



CIMP UPDATE

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July – December, 2024

A Newsletter of Chandragupt Institute of Management Patna



Inside
Convocation 2024,
Conferences,
Cultural Events,
Extra curricular,
Industry-Interactions,
Tie Patna Chapter,
CIMP BIIF,
Research @CIMP,
Students Corner,
Media Clips.



Illustration by: Shubhangi Singh
PGDM Batch: 2024-26

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Foreword

Dear all,

I am delighted to introduce you to the July – December 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. 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 2024 India Rankings and 60 as per the Indian Institutional Ranking Framework (IIRF) 2024.

This newsletter presents 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, CIMP

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 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 leading companies of national and international repute, such as Amul, GIC HFL, LIC HFL, HDFC AMC, HDFC Ltd., Federal Bank, Asian Paints, Colgate Palmolive, ICICI Bank, Bandhan Bank, ITC, NDDDB, Tata Advanced Systems Ltd., 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 2024. 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.

Lead Knowledge Institute

CIMP has been recognized as a Lead Knowledge Institute (LKI) under the State Support Mission (SSM) by NITI Aayog, Government of India. This recognition highlights CIMP's role in driving policy research, capacity building, and knowledge dissemination to support Bihar's socio-economic transformation for Viksit Bihar@2047. As a Lead Knowledge Institute, CIMP will play a crucial role in assisting the Planning and Development Department, Government of Bihar to support the establishment of State Institute of Transformation. Under this initiative, CIMP is undertaking research studies, organize capacity-building programs, and provide evidence-based recommendations to strengthen Bihar's developmental strategies. This recognition further highlights CIMP's commitment to excellence in management education and policy research, aligning with its mission to contribute to Bihar's growth through impactful research, training, and consulting activities.

Academic Events

Orientation Programme for 17th PGDM Batch (2024-26)



CIMP held its orientation program for the 17th PGDM Batch- 2024-26 on July 10, 2024 under the guidance of Prof. (Dr.) Rana Singh, Director, CIMP, Mr. Kumod Kumar, Chief Administrative Officer (CAO), CIMP & Chief Executive Officer (CEO), CIMP Business Incubation & Innovation Foundation (BIIF), and Mr. Vibhash Kumar, Placement Chairperson, CIMP & former Executive Director, Indian Oil Corporation Ltd. Prof. (Dr.) Rana Singh welcomed the new batch, outlining the institute's journey, rooted in the vision of Honourable Chief Minister Shri Nitish Kumar, and encouraged them to be competitive.

The orientation featured insights from industry leaders. Dr. Ravi Shanker, Founder & CEO, 3S Global Advisors LLC, USA virtually emphasized self-awareness, resilience, and continuous improvement. Padmashri Anand Kumar, Founder, Super 30, Patna inspired students to pursue a larger purpose and develop social consciousness. Mr. Apurva Chamaria, Head of Startups & Venture Capital, Google India advised leveraging technology effectively. Dr. Sunil Kumar, former Chief General Manager (CGM), NABARD, Bihar highlighted the PGDM's crucial career investment and the importance of soft skills for professional success.

The program aimed to provide valuable guidance to the incoming students. The programme concluded with a vote of thanks by Prof. (Dr.) G.K. Murthy, PGP Chairperson, CIMP, marking the beginning of an exciting academic journey for the new batch.

13th Convocation Day (2024)



CIMP celebrated its 13th Convocation with grandeur on October 19, 2024, conferring diplomas upon 162 students in a ceremony held at its auditorium. The graduating cohort included 64 students from the PGDM batch of 2021-2023, 97 from the 2022-2024 batch, and one scholar from the first batch of the Fellow Programme in Management (FPM).

The event was graced by Mr. Sanjay Kirloskar, Chairman and Managing Director of Kirloskar Brothers Limited, who attended as the Chief Guest, Prof. (Dr.) Rana Singh, Director of CIMP, Mr. Kumod Kumar, CAO, CIMP, Mr. Vivek Kashyap, Senior Administrative Officer, CIMP, Prof. (Dr.) Sunil Kumar, Professor of Practice and former CGM, NABARD, Mr. Vibhash Kumar, Professor of Practice and retired Executive Director of Indian Oil Corporation. Along with the dignitaries, parents of the graduating students were also invited with the students to attend the ceremony.

The event started with the ceremonial lamp lighting, and the announcement of declaring the convocation “Open” by the chief guest, who further delivered the convocation address where he emphasized the importance of forward-thinking leadership and continuous learning.



The Director of CIMP encouraged the graduates to uphold moral integrity in their professional lives, and underscored the importance of a multi-dimensional approach to problem-solving, integrating technology, sustainability, and global growth through his speech and further, announced the conferring of respective diplomas to the graduating students of PGDM and FPM and charged them to be worthy of it.

Following this Prof. (Dr.) G. K. Murthy, PGP Chairperson

requested honourable chief guest to award the diplomas to the graduating students. Prof. Murthy further declared the gold medallists from both the batches, where gold medal for best scholastic performance went to Amrita Anand from Class of 2021-23 and Poornima Kumari for Class of 2022-24, and the gold medal for best all-round performance went to Piyush Harsh from Class of 2021-23 and Anand Shrivastav from Class of 2022-24. He proceeded with reading out the “Pledge” and the students pledged together.

Prof. (Dr.) Ranjit Tiwari proposed the vote of thanks, expressing gratitude to the chief guest and other dignitaries for attending the convocation and requested the chief guest to declare the convocation as “Closed”.

The event then concluded with the national anthem, followed by the announcement of photo session and lunch.

Industrial Visit to Dainik Bhaskar Press – A Glimpse into the World of Print Media

As part of academic enrichment and industry exposure initiative, CIMP organized visit to the Dainik Bhaskar printing press on November 22, 2024. This educational trip aimed to bridge the gap between theoretical knowledge and practical application by providing insights into the functioning of one of India’s leading newspaper publishing houses.

The visit began with a detailed orientation session where professionals from the Dainik Bhaskar team explained the editorial workflow, news verification protocols, and design processes. The students then visited the press, witnessing the massive offset printing machines in action. It was fascinating for students to observe how thousands of copies are printed, folded, cut, and stacked at high speed with impeccable accuracy.

The experience deepened students’ understanding of media logistics, real-time decision-making, and technological integration in journalism. The visit was both informative and inspiring, leaving the students with a newfound respect for the complexities of newspaper production.

Conferences, Workshops and Bootcamp

Youth Climate Conclave 2024



The Future Guardians of Bihar: Youth Climate Conclave, jointly organized by CIMP's Centre for Climate Resilience, Disaster Risk Reduction, and Water Sanitation & Hygiene (WASH) Research and Education, in collaboration with UNICEF Bihar, convened on July 11, 2024. The conclave united over 500 young leaders, government officials, development partners, and civil society organizations to address climate change in Bihar.

Keynote speaker Ms. Bandana Preyashi, Secretary, Department of Environment Forest & Climate Change, GoB emphasized multifaceted impacts of climate change and the pivotal role of youth in climate action. She highlighted Bihar's Green Budget and initiatives to enhance urban greenery, and proposed an international youth conclave with UNICEF.

Ms. Margaret Gwada, Chief of Field Office, UNICEF Bihar discussed UNICEF's 75 years in India and the UNICEF Children's Climate Risk Index, underscoring Indian children's vulnerability to climate change. UNICEF advocates for adaptation measures and youth empowerment in environmental policy. Prof. (Dr.) Rana Singh, Director, CIMP stressed the urgency of addressing global warming and the youth's responsibility in shaping a sustainable future.

Ms. Nirma Bora, CCES Consultant, UNICEF ICO discussed youth's role in climate action, followed by presentations on youth-led initiatives. Mr. Kartik Verma, UNICEF Youth Advocate for Climate Change emphasized the need for youth action.

The conclave initiated a series of initiatives to empower youth in addressing environmental challenges. The event concluded with a call to action, urging participants to champion climate action and environmental sustainability. Mr. Kumod Kumar, CAO, CIMP delivered the vote of thanks.

Innovation, Design and Entrepreneurship (IDE) Bootcamp for PM SHRI Schools



CIMP, a nodal centre designated by the Ministry of Education, inaugurated the first day of its Innovation, Design and Entrepreneurship (IDE) Bootcamp on September 11, 2024. This initiative engaged students and teachers from PM SHRI Schools across Bihar.

The two-day event, a collaborative effort of the Ministry of Education's Innovation Cell, AICTE, and the Wadhwani Foundation, aimed to foster innovation, design thinking, and entrepreneurial skills among 90 students and 90 teachers from 90 PM SHRI schools.

The inaugural session was graced by Prof. Suresh Kant Verma, Vice Chancellor of Bihar Engineering University, Patna; distinguished attendees included Mr. Madan Mohan Sharan Singh, Ministry of Education Innovation Cell, AICTE; Mr. Sunil Kumar, BEPC; Mr. Gauri Gopinath, Wadhwani Foundation; Prof. (Dr.) Rana Singh, Director, CIMP; and Mr. Kumod Kumar, CAO, CIMP & CEO, CIMP BIIF.

During the inauguration, Prof. Verma emphasized that innovation originates from differentiated thought. Prof. Dr. Rana Singh highlighted India's improved Global Innovation Index ranking, attributing it to the robust startup ecosystem. Sunil Kumar noted the selective nature of the program and the government's infrastructure investment. Mr. Madan Mohan Sharan Singh encouraged prototype development with CIMP BIIF's support and announced a follow-up bootcamp in New Delhi on July 29, 2025.

Day 1 featured sessions introducing a human-centered approach to innovation, including Quest Spark, Find Your Flow, Inspired to Start, and Student-preneur Success. Participants also visited the Atal Tinkering Lab at Radiant International School, Patna. Mr. Kumod Kumar emphasized the bootcamp's role in nurturing future entrepreneurs. A Kavi Sammelan in the evening provided a cultural dimension.



CIMP concluded its Innovation, Design, and Entrepreneurship (IDE) Bootcamp on September 12, 2024. The Ministry of Education, AICTE, and Wadhvani Foundation initiative empowered 90 students and 90 teachers from PM SHRI Schools across Bihar with crucial entrepreneurial and innovation skills through interactive workshops.

Key sessions included a Customer Discovery Workshop led by Mr. Gauri Gopinath, and Solution Idea Generation. CA Pallavi Jha provided an Overview on Grants and Funding Opportunities, while other sessions covered Introduction to Prototyping and Basics of Financial Literacy. Students also participated in a Pitch Your Idea segment, receiving feedback from Prof. (Dr.) Ankit Sharma, Assistant Professor, CIMP.

The Closing Ceremony featured Mr. Yogesh D. Brahmkar, Innovation Director at the Ministry of Education's Innovation Cell, who encouraged participants to apply their learnings to real-world projects and engage with Ministry initiatives like schoolinnovationmarathon.org. Students shared their positive experiences, highlighting increased inspiration and confidence. The event concluded with a certificate distribution, marking the successful completion of the IDE Bootcamp and CIMP's role in fostering innovation in education.

Intellectual Property & Technology Transfer Workshop



CIMP held an Intellectual Property & Technology Transfer Workshop on September 13, 2024 in collaboration with AICTE and the Ministry of Education's Innovation Cell (MIC). The workshop was attended by approximately 150 participants including faculty members, IIC Presidents, and conveners from all 38 districts of Bihar in discussions on innovation, intellectual property, and technology transfer.

