



CIMP UPDATE

Volume- 9, Issue- II

July-December, 2023

A NEWSLETTER OF CHANDRAGUPT INSTITUTE OF MANAGEMENT PATNA



Inside

- ✔ Conferences
 - ✔ Interactions
 - ✔ Research
 - ✔ Publications
 - ✔ Cultural Events
 - ✔ Extracurricular Activities
- & many more...



EDITORIAL DESK

Patron

Prof. (Dr) Rana Singh, Director, CIMP

Editor

Prof. Vijaya Bandyopadhyaya

Editorial Assistant

Ms Arayana Roy

Student Editorial Team

Abhishek Aaryan

Ankit Bharadwaj

Kumari Nisha Roy

Priya Ranjan

TABLE OF CONTENTS

Contents	Page No.
FOREWORD	4
1. About CIMP	5
1.1. New Programme: PGDM-IEV	7
1.2. Institute Achievements	8
2. Industry-Academia Interactions	9
2.1. MoU between CIMP and Bihar Government Collaborate to Boost Entrepreneurship Ecosystems	9
2.2. MoU between CIMP and Redinent Innovations	9
2.3. MoU between CIMP and NIFT Patna to foster academic collaboration	10
2.4. Inauguration of NAVYA KHADI Store at CIMP campus	12
3. Conferences	13
3.1. World Management Conference (WMC 2023)	13
3.2. Management Case Conference (MCC 2023)	14
3.3. National Conference on Appropriate Technologies for Rural India (NCAT 2023)	15
3.4. International Conference on Corporate Social Responsibility, (ICCSR 2023)	16
4. Interactions	17
4.1. Mr. OP Singh, Corporate Senior Vice President, COGNIPHY	17
4.2. Mr. Ajay Krishna, General Manager IT Department , SBI Corporate Centre	17
4.3. Dr. Jawar Singh, Professor IIT Patna	18
5. Workshop	19
5.1. Entrepreneurship & Innovation as Career Opportunity	19
6. Seminar	20
6.1. National Seminar on Contemporary Innovations in Agri-Business Management (CIABM 2023)	20
7. Cultural Events	21
7.1. Freshers party 2023	21
7.2. CIMP Celebrates 77th Independence Day with Emphasis on Freedom	22
7.3. Kavi Sammelan	23
7.4. Dandiya Night celebration in campus	24
7.5. Diwali Party at CIMP Campus	25
7.6. Christmas Party at CIMP	26
8. Extra-Curricular Activities	27
8.1. GEF-UNEP Funded Project Development & Promotion –ops alternative to DDT	27
8.2. Mirchi Youth Festival	27
8.3. Aapda Prawandhan Certificate Distribution	27
8.4. Field Visit to worksite of Swacchangini Cooperative	28
8.5. Award Ceremony by UNICEF	29
9. Faculty Article	30
9.1. Socio-Economic Sustainability through Millet	30

TABLE OF CONTENTS

Contents	Page No.
10. Students Corner	34
10.1. You fall again by Ujjwal kumar (PGDM 2023-25)	34
10.2. Friendship by Kumari Nisha Roy (PGDM 2023-25)	35
11. CIMP Business Incubation And Innovation Foundation	37
11.1. IGNITE 2.0	37
11.2. IIC –5.0 Converting Innovation Into A Start Up	39
11.3. Bharat Pitchathon 2.0	40
11.4. The World Entrepreneurship Day	41
11.5. IIC 6.0 Q-1	42
11.6. Digital Labour Chowk Wins Best Startup Awards 2023	43
11.7. CIMP-BIIF Mentor Contributes to Development of Biosensor for Alzheimer's and Parkinson's Detection	44
11.8. CIMP-BIIF and DSRRAU Collaborate to Foster Innovation and Entrepreneurship	44
12. Social Initiatives of CIMP	46
12.1. Beautiful Minds	46
12.2. Students' Guidance Centre	46
12.3. Career Guidance Centre	49
13. Achievements	51
13.1. Publication	51
13.2. Conference Presentations	52
13.3. Faculty Achievements	53
13.4. Student Achievements	53
14. Placements	54
15. Admissions	55

FOREWORD



Dear All,

I am happy to introduce you to the June-Dec 2023 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 AICTE-approved, NBA accredited, and AIU recognised flagship programme Post Graduate Diploma in Management (PGDM), equivalent to MBA, along with doctoral-level Fellow Programme in Management (FPM) approved by AICTE. It also offers the Executive Programme in Management (ExPM) for serving officers of the Government of Bihar. To expand the horizon of research and innovation, CIMP has started offering two new programmes from the academic year 2023, the Executive Fellow Programme in Management (EFPM) and the Post Graduate Diploma in Management–Innovation, Entrepreneurship and Venture Development (PGDM–IEV). With these, CIMP has emerged as one of the best institutions for management education in the country. As a testimony to this, it is ranked among the Top 125 B-Schools in NIRF 2023 India Rankings. This newsletter aims to provide an overview of the institute's recent national and international collaborations, events, activities, and achievements.

I extend my best wishes for the success of this endeavour.

Prof. (Dr) Rana Singh

Director

1. 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 the academic and development credentials of Bihar 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 NBA. The programme is recognised by the Association of Indian Universities (AIU) as equivalent to MBA. Along with, it offers doctoral-level Fellow Programme in Management (FPM) approved by AICTE. Recently, 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).

CIMP has also initiated an eleven-month Executive Programme in Management sponsored by the Government of Bihar. CIMP has also started AICTE approved Fellow Programme in Management in 2018. In a short span of 14 years, CIMP's achievements are known to the corporate world. The graduates from this institutes are placed in various 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, 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 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.

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 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

- 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 education which is a balance between 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 it would be very useful in enhancing even 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 Master of Business Administration (MBA) Degree of an Indian University.

1.1. New Programme: PGDM-IEV

The Post Graduate Diploma in Management in Innovation, Entrepreneurship and Venture Development (PGDM-IEV) is a full-time academic programme designed to enhance business capabilities of the participants and prepare them to start their own enterprise. This unique programme offers pre- incubation hand holding, live product/service development, proof of concept (PoC) testing, compliance fulfilment, IPR management and product commercialization under one umbrella. Participants will come up with their own company by the time of completion of their degree.

PGDM-IEV course has five Modules, two Action Learning Segments and three Capstone Projects to enable students to learn to recognize, create and shape a business opportunity, develop leadership and build a start-up team, construct business models, and assess market feasibility for launching new start-ups.

CIMP | Chandragupt Institute of Management Patna
www.cimp.ac.in

15 GLORIOUS YEARS

Cultivate **STARTUP** Brilliance

ADMISSION OPEN

Scan QR code to fill the application form

Illuminate Your Journey with Our Expert Guidance

JOIN OUR PGDM - IEV PROGRAMME
Post Graduate Diploma in Management in Innovation, Entrepreneurship & Venture Development

CIMP is offering a full-time PGDM-IEV programme with 80-90% sponsorship from the Department of Industries, Govt. of Bihar. Take the first step towards your successful entrepreneurial journey

AACSB, NBA, UGC, NIRF, CIMP, IIC, IISMS

Follow us on : f @ t i c

1.2. 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 120 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 has started Post Graduate Diploma in Management –Innovation, Entrepreneurship and Venture Development (PGDM – IEV) from academic year 2022-23. CIMP secured National Cluster Rank 29 in overall MBA ranking 2021, in the Indian Institutional Ranking Framework (IIRF). CIMP was ranked among the top 100 institutions in the management area in India by National Institutional Ranking Framework (NIRF) in 2023.



NIRF Ranking

CIMP is the only B-school in Bihar to be classified amongst the Top-125 in NIRF 2023 and ranked above some of the IIMs and other reputed B-schools of the country. NIRF is the only ranking approved by the Ministry of Education, Government of India which outlines a methodology to rank institutions across the country. The ranking methodology draws from the overall recommendations and broad understanding arrived at by a core committee set up by Ministry of Education. This committee identifies the broad parameters for ranking various universities and institutions. The parameters broadly cover “Teaching, Learning and Resources,” “Research and Professional Practices,” “Graduation Outcomes,” “Outreach and Inclusivity,” and “Perception”.



2. Industry–Academia Interactions

2.1. MoU between CIMP and Bihar Government Collaborate to Boost Entrepreneurship Ecosystems August 01–06, 2023

Chandragupt Institute of Management Patna (CIMP) and the Department of Industries, Government of Bihar, have successfully concluded a six-day residential Management Development Program. Held from August 1st to August 06, 2023, at the Management Development Centre of CIMP, the program aimed to nurture entrepreneurship and foster robust startup ecosystems in colleges across Bihar.

The program saw enthusiastic participation from 31 faculty members responsible for startup cells in various engineering and higher studies colleges across the state. The intensive program focused on empowering educators with essential skills, knowledge, and strategies necessary to create thriving startup ecosystems within their respective institutions.

The participants engaged in a series of interactive sessions, workshops, and discussions designed to delve into the complexities of establishing and nurturing startup ecosystems. These sessions provided a comprehensive understanding of entrepreneurship, including aspects such as idea generation, business planning, mentorship, funding, and scaling up startups.

The keynote address was delivered by Prof. (Dr.) Prashant Gupta, Professor at IIM-Nagpur, who discussed the history of Business Education and the importance of case studies as a teaching pedagogy. Participants also had the unique opportunity to visit B-HUB Maurya Lok, a co-working and co-learning space developed by the Department of Industries and managed by CIMP.

The program concluded with a group photo session, certificate distribution, and participants receiving free T-shirts branded with the CIMP logo. The successful completion of the program underscores CIMP's dedication to fostering entrepreneurship and innovation across Bihar's academic landscape.

2.2. MoU between CIMP and Redinent Innovations August 25, 2023

The Chandragupt Institute of Management (CIMP-BIIF) and Redinent Innovations have signed a Memorandum of Understanding (MoU) to develop competencies, capabilities, and consultative solutions for industries and organizations in Bihar and Eastern India. This collaboration comes in the wake of the new Data Protection Data Privacy Act (DPDP 2023 Act) passed by the Indian Parliament, emphasizing the need for a knowledge and solutions hub on cybersecurity in Bihar.

