

PRESS RELEASE

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Chandragupt Institute of Management Patna (CIMP) Successfully Launches CIMPHONY 2024, its Premier National-Level Management Fest on January 27.

PATNA, January 27 — Chandragupt Institute of Management Patna (CIMP) marked the commencement of CIMPHONY 2024, its highly anticipated national-level management fest, on January 27. The flagship event attracted participants from diverse management institutions, government engineering colleges, and reputed institutes from across the country. The inaugural day of CIMPHONY 2024 served as a convergence point for ideas, innovation, and excellence in management, providing a platform for networking, learning, and professional growth.

The event kicked off with a grand inaugural ceremony featuring esteemed judges such as Shri Vivek Kumar Singh, Development Commissioner, Bihar; Shri Ashesh Raghav, Business Unit Head, UpGrad; and Shri Prabhash Bose, General Manager, Jharkhand Region, State Bank of India (SBI).

On this occasion, CIMP signed Memorandums of Understanding (MoUs) with prominent entities including Bihar Agriculture University, Sabour; Government Engineering College, Sheoha; Redinent Innovations; Pravisht Technologies; and PHD Chamber of Commerce and Industries.

The event witnessed visitors, guests, and participants exploring a variety of stalls set up by startups and incubatees of CIMP-BIIF, where they shopped for clothes and food products. Attendees also indulged in delightful meals from these stalls.

Prof. (Dr.) Rana Singh, Director of CIMP, extended a warm welcome to the dignitaries and provided an overview of the various events. He encouraged students to excel not only in academics but also in extracurricular activities to become well-rounded professionals. Reflecting on CIMPHONY 2024, he remarked, "Students should participate in such events as success is a journey, not a destination."

During the event, Shri Vivek Kumar Singh, the development commissioner, emphasized the "WAY" to success: W for a worldwide view, A for articulate communication, and Y for yearning for bigger aims and results.

The first day featured intense competitions in management events such as Brand Prix (the marketing event), Talent Catapult (the HR event), and the Cryptic Crossword competition.

While Brand Prix was judged by a panel including Shri Ashesh Raghav, Shri Pravir Kumar, Director of Operations - Vodafone & Advisor CIMP- Business Incubation and Innovation Foundation (BIIF); Shri Rajesh Kumar, DGM, Union Bank of India (Regional Head Patna); and Shri Manish Kumar, CEO and Founder Pravisht Technologies, Talent Catapult was judged by Ms. Suchita Pradhan, senior HR Manager at Microsoft. The Cryptic Crossword competition was hosted by the Extra-C team.

Ashesh Raghav shared insights from his life journey and underscored the significance of upskilling, re-skilling, and life skills. He commended the event as a groundbreaking initiative in Bihar and highlighted Upgrad's innovative interventions to globally empower Indian students.

Prabhash Bose, General Manager, Jharkhand Region (SBI), expressed his delight and congratulated all participants for their success. He praised such events for promoting healthy competition, problem-solving skills, and enhancing students' intellectual acumen.

Cash prizes of up to Rs 50,000 are to be presented to winners of each management event.

In addition to the management competitions, the campus buzzed with energy as students participated in activities like Campus Photography, Nukkad Natak, and Painting Competitions.

The day concluded with a captivating cultural show by singer Vatsala, who enthralled the audience with her original song "Tu Na Mila," her rendition of "Feelings," and "Kalank - title track."

Vatsala said, "I was genuinely thrilled to be a part of CIMPHONY 2024. The energy of the crowd was infectious, and the interactive spirit at Patna and CIMP was simply amazing. It was a pleasure to perform for such an enthusiastic audience."

Looking ahead, the second day of CIMPHONY 2024 promises more excitement with events such as Patliputra Finance Boulevard (The Finance Event), Biz Quiz, and InnovatioNext (The Entrepreneurship Event) alongside the final rounds of Campus Photography Competition and Painting Competition. The day will end with a trip for the visitors to Patna Museum & Patna Sahib.



