

# CHANDRAGUPT INSTITUTE OF MANAGEMENT PATNA



*A view of the academic block*

It's a perfect example of what a State's will can achieve. Because, as they say, where there's a Will, there is a Way.

Bihar Chief Minister Nitish Kumar dreamed of a management institute akin to the IIMs where the youth of Bihar can be trained to become world-class managers. Chandragupt Institute of Management (CIMP) was launched in 2008 in Patna as an autonomous body, with the best of faculty and resources. CIMP is the only state-funded management institute in the country modeled on the lines of the IIMs. Chief Minister Nitish Kumar is the chairman of the institute.

CIMP offers a two-year full-time, AICTE approved, Post Graduate Diploma in Management. CIMP also offers AICTE approved Fellow Programme in Management [doctoral programme].

We spoke with CIMP Director Prof. V. Mukunda Das, whose expertise and dynamism has carved a dream into a success story. Excerpts from the interview:

## **What was the vision behind Chandragupt Institute of Management Patna?**

The Chief Minister's vision was very clear. He wanted an Institute that could contribute substantially to the academic and development credentials of Bihar, while fulfilling the primary role of training students to become professional managers. Bihar had been suffering from constant brain-drain. Lots of students had to go to other states for quality management education – a painful situation both for parents as well as the state. So, the CM envisioned a premier management institute

within the state.

According to his guidelines, CIMP has been shaped on the IIM format. The institute follows most of the practices, systems and processes of the IIMs. CIMP's course curriculum and pedagogy are also shaped on the lines of IIMs. Faculty members from IIMs are involved in faculty recruitment procedure, and the institute also invites visiting professors from leading institutes across the world.

The PGDM offered by CIMP is accredited by National Board of Accreditation (NBA) and recognized by Association of Indian Universities (AIU) as equivalent to MBA. We have also started AICTE approved Fellow Programme of Management [doctoral programme] this year.

The courses are developed with committees consisting of reputed faculty from IIMs, and teaching material used in the courses are sourced from world class Business Schools viz. Harvard Business School & IIMs. As Chairman of the Institute, Chief Minister Mr. Nitish Kumar has been very supportive. I would go to the extent of saying that we've been able to set such high standards and achieve so much in such a short period only because of him.

## **Tell us about the achievements of CIMP**

The best indicator of our success story is the placement record. Right from the word 'go' we have achieved 100 per cent placements! The first batch that passed out in 2010 was lapped up by top-notch companies, and we've never looked back since then.

CIMP achieved yet another feat when campus placement for the ninth batch were

declared closed much before the convocation. The entire batch was placed with roles and remunerations matching individual aspirations. More than 20 companies from diverse sectors visited the institute to pick students for various roles. The job location of placements was not restricted to Bihar alone. Several companies offered students with positions in New Delhi, Mumbai, Hyderabad, Bangalore and other cities. CIMP has been recognized as a "preferred campus" by ITC Ltd.

The successful completion of final placements is a testimony to the quality of the students and the faith of the industry in "Brand CIMP".

CIMP also started a Centre for Public Policy similar to the one in IIM Bangalore and Centre for Research in Emerging Markets with support from researchers of Stockholm University, Sweden. CIMP faculty have presented more than 80 papers (majority of them in the international conferences) in past 9 years. Research papers by CIMP faculty have been well received in national and international journals.

The institute has taken more than 63 nationally and internationally important research/consulting projects since inception, which has helped the corpus fund. The key sponsors of consulting projects are World Bank, DFID, UNICEF, Election Commission of India, Sarva Siksha Abhiyan (SSA), Government of India.

The institute has conducted more than 150 Management Development Programs (MDPs) for over 4000+ officials including persons from various levels of State Govt., PSUs & Community Organizations.

CIMP has successfully organized more than 200 workshops & seminars on various relevant issues, like Stress Management, Crisis Management and Effective Managerial Leadership. We follow case-based teaching and majority of these cases are drawn from Harvard Business Publishing.

CIMP is a Govt. of Bihar notified host institution for the mentoring of startups coming under Startup Policy 2017. Startup Incubation Centre at CIMP provides physical infrastructure and support system



necessary for business incubation activities.

CIMP and IBM, came together to forge collaboration to establish a Business Analytics Lab at CIMP to train the students, faculty, corporate, and Government executives in various areas of data and decision sciences.

Our students got selected for the Fellow programme in Management (FPM) in various IIMs.