The event was started with eminent presence of Mr. Aditya Kumar Sinha, Director, C-DAC Patna as Chief Guest; Mr. Yogesh Brahmanekar, Innovation Director, MIC; Ms. Sugandha Sinha, Assistant Professor, Chanakya National Law University; Prof. (Dr.) Rana Singh, Director, CIMP and Mr. Kumod Kumar, CAO, CIMP and CEO, CIMP-BIIF.

Mr. Aditya Kumar Sinha presented his ABCDEF framework, emphasizing the need for innovation to be unique in a saturated digital environment. Mr. Yogesh Brahmanekar discussed MIC achievements, including the IDE bootcamp and Smart India Hackathon. He highlighted MIC's open incubation and innovation ecosystem. Ms. Sugandha Sinha conducted a session on IP Rights and the Patent Application Process.

Prof. (Dr.) Rana Singh emphasized the workshop's role in linking academia and industry, while Mr. Kumod Kumar reiterated CIMP's dedication to fostering innovation and entrepreneurship. The workshop provided a foundation in intellectual property and technology transfer.

Management Case Conference (MCC) 2024



The poster for the 3rd MCC 2024 Management Case Conference is a vibrant green and white design. At the top, it features the CIMP logo and name, the website www.cimp.ac.in, and a 16th Anniversary seal. Below these are logos for various accreditation bodies including AICTE, NBA, UGC, and the Institution's Innovation Council. The main title '3rd MCC 2024 MANAGEMENT CASE CONFERENCE' is prominently displayed in green, with the date 'NOVEMBER 11, 2024' in a yellow box. The conference theme 'SUSTAINABILITY' is written below. Two keynote speakers are featured: Dr. Ashutosh Dash, Professor of Finance at Management Development Institute, Gurgaon (Academia), and Mr. Kumar Ayaskant, Group Chief Investment Officer at Wipro Enterprises Ltd. (Industry). A central box lists 'IMPORTANT DATES' for abstract submission, decision on acceptance, registration, and full case submission. To the right is a 'REGISTER NOW!' button with a QR code. At the bottom, an 'AWARDS' section lists prizes: 1st Prize (₹30,000/-), 2nd Prize (₹20,000/-), and 3rd Prize (₹10,000/-). A green plant graphic with a globe as its leaves is on the left.

CIMP hosted the 3rd Management Case Conference 2024 (MCC-2024) on November 11, 2024. The hybrid event included research scholars, academics, and industry professionals to discuss contemporary issues including circular economy, fintech, insolvency and bankruptcy code, artificial intelligence, and sustainable energy.

The conference started with a lamp-lighting ceremony led by Prof. (Dr.) Rana Singh, Director, CIMP & Patron, MCC, Prof. (Dr.) Ranjit Tiwari, Chairperson, MCC and other faculty members. Further, Prof. (Dr.) Tiwari delivered the welcome address to the attendees, followed by Prof. (Dr.) Rana Singh's inaugural speech emphasizing the significance of case studies in academia, corporate training, and policymaking.

Keynote speakers included Prof. Ashutosh Dash, MDI Gurgaon, who discussed crafting impactful business cases with theoretical frameworks, and Mr. Kumar Ayashkanta, Wipro Enterprises, who virtually addressed India's green bond market and corporate sustainability.

The core of MCC 2024 comprised three parallel technical sessions featuring case presentations from scholars across premier institutions and corporate representatives. Session chairs facilitated discussions on topics ranging from insolvency to financial and social innovation. Presenters hailed from 16 reputed institutions.

Dr. Rahul Kumar and Mr. Rahul Gupta, IIM Sambalpur received the Best-Case Award. Dr. Shinu Vig, Symbiosis Centre for Management Studies, Noida secured second place, and Mr. Subroto Chowdhury, Association for Academic Excellence achieved third position. Selected papers were featured in the 2nd Edition of the CIMP Management Case Review.

Prof. Santosh Kumar concluded the event with a vote of thanks and announced the 4th Management Case Conference 2025 for November 2025, reinforcing MCC's role as a premier platform for academic and industry discourse.

National Conference on Agriculture Technology and Management (NCATM) 2024



CIMP organized the 1st National Conference on Agriculture Technology and Management 2024 (NCATM-2024) on November 15, 2024. The event brought together eminent experts, policymakers, and researchers to discuss the role of technology and management in transforming Indian agriculture.

Distinguished guests included Dr. K. Senthil Kumar, IAS, Principal Secretary, Planning & Development, Bihar; Dr. Birendra Prasad Yadav, IAS, Special Secretary, Agriculture Department, Bihar; Dr. Ashutosh Upadhyay, Acting Director & Head, Land & Water Management, ICAR-RCER, Patna; and Dr. P. Bhavana, Senior Scientist, ICAR Ranchi, among others. The organizing team was led by (Dr.) Rana Singh, Director, CIMP and Patron, NCATM, Prof. (Dr.) Vijaya Bandyopadhyaya, Chairperson, NCATM, and Prof. (Dr.) Ankit Sharma, Co-Chairperson, NCATM.

The conference emphasized innovative agricultural technologies such as drone applications, precision irrigation, pest control, and climate-resilient farming techniques. Experts highlighted the importance of sustainability, efficient resource management, and self-reliance in agri-food systems. Dr. P. Bhavana's lecture on balancing innovation and tradition through the Protection of Plant Varieties and Farmers' Rights Act provided insightful perspectives on plant patents and biodiversity conservation.

Seven technical sessions were conducted, featuring 28 research paper presentations on various agricultural advancements. The Best Paper Award was presented to Neha Gupta, V. Shanmugaiah, and Anand Nighojkar for their research on chlorosis-causing agents from Phoma Herbarum for weed control in Wheat.

The event concluded with a closing address by Prof. (Dr.) Rana Singh, a certificate distribution ceremony and the announcement of the 2nd NCATM in 2025. This conference marked a significant step towards fostering innovation and collaboration in the field of agriculture technology and management.

International Conference on Corporate Social Responsibility (ICCSR) 2024



The 4th International Conference on Corporate Social Responsibility 2024 (ICCSR-2024), themed CSR and Rural Development: Leveraging the Opportunities, was held on December 6 and 7, 2024, at CIMP, Bihar.

The conference was inaugurated in the distinguished presence of Chief Guest Mr. Amrit Lal Meena, IAS, Chief Secretary of Bihar; Guest of Honour Mr. Binay Kumar Sinha, CGM, NABARD; Prof. Sapna Narula, Director, NIAM; and Mr. Rusen Kumar, Founder, India CSR and Prof. Vijaya Gupta, from IIM Mumbai, as the Keynote Speaker, presenting her paper titled “Bridging Climate Resilience and Social Equity: The Role of Women, Migration, and Corporate Responsibility in an Inclusive Bharat”.

Prof. (Dr.) Rana Singh, in his welcome address, emphasized the transformative potential of CSR in fostering research-driven, practical solutions to societal challenges. Prof. Senapati followed with an overview of the conference structure, outlining its technical sessions, panel discussions, and cultural events.

On this occasion two books focusing on CSR are released, the first book named “Role of AI in CSR –Connecting SDGs with Technology for Impact” by Mr. Kumod Kumar, CAO CIMP and Ms. Priya Nath, Founder, Chitrakaya.com; the second book named as “Prioritizing Health Welfare and Sustainable development through CSR as means of preparing for ESG” edited by Prof. Senapati, Associate professor, CIMP, Mr. Kumod Kumar CAO CIMP and Prof. (Dr.) Rana Singh.

The technical session featured 17 research presentations, showcasing diverse perspectives on leveraging CSR for rural development, along with a panel discussion on “CSR and Rural Development: Leveraging Opportunities”.

The day concluded with a Litti Fest, celebrating Bihar’s culinary heritage, followed by cultural performances featuring classical and folk dances, showcasing the state’s vibrant traditions.

From Global Goals to Local Action: A Workshop for Bihar's Sustainable Development



The workshop *From Global Goals to Local Action: A Workshop for Bihar's Sustainable Development* was organized under the State Support Mission of NITI Aayog by Planning and Development Department, Govt. of Bihar in association with CIMP on December 7, 2024. This initiative seeks to bridge the gap between global aspirations and local realities by fostering a collaborative platform for dialogue, learning, and actionable planning.

The workshop created a space for sharing expertise, exchanging ideas, and co-developing innovative strategies tailored to Bihar's unique context. Participants gained insights into aligning the SDGs with Bihar's Vision 2047, equipping them with the knowledge and tools to drive meaningful and inclusive change.

The session brought together a distinguished panel of experts and dignitaries, each offering unique perspectives and insights to inspire and guide the day's proceedings, where the inaugural session was graced by Mr. Parasnath Rai, IPS (Retd.), Hon'ble Member, Bihar State Disaster Management Authority; Mr. Prem Prakash, Team Lead, State Transformation Cell, State Support Mission, NITI Aayog; Prof. (Dr.) Sapna Narula, Professor, National Institute of Agricultural Marketing Ministry of Agriculture, Govt. of India; Prof. (Dr.) Rana Singh, Director, CIMP; Mr. Kumod Kumar, CAO, CIMP; Prof. (Dr.) Sibananda Senapati, Associate Professor, CIMP.

The workshop aimed to equip participants with a comprehensive understanding of the United Nations Sustainable Development Goals (UN SDGs) and their relevance to Bihar and introduced participants to UNDP guidelines for integrating SDGs into organizational strategy and operations.

Cultural Events

Independence Day 2024



The campus of CIMP came alive with patriotism on the morning of August 15, 2024, as the students celebrated the 78th Independence Day. The day began with a solemn flag-hoisting ceremony held on campus where Prof. (Dr.) Rana Singh, Director of CIMP, hoisted the National flag, as the entire college community joined in a heartfelt rendition of the National Anthem, evoking deep pride and respect for our nation.

Following the flag-hoisting, the festivities continued in CIMP auditorium. The celebration was further enriched by inspiring speeches. Prof. (Dr.) Rana Singh, in his address, reflected on the sacrifices of our freedom fighters and the values enshrined in our Constitution. He urged students to take responsibility as citizens and contribute meaningfully to building a progressive and inclusive India.

The vibrant programme showcased the diverse talents of students and, bringing everyone together to celebrate the spirit of freedom. Talented students performed captivating patriotic dances, their graceful moves showcasing India's unity in diversity. The auditorium resonated with the collective voices of students singing popular patriotic songs, creating an atmosphere of energy and pride.

The day was a testament to the enduring spirit of independence, unity, and responsibility that defines our nation.

Red Bull Juggernaut



CIMP, in collaboration with Red Bull India, organized Red Bull Juggernaut, on September 5, 2024, followed by a DJ night. The event was held near the Recreation Centre at CIMP and witnessed enthusiastic participation from students.

Refreshments were served to keep the energy flowing, and the event became a perfect blend of fun and togetherness. Open to all, the event left participants with a sense of joy and excitement. The event celebrated unity and boundless energy.

Kavi Sammelan- Rajbhasha Pakhwada

On September 11, 2024, CIMP organized a grand Kavi Sammelan as part of its Rajbhasha Pakhwada celebrations. The event, held in CIMP auditorium, showcased the beauty and depth of Hindi poetry, drawing an enthusiastic audience from across the city.

The evening featured a stellar lineup of acclaimed poets, including Mr. Neelotpal Mrinal from Bhopal, Dr. Jyoti Upadhyay from Ghaziabad, Ms. Shraddha Sharma from Nagpur, and Shayar Kumar Rajat from Buxar.

The event also featured Patna-based poets Mr. Akshay Anand Bharat and Mr. Chandan Bindeshwari Pathak, who enthralled the audience with their evocative and thought-provoking verses.

