

For Immediate Release

PRESS RELEASE

UDBHAV2025

Chandragupt Institute of Management Patna (CIMP) inaugurated today the annual business fest of CIMP as **UDBHAV2025**, making a perfect blend of celebration of talent, innovation and culture on 31st January and 1st February, 2025. The event started by lightening the ceremonial lamp by Prof. (Dr.) Rana Singh, Director CIMP; Mr. Sanjay Agrawal, Secretary, Department of Agriculture, Government of Bihar and UDBHAV Chairperson Prof. (Dr.) Ranjit Tiwari. It was followed by a welcome speech by Director CIMP who highlighted the events of UDBHAV 2025 and contribution of CIMP for Bihar. Prof. (Dr.) Rana Singh, Director, CIMP boosted the spirits of the attendees of various events with his words of wisdom. The session was further addressed by Mr. Sanjay Agrawal, Secretary, Department of Agriculture, Government of Bihar. During the speech, he highlighted the importance of learning in and around like logistics and supply chain of markets, economics of micro enterprises to tycoons, immersion programs of agricultural activities, gap of agricultural start-ups, paradigms of road safety, and the growing importance of continual learning in the ecosystem.

This business fest has served as a platform for students to showcase their talent in various activities like *Business Plan, B Quiz, Brand Prix, Best from Waste, Debate, Nukkad Natak, Photography, Group dance, Solo Dance, Ethnic Fashionista, Singing* etc. spread over two days. More than 650 participants from 77 different institutes (IIMBG, IIM Rohtak, IIT Bombay, IIT Dhanbad, IGNOU, AIIMS, DU, IMT Gaziabad, KIIT, Fore School of Management, BHU, DMI, DPS East, AMITY, LPU, ICFAI, BIMTECH, BIT, CNLU, Chandigarh University, Patna University, PWC, Patliputra University, Commerce College, Vanijaya Mahavidyalaya, L N Mishra Institute, St. Xavier College and many other prominent institutes of India have joined to showcase their talent, innovation and culture at CIMP in high festive mood. The UDBHAV 2025 has almost 11 events scheduled on 31st Jan and 1st February, 2025 simultaneously at different venues comprising more than 14 esteemed jury panels of professors.

On first day, *Business Plan* completion has received more than 130 registrations from various eminent institutes on a wide array of themes like agriculture, IT, logistics, pharma, advertising etc.. Business plan contest is accomplished today with active involvement of three distinguished jury panel of professors. The other events like Debate, B quiz, Fashionista and Best from Waste have engaged participants as high as 109, 97, 109 and 42 respectively from various institutes locally as well as outside Bihar. The UDBHAV 2025 is generously sponsored by Bihar Pul Nirmal Nigam Limited, Flow, Vitiaka and others.

On second day of the fest, UDBHAV 2025 hosted the grand finale of singing, dancing, Brand Prix, Nukkad Natak, Debate and fashionista along with cultural immersion with band. The Valedictory session was graced by the Chief Guest, Dr Sunil Kumar, Professor of Practice affronting all the participants with competitive spirit and festive mood in the spring. Vote of thanks was delivered by the Prof Santosh Kumar followed by the prize distribution among winners by the Chief Guest and UDBHAV Chairperson Prof Ranjit Tiwari.

Finally after the closure of event, the ignited minds of CIMP joined the cultural evening of band.