Redinent Innovations, a renowned Indian cybersecurity startup, has been associated with CIMP-BIIF for a long time, providing mentorship to B-Hub startups. The company has been credited for finding multiple "Zero Day" vulnerabilities in products of global companies.



The collaboration aims to establish a Model Security Excellence Centre (SEC), covering IT, IoT, OT cloud computing, and mobile devices. This center will help organizations and institutions in Bihar and adjoining areas safeguard against cybercrimes, cyber-attacks, and cyber warfare.

Sh. Kumod Kumar, CEO of CIMP-BIIF, Dr. Rana Singh, Director of CIMP, and Sh. Divyanshu Verma, CEO of Redinent Innovations, have jointly committed to shaping the research and entrepreneurship ecosystem around cybersecurity in Bihar. The collaboration aims to create a world-class talent pool of cyber defenders in Bihar, aspiring to make Bihar a Cyber Security Startup Hub, in line with Israel's model of cybersecurity capabilities and competency development.

2.3. MoU between CIMP and NIFT Patna to foster academic collaboration August 28, 2023

In a significant move towards enhancing educational cooperation, the Chandragupt Institute of Management (CIMP) and the National Institute of Fashion Technology (NIFT) Patna have signed a Memorandum of Understanding (MOU). The signing ceremony took place at the NIFT Patna campus on August 28, 2023, and was attended by prominent figures from both institutions.

The MOU was signed by Prof. (Dr.) Rana Singh, Director of CIMP, and Prof Colonel Rahul Sharma, the Director of NIFT Patna. The agreement focuses on academic exchange, joint academic programs, entrepreneurship promotion, international conferences, workshops, and resource sharing.

Prof. (Dr.) Rana Singh highlighted the significance of this collaboration, stating that it paves the way for an enriching academic journey for students and faculty of both institutions. Col. Rahul Sharma expressed optimism about the collaboration, emphasizing that the joint efforts will result in a synergy that benefits the broader academic landscape.

The agreement includes a wide range of collaborative activities, such as faculty sharing, student and incubatees exchange programs, joint research projects, infrastructure sharing, and cultural exchanges. Both institutions aim to promote interdisciplinary learning, research, and development through these initiatives.

Sh. Kumod Kumar, Chief Administrative Officer cum CEO of CIMP - Business Incubation & Innovation Foundation, emphasized the potential of the partnership, stating that it fosters a culture of innovation and exploration.



2.4. Inauguration of NAVYA KHADI Store at CIMP campus October 02, 2023

On the eve of Gandhi Jayanti, the Chandragupt Institute of Management (CIMP) and the Bihar Rajya Khadi Gramodyog Board inaugurated the NAVYA KHADI store at the CIMP campus. The store, a collaborative effort between CIMP-BIIF and the Bihar Rajya Khadi Gramodyog Board, aims to redefine Khadi in a contemporary light.

The event was graced by Maithili Thakur, the brand ambassador of Bihar Khadi, Sh. Dilip Kumar, CEO of Bihar Rajya Khadi Gramodyog Board, and Colonel Rahul Sharma, the Director of NIFT Patna. The event began with a lamp lighting ceremony by the dignitaries.

Prof. Dr. Rana Singh, Director of CIMP, highlighted the significance of Khadi and applauded the efforts of Shri Dilip Kumar for promoting Khadi across the state. Shri Dilip Kumar spoke about the purpose of the NAVYA KHADI store, emphasizing its role in bringing Khadi closer to the younger generations.

Colonel Rahul Sharma discussed the market trends predicting the return of Khadi as modern fashion wear. Shri Sandeep Tiwari, Principal of Darbhanga Engineering College, announced the opening of a new Khadi Club in his college.

The event also featured a performance by Ms. Maithili Thakur and the unveiling of the new NAVYA KHADI store logo, designed by Ritika Gupta, a NIFT student. The event concluded with a vote of thanks by Shri Kumod Kumar, who thanked all the guests and appreciated the support provided by NIFT Patna and the Department of Industries, Govt. Of Bihar.



3. Conferences

3.1. World Management Conference (WMC 2023) September 21-22, 2023

Chandragupt Institute of Management Patna (CIMP) organized the 1st World Management Conference (WMC 2023) on September 21-22, 2023, in an online format. The two-day conference brought together academicians, research scholars, executives, entrepreneurs, and policymakers from various sectors to discuss pressing business issues.

The event was inaugurated by Prof. (Dr.) Rana Singh, Director, CIMP, Shri Kumod Kumar, CAO, CIMP, and Prof. (Dr.) G K Murthy, Chairperson, WMC 2023. The conference featured two technical sessions, with nine research papers presented by various institutes from across India.

The keynote address was delivered by Gail E. Tverberg, Researcher from 'OurFiniteWorld.com', who spoke on "Complexity and India's Sustainability". She highlighted the need for complexity in problem-solving and how India, with its lower per capita energy consumption, could potentially lead in future sustainability challenges.

Day two of the conference included presentations on Economics, Environment, Public Policy, Marketing, and Production and Operations Management. The Best Paper Award, along with a prize of INR 10,000, was awarded to Ms. Vandana Kumari from IIM, Ranchi, for her paper on "A text-mining approach to determine the adoption factors".

The conference concluded with a valedictory note by Prof. (Dr.) Sibananda Senapati and a vote of thanks by Prof. (Dr.) Ranjit Tiwari, Convener, WMC 2023, marking the successful end of a significant academic event.

CIMP | Chandragupt Institute of Management Patna
www.cimp.ac.in

15
GLORIOUS YEARS

WORLD MANAGEMENT CONFERENCE (WMC 2023)

September 21-22, 2023

MDC BLOCK, CIMP, Patna

Follow us on:

AKTE, NBA, AICTE, INSTITUTE'S INNOVATION COUNCIL (Ministry of HRD, Government of India), ASSOCIATION OF AMBA

3.2. Management Case Conference (MCC 2023) November 03-04, 2023

Chandragupt Institute of Management Patna (CIMP) organized the 2nd Management Case Conference (MCC 2023) on November 03-04, 2023, in an online format. The two-day conference brought together academicians, research scholars, executives, entrepreneurs, and policymakers from various sectors to discuss pressing business issues.

The event was inaugurated with a virtual lamp lighting and a welcome address by Prof. (Dr.) Rana Singh, Director, CIMP. The keynote address was delivered by Prof. (Dr.) Prashant Gupta, Professor at IIM-Nagpur, who discussed the history of Business Education and the importance of case studies as a teaching pedagogy.

The conference featured two technical sessions, with ten research papers presented by various institutes from across India. A Case Development Workshop was also held, with Dr. Vijaya Zinnoury, Associate Professor from Daniels College of Business, University of Denver, USA, as the key speaker.

The Best-Case Award, along with a prize of INR 20,000, was awarded to Dr. Sumanth P Desai from KLS Institute of Management Education and Research, Karnataka, for his paper on "An ounce of change". The second prize of INR 10,000 was awarded to Dr. Surajit Ghosh Dastidar from IMT Hyderabad, for his paper on "Mayora: Positioning Kopiko".

The conference concluded with a valedictory note by Prof. (Dr.) Sibananda Senapati and a vote of thanks by Prof. (Dr.) Santosh Kumar, Member, MCC 2023, marking the successful end of a significant academic event.



3.3. National Conference on Appropriate Technologies for Rural India (NCAT 2023) December 06, 2023

The second National Conference on Appropriate Technologies for Rural India (NCAT 2023) was organized by Centre for Appropriate Technology Management, Chandragupt Institute of Management Patna (CIMP) on December 06, 2023 at CIMP. Prof. (Dr.) Rana Singh, Director, CIMP was the Patron of the conference. Prof. (Dr.) Vijaya Bandyopadhyaya, CIMP was the Chairperson and Shri Kumod Kumar, CAO, CIMP was the Convener of the conference. The members of the organizing team included Prof. (Dr.) Ranjit Tiwari, Prof. (Dr.) Santosh Kumar, Prof. (Dr.) Sriranga Vishnu, Prof. (Dr.) Sibananda Senapati, and Prof. Kalyan Prasad Agrawal.

The objective of the conference was to provide a platform for exchange of ideas on how technology can be used in the agricultural sector, particularly technology that are simple to apply, use local resources and labour, nurtures the environment and human health and should not be capital intensive or energy intensive. The technology should be able to provide small scale, local and sustainable solutions to reduce poverty, promote healthy communities and protect natural resources.

The keynote speech was delivered by Dr. Anubha Prasad, General Manager, Small Industries Development Bank of India (SIDBI).

Prof. (Dr.) Santosh Kumar, Prof. (Dr.) Ankit Sharma and Prof. (Dr.) Sibananda Senapati chaired the technical sessions. The papers presented in the conference were authored by scholars from institutions across the country including XISS, Ranchi, Banasthali Vidyapith, Rajasthan, Dogra Degree College (Affiliated to the University of Jammu) Bari Brahmana, Jammu, PFA Research Institute Uttar Pradesh, Prayagraj, HNB Garhwal University, Uttarakhand, Shree Medha Degree College, Ballari, Karnataka and Kirloskar Institute of Advanced Management Studies, Harihar, Bangalore.



3.4. International Conference on Corporate Social Responsibility, (ICCSR 2023) December 08-09, 2023

The two-day international conference took place in hybrid mode on 8th and 9th December. The conference was inaugurated by Chief Guest Shri Vivek Kumar Singh (IAS), Development Commissioner, Government of Bihar.

The distinguished Keynote Speaker for the event were Prof. (Dr.) Lun Trong Tuan, an associate professor at the School of Business, Law & Entrepreneurship, Swinburne University of Technology, Hawthorn, Australia.

Eminent personalities such as Mr. Dhruvanarayan Mukherjee (GM-CSR, Vedanta Ltd.), Dr. Prabhakar Sinha (Wash Specialist, Unicef Bihar), Mr. Manoj Kumar Gupta (CEO - TP Renewable Microgrid, The Tata Power Company Limited), Dr. Amit Kumar Thakur (Associate Director, Social Transformation and CSR, TERI), Ms. Keerti (State Head of Office, UNFPA), Mr. Shivendra Pandeya (Chief of Field Office, UNICEF), and Prof. (Dr.) Sapna Narula (Dean School of Management Studies, Nalanda University) graced the event as speakers.