The Kavi Sammelan celebrated the richness of Hindi language and literature, resonating with themes of patriotism, love, humour, and social commentary. The heartfelt and passionate recitations created an inspiring atmosphere, leaving the audience captivated.

The event reinforced CIMP's commitment to promoting Indian languages and cultural heritage, making it a memorable evening for poetry lovers.



Hindustani Vocal Recital (SPIC MACAY)



On September 13, 2024, CIMP organized a spellbinding Hindustani vocal recital in collaboration with SPIC MACAY. The event featured the renowned Vidushi Kalapini Komkali, daughter of the legendary Pandit Kumar Gandharva, accompanied by Mr. Shambhu Nath Bhattacharjee on tabla and Mr. Deepak Khasrawal on harmonium.

Held in CIMP auditorium, the evening witnessed an exquisite blend of melody, rhythm, and classical brilliance. Vidushi Komkali's soulful renditions captured the essence of Hindustani classical music, transporting the audience into a realm of serenity and reflection. Her mastery over ragas and her ability to evoke deep emotions resonated profoundly with the listeners.

The skilled accompaniment on tabla by Mr. Shambhu Nath Bhattacharjee and harmonium by Mr. Deepak Khasrawal added depth and vibrancy to the performance, enhancing the overall experience. The recital beautifully highlighted the timeless appeal of classical music and its relevance in today's fast-paced world.

This cultural evening was part of CIMP's initiative to promote India's rich heritage and provide its students with exposure to traditional art forms. The event left the audience inspired and enriched, celebrating the beauty and depth of Indian classical music.

Dandiya Night Celebration



CIMP students became enthusiastic with dance, music, and festive cheer during the Dandiya Night on October 4, 2024. The event, organized by the Cultural Committee, brought together all the students to celebrate the spirit of Navratri.

The evening began with an invocation to Goddess Durga, setting a divine tone for the festivities. Dressed in vibrant traditional attire, participants took to the floor, swaying to the beats of garba and dandiya music. The rhythmic clinking of sticks, coupled with the energy and enthusiasm of the dancers, created a thrilling atmosphere. Delicious festive snacks and refreshments were served, further enhancing the celebratory mood.

Freshers' Party 2024



To welcome the PGDM Batch 2024-26 a Fresher's Party was organized at the CIMP Auditorium on October 24, 2024. Organized by the senior batch, the event aimed to extend a warm and cheerful welcome to the newest members of CIMP family.

The evening began with a formal inauguration by our esteemed Director, Prof. (Dr.) Rana Singh, whose encouraging words set the tone for the festivities. He highlighted the importance of camaraderie, learning, and personal growth during the students' journey at CIMP.

The auditorium was adorned with vibrant decorations, creating a festive ambiance. The freshers showcased their talents through an array of mesmerizing performances, including singing, dancing, and poetry recitation.

The event also included the much-anticipated Mr. and Ms. Fresher contest, where the new batch displayed their confidence, creativity, and wit. The winners Kumar Nishant & Anjusha were crowned amidst loud cheers and applause, marking the culmination of a memorable evening.

Diwali Celebrations



CIMP celebrated Diwali on October 29, 2024 with grandeur and enthusiasm, fostering a spirit of joy, unity, and cultural tradition. The event, graced by the presence of the Prof. (Dr.) Rana Singh, Director, CIMP with the lighting of ceremonial lamps, symbolizing the triumph of light

over darkness and wisdom over ignorance. Beautiful rangoli was made in the campus by the members of cultural committee where students showcased their creativity with intricate designs and vibrant colours, enhancing the festive ambiance.

The evening was further illuminated by the lighting of colourful lanterns, a tradition that added charm and warmth to the celebrations. The joyful bursting of crackers brought excitement, filling the air with festive cheer. The event not only marked the cultural significance of Diwali but also created lasting memories of joy and shared traditions.

Sanskritik program by Smt. Sudipa Bose and Team

The campus of CIMP on December 6, 2024 was graced by a breathtaking cultural performance by the renowned Sangeet Natak Academy Yuva Puraskar Awardee, Smt. Sudipa Bose, and her team from Bhartiya Nritya Kala Mandir. The event showcased the richness of Indian classical and traditional folk dances, leaving the audience mesmerized by the artistic brilliance.

The evening commenced with an exquisite Bharatnatyam performance by two dancers, epitomizing the grace and depth of this ancient art form. This was followed by a profound depiction of Gyan Shakti, Iccha Shakti, and Kriya Shakti through a spellbinding group performance on Ya Devi Sarvabhuteshu by nine dancers, symbolizing the divine energy emanating from the goddess.

The celebration continued with vibrant dances illustrating marriage rituals, beautifully choreographed to Sharda Sinha's soulful songs. A graceful rendition on the spiritual hymn Vaishnav Jan To highlighted the values of compassion and humility.

Traditional folk dances like Kajri Nritya, Nachari Nritya, and the captivating Mukhauta Nritya brought the vibrancy of rural India to life, while the Chhath song performance celebrated the cultural heritage of Bihar.

The event was an enchanting confluence of tradition and artistry, leaving a lasting impression on all attendees.

Extra-Curricular Activities

Patna Crossword Contest cum NICE 2024 Zonal Round



On August 16, 2024, CIMP hosted the Patna Crossword Contest cum NICE 2024 Zonal Round in partnership with AICTE, IIT Madras, IIM Mumbai, and Extra-C. The event featured several notable attendees including Honourable Governor of Bihar, Shri Rajendra Vishwanath Arlekar and various IAS officers.

During the opening ceremony, Prof. (Dr.) Rana Singh, Director of CIMP, connected crossword puzzles with the National Education Policy 2020's objectives for comprehensive student development. Mr. Udayan Mishra, Director-cum-Special Secretary, Department of Science and Technology, highlighted crosswords as tools for stress reduction and language improvement.

Sir Robert L. Jonathan compared crosswords to life challenges, noting both eventually yield solutions with persistence. Mr. Vivek Kumar Singh, Chairman RERA-Bihar and Chief Advisor Extra-C, detailed how crosswords enhance vocabulary, problem-solving abilities, and perseverance—skills applicable across professional fields.

Governor shared his personal journey with crosswords and advocated for their inclusion as mandatory co-curricular activities in Bihar's educational system. The event included the launch of commemorative T-shirts and a clock before participants began competing in the zonal round.

Sahajyoga Meditation Program



On November 19, 2024, CIMP hosted an exclusive Sahajyoga Meditation program aimed at promoting mental well-being and inner peace. The session, held in the institute's auditorium, was led by esteemed practitioners from Australia, who guided attendees through the transformative techniques of Sahajyoga. This meditation practice focuses on self-awareness, balancing inner energies, and achieving a deep sense of relaxation and mental clarity.

The program attracted a diverse group of participants, ranging from students and faculty to professionals seeking to explore the benefits of meditation for personal growth and stress management. The practitioners shared their vast experience, providing participants with practical insights into how Sahajyoga can positively impact their daily lives. The session was well-received, leaving attendees with a sense of tranquillity and a renewed perspective on maintaining mental and emotional health amidst the pressures of modern life. This initiative reinforced CIMP's commitment to the holistic development of its community.

Bihar Open Quiz Contest 2024: A Celebration of Knowledge and Innovation



The Bihar Open Quiz Contest, jointly organized by CIMP Patna and Extra-C on October 2, 2024, at the CIMP campus, marked a significant academic event in the state. Over 300 participants from diverse backgrounds engaged in the inclusive quiz competition.

The meticulously structured contest featured written preliminary rounds followed by a challenging on-stage quiz. Mr. Vivek Kumar Singh, IAS, Chairman of RERA Bihar, graced the occasion as Chief Guest, inspiring the participants. Mr. Ochintya Sharma expertly conducted the quiz as quizmaster.

The event's success was enabled by collaborative efforts and support from Startup Bihar, Department of Industries, Government of Bihar, CIMP BIIF, and B-HUB. This public-private partnership underscores the commitment to fostering intellectual growth and a competitive spirit within the state. As Bihar emerges as an education and innovation hub, such knowledge-based competitions play a crucial role in shaping the intellectual landscape and inspiring future generations.

Industry-Interactions

Block Chain Platform for Business Transparency session by Mr. Manomoy Das

Mr. Manomoy Das, Digital Transformation Executive Consultant for the Oil & Gas sector and former leader of IBM Global Center of Competency (CoC), on August 13, 2024, discussed blockchain implementation for organizational transparency. He explained blockchain architectural fundamentals, consensus mechanisms, and implementation methodologies across multiple sectors including oil & gas, financial services, healthcare systems, and supply chain operations.

Mr. Das explained smart contract functionality, decentralized applications (D-Apps) development processes, and implementation of case studies demonstrating practical blockchain solutions addressing data security vulnerabilities, fraud prevention measures, and process inefficiencies. He explained comparative advantages of public versus private blockchain networks for different business applications, focusing on transaction verification speed, security protocols, and operational costs. The discussion included technical evaluation of enterprise blockchain platforms including Hyperledger Fabric, Ethereum Enterprise, and R3 Corda, with implementation considerations for different organizational requirements. Mr. Das provided a structured implementation roadmap covering technology selection criteria, integration with legacy systems, and performance metrics for measuring blockchain deployment success.

Investment Banking Operation in India session by Mr. Bhanu Pratap

On August 20, 2024 Mr. Bhanu Pratap, Co-founder & Director of Mediversal Healthcare Pvt. Ltd., discussed investment banking functions within India's evolving financial ecosystem. He provided a structured analysis of investment banking's role in corporate finance, including primary market operations, capital raising mechanisms, mergers and acquisitions processes, and specialized advisory services.

Mr. Pratap emphasized on the organizational structure and operational functions of investment banks, comprehensively covering equity issuance, debt financing instruments, risk management protocols, financial restructuring approaches, and regulatory compliance requirements. He explained recent transaction trends in the Indian market, highlighting sector-specific activities in technology, healthcare, and infrastructure development. Mr. Pratap explained the impact of financial technology integration on traditional banking operations, discussing automated underwriting, algorithmic trading, and digital client onboarding. He addressed current industry challenges including regulatory changes, talent acquisition, and competitive pressures from international financial institutions. The discussion included comparative analysis between domestic and global investment banking practices, providing attendees with practical insights into career opportunities and professional development pathways within India's investment banking sector.

Economic Analytics for Business Decisions and Public Policy by Dr. Sudhanshu Kumar

Dr. Sudhanshu Kumar, Associate Professor at Bihar Institute of Public Finance and Policy (BIPFP), Patna, on August 27, 2024 discussed economic analytics applications in organizational decision-making. His session emphasized how businesses can leverage economic data, statistical models, and predictive analytics to enhance operational efficiency, optimize resource allocation, and minimize financial risks.

Dr. Kumar discussed about the critical intersection of economics, data analytics, and policy formulation, focusing on practical methods for collecting, processing, and interpreting economic indicators for strategic planning. He demonstrated analytical frameworks for market trend identification, competitive positioning, and policy impact assessment using current data visualization techniques. The presentation included comparative analysis of traditional economic models versus modern computational approaches, highlighting their respective applications in public and private sectors. Kumar addressed specific challenges in data quality, methodology selection, and interpretation biases when applying economic analytics to complex business environment

Personal Career & Journey and Insights on the HRBP Role in HR by Mr. Kuldeep Maity

On September 17, 2024 Mr. Kuldeep Maity, MD and CEO of VFS Capital, discussed HR Business Partners' (HRBPs) strategic importance in aligning human resources with business objectives. With 20+ years of experience in the area of financial inclusion, a Doctorate and dual Master's degrees, Mr. Maity explained how HRBPs bridge talent management, employee relations, and performance development with organizational goals. He emphasized that effective HRBPs must thoroughly understand business operations, maintain data-driven approaches, and excel at relationship management. These skills enable HRBPs to design HR strategies that directly support company objectives while fostering productive work environments. Mr. Maity noted that as organizations face increasing competition and rapid market changes, HRBPs serve as vital strategic partners rather than administrative functionaries.

