

Chandragupt Institute of Management Patna

Campus Cultural Policy

1. Purpose

Chandragupt Institute of Management Patna (CIMP) believes that management education extends beyond classrooms, examinations, and placements. A vibrant campus culture develops confident, ethical, socially aware, collaborative, and emotionally mature future managers.

This Policy establishes a framework for creating a campus environment that values diversity of thought, mutual respect, creativity, inclusion, responsible freedom, and constructive participation. It seeks to ensure that cultural activities at CIMP enrich student life while remaining aligned with the Institute's academic purpose, institutional values, and public responsibility.

2. Policy Objectives

CIMP shall foster a campus culture that:

- 1.Encourages students to express their cultural, artistic, intellectual, and creative abilities.
- 2.Promotes respect for India's diversity of languages, regions, traditions, identities, and perspectives.
- 3.Builds inclusiveness, collaboration, empathy, and mutual dignity among students, faculty, staff, alumni, and visitors.
- 4.Creates opportunities for leadership, teamwork, event management, communication, and responsible decision-making.
- 5.Ensures that cultural engagement supports, rather than disrupts, academic excellence and professional conduct.
- 6.Enables students to engage with contemporary social, business, environmental, and cultural issues through meaningful dialogue and expression.
- 7.Strengthens CIMP's identity as a professional, ethical, inclusive, and socially responsible management institution.

3. Scope

This Policy applies to all cultural, artistic, social, recreational, and student-engagement activities conducted on behalf of CIMP, whether held:

on campus or off campus;

physically, virtually, or in hybrid mode;

independently by student committees or jointly with external institutions;

during academic sessions, festivals, celebrations, competitions, orientations, alumni events, or institutional programmes.

The Policy applies to students, faculty, employees, visiting faculty, alumni, vendors, event partners, guests, and all participants associated with CIMP cultural activities.

4. Core Cultural Values

All cultural engagement at CIMP shall be guided by the following values:

4.1 Respect and Dignity

Every individual shall be treated with courtesy, dignity, and fairness. No activity, communication, performance, or representation shall demean, ridicule, exclude, intimidate, or target any individual or group.

4.2 Inclusion and Equal Participation

CIMP shall encourage participation across gender, region, language, socio-economic background, disability status, programme, batch, and cultural identity. Students should feel safe to participate, contribute, and lead.

4.3 Freedom with Responsibility

The Institute values creativity, dialogue, expression, and healthy disagreement. These freedoms shall be exercised responsibly and without violating institutional discipline, law, dignity, safety, or the rights of others.

4.4 Professionalism

Cultural events shall reflect the standards expected of future management professionals:

punctuality, accountability, teamwork, ethical conduct, financial discipline, and respect for institutional property.

4.5 Learning through Participation

Every event should create opportunities for students to learn practical skills such as planning, budgeting, negotiation, communication, conflict resolution, stakeholder management, and leadership.

4.6 Social Responsibility

Cultural activities should, wherever feasible, promote sustainability, community engagement, responsible consumption, local talent, and awareness of social issues relevant to Bihar, India, and the wider world.

5. Cultural Ecosystem at CIMP

CIMP shall support a balanced and inclusive cultural ecosystem comprising, but not limited to:

music, dance, theatre, literature, poetry, art, photography, and film;

regional and national cultural celebrations;

management, business, entrepreneurship, and leadership-themed cultural activities;

debates, quizzes, public speaking, and storytelling;

sports, wellness, recreation, and team-building activities;

social-awareness campaigns and community engagement initiatives;

inter-institute competitions, cultural exchanges, and collaborations;

alumni, industry, and community participation in selected cultural initiatives.

No cultural activity shall be treated as inferior solely because it represents a smaller group, language, region, or form of expression.

6. Role of Saarang – Cultural Committee

Saarang shall serve as the principal student-led cultural body of CIMP and shall function under the guidance of the Institute.

Its key responsibilities shall include:

Planning and conducting approved cultural activities.

Preparing an annual cultural calendar in consultation with the faculty coordinator and relevant Institute authorities.

Ensuring broad participation across batches and programmes.

Maintaining fairness, transparency, and professionalism in auditions, selections, competitions, and awards.

Ensuring that events comply with this Policy and all other applicable Institute policies.

Preparing event proposals, budgets, post-event reports, and feedback summaries.

Coordinating with academic, administrative, security, facilities, communications, and student-support teams.

Promoting responsible conduct, safety, and inclusion during all events.

Building continuity by documenting processes and handing over responsibilities systematically to succeeding student teams.

Saarang shall not function as an exclusive club. It shall remain accessible, representative, and open to student participation.

7. Governance and Oversight

7.1 Faculty Coordinator

The Institute shall appoint a Faculty Coordinator for Saarang and cultural activities. The Faculty Coordinator shall provide mentorship, ensure alignment with institutional values, and facilitate approvals.

7.2 Cultural Advisory Group

CIMP may constitute a Cultural Advisory Group comprising faculty members, student representatives, administrative representatives, and, where appropriate, alumni or external

experts.

The Group may advise on:

annual cultural priorities;

major events and collaborations;

safety and inclusion concerns;

budgetary proposals;

evaluation of cultural impact;

resolution of complex concerns arising from events.

7.3 Institute Approval

All major events, external collaborations, sponsorships, off-campus activities, and activities involving financial commitments shall require prior written approval from the competent authority of CIMP.