The conference featured over 100 paper presenters from across India and abroad, representing diverse fields such as academicians, working managers, policy makers in government and business, NGOs, and industry experts. The primary objective of ICCSR 2023 is to facilitate knowledge exchange among academicians, researchers, practicing managers, policymakers, NGOs, and industry professionals on various dimensions of Corporate Social Responsibility (CSR). The theme for this year's conference is "Prioritizing health, welfare, and sustainable development through CSR as a means of preparing for ESG."

Selected full papers from the conference will be published with an ISBN by Bloomsbury Publishing India Pvt. Ltd.



4. Interactions

4.1. Mr. OP Singh, Corporate Senior Vice President, COGNIPHY July 12, 2023

Mr. OP Singh corporate senior vice president at COGNIPHY and was also a key member instrumental in transitioning of AVIVA acquisition into WNS. engaged in IIC activity, showcased his expertise in investor pitching during a recent meet. His presentation demonstrated a compelling investment opportunity, leaving a positive impact on CIMP students. He actively participated in the CIMP IIC activity, where he skillfully conducted investor pitching during a meet. With a strategic and well-crafted presentation, he effectively communicated the potential of the investment opportunity, capturing the attention and interest of those present. Singh's engaging approach and insightful insights contributed to a successful interaction, fostering a positive environment for potential collaborations and investments.

4.2. Mr. Ajay Krishna, General Manager IT Department , SBI Corporate Centre August 25, 2023

Chandragupt Institute of Management Patna (CIMP), a premier management institute, organized an insightful interaction on the theme "Infrastructure of Thinking" with Shri Ajay Krishna, General Manager



of the IT Department at SBI Corporate Centre, Mumbai, The event took place on July 19, 2023 and witnessed the active participation of esteemed faculty members, students, staff, and other distinguished dignitaries, Shri Ajay Krishna, an esteemed guest and an expert in the IT domain, delivered an engaging address centered on the topic "Infrastructure of Thinking." He captivated the audience with his insightful perspective on how seemingly small ideas and concerns can connect to form a comprehensive and impactful main idea. He stressed the importance of logic in society and the environment, drawing a clear distinction between sophistry and logic, highlighting the latter's significance in creating realistic and valuable outcomes.

The interaction on the "Infrastructure of Thinking" provided an enriching platform for knowledge exchange, inspiring the audience to explore new dimensions of logic, creativity, and visionary thinking. CIMP remains committed to organizing such stimulating events to foster intellectual growth and contribute to societal progress.

4.3. Dr. Jawar Singh, Professor IIT Patna July 21, 2023

On July 21, 2023, Chandragupt Institute of Management Patna (CIMP) organized an enlightening interaction on "Innovation/Prototype Validation- Converting Innovation into a Start-up." The event was graced by distinguished speakers including Shri Vijoy Prakash, Professor Vibhas Kumar, Dr. Jawar Singh, Prof. (Dr.) Ankit Sharma, and Prof. Rishabh Rajan.

The event began with a warm welcome by Prof. Vibhas Kumar, Ex Executive Director & State Head, of Bihar & Jharkhand (Indian Oil Corporation Ltd.), and a distinguished Professor of Practice at CIMP. Prof. Rishabh Rajan emphasized the significance of innovation as a driving force in entrepreneurship, while Prof. Ankit Sharma highlighted the crucial steps in converting innovative ideas into viable start-ups.

Dr. Jawar Singh, an eminent Professor from IIT Patna, led a discussion on cutting-edge topics such as computing and ChatGPT. The audience was also privileged to hear from Prof. Vijoy Prakash, Chairman-cum-CEO at AIC-Bihar Vidyapith, who shared inspiring anecdotes and historical insights on the impact of innovation on human progress.

The interaction proved to be a landmark event in CIMP's journey of fostering entrepreneurship and promoting innovation. The success of the event further solidified CIMP's position as a premier institute dedicated to nurturing visionary leaders who will shape the world of business and innovation.

The event concluded with a vote of thanks by Prof. Ranjit Tiwari, PGP Coordinator at CIMP, who expressed gratitude to the esteemed guests and participants for making the event a resounding success.

5. Workshop

5.1. Entrepreneurship & Innovation as Career Opportunity September 26, 2023

Alok Kumar, director of Paavni Organic Farm Limited Conducted a Workshop on Entrepreneurship & Innovation as a Career Opportunity explored to our organization the dynamic landscape of starting and growing businesses. Participants learn about identifying innovative ideas, developing entrepreneurial skills, and understanding the challenges and opportunities in the business world. This workshop aims to inspire individuals to consider entrepreneurship as a viable career path, fostering creativity and a proactive mindset. Key topics may include idea generation, business planning, funding strategies, and navigating the entrepreneurial ecosystem. Attendees gain insights into how innovation and entrepreneurship can shape fulfilling and impactful careers.



6. Seminar

6.1. National Seminar on Contemporary Innovations in Agri-Business Management (CIABM 2023) September 20, 2023

Chandragupt Institute of Management Patna (CIMP) hosted its first National Seminar on “Contemporary Innovation in Agri-Business Management, Exports and Rural Development - Challenges and Opportunities” (CIABM 2023) on September 20, 2023. The seminar, conducted in a hybrid mode, served as a platform for research scholars, academics, and industry professionals to engage in insightful discussions on the latest trends and best practices in agri-business management, exports, and rural development.

The event was inaugurated with the traditional lighting of the ceremonial lamp by Prof. (Dr) Rana Singh, Director CIMP, Dr Sunil Kumar, Chief General Manager (CGM), National Bank for Agriculture and Rural Development (NABARD), Shri Kumod Kumar, and Prof. Ankit Sharma, Chairperson (CIABM 2023). This was followed by a welcome speech by the Director of CIMP. The keynote address was delivered by Dr MJ Khan, Chairman of the Indian Chamber of Food and Agriculture (ICFA), who highlighted the impact of artificial intelligence (AI) on our way of life and the depth of conceptual understanding in management principles. The second keynote speaker, Dr Sunil Kumar, CGM, NABARD, addressed the factors influencing shifts in agriculture, contemporary innovations, the associated challenges, and significant hurdles in rural development. The conference featured a wide range of topics such as Intellectual Property Rights, Impact of Climate Change, Agricultural Management for a Sustainable Future, Millet Cultivation, Soil Health, Innovation, and Credit Market. A total of 14 research papers were presented in two parallel technical sessions by various institutes from across India. The seminar concluded with a valedictory note by Prof. Ankit Sharma, who boosted the spirits of the attendees with his inspirational words. The best paper award was presented to Mr Vikash Sinha. The event concluded with certificate and prize distribution followed by a vote of thanks delivered by Prof. Sriranga Vishnu, marking the successful end of a day filled with insightful discussions and knowledge sharing.



7. Cultural Events

7.1. Freshers party 2023 August 05, 2023

The air crackled with anticipation, the music thrummed with a youthful beat, and the dance floor shimmered on August 05, 2023. It was that electrifying night - the Chandragupta Institute of Management's Fresher's Party! A night where nervous freshmen shed their inhibitions, seniors transformed into enthusiastic cheerleaders, and the college transformed into a pulsating bubble of joy. From the moment you stepped in, the energy was contagious. The seniors, resplendent in their vibrant attire, welcomed the nervous newbies with open arms. The shy smiles and hesitant handshakes soon gave way to boisterous laughter. The stage bloomed with performances that showcased hidden talents - melodious singing, foot-stomping dance routines, and even a stand-up comedy act that left everyone in stitches.

But the real magic happened on the dance floor. The pulsating beats of the DJ wove their spell, and soon, freshmen and seniors alike were lost in the rhythm. Inhibitions melted away under the disco ball's glow, replaced by uninhibited joy. Whether it was the awkward two-step or the gravity-defying salsa moves, every step told a story – a story of belonging, of acceptance, of forging friendships that would last a lifetime. The night wasn't just about revelry; it was also about celebrating the spirit of Chandragupta. The faculty, ever the benevolent guides, joined in the merriment, sharing stories and advice that resonated with the wide-eyed freshmen. The director's speech, a blend of humor and wisdom, reminded everyone of the exciting journey that lay ahead, filled with challenges and triumphs alike.

As the night drew to a close, a bittersweet feeling hung in the air. The music faded, the lights dimmed, and the neon colours seemed to lose their vibrancy. But the memories, oh, the memories! The nervous laughter, the uninhibited dance moves, the newfound friendships – these were treasures etched forever in the hearts of everyone.



The Fresher's Party wasn't just a celebration, a welcome into the vibrant tapestry of life at CIMP. It was a reminder that within these walls, anything is possible, and every journey begins with a single, nervous step onto the dance floor of life. So, dear freshmen, hold onto the memories of this night, let them be your guiding light as you navigate the exciting years ahead. Welcome to Chandragupta, and welcome to a future as bright and pulsating as the neon lights that lit up your first night here.

7.2. CIMP Celebrates 77th Independence Day with Emphasis on Freedom August 15, 2023



Chandragupt Institute of Management Patna (CIMP) marked India's 77th Independence Day with a special event, graced by the presence of Brigadier Ashutosh Kumar Singh, Sena Medal, Deputy Director General NCC, Bihar and Jharkhand. The event was a celebration of freedom, responsibility, and the spirit of overcoming challenges. Prof. (Dr.) Rana Singh, Director, CIMP, delivered a powerful address, emphasizing the importance of breaking free from detrimental habits and the responsibility of preserving India's glorious history and legacy.

Brigadier Singh, in his interaction with the students, underscored the pivotal role of defense in maintaining peace and stability. He lauded the institute's contributions and encouraged students to seize opportunities to strengthen society. He also highlighted the importance of a strong army in protecting nations from unwanted activities and disturbances.

The event was not just a celebration of independence, but also a showcase of India's rich cultural heritage. Students performed various cultural programs, adding to the festive atmosphere. Faculty members and staff were also present, making the event a complete institutional effort. This celebration at CIMP served as a reminder of the sacrifices made for freedom and the ongoing responsibility to contribute positively to society.