Interaction with Ms. Superna Kumar

Ms. Superna Kumar, Chief Operating Officer (COO) and Senior Associate Publisher at India Today Group, delivered a session on October 23, 2024, with extensive experience in media management, she discussed leadership adaptation strategies in response to technological advancements and shifting consumer behaviour patterns. Ms. Kumar emphasized on essential leadership qualities including decision-making methodologies, innovation practices, crisis management techniques, and strategic planning processes. She explained the practical implementation of ethical leadership principles and analyzed challenges facing women in executive positions. Her presentation included case studies demonstrating digital transformation impacts on traditional media business models and revenue streams.

Ms. Kumar provided actionable frameworks for developing leadership competencies applicable across multiple industries. She emphasized organizational agility as a competitive advantage in rapidly evolving markets and outlined methods for cultivating innovation cultures within established organizations.

Interaction with Dr. Ganesh Natarajan

Dr. Ganesh Natarajan, Founder and Chairman of 5F World and Global Talent Track, and Chairman of Honeywell Automation India Ltd., on October 27, 2024 had an interaction with the students at CIMP. His lecture focused on digital transformation strategies, automation implementation, and leadership approaches in contemporary business environments.

Dr. Natarajan discussed Industry 4.0 impacts across manufacturing, services, and information technology sectors. He presented case studies demonstrating successful integration of artificial intelligence, Internet of Things (IoT), blockchain, and smart automation technologies into business operations. The discussion included practical frameworks for developing technology roadmaps aligned with organizational objectives and market conditions.

Dr. Natarajan outlined specific leadership competencies required for digital transformation initiatives, emphasizing data-driven decision-making and cross-functional collaboration. He provided implementation guidelines for emerging technology adoption while addressing common organizational resistance factors. He emphasized on talent development requirements for digital workforces and practical approaches to upskilling existing employees. Natarajan concluded with assessment methodologies for measuring digital transformation effectiveness and return on technology investments applicable to both established corporations and emerging enterprises.

Interaction with Mr. Vidya Prakash

On December 12, 2024 CIMP, hosted an interaction with Mr. Vidya Prakash, State Head of ICICI Bank for Bihar and Jharkhand. Prof. (Dr.) Rana Singh, Director of CIMP, introduced Mr. Prakash to the audience, which included recently placed ICICI Bank recruits.

Mr. Prakash structured his discussion around professional development principles drawn from his banking career trajectory. He emphasized adaptability as a fundamental leadership attribute in the financial services sector, illustrating this concept through personal career experiences. His discussion included practical approaches to developing resilience during organizational changes and market fluctuations.

Mr. Prakash provided specific examples of problem-solving methodologies applicable to banking operations and team management contexts. He outlined frameworks for continuous professional development through diverse work assignments and strategic relationship building. The discussion concluded with a teamwork analogy comparing individual efforts to collective strength, emphasizing interdepartmental collaboration benefits. Mr. Prakash offered practical advice to students regarding early career development in financial institutions, including technical competency building, professional relationship cultivation, and effective communication practices.

CIMP BIIF

Ignite 3.0



CIMP and CIMP BIIF jointly organized Ignite 3.0 at B-Hub, Maurya Lok, on August 21, 2024, to commemorate World Entrepreneurs' Day. The event convened industry leaders, startup founders, and aspiring entrepreneurs for discussions on the evolving entrepreneurial landscape, its challenges, and opportunities.

The event commenced with a lamp-lighting ceremony, followed by a welcome address from CIMP Director Prof. (Dr.) Rana Singh, who highlighted Bihar's growing entrepreneurial ecosystem and, CIMP's and CIMP-BIIF's commitment to its support. Mr. Alok Ranjan Ghosh, Director, Department of Industries, Government of Bihar delivered the keynote address, emphasizing the Bihar's progress in developing entrepreneurial infrastructure.

Dr. Sunil Kumar, former CGM NABARD & Professor of Practice, CIMP discussed Bihar's emergence as a startup hub, driven by its young demographic and institutional support. A bootcamp on Unlocking Startup Success featured Mr. Sushil Sharma, CEO, Marwari Catalysts and Mr. Abhishek Sinha, Business Evangelist, VAJ Consulting, who shared insights on avoiding common startup pitfalls and building sustainable ventures.

A panel discussion on From Founding to Flourishing moderated by Mr. Abhishek Sinha included Mr. Sunil Kumar, Mr. Sushil Sharma, Mr. Sudhanshu Kumar Singh, Meerkats.World, Ms. Himani Mishra, Brand Radiator, Mr. Sudarshan Chakravarty, Department of Industries, and Mr. Ajit Kumar, Stepupify. Discussions centered on scaling businesses, shifting mindsets towards job creation, leveraging funding schemes, and the importance of passion in the entrepreneurial journey.

Mr. Kumod Kumar, CAO, CIMP & CEO, CIMP-BIIF delivered the vote of thanks. An interactive Q&A session facilitated direct engagement between startups and speakers. Ignite 3.0 served as a catalyst for entrepreneurial dialogue, fostering collaboration and strengthening Bihar's startup ecosystem through knowledge sharing and expert insights.

IIC Activities

Bridging Academia and Industry: Entrepreneurship in the New Education Policy

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16 GLORIOUS YEARS

IIC 6.0 Q:4 CELEBRATION ACTIVITY

Celebrating 4 Years of National Education Policy 2020

TOPIC: BRIDGING ACADEMIA AND INDUSTRY: ENTREPRENEURSHIP IN THE NEW EDUCATION POLICY

MONDAY 29th JULY, 2024 05:30 PM Onwards

CIMP AUDITORIUM

Prof. (Dr) Rana Singh
Director, CIMP

Mr. Mahesh Munjal
CMD, Majestic Auto Ltd.

Follow us on :

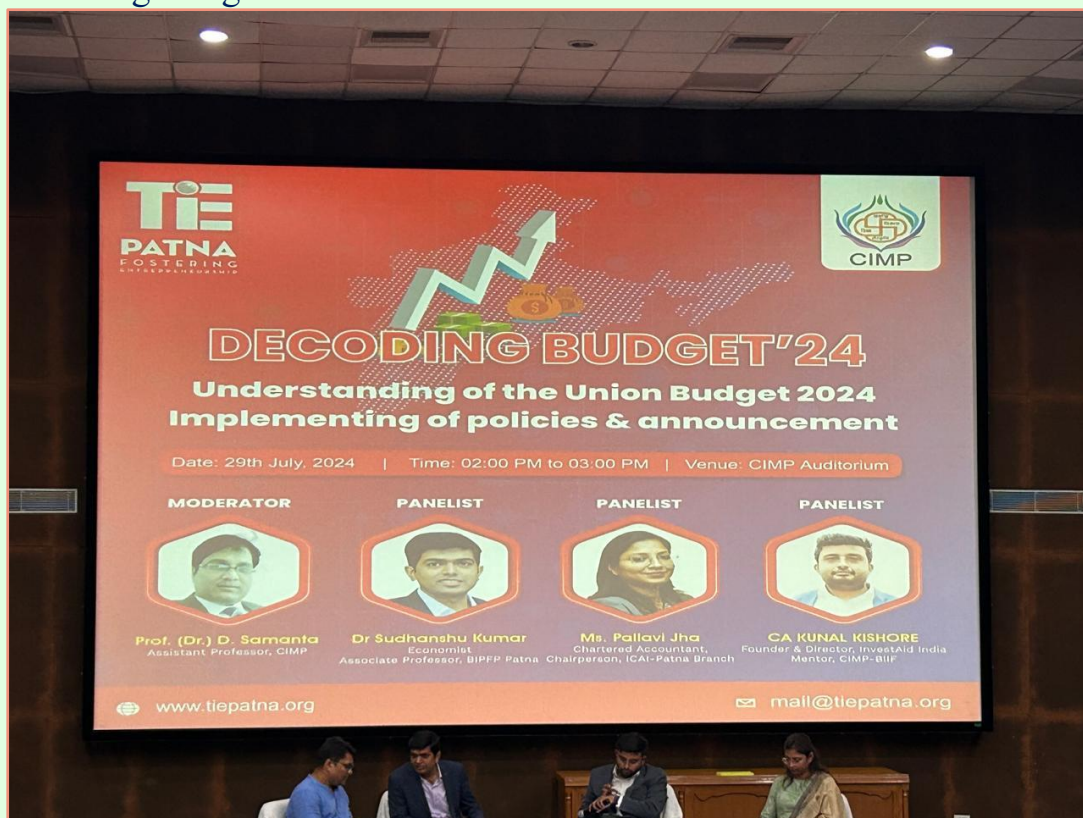
On July 29, 2024, Mr. Mahesh Munjal, CMD of Majestic Auto Ltd., addressed CIMP students. He advocated for companies to invite faculty and students to observe business operations for practical exposure.

Mr. Munjal shared an anecdote about a Harvard Business School MBA student who noted their education emphasized group discussions and case studies rather than traditional syllabus teaching. He highlighted how this approach develops industry knowledge and decision-making capabilities applicable in corporate settings.

During his talk, Mr. Munjal recommended R. Gopalakrishnan's book *What the CEO Really Wants from You* as a valuable resource. He encouraged students to view failures as learning opportunities and stepping stones to future success.

The session underscored the importance of experiential learning in bridging the gap between academic knowledge and industry requirements, aligning with contemporary educational philosophies.

Decoding Budget'24



CIMP hosted a Budget 2024 analysis session moderated by Prof. (Dr.) Debabrata Samantha, hosted by CIMP with multiple expert panellists, on July 29, 2024. The panel featured Dr. Sudhanshu from Bihar Institute of Public Finance and Policy, BIPFP, Patna; Ms. Pallavi Jha, Chartered Accountant; and Mr. Kunal Kishore, Founder and Director of Invested India.

Experts discussed India's current economic performance and provided insights on interpreting the budget from different perspectives. The interactive session included a Q&A segment where students received comprehensive responses to their queries. The discussion proved beneficial for participants new to financial policy analysis.

The session addressed middle-class concerns regarding tax adjustments, with panellists explaining potential impacts of tax increases and decreases. Their analysis helped clarify how budget provisions might affect various economic segments.

From Management Graduate to Startup Founder: Bridging the Gap

On August 21, 2024 CIMP celebrated World Entrepreneurs' Day with an event graced by Prof. (Dr.) Rana Singh, Director, CIMP, and Mr. Kumod Kumar, President. The program featured Mr. Sushil Sharma, CEO of Marwari Catalysts, and Mr. Abhishek Sinha, Founder of VAJ Group and founding charter member of TiE Patna.

The session, titled Startup Founder: Bridging the Gap, provided CIMP's 2024-26 batch students with practical knowledge about entrepreneurship challenges. Speakers addressed common obstacles faced by new business founders and discussed strategies to transform entrepreneurial concepts into viable enterprises.

The event created a platform for students to learn directly from established entrepreneurs, helping them understand the practical aspects of launching and sustaining startups beyond theoretical knowledge gained in management education.

