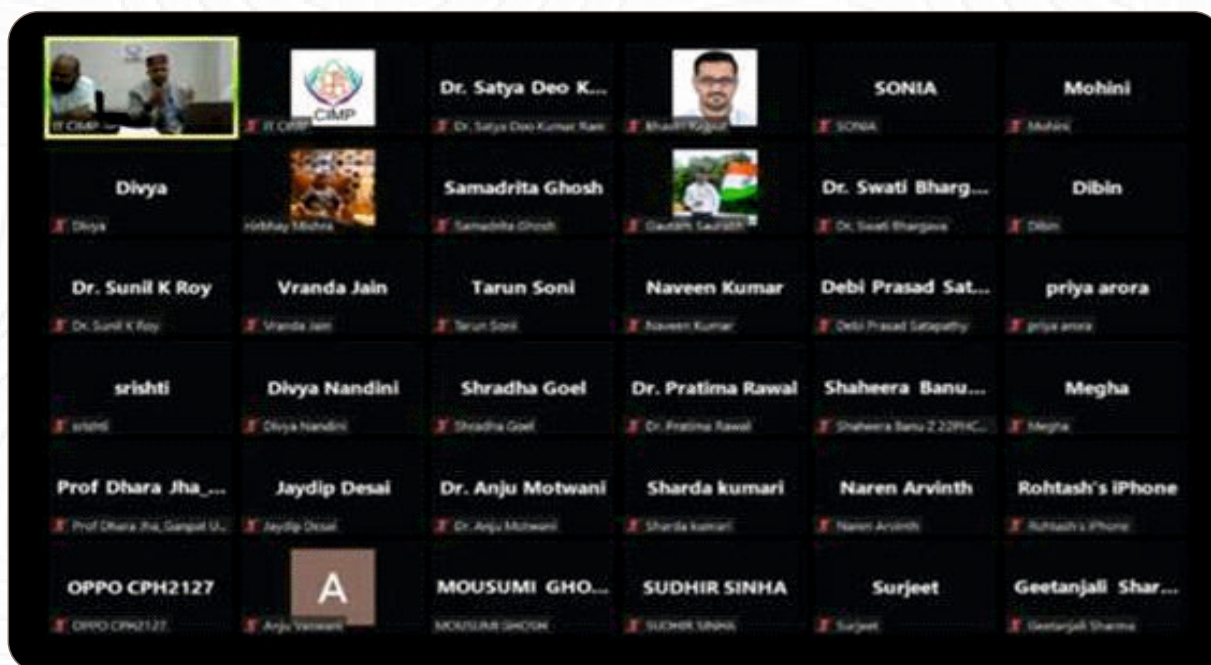
Faculty members and research scholars were invited to join this valuable learning opportunity. Participants were able to visit the CIMP website or contact the CIMP administration for additional information and to register for the program. CIMP stays committed to supporting the continuous professional development of educators and advancing the quality of education through such initiatives.



## Faculty Development Program on Estimation and Interpretation of Financial Data using EViews

CIMP successfully conducted its inaugural Faculty Development Program (FDP) on "Estimation and Interpretation of Financial Data using EViews" from June 24 to June 28, 2024. This program aims to foster the professional growth of faculty members and research scholars from various educational institutions across India. The FDP provided a robust platform for participants to enhance their econometrics and data analysis knowledge and skills using the EViews software.

During the five-day program, participants engaged in comprehensive sessions that covered a wide range of topics, including the fundamentals of econometric analysis, practical data estimation techniques, and the interpretation of financial data results. The sessions were designed to offer hands-on experience with EViews, equipping participants with the essential tools needed for sophisticated data analysis and research.



The success of the FDP was primarily attributed to the collaborative efforts of the Director of CIMP, CAO CIMP, Program Chairs, resource persons, and enthusiastic participants. The interactive nature of the sessions allowed for the exchange of valuable insights and ideas, fostering a productive learning environment.

CIMP remains committed to supporting research enthusiasts and is pleased to announce that future FDP programs on "Estimation and Interpretation of Financial Data using EViews" will continue to be offered. We welcome faculty members and research scholars to join us in these enriching learning experiences that promise to advance their professional capabilities in financial data analysis.

# Celebrations



On January 12, 2024, CIMP celebrated National Youth Day. Prof. (Dr) Rana Singh, Director of CIMP, inaugurated the session, followed by an inspiring address by IPS Har Kishore Rai, a 2011 batch officer from the Bihar cadre. Mr. Manish Kumar, CEO of Pravisht Digital, captivated the audience with his entrepreneurial journey and global ventures. Ms. Astha Singh, CEO and founder of Gramshree Agri Services Pvt. Ltd., shared her experiences in transforming the agricultural sector. The event highlighted the importance of facing challenges head-on and harnessing innovation to overcome obstacles. Each speaker's unique perspective provided valuable lessons, motivating the youth to pursue their dreams with resilience and determination.





# NATIONAL STARTUP DAY

## Opportunities and Challenges for Startups

16<sup>TH</sup> January, 2024

CIMP's Institution's Innovation Council (IIC) celebrated National Startup Day, held in hybrid mode on January 16, 2024. The event featured Ms. Sadhana Jha, the inspiring founder of Startup Ankuram in the field of Robotics, as the guest speaker.

Ms. Jha's insightful talk delved into the exciting world of startups, with a particular focus on the burgeoning field of robotics. This valuable platform provided students with the opportunity to gain firsthand knowledge about the captivating world of startups and explore the immense potential and career opportunities within the robotics industry. They also learned the nitty-gritty of the entrepreneurial journey from a successful founder like Ms. Jha.



# Women Extraordinaire

## International Women's Day Celebrations

08<sup>TH</sup> March, 2024

CIMP hosted "Times Women Extraordinaire" on International Women's Day. Collaborating with The Times of India Patna, the event honoured women's brilliance through engaging ceremonies, powerful speeches, and a captivating Kavi Sammelan.

The auditorium was filled with excitement as CIMP celebrated exceptional female students from various fields of study. The ceremony concluded with a motivational speech and the presentation of awards, instilling a sense of accomplishment and happiness. The evening truly came to life with the Kavi Sammelan, an event that featured four talented poets - Ankita Singh, Mumtaz Nasim, Nidhi Gupta Kashish, and Perna Pratap - who captivated the audience with their distinctive styles, emotionally-charged poems, and captivating shayaris. This event, which celebrated women's voices and creativity through poetry, served as a powerful reminder of their strength, perseverance, and the beauty they bring to the world.





# Cultural Events

## New Year's Celebration

The New Year's celebration was held on January 02, 2024 at "I Love CIMP" on the campus to commemorate the arrival of 2024. It was more than just a party; it served as a gathering for the entire CIMP family, comprising students, educators, and other staff members. As people arrived, the atmosphere was filled with eagerness and anticipation. A magnificent cake, artfully decorated, was the highlight of the evening. It exemplified the sweetness and fresh start that the new year promised and appeared scrumptious. After exchanging New Year's greetings, the cake was cut, signifying the beginning of the festivities. A disc jockey played an assortment of music, transforming the room into a dance floor. People of all ages participated in the dancing, exhibiting their unique styles. The music selection was diverse, ranging from the latest chart-toppers to classic party tunes that were familiar to everyone. The celebration provided something for everyone to enjoy and have a memorable time. The experience of joy and unity was truly exceptional. It was uplifting to observe the entire community, including the teachers and staff, relax and enjoy themselves collectively. They were all engaged in lively conversations, spontaneous dancing, and momentarily disregarding their daily responsibilities. This served as a poignant reminder that despite having distinct roles, everyone at CIMP is a part of the same cherished family.



## Republic Day Celebration

The Republic Day 2024, celebrated at CIMP, permeated with a sense of fervent patriotism. The day commenced with a solemn flag-hoisting ceremony held on campus. Prof. (Dr.) Rana Singh, Director of CIMP, hoisted the tricolour amidst a stirring rendition of the National Anthem by the entire college community.

After the flag-hoisting, the festivities shifted to the CIMP auditorium, where a vibrant programme awaited. The stage was embellished with patriotic colours, and the energy was infectious. Students, teachers, and guests came together to celebrate the spirit of India. The programme unfolded with a series of captivating patriotic dance performances by the talented students. Their graceful movements and synchronised steps resonated with the spirit of unity in diversity that India embodies. The auditorium reverberated with patriotic fervour as students and faculty alike joined in singing heartfelt renditions of popular patriotic songs. The atmosphere was electric, imbued with a sense of shared pride and unity.

The programme was additionally enhanced by inspiring speeches delivered by honourable Director, CIMP. His words emphasized the significance of the day, reminding of the sacrifices made by freedom fighters and the values enshrined in the Constitution. He encouraged students to become responsible citizens and contribute to constructing a stronger, more dynamic India.



**26<sup>TH</sup>** | **HAPPY**  
**JANUARY** | **REPUBLIC**  
**DAY**





# Saraswati Puja

14<sup>TH</sup> FEBRUARY, 2024

The CIMP community joyously celebrated Saraswati Puja on February 14, 2024. A collaborative effort transformed the auditorium into a sacred space where students, faculty, and staff united in reverence for the Goddess of Knowledge. The ceremony, filled with mantras and devotional songs, culminated in a symbolic offering of books, pens, and instruments. This transcended religion, reaffirming CIMP's dedication to academic excellence and artistic expression. The following day, a vibrant farewell ceremony saw playful revelry with abeer, marking the festivity's joyous conclusion. Saraswati Puja served as a powerful reminder of education's importance and the college's enduring spirit.



Happy  
*Vasant*  
Panchami



## Kavi Sammelan- Foundation Day

# कवि सम्मेलन

05<sup>TH</sup> APRIL, 2024



CIMP celebrated its Foundation Day on April 05, 2024, with a grand Kavi Sammelan at the CIMP Auditorium, marking the institution's journey and achievements. This cultural extravaganza featured renowned poets and performers from across the region, showcasing a diverse array of artistic expressions through poetry, music, and storytelling. The event opened with a ceremonial lamp lighting and a brief address on CIMP's history and vision by the Institute's Director. Throughout the evening, poets recited works in various languages, including Hindi, Urdu, and Bhojpuri, covering themes ranging from patriotism and social issues to love and nature. The performances were interspersed with musical interludes featuring both classical and contemporary compositions. A special segment was dedicated to poems reflecting on CIMP's journey, values, and contributions to education and leadership development in Bihar and beyond. The Kavi Sammelan also included an interactive session where audience members could request specific themes or styles of poetry, adding an element of spontaneity to the event. The gathering of students, faculty, alumni, and distinguished guests not only celebrated CIMP's cultural heritage but also promoted creativity, intellectual discourse, and community engagement. The event concluded with a vote of thanks and a commitment to continuing CIMP's tradition of excellence in education and cultural promotion.