In the backdrop of dazzling lights, students shared stories of heroes who paved the way for liberty. The atmosphere pulsated with unity, reminding us that freedom isn't just a historical event but a living, breathing essence that thrives within every citizen.

As the clock struck midnight, a collective cheer echoed the pride and gratitude we felt for our country. Independence Day 2023 etched itself into the college's history as a night where education met exuberance, and young minds embraced the responsibility of shaping a brighter tomorrow.

7.3. Kavi Sammelan September 05, 2023

Chandragupta Institute of Management (CIMP) witnessed a mesmerizing evening On September 05, 2023 as the annual Kavi Sammelan reverberated through its halls. The air thrummed with the magic of verse, as renowned poets like-Nilotpal Mrinal (Gitkar), Shambhu Shikhar, (Hasya Kavi), Chandan Rai (Kavi), Rajani Shrivastava (kavitri), Kumar Rajat (Shayar), Chandan (Gitkar and Kavi) and Sabhir Parimal (Kavi) painted vivid landscapes with words, stirring hearts and minds in equal measure.

From the evocative ghazals to the soul-stirring bhajans ,the evening traversed a spectrum of emotions. Poet's playful renditions of limericks had the audience in stitches, while poignant verses on contemporary issues sparked thought-provoking discussions. Each poet brought their unique style and perspective to the stage. The CIMP auditorium, transformed into a haven for poetic expression, pulsated with the rhythm of words and the melody of emotions.

The Kavi Sammelan wasn't just a showcase of poetic talent; it was a celebration of language, culture, and the human spirit. It provided a platform for students to engage with the magic of poetry, appreciate its diverse forms, and discover the power of words to move and inspire.

Beyond the immediate enchantment of the evening, the Kavi Sammelan left a lasting legacy. It reminded us of the beauty and depth of our literary heritage, the importance of keeping it alive, and the

transformative power of poetry. In the hearts of the CIMP students, the echoes of this literary gathering will resonate long after the last verse is recited.



चन्द्रगुप्त प्रबंध संस्थान पटना
CHANDRAGUPT INSTITUTE OF MANAGEMENT PATNA

हिन्दी दिवस और शिक्षक दिवस के अवसर पर

आमंत्रित कविगण

नीलोत्पल मृणाल गीतकार | शंभू शिखर, हास्य कवि | चंदन राय, कवि
रजनी श्रीवास्तव, कवयित्री | कुमार रजत, शायर
चंदन द्विवेदी, गीतकार और कवि | समीर परिमल, कवि

मंगलवार, 05 सितम्बर, 2023 | शाम 03 बजे से | सीआईएमपी सभागार



7.4. Dandiya Night celebration in campus October 19, 2023

The vibrant Dandiya celebration on October 19, 2023 was meticulously organized by the cultural committee of CIMP and took center stage at Chandragupta Institute of Management, transforming the institute into a hub of cultural fervor. Students from diverse backgrounds came together, weaving a tapestry of dance and joy that echoed through the halls of the institute. The event at Chandragupta Institute of Management became a memorable expression of unity and celebration.

7.5. Diwali Party at CIMP Campus November 09, 2023

The Chandragupta Institute of Management (CIMA) campus was lit up with joy and festivity on November 09, 2023 as the CIMP family came together to celebrate Diwali, the festival of lights. The celebrations began with the lighting of diyas and lamps, followed by a rangoli competition where students created vibrant and colorful patterns on the floor.

The cultural program that followed was a delightful mix of music, dance, and drama. Students from different parts of the country showcased their talents, performing traditional and contemporary dances, singing melodious songs, and enacting short skits. The audience was mesmerized by the performances and cheered enthusiastically for their favorite acts. No Diwali celebration is complete without delicious food, and the CIMA canteen did not disappoint. A sumptuous spread of traditional Indian sweets and savories was laid out, and students relished the opportunity to indulge in their favorite Diwali treats.

The Diwali celebrations at CIMP were a much-needed break from the rigors of academic life. It was a time for students to come together, bond with each other, and celebrate the rich cultural heritage of India. The event was a huge success, and everyone who attended left with happy memories and a renewed sense of



7.6. Christmas Party at CIMP

December 22, 2023

The halls of Chandragupta Institute of Management Patna (CIMP) were decked with boughs of holly and twinkling lights on December 22, 2023 as the college community came together to celebrate Christmas. In the midst of exams and assignments, the Christmas party provided a much-needed break and a chance for students, faculty, and staff to bond over festive cheer.

The festivities began with a carolling competition, where teams of students belted out their favourite Christmas tunes. The air was filled with melodious renditions of classics like "Jingle Bells" and "Silent Night," bringing a smile to everyone's faces.

Following the carolling competition, a sumptuous Christmas feast was laid out. From roast turkey and mashed potatoes to plum cake and gingerbread cookies, there was something to tantalize every taste bud. The delicious food was enjoyed amidst lively conversation and laughter, as friends and colleagues shared stories and exchanged gifts.

No Christmas party is complete without Santa Claus, and CIMP's Santa did not disappoint. Dressed in a bright red suit and sporting a jolly beard, he distributed candy canes and gifts to the students, spreading joy and merriment throughout the evening.

The party culminated with a dance floor that was packed all night long. Students, faculty, and staff alike grooved to a mix of Christmas classics and Bollywood hits, leaving their worries at the door and simply enjoying the spirit of the season.

The Christmas party at CIMP was a resounding success, leaving everyone with memories that will last a lifetime. It was a heartwarming reminder of the importance of community, friendship, and the joy of celebrating together.



8. Extra-Curricular Activities

8.1. GEF-UNEP Funded Project Development & Promotion –ops alternative to DDT August 21-25, 2023

Chandragupta Institute of Management conducted a comprehensive five-day training program from August 21 to 25, 2023, centered around the GEF-UNEP funded project on developing and promoting alternatives to DDT. Focused on Integrated Vector and Pest Management, this initiative aimed to address environmental concerns while effectively managing vectors and pests. The program brought together experts, practitioners, and enthusiasts to explore innovative solutions, emphasizing sustainable practices to replace DDT. Through workshops and discussions, participants gained insights into alternative strategies, fostering a shared understanding of environmentally friendly approaches to mitigate pest-related challenges in our ecosystems.

8.2. Mirchi Youth Festival September 05, 2023

Chandragupta Institute of Management (CIMP) witnessed a enthralling evening On September 05, 2023 as the Mirchi Youth Festival pulsate through its halls. The air palpitate with the magic of voice , renowned RJ Anjali , RJ Rama RJ Shashi. Mirchi Youth Festival is an energetic celebration that brings together young enthusiasts for a vibrant blend of music, dance, and entertainment. With dynamic performances and engaging activities, it's embraces the spirit of youth culture and creativity. It also organized a dance competition and singing competition which became a vibrant platform for students to express themselves, fostering a sense of community and celebrating the diverse talents within the college.

8.3. Aapda Prawandhan Certificate Distribution October 16-18, 2023

From October 16-18, 2023, Chandragupta Institute of Management hosted a three-day state-level AAPDA Prawandhan certificate distribution program. This event was conducted under the CM School Safety Programme and focused on disaster management. The program aimed to equip participants with essential skills and knowledge in disaster preparedness. It also included a Masters Trainers Programme, engaging individuals to become proficient trainers in this field. Over the course of three days, the event gathered aspiring trainers and experts to enhance their understanding and proficiency in disaster management, contributing significantly to building a safer and more prepared community.

8.4. Field Visit to worksite of Swacchangini Cooperative October 31, 2023g

The Field Visit for Exposure and Problem Identification, organized as part of IIC 6.0 Calendar Activities, was an enlightening experience for PGDM students of Chandragupt Institute of Management Patna. The visit took place at the worksite of Swacchangini Cooperative, a pioneering initiative backed by UNFPA and Patna Municipal Corporation. Our visit to Swacchangini Cooperative was a profound learning experience, shedding light on the challenges of manual scavenging and the incredible strides made by this pioneering initiative.

Ms. Pragati Singh, Program Officer from UNFPA, provided valuable insights into the rehabilitation efforts and the fight against manual scavenging.

Mr. Manoj Pandey, Women Empowerment Coordinator, shared inspiring stories of empowerment and transformation within Swacchangini.

Ms. Poonam Mishra, Master Trainer from the Swacchangini Team, revealed the methods behind sewer cleaning innovation.

Mr. Rajeev Ranjan, City Manager, Patna Municipal Corporation, gave us a glimpse into the management and financial models that make Swacchangini's operations possible.



8.5. Award Ceremony by UNICEF

Chandragupta Institute of Management hosted a prestigious award ceremony in collaboration with UNICEF and Bihar Shiksha Parishad to honor the Swachh Schools of Bihar. This event recognized and celebrated educational institutions that demonstrated exceptional commitment and implementation of cleanliness and hygiene practices. Amidst the ceremony, schools were acknowledged for their outstanding initiatives, fostering a culture of cleanliness, sanitation, and hygiene among students and staff. The collaboration between UNICEF, Bihar Shiksha Parishad, and CIMP underscored the collective effort to prioritize and promote a healthy learning environment across Bihar's educational landscape.

The award ceremony not only applauded these schools for their exemplary efforts but also aimed to inspire others to emulate their success, emphasizing the importance of maintaining hygienic school environments for the holistic development and well-being of students. The event served as a beacon, encouraging a broader movement toward cleaner and healthier educational institutions throughout Bihar.

9. Faculty Article

9.1. Socio-Economic Sustainability through Millet

Author 1

Shrabani B Bhattacharjee
Assistant Professor (HR/OB)
Jagdish Sheth School of Management
Shrabani.bhattacharjee@jagsom.edu.in

Author 2

Jyoti Verma
Assistant Professor (HR/OB)
Chandragupta Institute of Management Patna
jyoti@cimp.ac.in

1. Introduction

A warning is issued against the impacts that changes in monsoon dynamics, which are predicted to occur by the end of this century and include decreased summer precipitation and longer gaps between rainy periods, will have on South Asia based on new findings from climate modeling. It is expected that this will have an effect on the patterns of wheat and rice cultivation as well as the output loss. A situation like this calls for adaptable agricultural practices that will continue to produce food for a population that is always growing while also safeguarding locals from the risks of climate change (Padulosi et al., 2009). Since millet was the first domesticated crop, its ability to tolerate climatic conditions could be the game-changer in this situation.