Crafting the value proposition: Aligning offerings with customer needs



Prof. (Dr.) Ankit Sharma, Assistant Professor, CIMP on August 30, 2024, delivered a session focusing on how businesses can develop effective value propositions that connects their products and services with customer requirements.

The session explored methods for analysing customer behaviour and needs, introduce financial and strategic frameworks for value proposition development, and present techniques for sustainable competitive differentiation. Attendees can expect practical approaches to position offerings in today's dynamic marketplace. Dr. Sharma's presentation style emphasizes actionable strategies rather than theoretical concepts alone.

This session benefitted students and professionals seeking to enhance their understanding of how successful businesses align their capabilities with market demands.

Organizing Innovation & Entrepreneurship Outreach Program in Schools/Community



Prof. (Dr.) Rishabh Rajan, Assistant Professor, CIMP on August 27, 2024, discussed systematic implementation of innovation and entrepreneurship programs in educational environments. He emphasized that early exposure to entrepreneurial thinking fundamentally develops problem-solving capabilities, creative approaches, and initiative-taking mindsets necessary for future workplace success.

Dr. Rajan detailed how structured outreach programs function as essential bridges between theoretical classroom learning and practical real-world application through interactive workshops, targeted mentorship, and hands-on experiential learning opportunities. He outlined specific program structures, curriculum development approaches, and assessment methodologies for different age groups. Dr. Rajan demonstrated how entrepreneurship education enables individuals to develop independent thinking patterns and embrace calculated risks. The discussion included case studies of successful school-based innovation programs and their measurable outcomes in student achievement and career preparation.

Dr. Rajan's session reinforced the idea that fostering entrepreneurship is not just about building businesses—it is about empowering individuals to think independently, embrace challenges, and drive meaningful change. His insights provided a roadmap for educators, policymakers, and industry leaders to integrate innovation-driven education into schools and communities, ensuring a future generation of capable and visionary leaders.

Idea to Impact: Transforming Concepts into Real-World Solutions

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IIC 7.0 Q: I SELF DRIVEN ACTIVITY

**Idea to Impact:
Transforming
Concepts into Real
World Solutions**

**FRIDAY
13th SEPTEMBER, 2024
03:00 PM ONWARDS**

**B-HUB
Maurya Lok Complex, Patna**



SPEAKER
YOGESH BRAHMANKAR
Innovation Director | MoE's Innovation Cell
Former CEO-Symbiosis Centre for
Entrepreneurship & Innovation



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On September 13, 2024, Mr. Yogesh Brahmankar, Innovation Director at Ministry of Education's MIC, delivered a session on innovation implementation. With experience in startup development and policy advancement, Mr. Brahmankar shared methodologies for converting conceptual ideas into practical solutions.

The presentation covered key aspects of the innovation process including idea validation techniques, approaches for building strategic partnerships, and frameworks for creating lasting impact. Attendees from various backgrounds—students, entrepreneurs, and professionals—received practical guidance on transforming theoretical concepts into viable solutions.

Mr. Brahmankar drew from his extensive work helping organizations navigate the complex journey from initial concept to successful implementation. The session provided actionable strategies rather than abstract principles, focusing on how innovation processes can be systematically managed to achieve measurable outcomes.

Inside the Internet of Bharat: Bihar Preview



CIMP in partnership with CIMP BIIF, TiE Patna, Digital Dosh, and Coding Age, organized a panel discussion on internet and technology's role in Bihar's development on September 14, 2024.

The event featured distinguished speakers including Prof. (Dr.) Rana Singh, Director, CIMP, Mr. Kumod Kumar, President, TiE Patna; Mr. Vibhash Kumar, Executive Director, TiE Patna; Ms. Indu Awasthi and Mr. Anand Kumar, Managing Partner, Pier Council; Mr. Brijesh Damodaran, Managing Partner, Auxano Capital; Dr. Jyoti Baxi, Academician and Social Activist; Mr. Abhishek Pathak, Co-founder & CEO, Coding Age; Ms. Payal Madiwale, Executive Officer, Jocata, and Mr. Ranjeet Singh Khera, Digital Dosh and Citizen Stack Lead.

Prof. Singh highlighted Patna's infrastructure transformation, noting that returning residents might not recognize their hometown within 3-5 years due to urban development projects including metro systems and flyovers. He also mentioned Bihar's top position in ZED category certification. The discussion emphasized Bihar's emergence as a technology hub through initiatives promoting digital inclusion and economic growth.

The Essentials of Intellectual Property

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16 GLORIOUS YEARS

IIC 7.0 Q: 1 CALENDAR ACTIVITY

THE ESSENTIALS OF INTELLECTUAL PROPERTY: A GUIDE FOR STARTUPS AND INNOVATORS

SPEAKER

DR. MD SAFIULLAH
Asst. Professor, Faculty In-charge
Incubation Center, CNLU, Patna

19th November, 2024 | 02:15 PM Onwards | Administrative Building, CIMP

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Prof. (Dr.) Md. Safiullah in his session on November 19, 2024, discussed intellectual property (IP) as both legal necessity and strategic business advantage. His session explained how patents protect inventions, trademarks safeguard brand identity, copyrights secure creative works, and trade secrets preserve confidential business information. Prof. Safiullah emphasized that comprehensive IP protection prevents competitors from appropriating innovative ideas while creating marketplace differentiation.

For startups and established businesses alike, robust IP strategies attract investor interest by demonstrating innovation commitment and creating defensible market positions. He illustrated how proper IP management transforms intangible assets into valuable business tools that generate licensing revenue, facilitate partnerships, and establish market authority. Through practical examples, he demonstrated that neglecting IP protection leaves businesses vulnerable to infringement and missed commercialization opportunities. The session concluded with actionable strategies for developing cost-effective IP portfolios tailored to specific business objectives and market conditions.

National Pollution Control Day: Fostering Startups and Innovations for a Greener Tomorrow session



On National Pollution Control Day, December 5, 2024, Mr. Piyush Tripathy, communication expert and former journalist, addressed startups' role in solving environmental challenges. He outlined how entrepreneurs can develop sustainable solutions for pollution and climate change through technology integration, policy engagement, and innovative business models.

Mr. Tripathy emphasized sustainability as a business imperative rather than optional consideration, particularly highlighting opportunities in renewable energy, waste management, and eco-conscious manufacturing. He explained how media communications shape public environmental awareness and business practices, creating market demand for sustainable products and services. The session featured case studies of successful eco-startups that achieved profitability while delivering environmental benefits.

Mr. Tripathy provided a framework for evaluating business ideas against triple-bottom-line metrics: environmental impact, social benefit, and economic viability. He concluded that forward-thinking entrepreneurs who balance economic growth with environmental responsibility will lead markets increasingly defined by sustainability concerns.

From Lab to Market: Understanding Innovation Development, Technology Readiness Levels, and Technology Transfer for Commercial Success session

The poster is for a session titled "From Lab to Market: Understanding Innovation Development, Technology Readiness Levels, and Technology Transfer for Commercial Success". It is part of the "IIC 7.0 Q: 2 CALENDAR ACTIVITY". The event is organized by CIMP (Chandragupt Institute of Management Patna) and is celebrating its 16th anniversary. The speaker is Mr. Anish Kumar Singh, Co-Founder of floww and Alumni of IIT Bombay. The event is scheduled for 10TH DEC 2024 at 04:00 PM ONWARDS, at the Venue: SEC-B, 3RD FLOOR, ACADEMIC BLOCK, CIMP, PATNA. The poster features the CIMP logo, the 16th anniversary logo, and a photo of Mr. Anish Kumar Singh. It also includes logos of various institutions like ANTE, NBA, UGC, CIMP-BSP, and IISME, and a section for social media follow-up.

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16 GLORIOUS YEARS

IIC 7.0 Q: 2 CALENDAR ACTIVITY

UNDERSTANDING INNOVATION DEVELOPMENT, TECHNOLOGY READINESS LEVELS, & TECHNOLOGY TRANSFER FOR COMMERCIAL SUCCESS

SPEAKER
MR. ANISH KUMAR SINGH
Co-Founder, floww
Alumni, IIT Bombay

10TH DEC 2024 | 04:00 PM ONWARDS

VENUE: SEC-B, 3RD FLOOR, ACADEMIC BLOCK, CIMP, PATNA

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Mr. Anish Kumar Singh, Co-Founder of Floww and IIT Bombay alumnus, delivered a session on innovation commercialization on December 10, 2024. He explained Technology Readiness Levels (TRLs) as a systematic framework for assessing technology maturity before market entry. Singh methodically outlined the progression through TRL stages from initial ideation and conceptualization to prototyping, validation, scaling, and final market deployment.

He emphasized that effective technology transfer requires strategic collaboration between academic institutions, industry partners, and financial investors. According to Mr. Singh, sustainable commercial success depends on disciplined execution, product-market fit, and adaptability rather than merely innovative concepts. The presentation addressed common commercialization challenges including funding gaps, regulatory hurdles, and market adoption barriers. Singh provided attendees with practical methodologies for intellectual property protection and licensing strategies. The session served as an actionable guide for entrepreneurs, researchers, and innovators seeking to transform laboratory discoveries into commercially viable products with measurable market impact.

TiE Patna

TiE Patna Chapter: Inaugural Ceremony





The Indus Entrepreneurs (TiE) Patna Chapter was officially launched on August 5, 2024, at CIMP, marking a significant development for Bihar's entrepreneurial ecosystem. The event convened TiE global leaders, government officials, and entrepreneurs to usher in a new era of growth and collaboration.

Industries Minister Nitish Mishra, the chief guest, emphasized the necessity of a supportive startup ecosystem in Bihar and the crucial role of entrepreneurs as job creators. Prof. (Dr.) Rana Singh, Director, CIMP gave the welcome speech at TiE Patna, highlighting TiE Global's extensive network and its potential benefits for the local startup community. Mr. Vibhash Kumar, Convener, TiE Patna Chapter outlined the organization's five pillars: Mentoring, Education, Networking, Incubation, and Investing.

TiE Global Board Chair, Mr. Amit Gupta expressed enthusiasm about TiE's presence in Bihar, emphasizing its mission to enhance entrepreneurial growth through global connections. Mr. Kumod Kumar, Founder President, TiE Patna described the launch as transformative for Bihar's ecosystem, aiming to connect local entrepreneurs with global markets through international conferences and masterclasses.

Founding Charter Member, Mr. Ravi Bhardwaj, Startup Legal acknowledged the organizing team's efforts and TiE Pune's support. Mr. Anshuman Sinha, TiE



SoCal Angels Fund encouraged founders to seek co-founders and mentors. Mr. Kamal Agarwala, President, TiE Kolkata pledged his chapter's support. Mr. Mahavir Pratap Sharma, Chair, TiE Angels India urged the government to prioritize startup-friendly policies. Mr. Vijay Menon, Executive Director, TiE Global expressed optimism about Patna's entrepreneurial potential, setting a goal for a unicorn startup within three years. Mr. Kiran Deshpande, TiE Global board member reinforced TiE's commitment to providing a global support network for entrepreneurs.

The event also recognized TiE Patna's Founding Charter Members and notable attendees. A significant MoU was signed between TiE Patna and nine institutions, including CIMP and IIT Patna, to strengthen the region's entrepreneurial infrastructure.

Following the inauguration session, the TiE Patna Chapter office was inaugurated at CIMP. A panel discussion, Bihar: Today, TiE, and Beyond, explored Bihar's evolving entrepreneurial landscape and TiE's role in fostering innovation.