# Extra-curricular Activities

## CIMPHONY 2024

CIMPHONY 2024 was a national event organized on January 27 and 28, 2024, by CIMP. Students and professionals from all over India came to compete, work together, and learn new things. Participation in the event was open to all, no matter if they belonged to a fancy management school, a government engineering college, or anywhere else. It was their chance to show off their skills and knowledge. Being a part of CIMPHONY 2024 was indeed a great learning experience for the participants. They got an opportunity to meet other management enthusiasts and make new friends.

### Day 1

CIMPHONY's first day was a vibrant kick-off! The inauguration ceremony was graced by esteemed guests on the stage, including -Shri Vivek Kumar Singh, I.A.S., Shri Lokesh Kumar, I.A.S, Mr Shailendra Singh Taragi, Colonel Rahul Sharma, and other distinguished guests.

A series of exciting events kept the energy high. The Cryptic Crossword challenged minds with its clever clues (Rounds 1 & 2). The Talent Catapult competition (Rounds 2 & Final) showcased hidden talents on stage while students learned about the impact of AI in HR practices during a thought-provoking session.

Competition intensified in Brand Prix (Rounds 2 & 3) as teams battled for branding and digital marketing glory. There was also a painting and photography competition to showcase their talent and win exciting awards.



## A Night to Remember

The day culminated in a spectacular cultural extravaganza! Students from across India, representing diverse cultures, took the stage with mesmerizing performances of song and dance. The night was further amplified by the enchanting melodies of renowned singer "Vatsalya", who captivated the audience with her voice.



## Day 2

The atmosphere crackled with anticipation as finalists and semi-finalists of various events prepared for their final battles. The much-awaited Biz Quiz finale saw the brightest minds go head-to-head, testing their knowledge and business acumen. Competitions like Patliputra Finance Boulevard, photography, and painting also reached their climax. Students showcased their creative and analytical skills, making it a tough call for the judges. Beyond competition, InnovatioNext took centre stage, igniting participants' minds with cutting-edge advancements and innovative ideas that could shape the future of business and technology.

The closing ceremony marked a heartwarming end to CIMP HONY 2024. Dignitaries addressed the audience, highlighting the event's success and the valuable experiences gained by participants. Winners across various competitions were acknowledged and presented with well-deserved prizes, a true testament to their hard work and talent.

CIMP HONY 2024 wasn't just about winners, all participants received certificates commemorating their participation, a reminder of their journey through this exciting event. The spirit of entrepreneurship was further fuelled when the PHD Chamber of Commerce and Industry presented prestigious awards to promising student startups. Finally, a heartfelt vote of thanks concluded the ceremony, expressing gratitude to everyone who helped make CIMP HONY 2024 a success.



# SPARDHAA

## ANNUAL SPORTS MEET

# 2024



**14<sup>th</sup> & 15<sup>th</sup> March, 2024**

CIMP organised an annual sports fest, SPARDHAA 2024, on March 14 and 15, 2024, a much-awaited event that celebrates the spirit of sportsmanship, camaraderie, and healthy competition. This year, an exciting array of sporting events were designed to test skills, endurance and teamwork of the participants.

### Day 01

CIMP's campus pulsed with vibrant energy on March 14 and 15, 2024, as SPARDHAA, the annual sports fest, unfolded. A rousing inauguration ceremony at the auditorium kicked off the event on March 14. Dedicated volunteers ensured smooth operation throughout the two days.



The CIMP main ground buzzed with thrilling Volleyball and Tug-of-War matches, showcasing athleticism and strategy. Badminton matches displayed agility and precision in the Recreation Centre, while the Examination Centre housed intense Chess and Carrom tournaments.



Colleges like Patna Women's College, St. Xavier's College of Management & Technology, CNLU, and PPU joined CIMP in this competitive spirit, all vying for victory. CIMP students themselves rose to the challenge, giving a strong showing against their peers.



## Day 02

Day 02 of SPARDHAA saw the excitement soar as the semi-finals and finals delivered moments of intense competition. CIMP's athletes showcased their skills, transforming the joyful spirit into a fierce battle for victory across badminton, volleyball, chess, and Call of Duty. Every match left a lasting impression.



As the sun set, the grand closing ceremony drew over 300 participants for a night filled with pride. Certificates acknowledged everyone's contribution, while trophies, medals, and certificates of excellence celebrated the winners' dedication and skill. The unsung heroes - the volunteers and coordinators - received a well-deserved round of applause for ensuring a smooth event. Prof. (Dr) Rana Singh, Director and Prof. Sibananda Senapati presented the awards, symbolizing not just victory but sportsmanship and teamwork. These two days of SPARDHAA will forever be etched in institute's history as a testament to unity, passion, and pursuit of excellence.

## My SPARDHHA Story

### SPARDHAA: A Celebration of Sportsmanship and Personal Triumph

Moni Kumari, Member of SPORTS COMMITTEE, CIMP, PGP-1 (2023-25)



SPARDHAA, CIMP's annual sports extravaganza, wasn't just a two-day event for me; it was a whirlwind of emotions. As a coordinator and a proud member of the organizing committee, I spent the past two days consumed by the event. From countless hours of planning and late-night meetings to the final day's sunset, our team's tireless efforts ensured a seamless experience for all participants.

Witnessing everything come together filled me with immense pride for what we achieved as a team.

SPARDHAA wasn't just about winning; it was about pushing boundaries, rekindling old passions, and celebrating the true spirit of sportsmanship. It was an emotional rollercoaster - filled with gratitude, pride, and a feeling of being truly blessed.

To my fellow athletes, organizers, and everyone who made SPARDHAA a grand success, thank you! Let's continue to inspire, compete, and create memories that will last a lifetime.

### Celebrating Success at SPARDHAA: A Reflection

Keshav Kumar, PGP-1 (2023-25)



The recently concluded sports event, SPARDHAA, orchestrated by our esteemed institute, was not just a showcase of athletic prowess but a testament to the spirit of camaraderie and sportsmanship that defines our institution. As I reflect on my participation in two events, chess and carrom, I am filled with gratitude for the opportunity and the invaluable experiences garnered along the way.

Firstly, I extend my heartfelt appreciation to the entire college administration for envisioning and executing an event of such magnitude. To the organizing committee and volunteers, your dedication and meticulous planning ensured that every aspect of the event ran seamlessly. From arranging the venues to managing logistics, your efforts did not go unnoticed and contributed significantly to the success of SPARDHAA. In the chess arena, although I fell short in the semifinals, the experience was nothing short of enriching. The strategic battles on the board taught me resilience and the importance of continuous improvement. Once again, thank you to everyone involved in making SPARDHAA a memorable and enriching experience for us all.



# Beyond The Classroom: Conversation With Our Faculty

## **Transforming Farmers' Lives through PM-KISAN: Dr Debabrata Samanta Shares Insights from an ICSSR-Sponsored Project**

Interviewed by Kumari Nisha Roy and Ujjwal Kumar

Dr Debabrata Samanta, in a conversation with Kumari Nisha Roy and Ujjwal Kumar, shedded light on his recently completed ICSSR-funded project evaluating the impact of the PM-KISAN scheme on farmers in Bihar and Assam.

Kumari Nisha Roy and Ujjwal Kumar: Sir, it is our pleasure to talk with you regarding your recently completed project sponsored by ICSSR. We congratulate you on the successful completion of this project. Thank you for taking the time to share insights from it with us.

Dr Debabrata Samanta: Thank you. I am happy to discuss our findings.



Dr Debabrata Samanta, Ph.D., from the Indian Institute of Technology, Kharagpur, is an Assistant Professor of Economics at CIMP. He has provided research and consultancy support to various departments of the Government of Bihar, the Ministry of Rural Development, Government of India, and the World Bank, Washington, D.C. Dr Samanta has contributed to significant World Bank reports such as the 'Land Governance Assessment Framework, 2015' and 'Enabling the Business of Agriculture, 2017'. His research primarily focuses on governance and public policy issues.

**1. Could you provide an overview of the key objectives and methodology of the study?**

The primary objective of our study was to evaluate the impact of the PM-KISAN scheme on farmers in Bihar and Assam, focusing on how financial aid was utilized and its effect on agricultural productivity and household needs. We aimed to explore the process of beneficiary registration and fund distribution, gender disparities, and differences in spending patterns between the two states. Our methodology was a mixed-method approach, combining qualitative and quasi-experimental methods. We collected data from over 2,000 farmers across six districts, three in each state. This approach allowed us to capture both the quantitative impact and qualitative experiences of the beneficiaries.

**2. What were the major findings of the study regarding the impact of the PM-KISAN scheme on the income levels of farmers in Bihar and Assam?**

One significant finding was the discrepancy between registered and eligible beneficiaries. In Assam, farmers primarily invested the funds in agricultural activities, which positively impacted their productivity and, consequently, their income. In contrast, Bihar farmers used the funds for both agricultural and non-agricultural purposes. Additionally, large landowners in both states found the amount less impactful on their overall income due to the relatively small size of the aid compared to their total earnings.

**3. Could you elaborate on the positive impacts of the scheme on the lives of beneficiary farmers that were observed during the study?**

In Assam, the scheme's funds were often used to start new businesses and invest in education and health, leading to broader socio-economic benefits beyond just agriculture. This indicates that the scheme helped improve overall quality of life and economic stability for these beneficiaries. In both states, we observed that even small financial aid helped farmers manage their cash flows better, providing a buffer against unforeseen expenses and helping them plan for future agricultural activities.

**4. How did you ensure effective time management and prioritization of tasks throughout the different phases of the study?**

Effective time management was crucial for the success of this large-scale study. We divided the project into distinct phases: planning, data collection, analysis, and reporting. Each phase had clear milestones and deadlines. We held regular team meetings to monitor progress and address any issues promptly. Prioritization was guided by the project timeline and the criticality of each task. For instance, data collection was prioritized during the farming seasons to capture accurate and relevant data.



