



# CIMP Update

A Newsletter of Chandragupt Institute of Management Patna

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## FOREWORD



**Prof. (Dr.) V. Mukunda Das**  
Director, CIMP &  
Patron, CIMP Update

**Dear All,**

I am happy to introduce you to the January - June 2020 Issue of CIMP Update, the newsletter of Chandragupt Institute of Management Patna (CIMP). CIMP was established in the year 2008 with the active support from Government of Bihar with the vision of providing nationally and internationally relevant management education and research facilities in the State. CIMP offers AICTE approved, NBA accredited and AIU recognized flagship PGDM Programme along with AICTE approved Fellow Programme in Management. It also offers Executive Post Graduate Programme for the serving executives of Government of Bihar. With this, CIMP is emerging as one of the best institutions for management education in the country. During this time, we are going through an unprecedented global health crisis. However CIMP is continuing with its academic, training and research activities, by seamlessly adapting to the new normal. This newsletter aims to provide an overview of the recent major events, activities and achievements of this Institute. I extend my best wishes for the success of this endeavour.

- **Prof. (Dr.) V. Mukunda Das**

## ABOUT CIMP

Chandragupt Institute of Management Patna (CIMP) was established as an autonomous institution, with active support from the Government of Bihar in the year 2008. The Institute was established with the objective of contributing substantially to the academic and development credentials of Bihar, while fulfilling the primary role of training students to become effective managers. The Institute follows most of the practices, systems and processes of leading management institutes in India. The flagship Programme of the Institute, Post Graduate Diploma in Management (PGDM), is approved by AICTE, Ministry of HRD, Government of India. The PGDM Programme is also accredited by National Board of Accreditation (NBA) and approved by the Association of Indian Universities (AIU) as equivalent to MBA. The Institute also offers AICTE approved full-time Fellow Programme in Management (FPM).



### Vision

To become a nationally and internationally relevant management education and research institution focusing on excellence.

### Mission

To focus on enriching the management education profile of Bihar through training, research and consulting activities.

To establish centres of research especially focusing on the development issues of Bihar.

### Programme Educational Objectives (PEO)

1. Graduates will possess professional skills for employment and lifelong learning in management.
2. Graduates will attain a general level of competence in management through logical and practical approach to problem solving and function effectively as skilled managers.
3. 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.

### AICTE Accreditation

Chandragupt Institute of Management Patna has once again obtained approval from All India Council for Technical Education (AICTE) for conducting full-time Post Graduate Diploma in Management (PGDM) with 120 seats and Fellow Programme in Management (FPM) with 20 seats for the Academic Year 2020-21.



## GUEST LECTURES & INTERACTIONS

### Interaction with Shri Mahesh Goel, CGM, SBI

On 8 January 2020, an interaction was organized with Shri Mahesh Goel, Chief General Manager, State Bank of India. Shri Goel talked to students about spirituality, and how it can help them to keep themselves calm, controlled and focused towards their goal and *not to become slaves of their own chakras*.

### Attending Prime Minister's Pariksha Pe Charcha 2020

Faculty, staff and students of CIMP attended Prime Minister Shri Narendra Modi's Pariksha pe Charcha 2020 on 20 January 2020 in the auditorium through digital medium. This third edition of Pariksha Pe Charcha was organised at Talkatora Indoor Stadium in Delhi, in which he shared valuable tips with them to ensure that students take the upcoming board and entrance examinations in a relaxed manner. Around 2,000 students and teachers attended the event, out of which 1,050 were students who were selected through an essay competition. Many others also joined this event through online medium and learnt about how to understand the hidden potential of themselves. Our Prime Minister gave valuable advices on stress management during exam, which would be extremely beneficial in long run for all the students.

### Interaction with Miss Neelima Khetan, VP (CSR), Seva Mandir



On 20 January 2020, a curtain raiser on Corporate Social Responsibility (CSR) was organized at CIMP with Miss Neelima Khetan, Vice President (CSR), Seva Mandir. The interactive session proved to be extremely beneficial for all students as it helped them to gain insight on the importance of

CSR activities and the various laws related to it. Describing CSR as catalysing multiplier, she said that companies having a Net Worth of 500 crore or more or Turnover of 1000 crore or more or Net Profit of INR 5 crore or more during any financial year shall have to mandatorily contribute to CSR activities. She said that share of CSR contribution in education is high as it has a higher visibility and is beneficial for brand image of the company.