With its robust network and mentoring programs, TiE Patna is poised to be a key driver of entrepreneurship in Bihar, offering crucial support and resources to local startups.

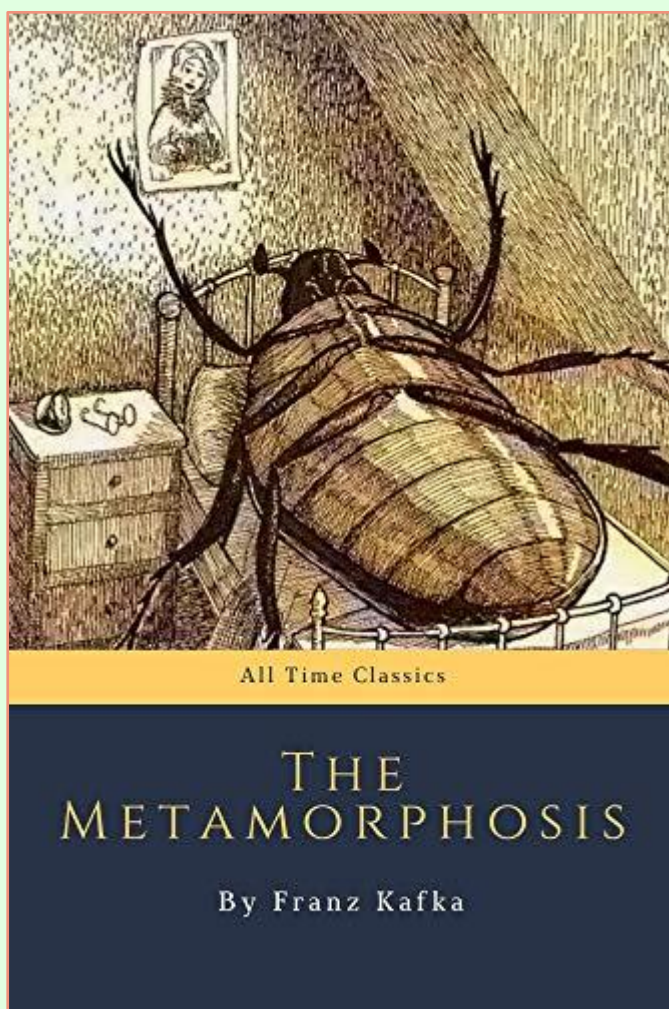
Students' Corner

Book Review

The Metamorphosis by Franz Kafka

Reviewed by: Khushi Pandey

PGDM 2024-2026



Certainly, I was disturbed, astonished, and saddened after reading the story. I had hoped for a resolution, a normal ending where things improved, but instead, the tragedy only deepened. Gregor Samsa's helplessness and misery after transforming into monstrous vermin for unknown reasons, only to be rendered useless and loathsome to his own family, is deeply heartbreaking. Kafka's genius lies in conveying profound messages about harsh realities and human nature's egotistical dimensions. There's so much to this book that I may fully grasp only upon a re-read.

The dark humour in Gregor's initial reaction—where he worries about being late for work despite his horrifying transformation—illustrates the suffocating control of monotonous work life, making us forget our true desires and ambitions. The most painful part is his family's reaction. Rather than seeking a solution, they fear and loathe him, reflecting how even our closest ones abandon us when we are no longer

useful to them. Kafka highlights that society rejects anything beyond its understanding, much like Gregor's family does. Once Gregor is unable to provide for them, his father, who was previously dependent, starts working as a watchman, while his mother and sister also contribute financially. This shows how humans are capable but often use excuses to justify inaction.

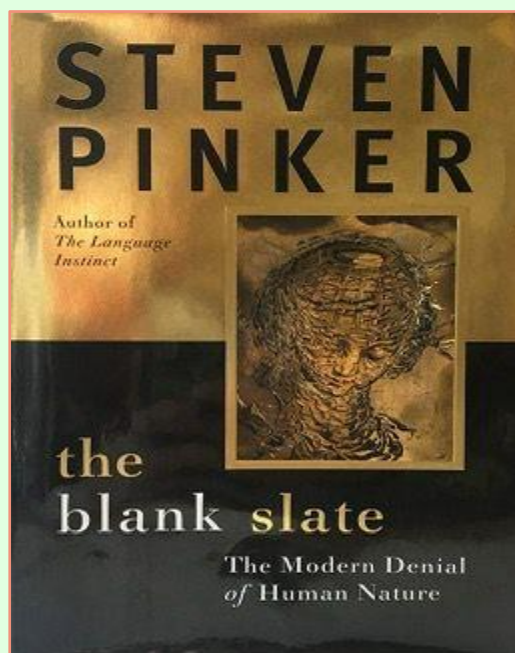
Gregor's sister, initially caring, gradually loses interest in him, proving that attachments weaken when one party can no longer contribute. The family never tries to understand Gregor's condition or whether he retains his human consciousness. Instead, they choose to believe he is simply something repulsive. The three lodgers leaving without paying, using Gregor's existence as an excuse, illustrates how people exploit others' shortcomings for their own gain.

The most heart-wrenching moment is when his family starts referring to him as it, completely stripping him of his identity. Perhaps I'm too emotional or over-analyzing, or maybe I'm under-analyzing. But this book offers countless interpretations, each revealing a new layer of meaning.

The Blank Slate by Steven Pinker

Reviewed by: Himanshu Kumar

PGDM 2024-2026



In the book Steven Pinker takes on the notion that humans are born as blank slates, entirely moulded by their environment and culture. He presents evidence from contemporary research in genetics, neuroscience, and evolutionary psychology to argue that human nature is genuine, with inherent traits that shape behaviour, intelligence, and emotions.

Pinker dismantles three prevalent myths: The Blank Slate (the idea that the mind is solely shaped by experience), The Noble Savage (the belief that humans are inherently good but corrupted by society), and The Ghost in the Machine (the separation of mind and body). He contends that biology and evolution significantly influence human thought and behaviour.

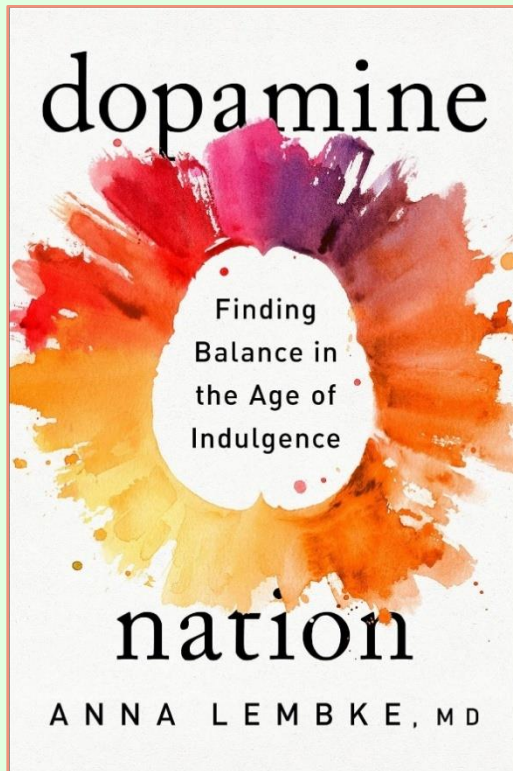
The book also delves into the political and moral anxieties surrounding human nature. Many people resist biological explanations due to fears of inequality or determinism. However, Pinker stresses that recognizing innate differences does not endorse discrimination; rather, it can lead to more effective policies in education, criminal justice, and social equality.

Lastly, Pinker examines the real-world consequences of these ideas. He discusses how genetics affect intelligence and personality, the biological underpinnings of gender differences, and the reasons behind the decline of violence over time due to social and legal frameworks. He argues that a deeper understanding of human nature lays a realistic groundwork for moral advancement and improved governance.

The Dopamine Nation by Anna Lembke

Reviewed by: Anjusha Kumari, Anjali Kumari, Anushka priya, Arpit Raj,
Balwinder Singh Gulati

PGDM 2024-2026



Dopamine Nation by Dr. Anna Lembke is a compelling exploration of the challenges posed by our hyper-stimulated, pleasure-driven world. The book delves into the neuroscience of dopamine, the neurotransmitter responsible for reward and motivation, and examines how modern society's overconsumption of digital devices, social media, chemically enhanced foods, and other dopamine-boosting activities has disrupted our mental and emotional balance. Lembke, a renowned psychiatrist and addiction specialist, combines scientific insights with gripping patient stories to offer practical strategies for overcoming compulsive behaviors and finding true happiness.

Lembke introduces the concept of *dopamine fasting*, a method to reset the brain by abstaining from overstimulating activities. She emphasizes the importance of creating space, time, and meaning in our lives to counteract dopamine overload. Through patient anecdotes, she illustrates how embracing discomfort, practicing radical honesty, and

leveraging prosocial shame can help restore balance. For instance, one patient's addiction to social media was mitigated by digital detox and adopting healthier habits like meditation and exercise.

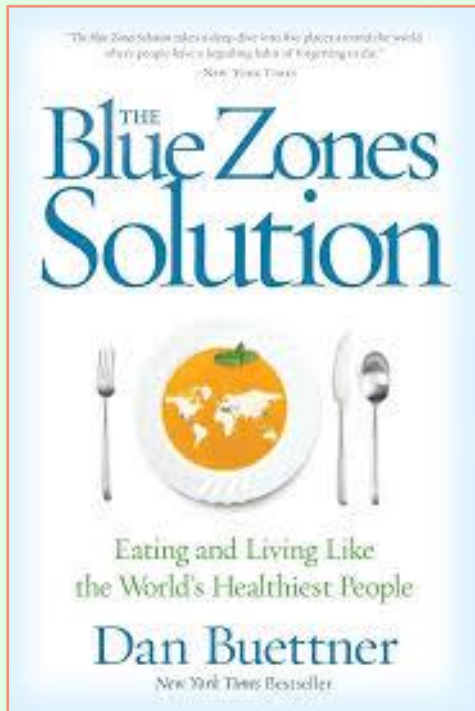
A unique strength of the book is its focus on societal factors contributing to overconsumption. Lembke discusses how public regulation, class inequality, and wealth distribution play a role in shaping addictive behaviors. She advocates for addressing these systemic issues alongside individual efforts to combat addiction. The book also draws on time-tested wisdom from programs like the 12-step approach, offering actionable steps to curb unwanted behaviors.

Dopamine Nation is not just a guide for overcoming addiction; it's a call to reevaluate our relationship with pleasure and pain. Lembke's storytelling is both relatable and provocative, making complex neuroscience accessible to a broad audience. Her emphasis on balance, self-awareness, and societal change resonates deeply in our overstimulated world.

The Blue Zone Solution by Dan Buettner

Review by: Nancy Singh

PGDM: 2024-2026



The Blue Zone Solution explores the secrets behind the world's longest-living communities, known as Blue Zones. Dan Buettner, a National Geographic researcher, presents a compelling study on how diet, lifestyle, and social connections contribute to health and longevity.

The book highlights five key Blue Zones—Ikaria (Greece), Okinawa (Japan), Sardinia (Italy), Loma Linda (California), and Nicoya Peninsula (Costa Rica)—where people live exceptionally long and healthy lives. Buettner identifies common habits among these communities, such as plant-based diets, daily physical activity, strong social bonds, and a deep sense of purpose (Ikigai).

Beyond individual habits, the book discusses how cities can implement Blue Zone principles through urban planning, community programs, and policy changes. It also provides practical advice for readers to create their own Blue Zone lifestyle, including a collection of plant-

based recipes inspired by these regions.