**5. What specific initiatives or measures were suggested in the study to better support landless farmers and women beneficiaries under the PM-KISAN scheme?**

To better support landless farmers and women beneficiaries, the study suggested several measures. For landless farmers, we recommended extending the scope of the PM-KISAN scheme to include tenant farmers and sharecroppers. For women beneficiaries, we emphasized the need for targeted awareness campaigns to ensure higher registration and participation. Additionally, providing financial literacy and training programs for women could enhance the effective utilization of the funds, ensuring they reap maximum benefits.

**6. As a project coordinator, what were the major challenges you faced in managing and coordinating a large-scale study like this?**

One of the major challenges was recruiting suitable research staff, particularly for fieldwork in Bihar, due to limited salary resources. Another challenge was navigating the contrasting spending patterns observed between Bihar and Assam farmers, which required a nuanced approach to data analysis. Additionally, ensuring timely data collection and maintaining the quality and consistency of data across different locations posed significant logistical challenges. Effective communication and regular coordination with field teams were essential to overcoming these challenges.

**7. From a student's perspective, what valuable lessons or skills did you acquire through this research project that could be applicable in academic or professional settings?**

Through this research project, I acquired several valuable skills, including project management, data analysis, and fieldwork coordination. I learned the importance of flexibility and adaptability in managing research projects. Additionally, I gained insights into effective team management and the significance of clear communication. These skills are highly transferable to both academic and professional settings, where project timelines and team dynamics are crucial to success.

**8. Based on your experience with this project, what advice would you give to students or researchers interested in pursuing similar impact evaluation studies or policy-oriented research?**

My advice to students or researchers would be to develop a thorough understanding of the context and objectives of their research. It's essential to employ a mixed-method approach to capture both quantitative and qualitative data. Building a strong and committed research team is crucial, as is maintaining flexibility to adapt to unforeseen challenges. Lastly, effective time management and clear communication are key to ensuring the successful completion of any large-scale research project.

**9. Could you share any interesting or noteworthy experiences or observations from the study that would help students in the research field?**

One noteworthy experience was observing the diverse ways in which farmers utilized the PM-KISAN funds. In Assam, some beneficiaries used the money to start small businesses, which was an unexpected but positive outcome. This highlighted the scheme's potential to stimulate rural entrepreneurship and economic diversification. Additionally, we found that personal networks in Bihar played a significant role in information dissemination, underscoring the importance of understanding local contexts and social dynamics in research. These observations reinforced the need for researchers to remain open-minded and attentive to the nuances of their study environments.



# Students' Corner

## POEMS

### A Grin in the Face of Forever

Let me tell you something you should know,  
When your time comes, you need to have something to show,  
Because it could be tomorrow, or it could be slow,  
Maybe you'll know, when you feel the pain grow.

And it might come anytime knocking on your door,  
You might start to feel all your life energy pour,  
It might be beautiful, It might be full of gore,  
What you leave behind is what is at your core.

It might come knocking if your drive too fast,  
Catch the deadly virus, lose it all to a blast,  
You could even depart if you panic, in contrast,  
Death could come to you if always dwell in the past.

You could appreciate it, or you could resent,  
Maybe think about all the good times you spent,  
Memories you made, all the places you went,  
You'll repent not leaving a mark, not making a dent.

Make sure to always have dreams to chase, and goals to ace,  
Never limit yourself, take your thoughts to space,  
They say life's a race, I say run at your pace,  
Face death with a spark in your eyes, and a grin on your face.



**Harshvardhan Nayal**  
(PGP 2023-2025)



## POEMS

## Rising Phoenix

Finally, I am here, I proclaim,  
A phoenix rising from the ashes of pain.  
Sacrifices made, struggles faced,  
A journey etched, in time and space.

Disappointments lingered, a heavy weight,  
But from the depths, I rose, innate.  
With every stumble, a lesson learned,  
In the crucible of life, my spirit burned.

A promise whispered to the silent air,  
To those I let down, to hearts laid bare.  
With lifted head and a newfound light,  
My journey forth, from the endless night.

Finally, I am here, I declare,  
A symphony of triumph in the air.  
No turning back, no surrender near,  
Onward I march, with courage clear.  
So, embrace the journey, embrace the cheer,  
In this tale, a victory is near.  
Finally, I stand, my head held high,  
A testament to the strength inside.



**Ujjwal Kumar**  
(PGP 2023-2025)





## POEMS

## Overcome the Bad Memories

To the memories of the past,  
Why you make me feel like an outcast.  
I tried to flush you from my mind,  
But you are not as much as kind.

To let me survive the present,  
And reap the benefits of every moment.  
I always believed, time heals,  
But the process, within you kills.

To overcome the bad memories,  
Blurt it out in diaries.  
I did it for the day and night,  
Until my eyes gained back the sight.

To abandon, something called as agony,  
And move on happily.  
I succeeded in, for what I thrive,  
Only right thoughts can correctly dr  
To direct me, the right way,  
As, past will remain there anyway.  
I fled from reminiscent, with acceptance,  
And continued my journey with independence.



**Kumari Nisha Roy**  
(PGP 2023-2025)



## Articles

### **This was my last chance to avail the opportunity to study during my career!**

This was my last chance to avail the opportunity to study during my career. And I then thought that I had missed the Bus. And, just then, it was my chance meeting with the Hon'ble Director, Dr Rana Singh Sir. He was like God to me, at that moment.

I wished him. He reciprocated. He appeared to be physically little weak. At that time, he was just returning from a long medical leave. But in his mind, he must be as strong as ever.

I then briefly explained to him how I felt like having missed the Bus. He then asked me to just wait for some time in the Visitors' Room. At that time, we were conversing in the lobby of CIMP Main Building. While he went inside his Director's Chamber, I anxiously entered the Waiting Room.

I was thinking whether it would really be possible for me to get on to the missing Bus. My entire dreams appeared to be evaporating in a moment. Would all these dreams just prove to be a mere fantasy? Do I have a Plan "B" now? I really didn't have the answers to these Questions. The answers were expected very soon. So, I was waiting.

Not more than half an hour had passed since I had entered the CIMP premises on that fateful late afternoon. After entering the premises, I had visited the Reception. There, I had come to know that the Director Sir had been on long leave for medical reasons, and he was expected to join today. Then, I had visited the Admissions Office, which had referred me to the office of PGP Chair on the 3rd Floor. At the PGP Chair's office, the answer had been 'No' to me. It's not that I had not argued my case. But this was to be the first such case in the organization, so there had been certain hesitation. So, I had come down the Lift, to the Ground Floor, where I had this chance meeting with our Director Sir, who had just then joined back from his long medical leave. He had then assured me that he would positively look into my case, and he had accordingly instructed me to wait for some time in the Visitors' Room.

There, in the Visitors' Room, I was, just like, counting the moments. So, the Wait was seeming longer and longer. Almost 20 Minutes had passed. It is not a short time, when one is holding one's breath. But it is not at all a long time, when some crucial decision is being taken. My curiosity was at its peak. Would the decision really change from "No" to "Yes"?

I then mustered courage to peek out of the Visitors' Room. Across the Visitors' Room, my eyes located the



**Pushpanayak**  
(PGP 2022-2024)



Staff near the Hon'ble Director's Chamber. I slowly moved towards him and wanted to know whether they had received any instructions meant for any Guest waiting in the Visitors' Room. They said, “No.” My heart started beating. I again went inside the Visitors' Room. However, after about 10 more minutes, I got the message from the Staff that I was required to re-visit the office of the PGP Chair on the 3rd Floor. So, I almost started like running. Would really the Answer change to “Yes”. My mind was running faster than my legs.

I can never forget the moment in my life, when I listened “Yes” in my ears, in the office of our Hon'ble PGP Chair. He explained to me how it was singly because of our Hon'ble Director Sir's unflinching decision-making prowess that I was being permitted to be admitted into the CIMP.

My mind then started recounting the whole tale from the beginning how it was because of him alone that I had been able to even apply for admission to the CIMP. In fact, in early 2022, when I had tried to apply online for the admission to the PGDM course at CIMP, I had faced certain difficulties on the Admissions portal. The Portal had then allowed the prospective students to have been born on or after the 1st January of 1981, but here was a 13 years older prospective student like me, whose date of birth had been the 1st January of 1968.

I had then visited the CIMP and had met our Director Sir, who had only recently joined as Director. When I explained my issue to me, his response was full of dynamism and empathy. He told me that I must have missed to check my mail-box. In fact, he had already got the issue resolved, after having received my mail sometime back. It was me, who had not expected such a prompt response. I had then thanked him. The same day, in the night, when I had been free from my office and family duties, I had been able to log into the CIMP Admissions Portal, without any block on account of my Date of Birth.

However, after I started filling in the online Admission Form, there was another block. The system made it mandatory for the Applicant to mention his/her father's telephone/Mobile number. But my father had expired long back in 2001, and he had no telephone/mobile number in his lifetime. I had then immediately

Pushpanayak, currently on study leave from his role as Chief Administrative Officer at the ICAR Research Complex for Eastern Region in Patna, Bihar, is a distinguished professional with a rich academic and extracurricular background. He holds an M.Sc. in Chemistry from the University of Delhi (1991) and an Executive PGDM from the Indian Institute of Management Indore (2008).

Beyond his professional achievements, he is a passionate poet, composing in both English and Hindi. He is also a published author and has co-authored a research article in an international research journal, showcasing his commitment to academic excellence. His love for sports is evident from his active participation in cricket, badminton, football, kabaddi, athletics, and swimming.

written an email to our Hon'ble Director Sir, who had again been pleased to have got the issue resolved the very next day. So, I had been able to successfully apply for my admission to the PGDM Programme at CIMP, in the 2022-24 batch.

But it was still not so easy even thereafter. After I had got the Offer of Admission from the CIMP, I had applied for the Grant of Study Leave of 2 years, to the Hon'ble Director General, ICAR, Union Ministry of Agriculture, Krishi Bhawan, New Delhi. After my repeated reminders, when the approval did come, it was November, 2022. It was then that I had rushed to the CIMP, where I had first encountered “No” as the answer, when I really felt that I had missed the Bus. But then, it was solely because of our Hon'ble Director Sir's kindness and proactive leadership qualities that I was ultimately able to get admitted to the PGDM Course at CIMP, in the 2022-24 batch.