8. Event Planning and Approval

Every proposed cultural event shall be submitted in advance through an Event Proposal Form containing:

event title, purpose, and expected outcomes;

proposed date, venue, and duration;

organising team and faculty coordinator;

expected participants and audience;

detailed budget and funding source;

safety, security, and crowd-management plan;

required permissions, facilities, equipment, and support;

communication and branding plan;

risk assessment, where relevant;

post-event reporting mechanism.

Events shall be planned with adequate notice to avoid disruption of academic schedules, examinations, placements, institutional commitments, and campus operations.

9. Inclusivity, Accessibility, and Representation

CIMP shall make reasonable efforts to ensure that cultural activities are accessible and welcoming.

Organisers shall:

Avoid stereotypes, insensitive portrayals, discriminatory humour, or exclusionary language.

Encourage participation by women, persons with disabilities, students from diverse regions and linguistic backgrounds, and students who may otherwise feel excluded.

Ensure that event timing, venue design, and communication are reasonably accessible.

Provide reasonable accommodation wherever practical and feasible.

Use respectful language in announcements, posters, social-media communication, anchoring, and public addresses.

Avoid cultural appropriation, mockery of faiths or communities, and performances that may reasonably be perceived as humiliating or hostile.

10. Code of Conduct During Cultural Activities

All participants shall:

behave respectfully and responsibly;

comply with Institute rules, event instructions, and safety requirements;

refrain from harassment, bullying, ragging, discrimination, intimidation, or offensive conduct;

refrain from the use of abusive, obscene, hateful, or threatening language;

protect Institute property and equipment;

respect performers, organisers, judges, volunteers, guests, and service personnel;

avoid any conduct that may damage the reputation, safety, or dignity of CIMP;

comply with applicable laws and Institute policies concerning substance use, harassment, discipline, and campus safety.

Any violation may result in removal from the event, disciplinary action, restriction from future participation, or other action under applicable CIMP rules.

11. Safety, Well-Being, and Responsible Celebration

CIMP is committed to ensuring that cultural participation is enjoyable and safe.

Event organisers shall ensure:

appropriate venue capacity and crowd management;

emergency contact arrangements;

first-aid availability for major events;

safe entry and exit arrangements;

responsible use of sound, lighting, electrical equipment, and stage infrastructure;

appropriate supervision for late-evening activities;

zero tolerance for harassment, unsafe behaviour, intoxication, or violence;

special care for the safety and dignity of all participants, particularly during travel, rehearsals, backstage activities, and off-campus events.

No cultural event shall compromise the physical, emotional, or psychological well-being of any participant.

12. Financial Discipline and Sponsorship

All cultural expenditure shall be planned, approved, documented, and accounted for in

accordance with CIMP financial procedures.

The following principles shall apply:

Budgets shall be realistic, transparent, and approved in advance.

Student organisers shall not make financial commitments in the name of CIMP without written authorisation.

Sponsorships, partnerships, advertisements, and brand associations shall require prior approval.

Sponsors or partners whose activities conflict with CIMP values, law, safety, or institutional reputation shall not be associated with Institute events.

All receipts, bills, sponsorship commitments, and expenditure records shall be maintained properly.

Cultural activities should aim for value, sustainability, and responsible use of resources rather than unnecessary extravagance.

13. Communication, Branding, and Social Media

All event-related communication shall be accurate, respectful, and aligned with CIMP's institutional identity.

Students and organisers shall:

obtain approval before using the CIMP name, logo, or official branding;

ensure that promotional material is not misleading, offensive, or inappropriate;

avoid posting content that violates privacy, dignity, or institutional rules;

seek consent before publishing identifiable photographs, videos, or testimonials where required;

ensure that official social-media communication is coordinated with the authorised Institute team;

avoid making public statements on behalf of CIMP without authorisation.

14. Academic Balance

Cultural participation is encouraged as an important component of student development. However, academic commitments remain central to the Institute's purpose.

CIMP shall seek a healthy balance by ensuring that:

major events do not unnecessarily interfere with academic schedules;

rehearsals and preparatory activities are managed responsibly;

student leaders maintain academic accountability;

cultural participation supports personal growth, professional readiness, and campus cohesion.

15. Grievance and Redressal

Any student, employee, guest, or participant may raise a concern relating to discrimination, harassment, unfair exclusion, financial irregularity, safety, misconduct, or violation of this Policy.

Concerns may be reported to:

the Faculty Coordinator;

the designated Student Welfare or administrative authority;

the relevant grievance, disciplinary, anti-ragging, or Internal Complaints Committee, as applicable.

All concerns shall be handled sensitively, fairly, and in accordance with applicable CIMP rules and legal requirements. Retaliation against a person who raises a genuine concern in good faith shall not be tolerated.

16. Monitoring and Continuous Improvement

CIMP shall periodically review the effectiveness of its campus cultural ecosystem through:

participation data across batches and student groups;

student feedback;

quality and diversity of activities;

safety and grievance records;

event outcomes and learning value;

budget utilisation and sustainability practices;

feedback from faculty, alumni, guests, and collaborators.

Saarang shall submit an annual Cultural Report summarising activities, participation, achievements, challenges, financial compliance, feedback, and recommendations for improvement.

17. Review of the Policy

This Policy shall be reviewed at least once every three years, or earlier where required by institutional needs, changes in law, student feedback, accreditation expectations, or evolving best practices in management education.