1.1. Millet, a Superfood

The honorable Prime Minister of India, Mr. Narendra Modi, recommended that 2023 be designated as the International Year of Millets. The United Nations General Assembly (UNGA) acknowledged the same. He aims to establish India as "a Global hub for Millet" and wants to turn 2023 into a people's campaign for the total benefit of the climate, cultivator and consumer, as said in the Shree Anna Conference, which was held in New Delhi on March 18. Small-seeded grasses that are typically produced extensively in dry and semi-arid tropical regions of the Indian subcontinent and the African continent below the most unfavorable agro-climatic situations are referred to as millets, also known as dry land cereals. According to Ahmadou et al. (2011), millet was actually among the earliest crops that people cultivated in Asia and Africa. India's resource-poor farmers rely heavily on millets for food, which also contributes to the country's ecological and economic security¹. By National Food Security Mission, the Indian government has also been encouraging the cultivation of millet, and as Fig. 1 shows, millet output has been steadily increasing. A new study published in The Economic Times projects that the worldwide millets market would raise at a compound annual growth rate (CAGR) of 4.5% from 2021 to 2026².

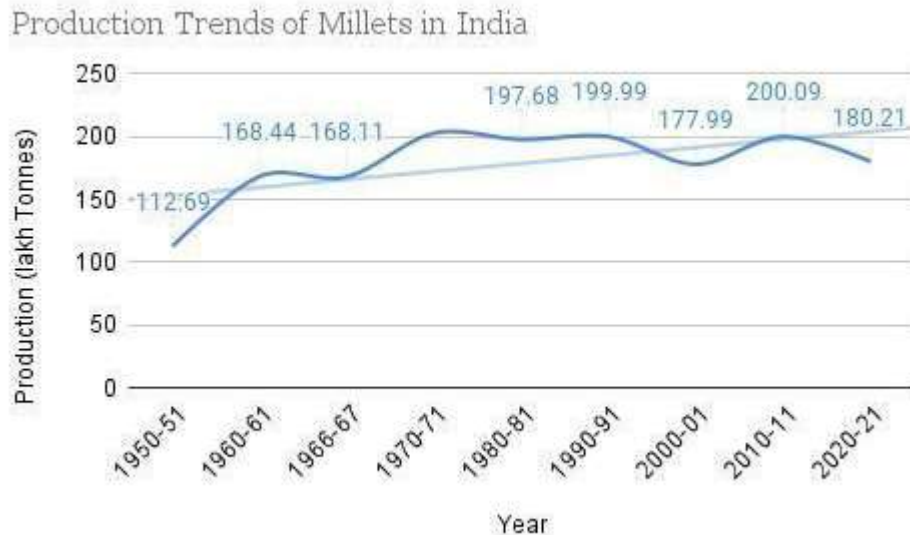


Fig 1: Production trends of Millets in India
https://apeda.gov.in/milletportal/about_us.html

1.2. Resilient millets

Resilient millets—rather than traditional grains—will be the focus of the agriculture industry going forward. By supporting the production of alternative grains, we see the prospective for increased agro biodiversity in our meals, a decline in micronutrient scarcities, and a decrease in agricultural water usage—which is currently at a crisis level. Amidst severe climate change, drought-like conditions, and erratic weather patterns, millet holds great promise for providing a sustainable livelihood, boosting farmers' income, and ensuring global food and nutritional security.

1 https://apeda.gov.in/milletportal/about_us.html

2 <https://economictimes.indiatimes.com/news/economy/agriculture/millets-to-increase-income-of-small-and-marginal-farmers-govt/articleshow/97828596.cms>

2. History of Millet

One of the earliest domesticated and cultivated cereals from early human civilization, according to scientific evidence, is millet. Millet has long been a staple food in China, India, Central and Eastern Asia, some parts of Africa, and Europe, especially Russia (Amadou et al., 2011). Research from Northern China indicates that ten thousand years ago, millet was a staple diet. Prior to rice and wheat becoming widely grown, research shows that millet was the first crop to be grown dry in East Asia (India, China, Russia, Japan, and Korea), if not the entire Eurasian Continent. It was most likely caused by its exceptional drought resistance (Lu et al., 2009).

Over 50,000 kilograms of grain crops were discovered in storage pits from the early Neolithic site of Cishan, located in northern China. Scientists recognized these as common millets. We all know that the Neolithic era marked the beginning of human civilization's shift toward agriculture. This suggests that millets were first cultivated by early human civilization, most likely as a result of their ability to withstand dry weather and resistance to disease (Lu et al., 2019).

3. Climate Change and Millet

When there is a deficiency in atomic vapour pressure, pearl millet reduces the area of its leaves to adapt to extremely dry weather, which lowers transpiration (Choudhary et al., 2020).

Millets are stress-tolerant in extremely dry climates because they possess resilient genes. They respire via the C4 pathway, which is associated with decreased photorespiration and increased water efficiency. Additionally, they have a fibrous root system that keeps them stable in shifting environmental conditions. Similar conclusions are supported by historical data, which shows that millet was domesticated close to Sub-Saharan Africa and Southeast Asia, regions that receive 100–400 mm of rainfall a year, demonstrating that millet can be grown in arid climates. Additionally, it has demonstrated changing traits such as maintaining soil moisture content and a rapid crop cycle, which aid in speedy production and prevent severe wet or dry weather and enable the farming of other crops (Wilson & VanBuren, 2022).

4. Initiatives, Government of India

The Indian government is actively involved in the development of millet as a significant agricultural initiative, job opportunity, import alternative, food security, and potential means of mitigating climate change. As a result, the Department of Agriculture and Farmer's Welfare, the Indian Institute of Millet Research, and the Agricultural and Processed Food Products Export Development Authority (APEDA) are among the several government organizations that work particularly with millet. The Indian government organizes a lot of awareness- and initiative-building programs. The most recent was the Shree Anna Conference, which took place on March 18, 2023, in New Delhi. Value-added millet product research, training, and promotion are spearheaded by ICAR- IIMR. Small Farmers Agribusiness Consortium (SFAC), Farmers Producer Organization (FPO), and IIMR organize training and international participation. The IIMR Compendium of Success Stories tells the tales of entrepreneurs, and it is very encouraging to see how they have helped build successful companies by improving livelihoods, creating jobs, and utilizing millet to create a sustainable environment.

5. Conclusion

By using the current situation, the authors hope to draw attention to the interdisciplinary cooperation required to create sustainable practices using a long-forgotten ancient food system. The purpose of this article is to pull attention to the historical significance of millet. And if we did the same, perhaps we could reverse the significant environmental change, create a better society, and endure for a longer amount of time.

References:

- Amadou, I., Gbadamosi, O. S., & Le, G. W. (2011). Millet-based traditional processed foods and beverages—A review. *Cereal Foods World*, 56(3), 115.
- Choudhary, S., Guha, A., Kholova, J., Pandravada, A., Messina, C. D., Cooper, M., & Vadez, V. (2020). Maize, sorghum, and pearl millet have highly contrasting species strategies to adapt to water stress and climate change-like conditions. *Plant Science*, 295, 110297.
- Lu, H., Zhang, J., Liu, K., Wu, N., Li, Y., Zhou, K., et al. (2009). Earliest domestication of common millet (*Panicum miliaceum*) in East Asia extended to 10,000 years ago. *Proceedings of the National Academy of Sciences*, 106, 7367–7372.
- Padulosi, S., Mal, B., Ravi, S. B., Gowda, J., Gowda, K. T. K., Shanthakumar, G., & Dutta, M. (2009). Food security and climate change: role of plant genetic resources of minor millets. *Indian Journal of Plant Genetic Resources*, 22(1), 1-16.
- Wilson, M. L., & VanBuren, R. (2022). Leveraging millets for developing climate resilient agriculture. *Current Opinion in Biotechnology*, 75, 102683.

10. Students Corner

POEMS

10.1. You fall again by Ujjwal kumar (PGDM 2023-25)

You fall again.
Don't forget the pain,
From where you came
You know the shame,
You can't let that happen again
You are letting your life to go in vain,

You stood up to fight the odds
You got that will to break the mods,
Where its vanished away?

Hold your breath
And go to the depth.
Search for the light
So you can conquer the fight.
Its not over yet
Until you give up the might.

POEMS**10.2. Friendship by Kumari Nisha Roy (PGDM 2023-25)**

In life full of relationship ...
There is one divine friendship!!
That always meant to uphold,
And nothing can make it sold.
The true one remains with you,
No matter, they are only few.
Coming across diabolical row,
To know, who are friends and who are foe.
They act as the portal of emancipation,
That leads to the world of elation.
Where memories are made together,
Till the end of border.
Everything seems devoid of Endurance,
When you come under their Providence.
Understanding with all ears,
Can free from what you bear.
Feel lucky to have one.....
Because world is hostile enough to give burn!!!



Illustration by Sushmita (PGDM 2022-24)



11. CIMP Business Incubation and Innovation Foundation

11.1. IGNITE 2.0 June 30, 2023

IGNITE 2.0, a prestigious program focused on the strategic transformation of Bihar through Startups was organized by CIMP. The event was graced by the esteemed presence of Shri Vijay Choudhary Ji, Minister of Finance, Government of Bihar, along with an illustrious panel of guests, including renowned personalities from various fields such as academia, industry, and government.