Our students have presented papers in several international conferences across the world. Just to name a few, a paper entitled, "Influencing employee engagement: The role of human resource practices in public sector context" was presented in Malaysia. A paper entitled, "An analysis of mortgage loan approval with customer segmentation" was presented in Sri Lanka. A paper entitled, "An exploratory study to understand sugar price fluctuations in Bihar, India" was presented in Thailand. A paper entitled, "Impact of Microeconomic and loan specific determinants on nonperforming loans in India: An Empirical Evidence" was presented in Las Vegas, USA. This paper was given best paper award among 150 selected research papers.

## Awards and Accolades

**CIMP received the following prestigious awards for academic excellence**

- International Star for Leadership Award in Quality – Platinum Category at BID Convention Paris, France on 28th June 2015
- Socrates Award for "Best Institute/University" organized by Europe Business Assembly (EBA), The Club of the Rectors of Europe (CRE), Oxford, Great Britain, and EBA Conferences, UK on 17th December, 2013
- European Award for Best Practices 2013 organized by European Society of Quality Research (ESQR) in Vienna, Austria on 8th December, 2013
- Awarded "The Majestic Five Continents Award for Quality & Excellence", by association of Otherways Management and Consulting, France for quality and

excellence in Geneva, Switzerland on 18<sup>th</sup> November, 2013

- Conferred upon the International Arch of Europe (IAE) Award in the Gold Category for overall quality and excellence at Frankfurt, Germany on 28th April, 2013.
- Conferred upon the "EQ Leadership Award" by Tata Institute of Social Sciences (TISS) in recognition of significant contribution to leadership development in Bihar at Mumbai on 12th February, 2013
- The Institute's achievements within such a short period of time are laudable by any standards. CIMP was ranked above a prominent IIM by the University of Connecticut in 2010 in research in Economics.



**Shri Nitish Kumar, Chief Minister, Bihar, delivering the inaugural speech**

## What about the infrastructure facilities at the institute?

We endeavor to provide the best to our students in every aspect. And then we try to better our best... We have moved to our new campus now. This was inaugurated on 10th July 2015 by the Founder Chairman and Chief Minister of Bihar Shri Nitish Kumar. It's a state-of-the-art academic cum residential campus, spread over 10 acres of land, in the heart of Patna. The campus consists of an academic block, an MDC block, an auditorium, two separate hostels for boys and girls, extra-curricular activity block along with the institute director's residence. The present campus is equipped with all essential modern facilities that a top-notch institute needs. The campus is entirely Wi-Fi enabled. All classrooms and conference rooms are air-conditioned and equipped with LCD screens and projectors to stimulate learning and interaction. We

also have an in-house Badminton Court, Table Tennis and Gym facilities.

## Library:

The state-of-the-art Library Resource Centre (LRC) is a major facilitator of CIMP's teaching, learning, training, and research activities. The library resource centre is one of the best in the country. The LRC has the facility to access e-resources as part of its resource collaboration with Harvard Business School Publishing (HBSP) and DELNET (Developing Library Network New Delhi). The library stocks (all within very short period of 10 years) more than 17000 books, 50 print Journals/Magazines, 21 newspapers, 700 government publications, 2000 Harvard classic collections, 500 handbooks and non-book materials, including 900 CDs

received with books, 100 videos and 200 audio collections.

Students can access more than 10,000+ full text journal and e-books through EBSCO, J-Gate and National Digital Library (NDL). The library also subscribes to business databases such as PROWESS, Socio-Economic Statistics database such as INDIASTAT, Legal research database SCC Online and

latest statistical software like SPSS 18, AMOS 18, PASW 13, Clementine, STATA, EViews and reference management software like EndNote. The Library offers user services such as RFID based circulation and security services, Document Delivery Service, WEBOPAC powered by VTLS, Bibliographic Service, Institutional Repository, Open Video Digital Library, Virtual Reference Service, etc.

The students have 24 hours access to the library; they can easily access the library online from their hostel rooms through remote access facility.

## What is your USP?

Our quality and our reach. This is the only management institute in the country where you have 50 per cent students from the SC/ST and backward communities and 100% placements! Almost 40-50% of our students are girls! Just one example will tell





**Shri Nitish Kumar, Chief Minister, Bihar, Inaugurating the CIMP campus**

you what we've been able to achieve: a section clerk's daughter who studied with us, is today drawing Rs 12 Lakh salary per annum. The Return on Investment (ROI) is probably the highest in the country for lower/middle class students.