Miss Neelima Khetan has joined CIMP as a Visiting Professor with effect from 22 January 2020. Miss Neelima is from the third batch of IRMA (1982-84). She has about 37 years' experience in CSR activities. She was also the Chief Executive of Seva Mandir which covers 600 villages of Udaipur with focus on tribal population. Seva Mandir has done outstanding work in eliminating poverty among the target group. She has also served as the Director of IRMA for a short period. She will be initiating publication based on her research in Macro Management, Project Management and Corporate Social Responsibility (CSR).

### Interaction with Mr. Rohit Anand, Deputy Manager, Supply Chain, Tata Advanced System Limited

On 25 February 2020, Mr. Rohit Anand, CIMP Alumni from the batch of 2012-2014 interacted with the 2019-21 batch PG students in auditorium at CIMP. He gave brief introduction about his job role in Tata Advanced Systems Limited as Deputy Manager, Supply Chain. He also briefed about how Tata is making Pilatus PC-12, Dornier 228, the main tail and fuselage parts of the Lockheed Martin C-130J Super Hercules turboprop military transport aircraft and Sirkosky helicopter cabins. He suggested students to develop strong alumni network for their sustainable growth in corporate career.

### Interaction with Shri Vivek Kumar Singh, IAS

On 4 March 2020, an interaction of CIMP students, faculty and staff members was organized with Shri Vivek Kumar Singh, IAS. He made participants familiar with the Sudoku App, shared many tips for beginners and explained the important role of Sudoku in a student's life and benefits of solving it.



## Interaction with Mr. Akshat Kumar, Wellbeing Centre

On 5 March 2020, an interaction of CIMP students was held with Mr. Akshat Kumar, Core Member of Wellbeing Centre, a start-up by psychologists. Mr. Kumar emphasized the importance of mental health in this fast paced competitive life and shared important tips for managing stress.

## Interaction with Shri Ashwani Kumar, MD & CEO, Utkarsh Coreinvest Ltd.

An interactive session was organized at CIMP on 28th January 2020 with Ashwani Kumar, MD and CEO, Utkarsh Coreinvest Ltd. (Promoting Institution of Utkarsh Small Finance Bank Ltd.) for PGDM students, about career opportunities in Micro Finance companies. The session included discussion on writing career objective, grades, thought management, BFSI sector, FMCG sector, company annual reports etc. Discussion on financial instruments like Credit, Insurance, Savings, Remittance/Transfer and Pension were also introduced, which helped students gain understanding of micro finance banks in rural and urban regions.



## MANAGEMENT DEVELOPMENT PROGRAMMES

### Training Programme for Indane LPG Distributors

Two days *Nav Disha Development Training Programme* was conducted where 228 Indane LPG Distributors were trained in six batches between 17 February and 6 March 2020 on Personality Development, Self-Management, Leadership and Team Building so as to prepare them for future scopes and challenges.



### Training Programme for Dy. SP (Trainee), BPS

A 16 day training program was conducted for the probationers of 56th-59th batch of Dy. SP (Trainee), Bihar Police Service (BPS) from 28 January to 14 February 2020. 119 BPS officials participated in the training program which was inaugurated by the Chief Guest Shri Amir Subhani,



Additional Chief Secretary, Home Department. Shri Bhriugu Srinivasam, Additional Director General of Police-cum-Director, Bihar Police Academy, Rajgir was the guest of honour on the occasion. In this training module on management, the probationers were given exposure to areas like human behaviour, relationship management, jurisprudence, legal concepts, human rights and relation with groups and institution.

## EXTRACURRICULAR ACTIVITIES

### Makar Shankranti Celebrations

On 14 January 2020, Maker Shankranti was celebrated in CIMP. It is observed each year in the lunar month of *Magha* which corresponds with the month of January as per the Gregorian calendar and on this day the people of India celebrate their harvest. The festival was celebrated in CIMP to bring everyone together with love, laughter and lots of enjoyment.