Had I not been admitted in the 2022-24 batch, I would not have been able to subsequently apply for admission. The Study Leave Rules of the Central Government stipulate that the Study Leave of an Officer must end at least 3 years prior to his/her Date of Retirement. Accordingly, I was eligible to avail Study Leave only upto the 31st December, 2024, not beyond. As such, it would have not been possible for my employers to have entertained my request for Study Leave to any subsequent batch beyond the 2022-24 batch.

Now, I would hopefully be able to complete the most of my PGDM course by the end of December, 2024. Since I had missed my first 2 Trimesters of the 2022-24 batch, I would now need to complete these remaining Trimester-courses during the second half of the ongoing year, 2024. As per the CIMP guidelines, a PGDM student is allowed to complete his/her PGDM courses, within the maximum permissible period of 4 years, from the date of his/her admission.

Ultimately, I now do feel that my dreams are on track. I am now studying at CIMP. It has indeed been a great privilege for me to have been studying here. The CIMP is truly the Mecca of Management education in our glorious State of Bihar. The Professors here are the gem. Many of them have an envious international background, and many have been the alumni of our national apex management and technology institutions like the IIMs, IITs, NIFM, IRMA, NIETI (now, IIM Mumbai), etc.

The CIMP Campus is so beautiful, charming and green that the birds and butterflies keep chirping around, making melodious humming sounds and inspiring all of us to enjoy our educational endeavours and immerse ourselves in the captivating surroundings without having to worry about the din outside the campus.

The CIMP offers immense opportunities to its brilliant students. The Harvard case studies are freely available to all of us. I have had the opportunity of studying at the Indian Institute of Management (IIM), Indore, more than 15 years back, during 2006-08, when I earned there my Executive PGDM degree. I feel



so proud to see that our CIMP is at par with any of the newly established IIMs at Amritsar, Jammu, Gaya, Ranchi, Shillong, Nagpur, etc.

Personally, I feel that the Government should convert our CIMP into IIM Patna, so that our State of Bihar may also have two IIMs, like the State of Maharashtra, which has now got two IIMs, one at Mumbai and the other one at Nagpur. Since we did not have any IIM in Bihar for more than half a century, we do deserve to now have two IIMs in our State of Bihar, which very much needs the best of Management support in its great journey to progress towards the long-lasting, eternal prosperity of its mankind.

The hinterland of Bihar and Nepal offers the most challenging opportunities to the CIMP for applying its wonderful management expertise to bridge the vastest possible gap between the current level of backwardness and the expected level of future development in these regions.

Much of the fortune of Bihar is linked to its future abilities to exploit the huge potential industrial opportunities, which are possible only because of its physical proximity to both Himalayan region and Deccan plateau. While the Himalayan region and its World's tallest peaks of Mount Everest, Mount Kanchenjunga, etc., provide ample water, the part of Deccan plateau in Jharkhand provides the abundant quantities of various minerals.

Thus, our State of Bihar strategically lies, exactly in-between the water-rich Himalayan region and the mineral-rich Jharkhand region. Once Bihar is able to develop its entrepreneurial capabilities in the field of Management through the educational leadership of CIMP, there would then be no dearth of talent in Bihar to usher in the New Industrial Revolution, which would definitely be the greatest and the most advanced Industrial Revolution in the World, surely way much ahead of the legacy Industrial Revolutions.

And I, too, in CIMP, do hope to be able to contribute to this great Industrial Revolution!



## Articles

### The Mother of Thought

Recently I came across an article that mentioned a gimmick, an easter egg Wikipedia contains.

No, this is not some groundbreaking discovery made recently. The whole fiasco has been all over the internet since 2008. Most of you must know about it by now, but for the readers that do not, you can click on the first hyperlink in the text of any Wikipedia Page and keep on doing so until it leads you to philosophy. This gimmick was valid for a whopping 97% of all articles on the website.

People have theorized it as a classification chain that always puts the definition of a topic of the article first. A question arose in my mind after I found out about this thought-provoking gimmick.



**Harsh Vardhan Nayal**  
(PGP 2023-2025)

#### Why philosophy?

Why do all timeless ideas like science, history, healthcare, mathematics, language, art, and music funnel into a concept that we all know as philosophy?

So what exactly is this thing called philosophy, and why is it so vital for humans and Wikipedia alike?

To answer this question, I went about 400 years back in time to Touraine, one of the chief provinces in France at the time, where a young Rene Descartes used to live. Science and mathematics already existed, and modernism in world history had begun.

It was the era when Galileo had been set ablaze by the church for saying the earth revolved around the sun, and Socrates was in jail for his philosophical outlooks. People started to develop a fear and stopped the search for ways to expand their knowledge.

#### But Descartes was different.

Born into a family of nobility, Descartes was a genius since birth and spent a great deal of time playing with mathematical equations. While staying in Bohemia, Descartes invented analytic geometry. It was a groundbreaking method to solve geometric problems algebraically and algebraic problems geometrically. He then devised a universal approach for deductive reasoning that is still applicable in today's day and age.



Some people saw Descartes as a villain because of his background and skeptical career onset. People even considered him the bearer of cold, calculative, and rational conceptions of the human mind.

But did that stop Descartes from thinking about what people back then considered taboo? He made discoveries that contradicted the way people thought about life, questioning the duality of mind and body (but that is for another article/rant sesh), and was named The Pioneering Father of Modern Philosophy.

Descartes was a brilliant theorist who paved the path for thought for the generations of philosophers to come after him.

Let us delve into Descartes' idea of philosophy, where he cited "cogito, ergo sum" (I think, therefore I am). I found it interesting, so I went ahead and researched some more on the duality of body and mind, and how they correlate with each other.

In the deep exploration of human existence, we ponder the delicate relationship between our thoughts and physical selves. Inspired by Descartes' idea of dualism, we embark on a journey through the ages, questioning how our minds, the seat of our thoughts, connect with our tangible bodies.

Imagine this relationship as a dance – the mind and body moving together, distinct yet profoundly linked. We wonder, we feel, we think, we analyze, we will, and we imagine. Is our consciousness, our inner world of thoughts, something entirely separate from the physical workings of our bodies? Or do they dance in harmony, each influencing the other in a meaningful way?

As we navigate these philosophical waters, we consider whether the richness of our human experience can be fully explained by scientific processes alone. Can the intricate dance of our thoughts and feelings be reduced to the firing of neurons and chemical reactions? Or is there a deeper, more complex interplay at work?

Moving beyond Descartes' ideas, modern philosophies encourage us to see the beauty in this dance of duality. Fields like neuroscience and existential thought join forces, shedding light on the interconnected nature of our existence. The mind, inseparable from the body, becomes a centre where consciousness and physical sensations blend into the unique fabric of who we are.

As we ponder life's mysteries, we uncover the secrets of our existence, ever aware of the harmonious dance between mind and body that goes beyond what words can fully express.

Anyway, some questions crossed my mind again after I read about Descartes. Is philosophy only the meaning of life and who we are?

Who decides what is considered Good or Bad?

Would humans be what we are today if there had been no thinkers like Descartes?

Heck, are my thoughts even genuine? Or are there a myriad of chemical reactions embossed in my brain by a string of external events?

The pioneers of modern philosophy played crucial roles in giving birth to new disciplines but is philosophy indeed the mother of all sciences?

It was then that it hit me. Descartes was right all along.

I think, therefore I am.

Thinking is a process that happens both voluntarily and involuntarily. It is a seed engrained in our minds that makes us who we are.

Philosophy is the fundamental root of human evolution.

We define, we plan, we create, we learn, we reflect, and we think.

It has helped us stay on top of the food chain for thousands of years.

It has helped us overcome fear by not always relying on our instincts.

It has helped us find beauty in what is considered abstract.

Philosophy is the reason.

Philosophy is reason.

And for all my readers: Keep Thinking, and Stay Curious





## Articles

### Embracing College Life: A Rollercoaster of Memories

Stepping into college for the first time felt like stepping into a whole new world. It was a mix of excitement, nervousness, and curiosity all bundled up together. We wondered how we would fit in, how things would unfold, and what kind of people we would meet. As time passed, we realized college wasn't just a place for studying; it was a journey filled with unforgettable experiences and lifelong friendships. Meeting new people with diverse backgrounds and personalities was one of the highlights of college life. From being strangers, we gradually became friends, and eventually, they became like family to us. We shared laughter, tears, and countless memories that we'll cherish forever. It's amazing how things change, isn't it?

College life was like a rollercoaster ride, full of ups and downs, twists, and turns. From rushing to classes to avoiding fines, surprise quizzes to unplanned IIC activities, every day brought something new and unexpected. Even when we had study leaves, we often ended up studying the night before exams teaching each other, fuelled by packets of Maggi and cups of coffee. We'll always remember the crowded library the day before exams, everyone chaotically trying to study. We will never forget the fear of giving presentations in MARKETING class or the joy of goofing around during QT lectures. The late-night sessions spent preparing presentations and the early morning rushes to attend ET classes will always remain etched in our memories.

Waiting eagerly to play badminton during recreation breaks, enjoying Maggi in the canteen, and throwing unplanned parties with friends over a bottle of coke – or simply hanging out with friends behind MDC, plucking berries and getting into playful fights over who gets to eat them and the best part was to have food together on the dining with our groups like a family, these were the simple pleasures that made college life so special. From getting annoyed with project group to bonding with hostel mates, from the excitement of cultural festivals to the thrill of DJ nights, every moment was a treasure. Walking around campus at night, and eagerly anticipating the weekends. Celebrating festivals with enthusiasm, embracing traditions, and creating our own rituals made every day feel like an adventure.

As we look back on our college days, we realize that it was not just about getting a degree; it was about growing, learning, and making memories that would last a lifetime. College life may have had its challenges, but it was also a time of laughter, friendship, and endless possibilities. And as we move forward, we'll carry those memories with us, grateful for the experiences that shaped us into who we are today.



**Niharika Ishu**  
(PGP 2023-2025)

## Articles

### **Dream: A Relief or A Burden**

We need to bridle the horses of our thoughts, which is only showing us the glamorous future we might have.

**Instead of that, we need to start working for it.**

We are not doing anything for the target which we are aiming for. What we do right now might not give us immediate result, but we need to do the things consistently in order to achieve the glamorous life we want.