We have initiated centres for research focusing on topics of contemporary relevance like Centre for Public Policy, Centre for Innovation Management, Centre for Business Sustainability, Centre for Micro-Enterprises Management and Capacity Building, Centre for Agri Business Management, Centre for Social Entrepreneurship, Centre for Appropriate Technology Management, Centre for Foreign Languages, Centre for Quality Education, Startup Incubation Centre & Business Innovation Lab.

We have also initiated eleven month Executive Programme in Management (for working professionals) sponsored by the Government of Bihar. This programme aims at training the Government official to work more effectively with a blend of modern IT tools. We believe this training will result in making them productive and capable of taking more challenging tasks in their parent organizations.

#### **Affordable Fees:**

CIMP fee structure is very reasonable compared to other leading management institutes. Total fee for the year 2019-21 is Rs. 6.45 Lakh. Other than the tuition fee, students need to pay their boarding and lodging expenses. The institute also provides help to desirous students in getting the education loans from leading nationalized banks. We have other incentives for meritorious students. If a girl student comes within the first 3 ranks in any semester, she gets a waiver of her term fees. The affordable fee structure enables middle class families to educate their children in one of the leading management institutes of

the country.

Our success story lies in the fact that we are able to prove our worth to the corporate world and place our students in various companies of national and international repute like Amul, ITC, Colgate Palmolive etc. We never compromise on quality, discipline and value systems, and that's the training we imbibe in our students. We're creating a value system here.

#### **Faculty:**

The Institute has a pool of highly qualified and experienced faculty drawn from experts in the field of functional areas, and professors from leading national institutes like IIMs, IITs and international institutes of repute like Old Dominion University, USA, Lehigh University, USA, Lancashire Business School, UK, and Stockholm school of Business, Sweden. The faculty members belong to different disciplines of management like Managerial Communication, Finance, Marketing, HR, Systems, Operations, Economics, Organizational Behaviour & Strategy. The institute also gets mentoring support from an eminent Advisory Council, comprising of professors from IIMs and other leading international business schools.

#### **How is CIMP making a difference in the society?**

I'm glad you asked this question. We have started a silent revolution in Bihar, in an effort to transform the economically and socially weaker sections completely.

Student Guidance Centre (SGC) - Though there is 22.5% reservation for SCs/STs in IIMs and leading national institutes of management, very few are able to qualify. In a historic initiative, we have started Student Guidance Centre which provides free coaching to SC/ST students, especially girls. We prepare them for the CAT exam, which includes mock interviews and English language courses as well. We've noticed a tremendous surge in their confidence after undergoing the classes.

Beautiful Mind - In another social initiative, we have started a project wherein 40 slum children (5-15 years of age) are being taught. These classes are conducted by some of our faculty and students. Besides becoming literate, these children are being groomed into well-rounded personalities. Their behavioral pattern has changed for the better. Their self-esteem has increased. Recently, I asked them what they would like to become when they grow

up, and their answers amazed me - they now aspire to be IAS and IPS officers, no less!

With such initiatives, we're trying to bring about social change while at the same time imbining social values in our management students.

We're also undertaking a Village Development Project. This will be a 20-year plan, for which the survey is already complete. This is the first time in India such a plan is being developed. Village Thumma in Sitamarhi district and Bardaha in Madhepura district have been identified for launching the pilot project. Technologies such as use of WiMax and cloud computing have already been pioneered in the village on CIMP initiatives.

Such practical experiences are important for management students, not only to understand the economics of the market but also to get sensitized towards the issues facing rural India. The facts and figures emerging from such studies can also be beneficial for private companies and government agencies working in rural settings.

#### **Tell us something about the PGDM Programme**

CIMP offers a two-year full-time residential PGDM programme. The programme is approved by AICTE, accredited by NBA and recognized by AIU as equivalent to MBA.

#### **Admission process:**

Candidate should be a graduate (any stream) with at least 50% marks, in case of general category, and 45% marks, in case of SC/ST. Candidates in their final year of graduation can also apply, provided they submit their 'results awaited' certificate, as mentioned in the admission brochure.

Applicants are selected on the basis of test scores (CAT/XAT/CMAT), and called for Group Discussion and Personal Interview. The criteria for final admission include test score, performance in Group Discussion and Personal Interview, prior academic performance, work experience (if any), and extracurricular activities.

#### **Term system:**

CIMP follows a trimester system. In a two-year programme, six trimesters are scheduled with a two month summer internship at the end of the first three trimesters.

#### **Let us know about your vision for CIMP**

Already our teaching standards and students' performance match the IIMs started during the last 8 years. As a matter of rule, we settle for nothing but the best.