### Human Chain Formation

On 19 January 2020, CIMP students, staffs and group members participated with great enthusiasm in human Chain Formation initiated by government of Bihar under its *Jal-Jeevan Hariyali* Campaign. Over 5.16 crore people participated in the 18,034 km long human chain in the state to create awareness about conservation of water,



increasing green cover, prohibition and the adverse impact of social evils like dowry and child marriage.



## Republic Day Celebrations

Like every year CIMP celebrated the Republic Day this year on 26 January with great enthusiasm. Republic Day is celebrated in India to honour the date 26 January 1950 when India became a republic. On this date the Constitution of India came into effect replacing the Government of India Act as the governing document of India. Dr. V. Mukunda Das, Director CIMP hoisted national flag and addressed students and staffs members and sweets were distributed among all.



## Saraswati Puja Celebrations



Saraswati Puja was celebrated at CIMP on 29 January 2020. Goddess Saraswati is the goddess of knowledge, art, wisdom and learning. It is worshipped on the 5th day of the month of *Magha*, according to the Hindu calendar. At CIMP, boys and girls in their respective hostels worshipped goddess Saraswati seeking blessings for their prosperity and growth. *Prasad Vitaran* was done at the recreation centre in the evening.

## Old Age Home Skit by CIMP Students

Underlining the issues of generation gap and problems faced by the elderly section of society, a skit was performed by students of CIMP on 2 February 2020 in Bihar Industries Association Hall at Patna. The skit titled *kal aaj kal: farq samay ka nhi soch ka*, was dedicated to senior citizens at a program organized by Abhilasha Jyoti Foundation, a reputed NGO in Patna is involved in many social services like girls' empowerment and education, senior citizen welfare, environment, art and culture.

The programme started with a panel discussion on the topic, Widening Generation Gap. Representatives of senior citizen and young generation expressed their concerns and views on the topic. The discussion concluded with a solution that there should be a relation of friendship among the three generation in a family.

The event then moved towards artistic representation of the issue, where a group of students of CIMP presented a skit dedicated to senior citizens. Tanu Singh, Sanskriti Goyal, Kajal Kumari, Vidya Sagar, Vikash Kumar Mishra, Puja Chandra, Vishal Kumar Singh, Mili Priyadarshni and Ankit Amal of PGP 2019-21 presented the skit. The skit was written and played with the help of Cultural Committee of CIMP.

The play had representation of old generation and their problems, young couple and their dilemma and children in a family, who suffer in between. The play served its purpose as it ended with a smile on every face and showed how a child helped their parents to realize their mistake and brought back her grandmother to home after a long stay away from her family.



The programme came to conclusion where member of senior citizen club owned the stage with their multifarious artistic performance like songs, shayri, kawali, poems and speeches.

## A Musical Evening with Shri Alok Raj, IPS, DGP

On 4 February 2020 a musical evening was organized at CIMP Campus with Mr. Alok Raj, IPS (Director General of Police), a connoisseur of music to present melodies in his beautiful voice. He presented numbers of old and new songs in his soothing voice. It was an exhilarating evening for everyone here at Chandragupt Institute of Management Patna.



## SOCIAL INITIATIVES

### The Beautiful Mind

The Beautiful Mind is a unique social initiative of CIMP. Started 10 years back it continuously strives to make education reach the children of poor sections of the society of Bihar. This initiative opens doors of opportunities for these children by enhancing their personalities for giving them a direction in their life thereby laying foundation of change and brings social upliftment and inclusive growth in the state.



According to Dr. V. Mukunda Das, Director- CIMP and Chief Patron of the Beautiful Mind, CIMP's social quotient is as high as its academic quotient and this has helped the Institute achieve many awards and recognitions from India and abroad.

In the year 2019-20 total 50 students have enrolled in "The Beautiful Mind". Most of the students are studying in regular schools but they take computer education and life skills education at the Beautiful Mind. These students are not only keen to study but they are also very enthusiastic towards cultural Programme. They participate in various extracurricular activities. Miss Chanda, Miss Saloni, Miss Yashika, Miss Jyoti, Miss Koma and Miss Muskaan are very good dancers, whereas Mr. Ankit Kumar and Miss Sandhya are very good at painting and sketching.