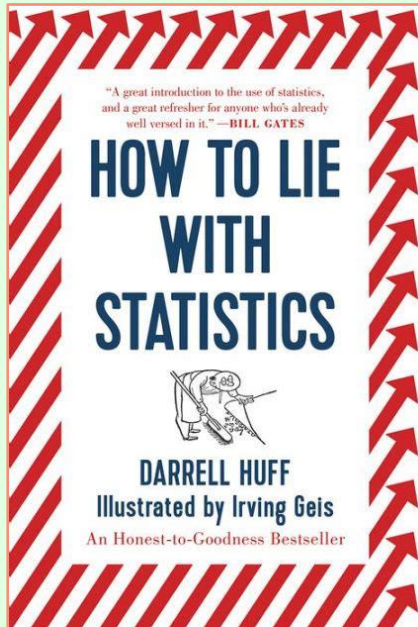
The book is engaging, well-researched, and backed by real-life case studies. However, it tends to overlook genetic factors and may be challenging to implement fully in fast-paced urban settings. Despite these limitations, The Blue Zone Solution is an inspiring and practical guide for anyone looking to improve their health and well-being through sustainable lifestyle changes.

Recommended for: Anyone interested in health, longevity, and holistic well-being.

How to Lie with Statistics by Darrell Huff

Review by: Sejal Singh

PGDM: 2024-2026



It's a classic and eye-opening book that reveals how statistics, often seen as facts, can be easily twisted to mislead people. Huff explains in a simple and humorous way how numbers, graphs, and data are used in media, advertisements, and even research to create false impressions and influence public opinion.

The book highlights common tricks like using biased samples, misleading graphs, and selective data to support any argument. Huff shows that it's not the numbers themselves that lie, but the way they are presented. By using real-life examples, the book teaches readers how to spot these tricks and question the truth behind the statistics they see

every day.

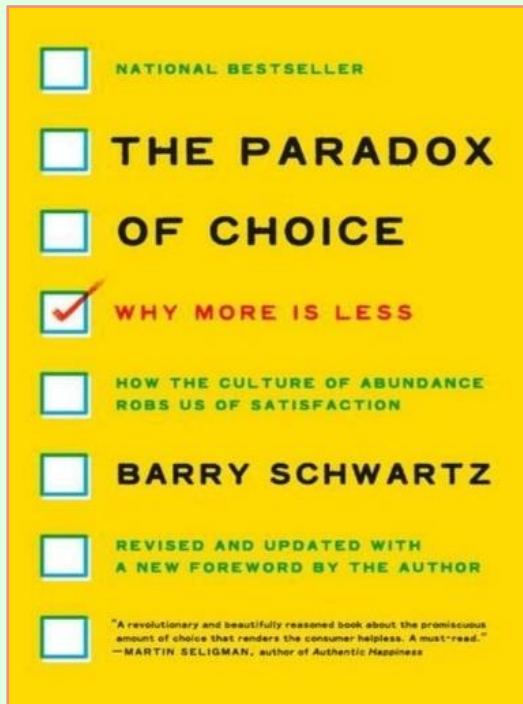
What makes this book so effective is how easy it is to understand, even for readers without a math background. For students, professionals, and anyone who reads the news, it's a must-read to avoid falling for false claims backed by data.

I highly recommend this book for anyone who wants to think critically, spot misleading statistics, and make better, smarter decisions in a world full of data manipulation.

The Paradox of Choice by Barry Schwartz

Review by: Tanisha Madhukar

PGDM- 2024-2026



The Paradox of Choice by Barry Schwartz explains how having too many options can make us feel stressed and unhappy. While we often believe that more choices lead to more freedom, Schwartz shows that too many choices can overwhelm us, making decisions harder and less satisfying.

The book highlights how people fear making the wrong choice, which leads to anxiety and regret. Even after choosing, many feel they could have picked something better. Schwartz explains the difference between *Maximizers*, who always look for the best and often feel unhappy, and *Satisficers*, who settle for what's good enough and feel more satisfied.

To make life easier, Schwartz suggests setting limits, avoiding overthinking, and being content with good choices instead of perfect ones.

This book is helpful for anyone who struggles with decisions or feels stressed by too many options. It offers simple, practical advice to reduce stress and enjoy life more.

Project Earn Goodwill

Green Initiative: Making a Difference

By: Divy Raj, Harsh Raj, Hemshree Chaturvedi, Himanshu Kumar, Isha Sinha, Kashish and Kumar Nishant



In a world where environmental concerns are growing by the day, our group aimed to make a difference, through the Goodwill project as a part of the Managerial and Entrepreneurial Communication project. This project demonstrates how small actions can lead to significant environmental change. As a team our initiative, rooted in sustainability and social responsibility, focused on three key activities—paper bag distribution, tree plantation, and providing water pots for birds. Each of these efforts was designed not just to address environmental issues but also to instil a sense of responsibility and

awareness among the participants.

While the tangible impact of these activities is evident, the project's great success lies in the personal growth of us as a group. Through these initiatives, we as a team honed essential life skills such as leadership, teamwork, and project management. More importantly, we were able to develop a heightened sense of environmental responsibility and empathy. The experience reinforced the idea that change begins at the grassroots level, and even the smallest actions can collectively create a ripple effect.

A Commitment to Animal Welfare

By: Nancy Singh, Mritunjay Naman, Meenakshi Kumari, Pankhudi, Kumar Saurav Ranjan, Navneet Kumar



As part of the Managerial and Entrepreneurial Communication (MEC) subject project, The Goodwill Project, an initiative aimed at promoting animal welfare and raising awareness about the challenges faced by stray animals. This project focused on key issues such as responsible pet ownership, vaccination and sterilization programs, and community-driven solutions for improving the lives of stray animals. In this endeavour, we collaborated with Bhumi Patna, a well-known NGO dedicated to social welfare, to extend our outreach and enhance the impact of our initiatives.

Moving forward, The Goodwill Project aims to expand outreach, support animal rescue operations, and engage more students in volunteer-driven activities. Through continued participation and collaboration, the initiative seeks to foster a more compassionate and responsible society.

Arunodaya - Eak Uddan: A Journey of Empowerment

By: Keshav Kumar, Khushi Pandey, Krishna Dev Pathak, Kumar Ritik, Kumari Sanjana, Manish Kumar, Mansi Mishra



As part of our initiative to give back to society, we collaborated with Arunodaya - Eak Uddan, an NGO dedicated to empowering underprivileged children and women through education and skill development. Our efforts focused on creating meaningful engagement through interactive learning sessions, creative competitions, and workshops that encouraged academic growth and personal expression. In addition to working with children, we contributed to the NGO's mission of empowering women by supporting their vocational training programs.

Our journey with Arunodaya was an eye-opening experience that taught us the value of empathy, teamwork, and sustainable community support. Moving forward, we aim to expand the NGO's reach, enhance volunteer participation, and collaborate with other organizations to maximize its impact. Through continued efforts, we hope to contribute to a society where education and empowerment are accessible to all.

Poems

Raise the Sword When Rights are at Stake

By: Anshu Choudhary

PGDM 2024-2026



Bow your head with humility,
As long as peace can prevail.
But when your rights are under threat,
Then raise the sword without fail.

Let not victory or defeat concern you,
Focus only on right and wrong.
With duty's flag upon your shoulder,
Make the Gita your guiding song.

When self-respect is put to the test,
Then raise the sword and stand strong.
The winds may not be in your Favor
The system may seem unfair.

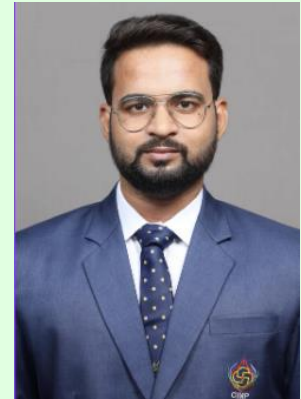
But endure until the tide is high,
Rise only when none else dare.
Yet when your rights are set ablaze,
Then raise the sword and fight with care.

Bow your head with humility,
As long as peace can prevail.
But when your rights are under threat,
Then raise the sword without fail.

You Left!

By: Ujjwal Kumar

PGDM 2023-25



This world is now no more,
It held no light before you stepped in,
You illuminated it, you made it comfortable,
You made it livable, enjoyable
Made it a haven worthy by residing but made me gullible.

While I held on you so tightly and desperately,
You deserted me, left silently.
Plucked me out like I was a thorn in your feet,
You knew that I would be in so much pain, but you took your fleet.

Did it soothe your soul, the sight of my tears?
Or did you turn away, ignoring my fears?
Was I not worthy, even a glance in my direction?
To see me drown in sorrow, a helpless reflection.

Was I a hinderance to your destiny?
That You chose another destination,
I tried everything I could,
I gave everything I had.

But You Left !!.

Feels like Home

By: Kumari Nisha Roy

PGDM 2023-25

The shade of childhood, value you ignore,
For staying under the same roof, now you procure.
Creating your own lifestyle, was once a dream,
For career, you moved out even through a narrow stream.

See how your priority shifts,
Now you work hard and save your leaves,
To get back home and peacefully live.
You must travel the world, says every ounce of your bone,
But you will come back, where you feel like home.



वक्रत की स्याही छोड़ती चली

कवित्री: शुभांगी सिंह
PGDM 2024-2026



वक्रत की स्याही छोड़ती चली
रंग अपने मेरे वजूद पर,
ना जाने किस वतन हूँ चली
मैं ढूँढने सुकून का दर।
सवालों की एक रेत है
हैं जवाबी का दरिया भी,
वजहों की तलाश है मुझे
और ढूँढा हौसलों का जरिया भी।
ए ज़िन्दगी ज़रा बता
तू है भला किस फ़िराक में?
उजाले सी चमक रही तू
पर सादगी के लिबास में!
जैसी भी है तू ज़िन्दगी
अब ज़रा मुतमइन हो जा...
इन फिक्रमंद लम्हों में ही सही
पर थोड़ी सी तो बेफिक्र हो जा!
कुछ लम्हे बैठ गुज़ार ज़रा...
तिनके ख्वाबों के चुन लूँ मैं,
खर्च तो तुझे होना ही है
थोड़ी यादों को तो बुन लूँ मैं।
ना जाने किस वतन हूँ चली
मैं ढूँढने सुकून का दर,
वो दर तो कही मुझ में ही था
थी मैं खुद में ही बस बेखबर!
ना जाने किस वतन चली थी चली
मैं ढूँढने सुकून का दर!!

Article

The Man Who Was Loved

By: Khushi Pandey

PGDM 2024-2025



The man that crossed you with his head low, looked up so you don't feel ignored, I guess. Did you notice it then? You asked him if the teacher was already in the class. He just nodded and went ahead.

What an arrogant man, you thought. He told the faculty on you, what a snitch, you thought. Why can't he mind his own business. Was it not his business? To do his job? To have friends and favour his own? He came to the class and was joking and smiling. What a funny man, you thought. He checked the mic by blowing on it, the class roared with cheers for it. What a loved man, you thought. He spoke on the mic, hello, hello, the classes helloed him back. He smiled. What a lovely smile, you thought.

Did you stop to think, to notice, how the man you see every day has no fixed place in your mind. The man who has talked to you, whom you have talked to, his name is always a blur in your mind. How the man changes in your head with each separate encounter, as per your convenience. How you never stopped to notice why his head was low today, why he wasn't smiling or even smirking like he does sometimes when he is about to get someone in trouble. You are always so proud of the fact that you notice the people around you and are available for help or support, and that you understand people without them needing to say anything. How did you not notice someone's head so heavy with stress and fear?