But, sometimes while cruising through the luxurious streets of our world, we drift so far that we regret it later on, as we are aware of that we haven't taken a single step in right direction yet. We need set goals and complete the objectives in order to come near to our sole goal.. but one mistake we all do is setting many goals at the same time it creates too much toll on us which makes us weak and we start panicking and throw the chance of even trying for the thing we might achieve from the 1st goal atleast.. we aim too far.

**Take a deep breath.**

Make the foundation first and then create your empire over it.. so even if somewhere you fumble you can look back how you created that foundation and keep going... Because we all know creating a foundation is the toughest job to do.. find a thing which drives you through this, not through your imaginative world which only makes you lame and lazy or even sometimes break you down.



**Ujjwal Kumar**  
(PGP 2023-2025)

## Project Earn Goodwill

Project Earn Goodwill encourages students to engage in societal causes through awareness campaigns, NGO collaborations, and programs for underprivileged children. This initiative helps students apply classroom knowledge to real-life situations, fostering social responsibility, enhancing leadership skills, and benefiting communities in need.

By participating, students gain insights into societal challenges, develop empathy, and broaden their perspectives—key elements for ethical business practices. The project has both immediate and long-term



impacts, directly benefiting communities and cultivating socially conscious future leaders. This transformative experience often inspires students to integrate social responsibility into their careers and personal lives.

### **Spreading Greenery and Cleanliness: Our Goodwill Project Journey**

PGP Group 3A “THE SQUAD”

(Team: Niharika Ishu, Hammad Alam, Kumar Gyanendra, Nancy kumari, Moni kumari,  
Kumari Manshi, Kishan Kumar, Nirbhay Kumar, Khushi Vats)



In our endeavour to make our campus and surroundings more beautiful, my team and I embarked on a goodwill project aimed at planting trees, cleaning riversides, and raising awareness about environmental conservation. Our journey began with planting trees in our campus. We believed that by adding more greenery, we could enhance the beauty of our surroundings and contribute positively to the environment. With teamwork and dedication, we planted various plants, imagine a greener and healthier campus for everyone. Next, we took on the task of cleaning riversides. Rivers are essential sources of life, and it pained us to see them littered with waste. Along with our beauty.

Through our goodwill project, we learned valuable lessons about the power of collective action and the importance of addressing root causes rather than just symptoms. By combining awareness with practical solutions, we were able to make a tangible difference in our community. Our journey taught us that even small acts of kindness and environmental supervision can have a significant impact on society, paving the way for a greener, cleaner, and more sustainable future.

## Breaking down barriers and amplifying voices, one smile at a time

PGP GROUP 6A “Hexa Squad”

(Team: Srishti Kumari, Sudhanshu ,Nidhi Kumari, Ashish Kumar, Ankita Sinha, Tulika Gupta,  
Shubham Kumar Singh ,Sony Kumari ,Vikash Kumar ,Sumit Kumar)



Our initiative aimed to empower deaf and dumb children, and the outcomes have been truly moving. We supplied hearing aids, organized sign language workshops, and created accessible learning resources. It has been immensely gratifying to observe these children connect with their surroundings, articulate their thoughts, and surmount

communication barriers. Their determination and desire to acquire knowledge are a constant source of motivation.

## From Grime to Shine: Our Goodwill Project Makes Patna Sparkle!

PGP GROUP 6A “Hexa Squad”

(Team: Srishti Kumari, Sudhanshu, Nidhi Kumari, Ashish Kumar, Ankita Sinha, Tulika Gupta,  
Shubham Kumar Singh, Sony Kumari, Vikash Kumar, Sumit Kumar)



We rolled up our sleeves, grabbed our brooms, and tackled the grime head-on! Our latest Goodwill project focused on cleaning up a neglected area in Patna, and the transformation has been nothing short of astonishing.

They may roam the streets, but their hearts yearn for kindness. Our latest Goodwill project focused on the welfare of Patna's street dogs, creatures often overlooked but deserving of compassion and care. It's a reminder that even small acts of kindness can make a world of difference in the lives of these vulnerable creatures.

## Empowering Dreams: A Glimpse into the HHFC Journey

PGP GROUP 6B The Ultimate Nerds

(Team: Vikramank Vijay, Vivekanand Kumar, Nishita, Shivangi Kumari, Govind Kumar,  
Krishna Kumar, Mritunjay Singh, Ujjwal Kumar, Sadanand Kumar)





Our academic project aims to inspire and collaborate with society for social change by addressing the lack of quality education for impoverished children in a slum near Boring Road. Led by Aayush Kumar and his team, we decided to help by visiting the slum weekly, teaching the children, and enrolling them in government schools under the “Sarva Shiksha

Abhiyan.” Initially, we found that out of 30 children, only ten were regularly attending school. We engaged with their parents, who, despite their financial struggles, understood the importance of education and did not want their children to end up as rickshaw pullers or tea shop workers. Our goal is to provide education and resources, believing that “knowledge should be shared.”

Partnering with the NGO HHFC (Helping Hands Friends Charitable Trust), founded by students from Patna University and Amity University, we taught the children, provided study materials, and spoke to their parents about the value of education. Our activities included interactive drawing sessions, games, and educational lessons.

Children's NGOs help educate children and raise parental awareness about the importance of education. Through our efforts, we have realized the true meaning of goodwill and the joy that comes from helping others. We are committed to continuing our work with HHFC, raising funds, increasing volunteers, and spreading awareness to ensure every child receives the education they deserve. We believe that through education, we can create a brighter future for these children and contribute to the betterment of society.

### **Beyond the Bag: Raising Awareness and Ditching Plastic in Our Community - A Goodwill Project**

PGP GROUP 3B “The Alliance”

(Team: Keshav Kumar, shraddha Sinha, Kumari Nisha Roy, Shikha Rani, MD Quadir Iqbal, Ritwik Raj, Neeraj Singh, Neha Bharthi, Neha Kumari, Nilay Krishna)



Witnessing plastic pollution in Patna's Mithapur market, we, a group of 10 citizens, took action. Our project aimed to reduce plastic bags, spread awareness, and encourage sustainable alternatives. We directly spoke to shopkeepers about the harms of plastic and offered free reusable cloth bags. For plastic bags, we implemented a small price increase to

nudge them away from plastic. The response was positive.

Our project not only spread awareness but also empowered vendors to make a conscious environmental choice. Small efforts like this, collectively, can significantly reduce plastic use and protect our planet. This project demonstrates the power of community action. We encourage everyone to take action in their own communities to combat plastic pollution and build a sustainable future.



# IIC ACTIVITIES

## **Leadership Talk with Mr. Saroj Nayak and Ms. Nupur Apte, Global Archer Construction and Engineering LLP**



At the leadership talk held on January 09, 2024, Mr. Saroj Nayak, Chairman and MD, and Ms. Nupur Apte, Director and CEO (Operations) of Global Archer Construction and Engineering LLP, delivered insightful sessions.

Mr. Saroj Nayak emphasized the importance of innovation and adaptability

in today's rapidly changing business landscape. He highlighted the need for leaders to foster a culture of creativity and agility within their organizations to stay ahead of the curve. Mrs. Nupur Apte, in her address, focused on the significance of effective operational strategies in achieving organizational goals. She discussed the key principles of efficient operations management, including optimizing resources, streamlining processes, and prioritizing customer satisfaction.

Together, Mr. Nayak and Mrs. Apte underscored the importance of strong leadership, innovation, and operational excellence in driving success in the competitive business environment of the 21st century.

## **Leadership Talk with Shri Satyajeet Rajan, IAS (Retd.)**

At the leadership talk held on January 10, 2024, Shri Satyajeet Rajan, IAS (Retd.), Additional Chief Executive Officer of the Kerala Infrastructure Investment Fund Board (KIIFB), delivered an enlightening address. Drawing from his extensive experience in public service and infrastructure development, Shri Satyajeet Rajan shared valuable insights into effective governance and sustainable development. He emphasized the importance of inclusive growth and the role of leadership in fostering collaboration between the public and private sectors to drive socio-economic progress. Shri Rajan underscored the significance of strategic planning and transparent governance in achieving infrastructure development goals. He highlighted the need for innovative financing models and technology-driven solutions to address the evolving needs of communities and ensure the efficient delivery of public services. Shri Satyajeet Rajan's expertise and vision left a lasting impression, sparking meaningful discussions and reflections on leadership and development strategies among the audience.

### **Community-driven Innovation and Entrepreneurship Outreach Program**

On January 25, 2024, IIC CIMP launched the "Community-driven Innovation and Entrepreneurship Outreach Program" in celebration of National Startup Day. IIC team organized this event to inspire the entrepreneurial spirit in students throughout Patna. The program took place across three institutions: TPS College, NIFT Patna, and LNMI Patna, drawing a varied and engaged audience.

The offline format of the program encouraged dynamic interaction and knowledge sharing among the participants. The initiative included a range of engaging activities designed to introduce students from different colleges to the world of startups and inspire them to pursue their innovative ideas. It also provided valuable insights into the resources and support offered by the IIC, enabling students to develop their entrepreneurial skills.

Furthermore, the program encouraged students to identify challenges within their communities and explore the potential of entrepreneurship in finding creative solutions. By collaborating with a wider network of institutions, the IIC expanded the conversation surrounding innovation and entrepreneurship among students in Patna. This approach paved the way for future cross-college projects and created a network of talented young individuals. The initiative showcased the IIC's dedication to fostering the next generation of entrepreneurs in Patna.

### **Discussion on Cryptic Crosswords by Mr. Ramki Krishnan**



A session with Mr. Ramki Krishnan, Consultant at Chennai Mathematical Institute AlgoLabs, took place on February 3, 2024. The topic of discussion was "Cryptic Crosswords", aimed at fostering students' interest in solving crosswords while imparting essential knowledge about this intriguing puzzle form.

Mr. Ramki Krishnan, with his expertise in the field, embarked on a journey to demystify cryptic crosswords and instil a deeper understanding of their construction and solving techniques. Mr. Krishnan shared valuable tips and strategies to enhance students' crossword-solving skills, emphasizing the importance of lateral thinking, wordplay, and pattern recognition. He encouraged active participation, fostering a collaborative learning environment where students could exchange ideas and insights.



### **Innovate and Illuminate: A Showcase of Ideas by Poster Presentation Competition**



The "Innovate and Illuminate: A Showcase of Ideas" Poster Presentation Competition held on February 23, 2024, was an inspiring and enriching experience for all participants and attendees. The event brought together a diverse group of students from both senior secondary schools and colleges, each eager to share their innovative ideas and solutions through

engaging poster presentations. From groundbreaking research projects to creative entrepreneurial ventures, the posters showcased a wide range of thought-provoking concepts and solutions across various fields.