### Student Guidance Centre

The Student Guidance Centre (SGC) was started by Chandragupt Institute of Management Patna in the year 2009 with the objective of uplifting the students from marginalized sections of the society by providing required exposure and guidance to shape their careers. This is a one year classroom Programme that helps students to prepare for Common Admission Test (CAT) and other entrance and also competitive examinations for government, banking and other public sector jobs. The students are imparted free education with a monthly scholarship provided by the SC/ST department, Government of Bihar. They are provided all the required facilities like library, books and computer laboratory. Career counselling, debate, quizzes, online test, group discussions, mock interviews etc. are conducted regularly to enhance their personality. Hostel facility is also provided to the students who come from other districts of the State outside Patna. Till date around 450 students have been provided guidance under the Programme.

Most of the students who have completed the course have got interview calls from IIMs and other reputed institution and also have been shortlisted for banking services and other competitive examinations. Many of them are working with various PSU banks, MNCs and Bihar Government. One student has been selected in National Aeronautics and Space Administration (NASA) for project.

In SGC- 2018 batch, most of the student are well, like Mr. Avinash Kumar is working as an Assistant Engineer in Heavy Engineering Corporation, Ranchi, Ms. Shruti and Mr. Arvind Kumar is selected for PGDM course in CIMP, Mr. Vikash Kumar Raman is selected in Bihar Police, Mr. Shubham Raj is selected in Canara Bank PT, Mr. Bipin Bihari is selected in Beltron Patna as a data entry operator, Mr, Shyam Kumar is working in A. N. College, Mr. Rohan Bharti is working in Bihar Board as a data entry operator, Mr. Shammi Rajak is selected for LDC and Mr. Santosh Kumar was selected in Indian Railways (Group D).

In SGC -2019 batch, 41 students are preparing for 2020 PGDM Programme. Students have appeared for CAT and other competitive exams for banking and other Govt. Sectors jobs.





## FACULTY & STAFF ACHIEVEMENTS

Prof. (Dr.) V. Mukunda Das and Prof. Anuj Sharma published a paper in a journal listed in ABDC ranking 'A' category with impact factor 3.185. Singh, S., Dhir, S., V.M., & Sharma, A. published a paper on *Bibliometric Overview of the Technological Forecasting and Social Change Journal: Analysis from 1970 to 2018*, in *Technological Forecasting & Social Change*. 154 (2020), Article 119963, DOI:10.1016/j.techfore.2020.119963.

Prof. Santosh Kumar and Prof. Ranjit Tiwari published case titled, *IVRCL Ltd: Strategic Restructuring Leading to Financial Conundrum* at Case Centre in June 2020 on the efficacy of the new legal framework, Strategic Debt Restructuring (SDR), brought by Reserve Bank of India (Central Bank of India) on 8 June 2015 in order to turnaround the debt-ridden firms.

Prof. Debabrata Samanta, published paper titled *Loan Repayment Behaviour among the clients of Indian Microfinance Institutions: A household Level Investigation*, in journal of Human Behaviour in the Social Environment, in February 2020.

Prof. Sayan Banerjee, published chapter titled *Understanding Organizational Innovativeness: Structure Culture Entrepreneurship- Some Perspectives* in book titled *Civil Engagement in Social and Political Constructs* published by IGI Publication.

Prof. Sayan Banerjee, presented paper titled *Understanding the Chronology of Organisations- Some Strategic Perspectives*, at MRRDS conference in Osaka, Japan held on 21st-22<sup>nd</sup> December 2019.

Prof. Sudeep Rohit, paper titled *Value Co-creation at the BoP: Beneficiary Roles in Policy-Based Healthcare Service Delivery*, selected for presentation at 2020 American Marketing Association summer academic conference to be held between 21<sup>st</sup> to 23<sup>rd</sup> August, 2020 at California, USA.