CHIEF GUEST
Shri Vijay Kumar Choudhary
 Hon'ble Minister of Finance
 Government of Bihar

KEY NOTE SPEAKER

- Shri. Naveen Jha
Sr. Fellow, Harvard University
- Dr. Sunil Kumar
CSM, NABARD, Bihar RO, Patna
- Prof. (Dr.) Rana Singh
Director, CIMP
- Colonel Rahul Sharma
Director, NIFT - Patna
- Dr. Vinaytosh Mishra
Associate Professor GMU, Ajman (UAE), Healthtech Mentor
- Shri Arun Agrawal
President, Bihar Industries Association
- Shri. O P Singh
Cogniphy, SEBI Registered Investment Platform
- Dr. Mohammad Hanif Mevati
Director, Khadi and Village Industries Commission, Ministry of MSME, Government of India
- Dr. Bama Ganguly
Assistant Professor, Bihar Institute of Public Finance and Policy (BIPFP)
- Shri. K P S Keshri
Ex-President, Bihar Industries Association
- Prof. (Dr.) Sandeep Tiwari
Principal, Darbhanga College of Engineering, Darbhanga (Department of Science & Technology, Govt. of Bihar)
- Dr. Praveen Kumar
CEO - FIST, IIT - Patna, Adjunct Professor, Usha Martin University
- Shri. Kumad Kumar
CEO, CIMP-BIIF
- Shri. Divyanshu Verma
Co-founder & CEO, Rediment Innovations
- Moderator - Priya Nath
City Lead - Patna, Headstart Network
- Shri. Neeraj Jha
Founder & CEO, Hanuman
- Shri. Ajok Kumar
Founder, Paavni Organic Farms
- Richa Vatsayan
Director, Clisunar Jaanki
- Shri. Chandrashekhar Mandal
Founder & CEO, Digital Labour Chowk

Venue: CIMP Auditorium | Date: 30-06-2023 | Time: 10:00 AM
CHANDRAGUPT INSTITUTE OF MANAGEMENT PATNA
 Mithapur Institutional Area, Patna - 800 001, Bihar

The program commenced with a welcome address by Prof. (Dr.) Rana Singh, Director CIMP welcomed the chief guests as well as other dignitaries, Naveen Jha, Senior Fellow from Harvard, delivered a keynote speech and shared his valuable insights on the significance of knowledge sharing and collaboration in building a strong startup ecosystem. He highlighted, "Startups thrive when there is a culture of collaboration and knowledge exchange. Dr. Sunil Kumar, CGM the importance of financial support for startups, NABARD, emphasized, Shri Vijay Choudhary Ji, Hon'ble Minister of Finance, Govt of Bihar emphasized the government's commitment to fostering a thriving startup ecosystem in Bihar. He stated, "Startups hold immense potential to drive innovation, generate employment, and contribute to economic growth. The government is dedicated to providing the necessary support and creating an enabling environment for startups to flourish in the state."

Dr. Vinayash Mishra, Associate Professor GMU, Ajman (UAE), stressed the role of education and research in developing an entrepreneurial mindset. O.P. Singh, representing Cogniphy USA, discussed the significance of technology and digital transformation in the startup ecosystem, Shri Arun Agrawal, President, BIA, emphasized the role of industry associations in supporting startups.

Col Rahul Sharma, Director NIFT, Patna, highlighted the importance of design thinking and innovation in startup ventures, Dr. Barna Ganguly & Dr. Sandeep Tiwari, Principal DCE, highlighted the role of academia in promoting entrepreneurship.

During the second panel discussion, titled "From Startup to Success: Inspiring Growth Stories of Prominent Startups," Ms. Priyanath led a dynamic conversation with accomplished startup founders who shared their journeys, challenges, and success stories.

During the event, a notable book launch also took place, focusing on the involvement of state governments in the implementation of India's Corporate Social Responsibility (CSR) Law. The book, titled "The Role of State Government in Implementing India CSR Law," was a collaborative effort by Kumod Kumar, Prof. Rana Singh, and Rusen Kumar, The publication shed light on the crucial role played by state governments in ensuring the effective execution of CSR initiatives and provided insights into best practices and challenges faced at the state level.

Prof. Ranjit Tiwari, Chairperson of the PGP Course, delivered the Vote of Thanks, expressing gratitude to all attendees.

Chandragupt Institute of Management Patna (CIMP) recently organised IGNITE 2.0 which showcased and celebrated Bihar's thriving startup ecosystem, emphasizing the initiatives by the Department of Industries to create a supportive environment for startups to flourish. The event brought together startups, investors, industry experts, and government officials, creating a collaborative platform for knowledge sharing, idea exchange, and networking opportunities, the panel included an exceptional Lineup of individuals, each making a significant impact in their respective domains: Niraj Jha, Founder & CEO of Hanuman, an organization dedicated to Leveraging technology to provide emergency medical care

facilities, Richa Vatsayan, Director of Cislunar Janki, an organization providing eco-friendly, biodegradable pads for healthy, hygienic and comfortable menstruation for women and girls.

Alok Kumar, Founder of Paauni Organic Farms, is an entrepreneur leading the way in sustainable and organic farming practices, promoting healthier Lifestyles and environmental consciousness.

Chandrashekhar Mandal, Founder & CEO of Digital Labour Chowk, a platform that connects skilled workers with employment opportunities at construction companies. During the panel discussion, we delved into a wide range of topics, including innovation, business models, market research, customer acquisition, and funding opportunities.

The founders shared their insights, shedding light on the challenges they encountered and the strategies they employed to overcome obstacles and achieve success in their respective ventures. Engaging with these dynamic entrepreneurs was an absolute pleasure. Their passion, determination, and unwavering commitment to their ventures were palpable throughout the discussion.

It was truly inspiring to witness firsthand how they are reshaping the business landscape in Bihar, driving economic growth, and creating opportunities for others. Thank you to CIMP, Prof. (Dn) Rana Singh LNMI, MDI Alumni, Accreditation Specialist Sir and Kumod Sir for giving me this opportunity.

11.2. IIC –5.0 Converting Innovation into A Startup

July 21, 2023

Chandragupta Institute of Management hosted IIC 5.0 Q-4, focusing on the journey of converting innovation into a startup, encompassing the entire spectrum from ideation to establishing a sustainable, successful venture. Esteemed guest speakers included Mr. Vijoy Prakash, Prof. Rana Singh, Dr. Jawar Singh, Prof. Ankit Sharma, and Prof. Risabh Rajan. The event delved into the intricate process of nurturing innovation and transforming it into a viable startup. Through the insights shared by the distinguished speakers, attendees gained a

comprehensive understanding of the steps involved in idea incubation, venture development, and the crucial elements contributing to sustainable success.

Each speaker contributed their expertise, highlighting aspects such as ideation frameworks, strategic planning, market viability assessments, and the significance of sustainable business

models. Their collective knowledge and experiences provided invaluable guidance, equipping the audience with practical insights and strategies crucial for navigating the dynamic landscape of entrepreneurship, ultimately fostering a culture of innovation and sustainable business practices at Chandragupta Institute of Management.

11.3. Bharat Pitchathon 2.0 July 29, 2023

Startups pitched at Headstart's Bharat Pitchathon 2.0 at CIMP

Headstart Network Foundation is conducting Bharat Pitchathon 2.0 in 20+ cities across India. In the process, Headstart's Patna Chapter the Bihar Edition at Chandragupta Institute of Management Patna. CIMP and CIMP-BIIF were the state partners of the event.

HEADSTART
BHARAT PITCHATHON 2.0
UNEARTHING STARTUPS FROM BHARAT
BIHAR

CIMP | **CIMP-BIIF**

Speakers:

- Prof. (Dr.) Rana Singh** - Director, CIMP
- Vishesh Kumar** - Sr. Executive Director & State Lead, Bihar & Chandragupta Institute of Management Patna (CI)
- Kumud Kumar** - Chief Administrative Officer, CIMP, Patna
- Southern Sivaramakrishnan** - VC Partners of World Institute
- Vasistha Chary** - Founder of Jeeva Institute, Member, Early Stage Network
- Priya Nath** - City Lead - Patna, Member Director, Business Operations, Openworks

Pitch Resource Table:

Sl. No.	Name	Investment
1.	100000	100000
2.	100000	100000
3.	100000	100000
4.	100000	100000
5.	100000	100000
6.	100000	100000
7.	100000	100000
8.	100000	100000
9.	100000	100000
10.	100000	100000

Event Flow Table:

Time	Activity
10:00 AM	Registration & Networking
10:30 AM	Keynote Speech - Prof. (Dr.) Rana Singh, Director, CIMP
11:00 AM	Startup Showcase - Round 1
11:30 AM	Networking & Lunch
12:00 PM	Startup Showcase - Round 2
12:30 PM	Startup Showcase - Round 3
1:00 PM	Networking & Lunch
1:30 PM	Startup Showcase - Round 4
2:00 PM	Startup Showcase - Round 5
2:30 PM	Startup Showcase - Round 6
3:00 PM	Startup Showcase - Round 7
3:30 PM	Startup Showcase - Round 8
4:00 PM	Startup Showcase - Round 9

Event Details: 29 JULY 2023 | 10:00 AM Onwards | CIMP, Patna

Partners: Ecosystem Partner (OpenGrowth), Photography Partner (COPPER MEDIA), Branding Partner (Iconix)

Shortlisted Startups: Freshherp, Bunkle, english VPI/RI

Bharat Pitchathon 2.0 was an amalgamation of startup pitches, sound ecosystem networking, and startup acceleration all in one event. A total of 9 startups were shortlisted to pitch after the application screening.

Welcoming the guests and participants, Director, CIMP, Prof. (Dr.) Rana Singh said that the team and faculty members are happy to support and help startups from their Incubation Center CIMP-BIIF. Chandragupta Institute of Management Patna (CIMP) is emerging as a leader in creating and molding a new generation of young entrepreneurial minds.

Gautham Sivaramakrishnan, VC Platforms at Blume Ventures from Bangalore met the startup founders and was happy to see the passion of the founders. Vasistha Chary, Founder at Ascian Solutions and Mentor, Early Stage Startups gave valuable feedback on the pitches. Aaquib Hussain, Co-Founder & Chief Integrator - FreeFlow was also present at the event.

Mr. Kumod Kumar, CEO, CIMP-BIIF, distributed the certificates to the startups from Bihar. Mr. Vibash Kumar delivered the vote of thanks and expressed his delight of having such event in Patna where the startups can take investor feedback and grow further.

Priya Nath, City Lead - Patna, Headstart Network Foundation, said that the shortlisted startups are all from Bihar and cover a wide range of versatility from Agritech to E-commerce to Sustainable business. The top 9 Startups from Bihar were English Yaari, Fathoom, Mclinic healthtech India Pvt Ltd, Being Electro, Avyudha consultancy services pvt ltd, Bodhika Naturals LLP, Paavni, Sahityakriti India Pvt Ltd and Freshsharp.