Throughout the competition, participants had the opportunity to interact with their peers, exchange ideas, and receive valuable feedback from judges and fellow attendees. The atmosphere was charged with enthusiasm and intellectual curiosity as students enthusiastically presented their posters and discussed their projects with passion and conviction.

### **Mentorship Session on Startups and Venture Capital**



On February 29, 2024, CIMP hosted an interaction chat with Mr. Apurva Chamaria, Google India's Head for Startups and Venture Capital. Mr. Chamaria, a native of Bihar, shared his invaluable insights on entrepreneurship, emphasizing calculated risk-taking and seizing opportunities. His passion for innovation and fostering a thriving startup ecosystem resonated with

students, inspiring them to embrace the challenges and rewards of entrepreneurship. The session was enriched by active student participation and insightful Q&A. His expertise and encouraging words empowered students to pursue their entrepreneurial dreams with confidence.

### **Visit to TPS College to attend Startup Parikrama**

Visiting TPS College for the Startup Parikrama was a remarkable experience showcasing CIMP's commitment to fostering entrepreneurship in the state. The event, addressed by Professor Dr Rishab Rajan, highlighted the importance of startups in driving economic growth and innovation. It provided a platform for interaction with TPS College students, enabling meaningful discussions about entrepreneurship and startup culture. The initiative facilitated idea exchange, networking, and potential collaborations among aspiring entrepreneurs. This enriching experience reinforced the belief in entrepreneurship's transformative power and inspired the students to contribute to their state's startup ecosystem.

### **Visit to Incubation Centre at IIT Patna**



CIMP organized an exciting visit to the Incubation Centre of IIT Patna (IC IITP), giving students a glimpse into the world of technology and startups. General Manager, Joseph. P. Arackalan guided students of CIMP about the facility and learned that IC IITP provides state of the art facilities to the incubated start-ups to give them a head start in business. All possible needs a start-up in

ESDM area is taken care of from well-furnished office space to support for a successful commercial launch. The incubated companies not only get access to advanced technology infrastructure but are also provided with competent technical guidance and mentoring. Witnessing this firsthand allowed student to grasp the process of transforming innovative ideas into commercially viable products. They learned about the various stages of development, the challenges faced by startups, and the immense support offered by the IC IITP.

### **Launching Your Startup: Strategizing and Navigating Legal and Ethical Terrain**

On March 19, 2024, this event focused on the critical legal and ethical considerations essential for startup ventures. The program featured a panel of industry experts, legal professionals, and successful entrepreneurs who shared invaluable insights into regulatory compliance, intellectual property protection, and ethical business practices crucial for startup sustainability and growth. The event opened with a keynote address on the importance of building a strong legal and ethical foundation for startups, followed by a series of focused sessions. Topics covered included





choosing the right business structure, understanding and complying with relevant laws and regulations, protecting intellectual property through patents, trademarks, and copyrights, and developing robust contracts and agreements. Experts also discussed ethical considerations in areas such as data privacy, environmental sustainability, and social responsibility, emphasizing the long-

term benefits of ethical business practices. Interactive workshops allowed participants to work through case studies and practical scenarios, applying legal and ethical principles to real-world startup challenges. A special session was dedicated to navigating the specific legal and regulatory landscape in Bihar and India, providing local context to the discussions. The program concluded with a panel discussion on balancing business growth with legal compliance and ethical considerations, followed by a networking session where attendees connected with speakers and peers. Participants gained practical knowledge, strategies, and resources for establishing and growing their ventures while upholding integrity, accountability, and legal compliance, setting a strong foundation for long-term success in the competitive startup ecosystem.

### **Interaction with Dr Neetu Kumari Naveet and Shri Lokesh Kumar Jha**

On March 21, 2024, CIMP hosted an interactive session with Dr Neetu Kumari Naveet and Shri Lokesh Kumar Jha, facilitating discussions on academic trends, industry perspectives, and leadership insights. Dr Naveet discussed the evolving landscape of higher education, innovative teaching methods, technology integration in learning, and strategies for enhancing student engagement and outcomes. Shri Jha provided industry perspectives on the skills and competencies sought by employers in a rapidly changing job market. The panel discussion explored the intersection of academia and industry and the importance of aligning educational curricula with industry needs. Participants, including students, faculty, and industry professionals, engaged in a dynamic Q&A session on career development, entrepreneurship, and the impact of emerging technologies. Breakout sessions allowed attendees to interact more closely with the speakers, facilitating personalized discussions and networking opportunities. This interaction offered insights into navigating professional challenges, leveraging academic opportunities for growth, and bridging the gap between theoretical knowledge and practical application.

### **Workshop on Unleashing Entrepreneurial Potential: Exploring the Business Model Canvas for Startup Innovation**

On April 10, 2024, at the MDC Conference Hall, CIMP, this workshop titled discussed the Business Model Canvas for Startup Innovation. Led by Prof. (Dr.) Nilamadhab Mohanty, it aimed to provide aspiring entrepreneurs with tools for developing scalable, sustainable business models and identifying market opportunities. Participants engaged in exercises to master the nine components of the Business Model Canvas, including value propositions, customer segments, key activities, resources, and revenue streams. The workshop covered market research strategies, business idea validation, and iterating on models based on customer feedback. Prof. Mohanty shared case studies of successful startups using the Business Model Canvas for growth and sustainability and addressed common startup pitfalls and strategies to overcome them. Group activities allowed participants to apply concepts to their business ideas, receiving peer and instructor feedback. By the end, attendees had a foundation in business model development and tools to navigate the startup ecosystem from idea generation to business execution.

### **Celebrating World Creativity and Innovation Day**

CIMP celebrated World Creativity and Innovation Day on April 19, 2024, at B-Hub, Maurya Lok. The program examined creativity and innovation's role in socio-economic progress and global challenges. Guest speakers Shri Vijoy Prakash and Prof. (Dr.) Rana Singh discussed the link between creativity, innovation, and sustainable development goals, emphasizing creative thinking for solving complex problems. The event included interactive workshops, brainstorming sessions, and activities to foster innovative thinking, problem-solving skills, and entrepreneurial spirit. Attendees participated in design thinking exercises, creativity games, and collaborative challenges, promoting new perspectives on issues. The program also showcased innovative projects by students and faculty, demonstrating practical applications of creative thinking. Panel discussions covered creativity and innovation in technology, education, healthcare, and environmental sustainability. The event aimed to inspire participants to use creativity for personal growth, professional development, and societal impact, highlighting the need for a culture of innovation in all life aspects.

### **Celebrating World Intellectual Property Day**

On April 26, 2024, CIMP marked World Intellectual Property Day with an event titled "Empowering Minds, Enriching Lives" at B-Hub, Maurya Lok. It underscored the importance of intellectual property rights in innovation, creativity, and economic development. Esteemed speakers, including Prof. Sudhir K. Jain and Prof. Rishi Kant Kumar, led sessions on IP rights' roles in technology transfer, entrepreneurship, and global competitiveness. Topics covered



included patents, trademarks, copyrights, and trade secrets, focusing on their impact on innovation and protection of creative works. Discussions addressed the evolving IP landscape in the digital age, highlighting challenges and opportunities from emerging technologies. The program featured panels on IP strategies for startups, IP's role in academic research, and its importance in cross-border collaborations. Interactive workshops offered practical knowledge on IP protection, licensing strategies, and the patent application process, aiming to increase awareness of IP protection's significance in fostering a culture of innovation and knowledge creation across academia, industry, and society.

### **From Idea to Impact: The Startup Journey in the Digital Age**

On May 11, 2024, CIMP featured a comprehensive event with a series of insightful sessions led by eminent speakers, including Shri Vibhash Kumar, Professor of Practice at CIMP, Shri Kumod Kumar, CAO of CIMP, and Dr Rakesh Kumar Singh, Head of the Nanotechnology Centre at Aryabhata Knowledge University. The program explored the multifaceted evolution of startups in the digital era, focusing on success stories, challenges faced by entrepreneurs, and strategies for fostering vibrant entrepreneurial ecosystems. Participants gained valuable insights into leveraging digital technologies, such as artificial intelligence, blockchain, and the Internet of Things, for business growth and sustainability. The event covered various aspects of the startup journey, including ideation, market validation, funding strategies, scaling operations, and navigating regulatory landscapes. Speakers shared personal experiences and lessons learned from their entrepreneurial journeys, providing attendees with practical advice and inspiration. Interactive panel discussions and networking sessions allowed participants to engage with speakers and peers, fostering connections and potential collaborations within the startup community.

### **Webinar on Innovative Solutions for a Sustainable Future**



In commemoration of World Environment Day on June 5, 2024, CIMP hosted a comprehensive webinar titled "Innovative Solutions for a Sustainable Future: Addressing Climate Change and Environmental Challenges." This virtual event featured a panel of distinguished experts, environmentalists, and industry leaders who discussed cutting-edge approaches to environmental sustainability.

The webinar covered a broad spectrum of topics, including climate action strategies, biodiversity conservation efforts, adoption of green technologies, sustainable urban planning, and the role of businesses in promoting environmental stewardship. Speakers presented case studies of successful sustainability initiatives, explored the potential of emerging technologies in addressing environmental challenges, and discussed policy frameworks that can drive sustainable development. The event aimed to foster dialogue and collaboration among stakeholders from various sectors, including government, academia, industry, and civil society, to promote sustainable practices and mitigate environmental impacts on a global scale.

### **Boot camp on Capacity Building Programme on Foreign Trade**

On June 10, 2024, at B-Hub, Maurya Lok, a Boot camp provided participants with a comprehensive understanding of the intricacies of global trade dynamics. The event was designed for students, professionals, and entrepreneurs aiming to expand their knowledge and skills in international business operations, trade policies, and market opportunities. Expert speakers from various sectors of international trade led interactive sessions, sharing practical knowledge, case studies, and real-world experiences. The program covered a wide range of topics, including export-import procedures, international logistics, trade finance, customs regulations, and market entry strategies. Participants engaged in hands-on exercises, simulations, and group discussions to develop practical skills in navigating the complexities of foreign trade. The boot camp also addressed emerging trends in global commerce, such as e-commerce, digital trade, and the impact of geopolitical factors on international business.