Mr. Rajeev Ranjan, paper titled *Changing Health Related Behaviour Leveraging Data Analytics*, selected for presentation at the 23<sup>rd</sup> International Conference on Multidisciplinary studies at University of Cambridge, UK to be held between 30-31 July 2020.

Prof. Anuj Sharma was invited to teach a full course Introduction to programming during March-May 2020, at IIM Rohtak.

Prof. Anuj Sharma was invited to give a talk on topic *Information Technology (IT) systems for New Ventures* at eMDP on Entrepreneurship held on 31<sup>st</sup> May 2020 at IIM Rohtak.

Prof. Vijaya Bandyopadhyaya was invited speaker and delivered talk on *Impact of Covid-19 on Online Buying Behaviour of Grocery in India* at the Webinar on *The New-Normal Life in Virtual World: Issues, Challenges and Way Forward* organized as part of ICSSR IMPRESS Project, supported by Operational Society of India Bhubaneswar Chapter and hosted by KIIT University, Bhubaneswar on 28 June 2020.

Prof. Debabrata Samanta, completed study on *Impact Assessment of the Digital India Land Record Modernization Programme* of Department of Land Resource, Ministry of Rural Development, and coordinated by the Lal Bahadur Shastri National Academy of Administration, Mussourie.

Mr. Rajeev Ranjan was awarded Reviewer Certificate for reviewing the scientific paper titled, *Effects of Water Proofing Materials on Self-Healing Concrete* at the 23<sup>rd</sup> International Conference on Multidisciplinary studies “Resilience for Survival” at University of Cambridge, 30-31 July 2020.

Prof. Vijaya Bandyopadhyaya participated in the *MHRD Sponsored SPARC -UKIERI Workshop on Concept, Theory and Practices of Road Pricing Schemes: Lessons Learned and Way Forward* held on 06-07 March 2020 at BITS Pilani Hyderabad Campus.

## FINAL PLACEMENTS 2020

Chandragupt Institute of Management Patna (CIMP) is well known for its excellent track record of campus placements for its PGDM graduating students. A number of high profile corporate houses visited CIMP during last placement season to hire young management graduates for various positions. The year-on-year stupendous success in placements has been the result of CIMP placement team’s constant engagement with the corporate world and the invaluable training imparted to students.

### Placement Statistics

- In line with the previous years, excellent placement for 11th batch of eligible students from PGP 2018-20 batch
- The participating companies were from diverse verticals like Aerospace/Defence, Banking, Cement, Chemicals, Consulting, Dairy, Development & Social change, Financial Services, FMCG, Real Estate, Telecommunications, and more.
- Recruiters like Tata Advanced Systems Limited (TASL), ITC Ltd., JEEViKA, ICICI Bank, HDFC AMC, Yes Bank, HDFC Bank, Asian Paints, Airtel, Amul and more reaffirmed their faith in the talent nurtured at CIMP.