The jury consisted of Prof. (Dr.) Rana Singh, Mr. Vibash Kumar, Gautham Sivaramakrishnan, Aaquib Hussain and Vasistha Chary. The Top 3 startups will proceed to the Regional level. The Top 75 startups across all cities from India will be given an opportunity to be part of a 6 month Growth Accelerator. The selected startups will also attend HSX 2023 at Bangalore on 30th September 2023.

11.4. The World Entrepreneurship Day September 11, 2023

Chandragupt Institute of Management Patna (CIMP) commemorated a highly successful and inspiring event, "The World Entrepreneurship Day," celebrated on September 11, 2023, aimed at celebrating innovation, enterprise, and the spirit of entrepreneurship. The event witnessed the presence of esteemed speakers, dignitaries, faculty members, students, and startup enthusiasts.



The Chief Guest of the inaugural session was Hon'ble Shri. Sameer Mahaseth ji, Industry Minister, Government of Bihar, who graced the occasion with his esteemed presence. The event commenced with a warm welcome to all the attendees by Prof. (Dr) Rana Singh ji, Director of CIMP. Apart from the Hon'ble Shri. Sameer Mahaseth ji, Industry Minister, Government of Bihar, the other distinguished speakers who shared their insights during the event included:

Shri Niraj Kumar Nir ji, Founder & Chairman, Aishwarya Group of Companies, who delivered an enlightening keynote speech, Shri Sachin Chandra ji, Chairman CII Bihar State Council and Director of Swadha Developers Pvt. Ltd. Shri Satpal Azad ji, Deputy General Manager, NABARD, Bihar Regional Office, Shri Pradeep Kumar ji, Director-MSME, Patna, Dr. Hanif Mevati ji, Director KVIC, Shri Kumod Kumar, CAO CIMP cum CEO CIMP-BIIF, extended his gratitude to all attendees, participants, and speakers for their valuable contributions towards making the event a resounding success.

Following the inauguration, an engaging panel discussion with the theme, 'From Idea to Impact: The Journey of a Successful Startup, captivated the audience. The discussion was expertly moderated by Ms. Priya Nath, Director of OpenGrowth. The esteemed panelists included: Mr. Sourandra Chatterjee, Business Owner of Elastic Run, a unicorn startup, Mr. Robin Nagar, Founder of The Valley Culture, Ms. Aishwarya Sawarna Nir, Director of Aishwarya Group of Companies, Mr. Atul Kumar, Cluster Head at IDFC-First Bank,.

The event garnered enthusiastic participation from CIMP's faculty members, students, and startup enthusiasts, reaffirming the institute's commitment to nurturing and inspiring the entrepreneurial spirit.

11.5. IIC 6.0 Q-1

September 15, 2023

Chandragupta Institute of Management organized the IIC 6.0 Q-1, a dynamic event within the IIC calendar, focusing on fostering entrepreneurship and startup culture. The session featured a compelling motivational discourse delivered by Ms. Richa Vatsyayan, the visionary founder of Sanitrust, renowned for pioneering biodegradable sanitary napkins made from banana fiber.

The theme of entrepreneurship and startups resonated throughout the event, inspiring aspiring entrepreneurs among attendees. Ms. Vatsyayan's insights, experiences, and innovative approach towards sustainable menstrual hygiene products captivated the audience, offering valuable lessons on entrepreneurship, sustainability, and market disruption.

Her success story became a beacon of inspiration, illustrating how innovative ideas and a commitment to sustainability can drive impactful entrepreneurship. The session at CIMP's IIC 6.0 Q-1 not only instilled entrepreneurial zeal but also highlighted the potential for creating transformative ventures that prioritize sustainability in their core ethos.

11.6. Digital Labour Chowk Wins Best Startup Awards 2023

Digital Labour Chowk, a platform transforming labor recruitment in the construction industry, has won the first prize at the Best Startup Awards 2023. The award was presented during the 38th Foundation Day of Indira Gandhi National Open University, Delhi.

Chandrashekhar Mandal, the leader of Digital Labour Chowk, expressed gratitude for the recognition, stating, "This underscores our team's dedication in reshaping how construction workers find opportunities and how companies source skilled labor."

The Best Startup Awards, facilitated by Indira Gandhi National Open University, applaud innovative ideas and contributions across diverse sectors. Digital Labour Chowk's win reaffirms its position as a pioneering force utilizing technology to streamline the hiring process for construction companies.

Digital Labour Chowk connects construction firms with semi-skilled and unskilled workers online, garnering attention for its efficiency and impact on workforce management in the industry. This victory reinforces the platform's commitment to revolutionizing the hiring landscape for construction companies, contributing significantly to India's economic growth.



Shri Kumod Kumar, CEO of CIMP-BIIF, congratulated Mr. Mandal for his achievement. CIMP-BIIF, the incubation arm of Chandragupt Institute of Management Patna (CIMP), fosters innovation and nurtures startups, offering mentorship, infrastructure, and networking opportunities. The success of Digital Labour Chowk reflects the impactful ecosystem cultivated by CIMP-BIIF, further solidifying its role in shaping groundbreaking ventures.

11.7. CIMP-BIIF Mentor Contributes to Development of Biosensor for Alzheimer's and Parkinson's Detection

Sanjeev Kumar, a mentor at CIMP - Business Incubation & Innovation Foundation (CIMP-BIIF) and a graduate from the University of Illinois Urbana-Champaign, has played a key role in developing a handheld biosensor for detecting biomarkers associated with Alzheimer's and Parkinson's Diseases. The device, detailed in the Proceedings of the National Academy of Sciences, is set to revolutionize medical diagnostics.

Kumar, also a lead researcher in AI/ML at an American MNC, applied his expertise in artificial intelligence and cloud computing to the project. He developed a machine-learning model that identified potential issues in the biosensor's design, significantly contributing to the research's success.

The research, led by Professor Ratnesh Lal of the UC San Diego Jacobs School of Engineering, involved an international team of experts. The biosensor's capabilities extend beyond Alzheimer's and Parkinson's detection, with plans to expand trials to include saliva and urine samples.

The Director of CIMP, Dr. Rana Singh, and the CEO of CIMP-BIIF, Shri Kumod Kumar, expressed pride in Kumar's contributions to this groundbreaking initiative. This achievement showcases CIMP-BIIF's commitment to supporting innovation and advancements in global healthcare.

The handheld biosensor represents a significant leap in medical technology, offering a non-invasive and efficient method for detecting Alzheimer's and Parkinson's biomarkers. It has the potential to revolutionize diagnostics across various medical conditions.

11.8. CIMP-BIIF and DSRRAU Collaborate to Foster Innovation and Entrepreneurship

The Chandragupt Institute of Management Patna's Business Incubation & Innovation Foundation (CIMP-BIIF) and Dr. Sarvapalli Radhakrishnan Rajasthan Ayurved University, Jodhpur (DSRRAU) have signed a Memorandum of Understanding (MOU) to foster a startup and entrepreneurial culture within the university. The signing ceremony took place during the International Conference KAUMRCON23, in the presence of the Honourable Governor of Rajasthan, Shree Kalraj Mishra.

The MOU, signed by Sh. Pradeep Kumar Prajapati, Vice Chancellor of DSRRAU, and Sh. Kumod Kumar, CEO of CIMP-BIIF, aims to establish a collaborative framework to create a conducive startup ecosystem within the university. This includes providing guidance and support to establish an incubation center within DSRRAU, facilitating mentorship sessions, and formulating joint strategies to enhance the startup ecosystem.

The collaboration is a landmark moment for DSRRAU and CIMP-BIIF and an exciting prospect for health tech companies in Bihar. It aims to provide these companies with avenues to explore and contribute to AYUSH health systems, enhancing the synergy between traditional medicine and modern technology.

Sh. Pradeep Kumar Prajapati, Vice Chancellor of DSRRAU, emphasized the significance of this collaboration, stating, "This partnership will undoubtedly contribute to the growth of entrepreneurship and startups in the field of Ayurveda and beyond." Dr. Rana Singh, Director of CIMP, and Sh. Kumod Kumar, CEO of CIMP-BIIF, also expressed their excitement about the collaboration and its potential to foster a culture of innovation.

12. Social Initiatives of CIMP

12.1. Beautiful Minds

Mission

CIMP has started “Beautiful Mind”, a project for development of society through educating children from slums around the city to improve their future. The mission is to groom and nurture children, who in turn would contribute to the development of the state.

Objective

The objective of the project is:

1. To sensitise the students of CIMP to become a part of the effort in providing better education and healthcare facilities to the underprivileged children of the city.
2. The interaction between the children and the students of CIMP has helped the students of CIMP develop their own potential, and inculcate humane outlook towards the lesser privileged sections of the society.

Grooming some of the finest brains for the future, authenticates the project “Beautiful Mind”. It has been providing quality education to these children, as education is the key to overcome poverty and is imperative in creating a better future for the underprivileged section, thereby adding to the progress of the state of Bihar and the nation at large.

12.2. Students' Guidance Centre

Students' Guidance Centre (SGC) is an innovative initiative of Chandragupt Institute of Management Patna (CIMP) for assisting Scheduled caste and Scheduled Tribe of Bihar. It is a part of the Dream Project of Shri Nitish Kumar, Chief Minister of Bihar. This project, initiated by SC & ST Welfare Dept. Govt. of Bihar and CIMP focuses on the accelerated development of Bihar by providing educational access to brilliant students from socially backward sections in Bihar. This project is supported and funded by SC & ST Welfare Dept. Govt. of Bihar. Bihar has many such students with immense potential, residing in the remote regions of the state who could qualify for the IIMs and other Institutes of Management. The only requirement is that they should get the necessary coaching and support under the guidance of able instructors. Studies have found that many brilliant students from under privileged background are able to fare better through such supports. Bihar is already pioneering in this direction through such a social initiative. Students' Guidance Centre aims to be catalyst in bringing about a radical change in the social and educational profile of Bihar by promoting and developing better competencies among socially backward students of Bihar.