Today, he got in an accident. Spot death.

"He was such a nice man", instead of "he plays favourites".

There was a lot of good that people always had to say about him. But my mind is fixed on this one. Because today, my head is heavy with the guilt of not acknowledging someone's existence, until they are gone. I can't meet the eyes of people who are crying, as mine stay dry. Just remembering the last time, I saw him, with his head down low, looking up at me for the last time to nod, without his usual grin as I'm late, and passing by. I wondered why the change, but then didn't pay much heed to it.

With his accident, came the situations of many others to the surface. How they suffer on the daily. How they carry themselves and never let it show. With his accident, came the gratitude of many, how their problems in comparison make them realise how blessed they are. I did not cry today, I just learned.

Social Initiatives of CIMP

Students Guidance Centre (SGC)



The SGC CAT results showcased the commitment and academic excellence of its students. Among the notable achievers, Chandrakant Milan had secured a 65 percentile, reflecting his determination in one of India's toughest management entrance exams. Born on December 16, 2000, in Simrathu, Chandrakant's journey was a testament to perseverance and the quality education at SGC.

The diverse pool of successful candidates highlighted various career paths. Ashok Kumar had secured a role as a Government High School Teacher, while Ramenatar Ravidas was serving as a Government Primary Teacher. Shivcharan Mallik's position as a Librarian at A.N. College underscored the growing importance of academia. In the private sector, Satyendra Paswan was contributing to Aakash Byju's, reflecting the rising demand for professionals in ed-tech.

Many aspirants were preparing for competitive exams, including SSC, Banking, and Railway, while others, like Chandeshwar Ram and Shakti Paswan, were targeting specialized exams such as BPSC and GATE. Meanwhile, Ankit Kumar's pursuit of a Diploma in Civil Engineering highlighted the shift towards skill-based education.

Career Guidance Centre (CGC)



For CGC 2024, a total of 60 students were selected through a rigorous three-round interview process from 91 applicants. The selection was based on eligibility criteria, including caste, income, and residency certificates. The program was supported by a dedicated faculty panel, including Pawan Sir, Vikas Sir, Chavi Ma'am, Saurabh Sir, and others, who provided specialized coaching in verbal ability, quantitative techniques, reasoning, and reading comprehension. The training followed a phased learning model, progressing from fundamental concepts to core modules and extensive test practice, ensuring students were well-prepared for top-tier management institutions like IIMs, IRMA, XLRI, and TISS. Mock group discussion and interview sessions also helped to enhance students' selection prospects.

Among the key achievements of CGC 2024 was Ashwini Kumar's advancement in the Junior Translation Officer selection process under UPSC, reflecting the program's impact beyond management exams and into prestigious public sector opportunities. Akanksha Kumari's impressive 94.46 percentile in CAT 2024 further demonstrated CGC's effectiveness in preparing students for India's leading management institutes. In addition to classroom instruction, students had access to newspapers, magazines, and management preparation books available at the CIMP Library. The institute consistently provided academic, logistical, and operational support to the initiative, ensuring students had the necessary resources to excel in competitive exams. With its structured curriculum, dedicated faculty, and strong institutional backing, CGC continued to play a vital role in shaping academic and career success across Bihar.

Beautiful Minds



Beautiful Minds recently welcomed 16 new students, bringing the total number of students to 47. Among them, 25 were juniors and 22 were seniors. The school provides education in Mathematics, Science, Computer Science, English, and Social Science, along with guidance and mentorship. The subjects were taught by dedicated educators: Mathematics by CGC student Devyani Kumari, Science by Upendra Kumar and Shubha Shah, with the latter also handling Social Science. English and Computer Science were taught by Pankaj Kumar, while B. Ratnesh and Vishnu Prakash offered guidance and mentorship. Students actively participated in national celebrations like Republic Day and Independence Day, engaging in performances, painting, and project work. A recent Science Exhibition focused on the Solar System, where Anamika Kumari (Class 8) secured first place for her presentation. Raj Kumar (Class 6) also participated, along with Sneha Kumari (Class 6), who had a keen interest in dancing, painting, and Udbhav. With a balanced focus on academics and extracurricular activities, Beautiful Minds consistently supports students in their learning journey while encouraging involvement in diverse activities that contributed to their overall development.

Management Development Programme

A Three-Day Residential Management Development Programme on Research Methodology for Officials of Planning & Development Department, Govt. of Bihar under State Support Mission, NITI Aayog.



From December 19 to December 21, 2024, CIMP conducted a three-day Capacity Development Programme on Research Methodology for officials of the Planning and Development Department, Government of Bihar organized under the State Support Mission, the initiative reflected CIMP's commitment to fostering evidence-based policymaking and enhancing research capabilities. Held at CIMP's Management Development Centre (MDC), the programme focused on equipping District Planning Officers, Regional Planning Officers, Assistant Directors, and Assistant Planning Officers with advanced research skills to strengthen Bihar's governance framework.

The inaugural session, which was attended by Prof. (Dr.) Rana Singh, Director of CIMP, and other dignitaries, emphasized the role of data-driven decision-making in addressing developmental challenges. Led by CIMP's distinguished faculty, the programme covered key areas such as research design, sampling methods, measurement techniques, case research, and ethics. The sessions were highly interactive, incorporating real-world case studies, group activities, and discussions to enhance practical learning.

A Three-Day Residential Management Development Programme on Strategic Planning and Process for Officials of Planning & Development Department, Govt. of Bihar under State Support Mission, NITI Aayog, Govt. of India.



CIMP conducted a three-day Residential Management Development Programme on Strategic Planning and Process for Officials of the Planning & Development Department, Government of Bihar. The program took place from December 26 to December 28, and hosted officials of Planning & Development Department, Govt. of Bihar. The program was held under the State Support Mission, NITI Aayog, Government of India,

The training focused on enhancing the strategic planning capabilities of the officials, providing them with advanced knowledge and techniques for effective process management. The program incorporated interactive sessions, case studies, and expert lectures to foster a dynamic learning environment. This initiative reflects CIMP's ongoing commitment to supporting the professional development of government personnel and contributing to effective governance in the state.

Training of Participants under the Chief Minister SC/ST/EBC Entrepreneurship Scheme



A number of trainings were conducted in several batches for 1810 participants under the Chief Minister SC/ST/EBC Entrepreneurship Scheme. Several batches were trained during the period with each batch receiving training of six days. The participants belonged to different districts of the State. They were imparted training on various aspects of entrepreneurship such as forming a business organization, knowing the business idea, sales & marketing strategy, accounting and finance, legal and ethical aspects of business.

Research @ CIMP

Publications

- Rana Singh, Ranjit Tiwari, Santosh Kumar, Start up and I, Financial Illusions and Solutions in Managing Finance Editors, CIMP Management Case Review.
- Nigam, N., Senapati, S., Samanta, D., & Sharma, A. (2024). Consumer behavior towards new energy vehicles: Developing a theoretical framework. *Journal of Environmental Management*, 370, 122817. [ABDC A, Scopus Q1]

Projects and Consultancy

- Social Impact Assessment of Construction of ROB I lieu of level crossing 55 between Kiul and Bansipur Station in District Lakhisarai” (Rs 0.94 Lakhs), Nov 2024- March 2025, DIR-CIMP-346, 18th November, 2024, Team Members: Dr Rana Singh, Prof Santosh Kumar, Role- Project Coordinator
- Social Impact Assessment of Land Acquisition of HLRCC Bridge and Approach Road in Bastaul Kushiari Sonaili Jhaui Road (8km) in District Katihar (Rs. 0.94 Lakhs), Feb 2024-April 2024, DIR-CIMP-64/13 Feb, 2024, Team Members: Dr Rana Singh, Prof Santosh Kumar, Role- Project Coordinator
- Social Impact Assessment of Land Acquisition of HLRCC Bridge and Approach Road in Belauri Bazar Shivganj Sonaili Road in District Katihar (Rs. 0.94 Lakhs), Jan2024-April 2024, DIR-CIMP-63/13 Feb, 2024, Team Members: Dr Rana Singh, Prof Santosh Kumar, Role- Project Coordinator
- Social Impact Assessment of Land Acquisition of Approach Road T2 to Lahna Road (PMGSY) (Rs. 0.94 Lakhs), Jan2024-April 2024, DIR-CIMP-34/12 Jan, 2024, Team Members: Dr Rana Singh, Prof Santosh Kumar, Role- Project Coordinator
- Social Impact Assessment of Land Acquisition of New Kara Bhavan in District Madhepura (Rs. 0.94 Lakhs), Dec 2023-March 2024, DIR-CIMP-217/12Dec, 2023, Team Members: Dr Rana Singh, Prof Santosh Kumar, Role- Project Coordinator.

International Conferences, Invited Sessions and Workshop

- Nitish Nigam, “*How do Consumer Preferences Shape EV Adoption in Developing Economies? Policy Insights from Choice Experiment in Bihar*” at the Behavioural Research in Economics Workshop (BREW), India hosted by the Department of Economics and Center for Social and Behaviour Change, Ashoka University in association with Economic Science Association (ESA), held between December 15 to 17, 2024.
- Monika and Santosh Kumar, “*Theoretical Framework of Board Gender Diversity in the Corporate Carbon Performance*”, 4th International Conference on Corporate Social Responsibility, Dec 06-07, 2024, CIMP
- Ashish Kumar and Santosh Kumar, “*Green Financing in Agriculture: Promoting Sustainable Practices*”, 4th International Conference on Corporate Social Responsibility, Dec 06-07, 2024, CIMP
- Nitish Nigam conducted an invited session on “*From Review to Publication: Crafting Systematic Literature Reviews and Manuscript Writing*” at Department of Economic Studies and Policy, Central University of South Bihar, Gaya, Bihar on October 25, 2024.
- Nitish Nigam participated in a short Course on Advanced Choice Modelling Methods with Applications in Transportation and Urban Systems from August 06 to August 09, 2024, organised by Indian Institute of Science (IISc), Bengaluru.

Placements 2025

CIMP once again demonstrated its commitment to excellence by achieving a remarkable placement rate for its 2025 graduating batch. This achievement underscored the institute's dedication to equipping students with the necessary skills and knowledge to thrive in the professional world. All 97 students from the 2023–25 batch who had opted for placement were recruited by participating companies, showcasing the strong industry demand for CIMP graduates. Impressively, a significant number of companies out of the total that participated in the placement drive made successful hires.

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).

Admissions

The admission process for the PGDM, PGDM-IEV, FPM, and EFPM programs at CIMP for the 2025 academic session is going on. Candidates with valid scores in CAT 2024, XAT 2025, CMAT 2025, GMAT, MAT (August 2024 onwards), ATMA 2025, or CUET-PG 2025 were eligible to apply for PGDM and PGDM-IEV.

CIMP had commenced its selection process through both offline and online modes, ensuring a rigorous evaluation of applicants by the institute's esteemed faculty. The selection process was designed to assess candidates' intellectual capabilities, leadership potential, and aptitude for managerial roles in the corporate sector.

This year, CIMP received applications from various states, including Bihar, Jharkhand, Assam, Delhi, Odisha, West Bengal, Uttar Pradesh, and Telangana. Additionally, a significant number of students from Bihar who were pursuing undergraduate or postgraduate courses in other states had expressed keen interest in joining the institute in their home state.

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Illustration by:- Nancy Singh

PGDM Batch: 2024-26



CIMP Auditorium



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