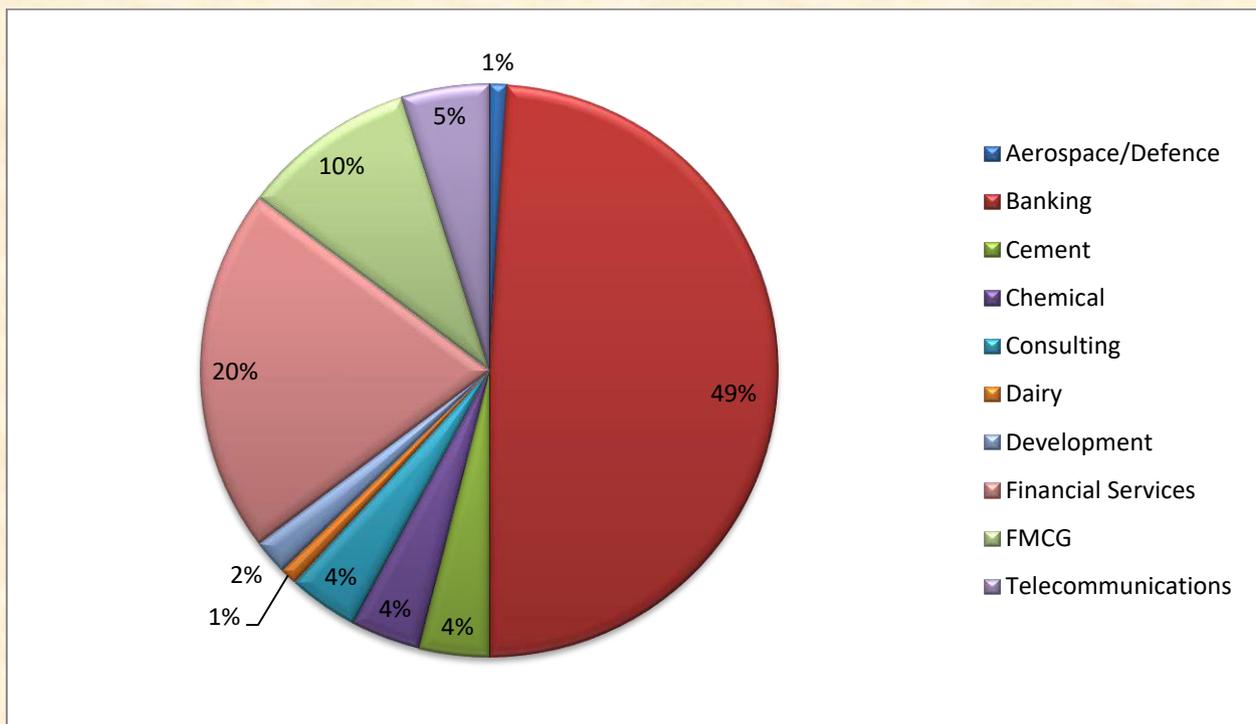


- Recruiters who visited CIMP for the first time includes Bharat Financial Inclusion Ltd., Prism Johnson Ltd., RBL Finserve Limited, Arohan Financial Services Limited, Samasta Microfinance Limited (an IIFL group company), Marico Ltd., Kotak Mahindra Bank, Jana SF Bank, and Iffco Tokio General Insurance Co. Ltd.
- Niche profiles in Sales & Marketing, Branch Banking, Consulting, General Management, Micro Banking, Relationship & Service Management, Supply Chain Management/ Operations were offered by the recruiting organizations.
- The largest recruiter was Utkarsh Small Finance Bank which hired 15 students followed by ICICI Bank which hired 14 students.
- The job location of placements was not restricted to Bihar alone. Several companies offered positions for different Metro and other cities in India.

### Sector-wise Placement Information

The sector wise placement split up is given below. Corporate from myriad sectors visited CIMP campus and recruited talent. CIMP witnessed hiring upsurge in banking and financial sector. The largest recruiter was Utkarsh Small Finance Bank which hired 15 students followed by ICICI Bank which hired 14 students.

**Sector-wise Placement for Batch 2018-20**



## Summer Placement 2020

Over the years, more than 50 organizations have absorbed CIMP students, both during the final placements and the summer internship seasons. Students of CIMP have earned high accolades for their achievements and a large number of them are star performers within their organizations.

As per AICTE guidelines, PGP 2019-21 batch students are doing internship under the guidance of faculty members. Project topics assigned for summer internships are from diverse sectors and in-depth study of different industry.



## ADMISSION FOR 2020-2022 BATCH

The Admission process for PGDM at Chandragupt Institute of Management Patna (CIMP) has been completed for the batch 2020-22. Amid the COVID-19, CIMP conducted the admission interviews through Skype/ Google Duo. First, all the applicants were called by the admissions office and were asked to install the required software. Later, the admissions office shared the exact date of the interview with the applicants. All applicants were interviewed by the institute's faculty and judged for their intellectual capabilities to become a successful manager in the corporate world. This year CIMP received applications from Bihar, Jharkhand, Orissa, West Bengal, Assam, Uttar Pradesh, Madhya Pradesh, Delhi, and Kerala. A lot of students of Bihar currently pursuing undergraduate courses in other states have shown interest to join the institute in their native state.

The offer has been given to 120 candidates to join CIMP for the PGDM batch 2020-2022.





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