# Social Initiatives of CIMP

## BEAUTIFUL MIND



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

### Objectives

1. To sensitise the students of CIMP to become a part of the effort in providing better education and healthcare facilities to the underprivileged children of the city.
2. The interaction between the children and the students of CIMP has helped the students of CIMP develop their own potential and inculcate humane outlook towards the lesser privileged sections of the society.

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

## STUDENT GUIDANCE CENTRE

Students' Guidance Centre is an innovative initiative of CIMP for assisting Scheduled caste and Scheduled Tribe of Bihar. It is a part of the Dream Project of Shri Nitish Kumar, Chief Minister of Bihar. This project, initiated by SC and ST Welfare Dept. Govt. of Bihar and CIMP focuses on the accelerated development of Bihar by providing educational access to brilliant students from socially backward sections in Bihar. This project is supported and funded by SC and ST Welfare Dept. Govt. of Bihar. Bihar has many such students with immense potential, residing in the remote regions of the state who could qualify for the IIMs and other Institutes of Management. The only requirement is that they should get the necessary coaching and support under the guidance of able instructors. Studies have found that many brilliant students from under privileged background are able to fare better through such supports. Bihar is already pioneering in this direction through such a social initiative. Students' Guidance Centre aims to be catalyst in

bringing about a radical change in the social and educational profile of Bihar by promoting and developing better competencies among socially backward students of Bihar.

### Objectives

1. To identify bright students from socially backward sections from Scheduled Caste and Scheduled Tribe aspiring for admission in IIMs and other Institutes of Management.
2. To provide them necessary entrance exam training, counselling and personality development inputs in a professional manner so that they will be equipped better to compete in examinations such as CAT, TISS, IRMA, XAT, Group Discussion and interview processes.
3. To provide assistance to these students with guidance on aspects related to higher education in Management through professional support and counselling.

### Facilities Available to Students

#### Classroom Support:

- Personality development sessions
- Main classes for CAT and other entrance tests
- Basic classes of English, Maths, Data Interpretation and Reasoning for weak students
- English communication sessions
- Separate computer sessions for weak students in initial days.

#### Material Support:

- Individual login ID to access online Materials.
- Customized material for CAT and other entrance tests like IRMA, TISS, XAT, etc.
- Subject wise practice exercises for Maths, DI and English.
- Separate material for Personal Interview, Group Discussion, Essay writing and WAT.
- Newspapers, Monthly Magazines etc.

#### Mock Tests:

- Online Mock tests for CAT and other Management entrance tests like IRMA, TISS etc.
- Online Sectional tests for Maths, DI and English.
- Separate customized offline tests for Maths, English and DI/Reasoning.
- All India ranking tests for CAT.

#### Other Support:

- Computer Lab with Internet facility



- Library facility
- E-books (Maths, English, DI, Reasoning, computer etc)

### Admission Process

Candidates having bachelor's degree from a recognized University/Institute are eligible to apply. As per the Bihar Govt. rules, Income of the Parents of candidates should not be more than Rs. 2.5/- Lakh per annum.

Final admission offer letter is further sent to the successful candidates based on their performance in written test and Personal Interview/Interaction.

Candidates belonging to Scheduled Caste and Scheduled Tribe of Bihar (As per Bihar Govt. criteria) are eligible to apply for this training programme.

### Application Fee

No application fee is charged for the SGC Application Form. Application Form is available at [www.scestwelfare.bih.nic.in](http://www.scestwelfare.bih.nic.in) or [www.cimp.ac.in](http://www.cimp.ac.in) for applying to this training programme.

### Financial Assistance (Scholarship)

All the final shortlisted candidates are eligible for monthly scholarship during the training programme only. The monthly scholarship of Rs. 1000/- (Rs. One Thousand only), as a financial assistance, is provided to SC and ST candidates based on their minimum 80% monthly class attendance.

### CAREER GUIDANCE CENTRE



Career Guidance Centre is an innovative initiative of Chandragupt Institute of Management Patna (CIMP) for assisting BC and EBC of Bihar. It is a part of the Dream Project of Shri Nitish Kumar, Chief Minister of Bihar. This project, initiated by BC & EBC Welfare Dept. Govt. of Bihar and CIMP focuses on the accelerated development of Bihar by providing educational access to brilliant students from

socially backward sections in Bihar. This project is supported and funded by BC & EBC Welfare Dept. Govt. of Bihar. Bihar has many such students with immense potential, residing in the remote regions of the state who could qualify for the IIMs and other Institutes of Management. The only requirement is that they should get the necessary coaching and support under the guidance of able instructors. Studies have found that many brilliant students from under

privileged background are able to fare better through such supports. Bihar is already pioneering in this direction through such a social initiative. Career Guidance Centre aims to be catalyst in bringing about a radical change in the social and educational profile of Bihar by promoting and developing better competencies among socially backward students of Bihar.

On May 27, 2023, CIMP commemorated the launch of the latest CGC batch. The ceremony was honoured by esteemed attendees, such as IAS officer Anil Kumar Thakur, Additional Secretary, Manish Bariyar, and Chief Advisor at IMS Learning Resources. Their presence highlights the significance of this endeavour in the state's educational sector.

### Objectives

1. To identify bright students from socially backward sections from BC and EBC aspiring for admission in IIMs and other Institutes of Management.
2. To provide them necessary entrance exam training, counselling and personality development inputs in a professional manner so that they will be equipped better to compete in examinations such as CAT, TISS, IRMA, XAT, Group Discussion and interview processes.
3. To provide assistance to these students with guidance on aspects related to higher education in Management through professional support and counselling.

### Facilities Available to Students Free of Cost at CGC

#### Classroom Support:

- Personality development sessions
- Main classes for CAT and other entrance tests
- Basic classes of English, Maths, Data Interpretation and Reasoning for weak students
- English communication sessions
- Separate computer sessions for weak students in initial days.

#### Material Support:

- Individual login ID to access online Materials.
- Customized material for CAT and other entrance tests like IRMA, TISS, XAT, etc.
- Subject wise practice exercises for Maths, DI and English.
- Separate material for Personal Interview, Group Discussion, Essay writing and WAT.
- Newspapers, Monthly Magazines etc.

#### Mock Tests:

- Online Mock tests for CAT and other Management entrance tests like IRMA, TISS etc.
- Online Sectional tests for Maths, DI and English.
- Separate customized offline tests for Maths, English and DI/Reasoning.



- All India ranking tests for CAT.

### **Other Support:**

- Computer Lab with Internet facility
- Library facility
- E-books (Maths, English, DI, Reasoning, computer etc)

### **Admission Process**

- Candidates having bachelor's degree from a recognized University/Institute are eligible to apply.
- As per the Bihar Govt. rules, Income of the Parents of candidates should not be more than Rs. 3.0/- Lakh per annum.
- Final admission offer letter is further sent to the successful candidates based on their performance in written test and Personal Interview/Interaction.
- Candidates belonging to BC and EBC of Bihar (As per Bihar Govt. criteria) are eligible to apply for this training programme.

### **Application Fee**

- No application fee is charged for the CGC Application Form. Application Form is available at or [www.cimp.ac.in](http://www.cimp.ac.in) for applying to this training programme.

### **Contact Details**

- Email-ID: [cgc@cimp.ac.in](mailto:cgc@cimp.ac.in)
- Website: [www.cimp.ac.in](http://www.cimp.ac.in)

### **Application Process**

- Students can apply online through [www.old.cimp.ac.in/cgc](http://www.old.cimp.ac.in/cgc) or [www.bcebonline.bih.nic.in/MCSYOnline/PETC/Default.aspx](http://www.bcebonline.bih.nic.in/MCSYOnline/PETC/Default.aspx). Alternatively, offline applications can be sent via speed post or registered mail to the CIMP.

# Management Development Programmes (MDP)

## **A Five – Day Residential Management Development Programme on Capacity Building Training Programme for Officials of Planning and Development Department, Government of Bihar**



From June 10 to 14, 2024, CIMP conducted a five day residential Management Development Programme (MDP) specifically designed for officials from the Planning and Development Department of the Government of Bihar. The program, which was held at CIMP's Management Development Centre (MDC), aimed to equip 30 government officials with advanced skills and knowledge that would enhance their efficiency and effectiveness in planning and development initiatives. The program is a testament to CIMP's unwavering commitment to fostering excellence in public administration through targeted and high-quality training.



**Six-Day Residential Management Development Program/Entrepreneurship Development Program of Capacity Building Programme for Managers/Members of E-Cell/Incubation Centre of Bihar**



CIMP conducted a six-day residential Management Development Programme/Entrepreneurship Development Programme from February 05 to 10, 2024. This capacity-building program targeted managers and members of the E-Cell and Incubation Centre of Bihar. The program aimed to bolster the entrepreneurial ecosystem in the state by providing participants with essential skills in innovation, business management, and entrepreneurial strategy. By empowering these key players in Bihar's entrepreneurial landscape, CIMP continues to drive economic growth and innovation within the region.

# Research@CIMP

## PUBLICATIONS

- Bandyopadhyaya, R., & Bandyopadhyaya, V. (2024). Assessment of Perceived Level of Service of Safety for Two-Lane Rural Highways: Case Study of Indian Bus Drivers. *Iranian Journal of Science and Technology, Transactions of Civil Engineering*, 48(2), 1105–1118. <https://doi.org/10.1007/s40996-024-01360-6>
- Karan, A., Singh, M., & Rana, N. P. (2024). Does entrepreneurial motivation influence entrepreneurial intention? Exploring the moderating role of perceived supportive institutional environment on Indian university students. *International Entrepreneurship and Management Journal*, 20(1), 215–229. <https://doi.org/10.1007/s11365-023-00899-6>
- Nigam, N., Samanta, D., & Senapati, S. (2024). Determinants of electric vehicle adoption: Insights from Indian states. *International Journal of Social Economics*, ahead-of-print(ahead-of-print). <https://doi.org/10.1108/IJSE-06-2023-0479>
- Samanta, D., & Nigam, N. (2024). Opportunities in Dairy and Fisheries Sector. *Kurukshetra*, 72(4), 41–46.
- Senapati, S. (2024). Dynamics of household welfare change and analysis of coping strategies during floods: An empirical investigation. *International Journal of Social Economics*, ahead-of-print(ahead-of-print). <https://doi.org/10.1108/IJSE-07-2023-0569>

## CONFERENCE PRESENTATIONS

- Divya Anand, FPM Scholar presented paper titled “Comprehending Occasional and Habitual Sustainability Behaviours: A Survey of Entrepreneurs” in Second International Financial Management Conference organized by Chandragupt Institute of Management Patna on February 09, 2024.
- Nitish Nigam, FPM Scholar (joint work with Prof. Sibananda Senapati and Debabrata Samanta) presented a paper titled "Fostering Energy Transition: Electric Vehicle Policies in India with Bihar's Emphasis" at the Policy Dialogue on Energy Transition in Eastern India: Issues and Challenges on January 23-24, 2024. The conference was organized by DST Centre for Policy Research, National Institute of Science Education and Research Bhubaneswar.
- Nitish Nigam (joint work with Prof. Sibananda Senapati and Debabrata Samanta) presented a paper titled "Paving Road to Sustainability: Discrete Choice Experiments to Explore Consumer Preferences for Electric Vehicles" at the Twelfth INSEE Biennial Conference, organized by the Indian Society for Ecological Economics, on January 31-February 2, 2024.



- Nitish Nigam (joint work with Prof. Sibananda Senapati and Debabrata Samanta) presented a paper titled "Understanding Preference of Consumers of Bihar on New Energy Vehicle: A Behavioral Experiment" at the International Conference on Public Policy and Management on June 17-18, 2024. The conference was organized by Chandragupt Institute of Management Patna in collaboration with Georgia State University, Atlanta, GA.
- Priya Nath, FPM Scholar presented a paper titled "Critical Analysis of Integration of Artificial Intelligence in Education with reference to India's National Education Policy 2020" at the 3rd ICCSR (International Conference on Corporate Social Responsibility) on December 8-9, 2023. The conference was organized by Chandragupt Institute of Management Patna in association with NABARD and TERI.
- Priya Nath presented a paper titled "Innovative Applications of Artificial Intelligence in Marketing: A Comprehensive Review and Future Directions" at the 16th International Society for Data Sciences and Innovation (ISDSI-Global Conference 2023) on December 27-29, 2023. The conference was organized by IIM Ranchi.
- Priya Nath presented a paper titled "Understanding the Role of Conversational AI in MSME Customer Support" at the 3rd International Conference on Management of MSME (ICMM-2024) on January 19-21, 2024. The conference was organized by IIM Amritsar.

# Faculty Achievements



- Prof. Kalyan Agrawal conducted sessions in a Consultative workshop on 'NBA assessment and accreditation process' at Development Management Institute (DMI) Patna on June 27, 2024.
- Prof. Kalyan Agrawal conducted sessions in a Five – Day Residential Management Development Programme on Capacity Building Programme for Officials of Planning and Development Department, Govt. of Bihar, from June 10 to 14, 2024.
- Prof. Kalyan Agrawal conducted sessions in a Six-Day Residential Management Development Program /Entrepreneurship Development Program on Capacity Building for Managers/ Members of E-Cell/ Incubation Centre of Bihar, from February 05 to 10, 2024.
- Prof. Kalyan Agrawal conducted sessions in Second Faculty Development Programme on Course Outcome, Programme Outcome and Programme Educational Objectives (CO-PO-PEO) from June 17 to 21 2024.
- Prof. Kalyan Agrawal conducted sessions in the Chief Minister's SC/ST Entrepreneurship Scheme (CMSCSTES) training programme during January to June 2024.
- Prof. Kalyan Agrawal reviewed a book proposal titled “Navigating the Generative Inflection Point in Industry 4.0: Strategies for Institutional Adoption of AI in Education and Business Environments” authored by James Hutson and TJ Rains, to be published by Routledge (Taylor & Francis group) (February 2024).
- Prof. Kalyan Agrawal reviewed six research articles for 84th Academy of Management (AOM) conference scheduled in August 2024.



- Prof. Kalyan Agrawal reviewed the existing book and proposed adaptation plan for the title “Business driven information systems” by Paige Baltzan, published by McGraw Hill Education (January 2024).
- Prof. Sudeep Rohit attended a webinar on "Robotics Research" organized by the American Marketing Association's Services Research Special Interest Group on May 16, 2024. This included a keynote by Prof. Stephanie Noble (Editor in Chief, Journal of the Academy of Marketing Science).
- Prof. Vijaya Bandyopadhyaya was recognised as Times Women Extraordinaire, an initiative of The Times Group, presented by the Women and Child Development Cooperation, Bihar and Big Apollo Spectra Hospital.
- Prof. Vijaya Bandyopadhyaya reviewed research articles for Transportation Research Part F: Traffic Psychology and Behaviour and International Journal of Management Practice.
- Prof. Vijaya Bandyopadhyaya was a Resource Person in the ICSSR sponsored “Ten Days Research Methodology Course for M.Phil./Ph.D./PDF Scholars in Social Sciences”, organized by A N Sinha Institute of Social Sciences, Patna for two topics: 'Sampling Design' and 'Regression Analysis Model Building Using Software' conducted from March 11 to 21, 2024.

# Students' Achievements

## Best Case Award

- Divya Anand (FPM 2022-26) received Best Case Award at 13th International Conference on Management Cases organized by Birla Institute of Management Technology, Noida held between November 30 and December 02, 2023.

## SPRADDHA – CIMP Students Achievements

Sport	Category	Position	Winner(s)	Batch
Table Tennis	Women's Singles	First	Saloni Kumari	2023-2025
	Women's Doubles	First	Moni Kumari and Saloni Kumari	2023-2025
Chess		Second	Harshvardhan Nayal	2023-2025
Carrom	Men's	Second	Keshav Kumar	2023-2025
	Women's	First	Vanisha Singh	2022-2024
Tug of War	Women's	First	Kashish and team	2022-2024
		Second	Niharika and team	2023-2025
	Men's	First	Team Blacklist	2022-2024
		Second	Team Whitelist	2023-2025
Track Events	Women's 100m	First	Sweta Kumari	2023-2025
	Women's 200m	Second	Sweta Kumari	2023-2025
		Third	Ritu Raj	2023-2025
	Men's 100m	Second	Raushan Kumar	2023-2025
		Third	Harsh Kumar	2023-2025
	Men's 200m	First	Harshvardhan Nayal	2023-2025
		Second	Raushan Kumar	2023-2025



# Placements



## FINAL PLACEMENTS 2024

CIMP has once again demonstrated its commitment to excellence by achieving a 100% placement rate for its 2024 graduating batch. This remarkable achievement underscores the institute's dedication to equipping students with the necessary skills and knowledge to thrive in the professional world. All 97 students from the 2022-24 batch who opted for placement were successfully recruited by participating companies, showcasing the strong industry demand for CIMP graduates. Impressively, 22 out of the 25 companies that participated in the placement drive made successful hires.

In a historic milestone for the institute, CIMP celebrated its first-ever overseas placement opportunity secured by a graduating student. This year, the highest CTC offered reached an impressive Rs 24.80 lakh per annum, awarded by Global Archer Construction & Engineering LLP, further solidifying the exceptional value proposition of a CIMP education.

The placement drive featured participation from over 25 reputed firms spanning a wide range of sectors, offering students a wealth of choices. These sectors included Defence and Aerospace (TASL), Banking (ICICI Bank, IDBI Bank, Ujjivan Bank, HDFC Bank, Axis Bank, and Federal Bank), FMCG (Hindustan Unilever, Colgate-Palmolive, ITC, and Amul), Paints & Coatings (Asian Paints and Berger Paints), Financial Inclusion (BFIL), Infrastructure & Engineering (Global Archer), Metal Manufacturing (Shyam Metalics), and the Public Sector (IDA Patna Bihar Government).

# Top Recruiters

Top recruiters this season included ICICI Bank, the largest recruiter, hiring 27 students across various departments, and Global Archer, which offered the highest package. Other prestigious organizations such as TASL, Amul, HDFC Bank, Axis Bank, Federal Bank, IDBI Bank, Ujjivan Bank, and ITC also participated. Companies offered niche profiles in Sales & Marketing, Branch Banking, Quality, Finance & Accounts, Research, and Operations, ensuring that students found placements aligned with their skills and aspirations.

The placement season 2024 was more than just a recruitment drive; it provided students with invaluable insights into the professional world through interactions with industry experts during company presentations. The selection process, with its multiple rounds, honed their communication, critical thinking, and problem-solving skills. This experience equipped them with the confidence and abilities to excel in their chosen careers.

CIMP takes immense pride in its students' achievements and the resounding success of the placement season. The unwavering dedication of the college administration and the Training and Placement cell played a pivotal role in ensuring a smooth and successful recruitment drive. CIMP remains committed to its core mission of fostering student success and preparing them for impactful careers in their chosen fields. The institute's commitment to excellence ensures graduates are not just job-ready but also future-ready, equipped with the skills and adaptability to thrive in the ever-evolving world of work.





# Summer Internship Season 2024

The PGDM Batch 2023-25 at CIMP achieved a remarkable 100% placement rate, with all students securing internships at esteemed organizations across diverse sectors. These internships provided valuable hands-on experience in areas such as marketing, finance, and HR, tailored to individual preferences and specialization areas. The participating companies represented a wide range of sectors, including FMCG, financial services, general administration, and public sectors. This year saw the addition of new and exciting partnerships, with notable organizations like Indian Postal Services, Tata Boeing Aerospace Ltd., Powergrid, Shwetdhara Milk Cooperative, Startup Vaimanika Aerospace, Quant Finance, ATZ Elevator Tirupati, and Global Archer Construction & Engineering LLP joining the list of recruiters. CIMP remains committed to providing valuable industry exposure and experiential learning opportunities, and the Summer Internship Season 2024 further strengthened student preparedness for their academic and professional journeys.





# Admissions

The admission process for PGDM, PGDM-IEV, FPM, and EFPM at CIMP for 2024 is undergoing. CIMP conducting the admissions process through offline as well as online mode. All applicants were evaluated by the institute's faculty and judged for their intellectual capabilities to become successful managers in the corporate world. This year CIMP received applications from Bihar, Jharkhand, Orissa, West Bengal, Karnataka, Tamil Nadu, Andhra Pradesh, Uttar Pradesh, Madhya Pradesh, Chhattisgarh, Assam, and Delhi. A lot of students of Bihar, currently pursuing undergraduate/postgraduate courses in other states, have shown interest to join the institute in their native state.





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### Write to us...

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