OBJECTIVES

To identify bright students from socially backward sections from Scheduled Caste and Scheduled Tribe aspiring for admission in IIMs and other Institutes of Management.

To provide them necessary entrance exam training, counseling and personality development inputs in a professional manner so that they will be equipped better to compete in examinations such as CAT, TISS, IRMA, XAT, Group Discussion and interview processes.

To provide assistance to these students with guidance on aspects related to higher education in Management through professional support and Counseling.

FACILITIES AVAILABLE TO STUDENTS FREE OF COST AT SGC

Classroom Support:

- Personality development sessions
- Main classes for CAT and other entrance tests
- Basic classes of English, Maths, Data Interpretation and Reasoning for weak students
- English communication sessions
- Separate computer sessions for weak students in initial days.

Material Support:

- Individual login ID to access online Materials.
- Customized material for CAT and other entrance tests like IRMA, TISS, XAT, etc.
- Subject wise practice exercises for Maths, DI and English.
- Separate material for Personal Interview, Group Discussion, Essay writing and WAT.
- News papers, Monthly Magazines etc.

Mock Tests:

- Online Mock tests for CAT and other Management entrance tests like IRMA, TISS etc.
- Online Sectional tests for Maths, DI and English.
- Separate customized offline tests for Maths, English and DI/Reasoning.
- All India ranking tests for CAT.

Other Support:

- Computer Lab with Internet facility
- Library facility
- E-books (Maths, English, DI, Reasoning, computer etc)

ADMISSION PROCESS

Candidates having bachelor's degree from a recognized University/Institute are eligible to apply. As per the Bihar Govt. rules, Income of the Parents of candidates should not be more than Rs. 2.5/- Lakh per annum.

Final admission offer letter is further sent to the successful candidates based on their performance in written test and Personal Interview/Interaction. Candidates belonging to Scheduled Caste and Scheduled Tribe of Bihar (As per Bihar Govt. criteria) are eligible to apply for this training programme.

APPLICATION FEE

No application fee is charged for the SGC Application Form. Application Form is available at www.scstwelfare.bih.nic.in or www.cimp.ac.in for applying to this training programme.

FINANCIAL ASSISTANCE (SCHOLARSHIP)

All the final shortlisted candidates are eligible for monthly scholarship during the training programme only. The monthly scholarship of Rs. 1000/- (Rs. One Thousand only), as a financial assistance, is provided to SC and ST candidates based on their minimum 80% monthly class attendance.

CONTACT DETAILS

Email-ID: sgc@cimp.ac.in

Website: www.scstwelfare.bih.nic.in

APPLICATION PROCESS

Download the Application Form from below link, fillup and send to below address with necessary attachments: -

Address : Students' Guidance Centre, Chandragupt Institute of Management Patna, Mithapur Institutional Area (Old Bus Stand, Gate No-1), Patna 800001

Required Attachments : -

1. Graduation Degree (self Attested)
2. Caste Certificate (self Attested)
3. Income Certificate (self Attested)
4. Residence Certificate (self Attested)
5. Two Passport size Color Photographs

12.3. Career Guidance Centre

Career Guidance Centre is an innovative initiative of Chandragupt Institute of Management Patna (CIMP) for assisting BC and EBC of Bihar. It is a part of the Dream Project of Shri Nitish Kumar, Chief Minister of Bihar. This project, initiated by BC & EBC Welfare Dept. Govt. of Bihar and CIMP focuses on the accelerated development of Bihar by providing educational access to brilliant students from socially backward sections in Bihar. This project is supported and funded by BC & EBC Welfare Dept. Govt. of Bihar. Bihar has many such students with immense potential, residing in the remote regions of the state who could qualify for the IIMs and other Institutes of Management. The only requirement is that they should get the necessary coaching and support under the guidance of able instructors. Studies have found that many brilliant students from under privileged background are able to fare better through such supports. Bihar is already pioneering in this direction through such a social initiative. Students' Guidance Centre aims to be catalyst in bringing about a radical change in the social and educational profile of Bihar by promoting and developing better competencies among socially backward students of Bihar.

OBJECTIVES

To identify bright students from socially backward sections from BC and EBC aspiring for admission in IIMs and other Institutes of Management.

To provide them necessary entrance exam training, counseling and personality development inputs in a professional manner so that they will be equipped better to compete in examinations such as CAT, TISS, IRMA, XAT, Group Discussion and interview processes.

To provide assistance to these students with guidance on aspects related to higher education in Management through professional support and Counseling.

FACILITIES AVAILABLE TO STUDENTS FREE OF COST AT CGC

Classroom Support:

- Personality development sessions
- Main classes for CAT and other entrance tests
- Basic classes of English, Maths, Data Interpretation and Reasoning for weak students
- English communication sessions
- Separate computer sessions for weak students in initial days.

Material Support:

Individual login ID to access online Materials.

Customized material for CAT and other entrance tests like IRMA, TISS, XAT, etc.

Subject wise practice exercises for Maths, DI and English.

Separate material for Personal Interview, Group Discussion, Essay writing and WAT.

News papers, Monthly Magazines etc

Mock Tests:

- Online Mock tests for CAT and other Management entrance tests like IRMA, TISS etc.
- Online Sectional tests for Maths, DI and English.
- Separate customized offline tests for Maths, English and DI/Reasoning.
- All India ranking tests for CAT.

Other Support:

- Computer Lab with Internet facility
- Library facility
- E-books (Maths, English, DI, Reasoning, computer etc)

ADMISSION PROCESS

Candidates having bachelor's degree from a recognized University/Institute are eligible to apply.

As per the Bihar Govt. rules, Income of the Parents of candidates should not be more than Rs. 3.0/- Lakh per annum.

Final admission offer letter is further sent to the successful candidates based on their performance in written test and Personal Interview/Interaction.

Candidates belonging to BC and EBC of Bihar (As per Bihar Govt. criteria) are eligible to apply for this training programme.

APPLICATION FEE

No application fee is charged for the CGC Application Form. Application Form is available at or www.cimp.ac.in for applying to this training programme.

CONTACT DETAILS

Email-ID: cgc@cimp.ac.in

Website: www.cimp.ac.in

APPLICATION PROCESS

Download the Application Form from below link, fillup and send to below address with necessary attachments: -

Address : Career Guidance Centre, Chandragupt Institute of Management Patna, Mithapur Institutional Area (Old Bus Stand, Gate No-1), Patna 800001

Required Attachments :-

1. Graduation Degree (self Attested)
2. Caste Certificate (self Attested)
3. Income Certificate (self Attested)
4. Residence Certificate (self Attested)
5. Two Passport size Color Photographs

13. Achievements

13.1. Publication

1. Agrawal, K. (2023). Towards adoption of generative AI in organizational settings. *Journal of Computer Information Systems*, 1-16. <https://doi.org/10.1080/08874417.2023.2240744> ABDC -A
2. Agrawal, K. (2023). Organizational Sustainability of Generative AI-Driven Optimization Intelligence. *Journal of Computer Information Systems*, 1-15. <https://doi.org/10.1080/08874417.2023.2286540> ABDC -A
3. Bhattacharjee, S., Verma, J., & Hari, Lakshmikant. (2023). Examining Socio-Economic Viability for Sustainable Development: A case of Millet, presented in ISDSI-Global 2023 conference, IIM Ranchi from December 27th to December 29th.
4. Kumar, A., Singh, S., Hussain, S., Bandyopadhyaya, R. and Bandyopadhyaya, V. (2023). Identifying Factors Causing Motorcycle Crashes among Young Adults in India using Modified Motorcycle Rider Behavior Questionnaire. *Journal of The Institution of Engineers (India): Series A*, 28 Dec 2023, 1-14, DOI: 10.1007/s40030-023-00776-z. (Scopus Q2; H Index 17)
5. Bandyopadhyaya, V., Bandyopadhyaya, R. and Singh, R. (2023). Environmental Impact Assessment of Construction Projects– A Case Study of Patna Metro Rail. In Mishra, S. (Ed.), *Case Studies on Sustainability and Innovations Across Entrepreneurial and Other Contexts*, 40-56, Bloomsbury Publishing. (ISBN 9789356406629).
6. Rohit, S.(2023). Exploring an alternate view of co-creation, *Advances in Consumer Research.*, *Advances in Consumer Research (ABDC - B)*
7. Roy, A., Verma, J., Dash, A., & Bhattacharjee, S. B. (2023). Sustainable and Green Initiatives of Varun Agro: Giving back to farmers. In Mishra, S. (eds.). *Case Studies Sustainability and Innovations across Entrepreneurial and other Contexts*, Bloomsbury Publishing. ISBN: 978-93-56406-62-9
8. Roy, A., Verma, J., & Singh, M. (2023). Online Cake Bhejo: Entrepreneurship and Innovation Challenges. In Mishra, S. (eds.). *Case Studies Sustainability and Innovations across Entrepreneurial and other Contexts*, Bloomsbury Publishing. ISBN: 978-93-56406-62-9 (Presented in ICMC-2023, BIMTECH, India.)
9. Roy, T, & Verma, J. (2023). Significance of ESG and its Interconnectedness with other factors: An Integrated Literature Review in ICCSR-2023, December 8 & 9 at CIMP, Patna, Bihar, India.
10. Samanta, D. (2023). Estimating Impact of Technological Adoption in Farming in Bihar: A Propensity Score Matching Approach', *International Journal of Social Economics*, (ABDC ranking: B), Vol. 50, NO. 7, 1007-1016.

11. Samanta, D. (2023). Changing Paradigm of Foreign Direct Investment, *Kurukshetra*, Vol. 71. No. 11, 44-49, September 2023, Ministry of Rural Development, Government of India
12. Singh, M., & Verma, J. (2023). The Effect of Entrepreneurship Education on Micro-entrepreneurial Outcomes Funded by MFIs. *Proceedings of the 18th European Conference on Innovation and Entrepreneurship, Part 2*, Vol. 18 No. 2. (SCOPUS)
13. Verma, J., Kumar, K., & Singh, R. (2023). (eds.) *A Strategic Approach to CSR: Focusing on Sustainable Development*, Bloomsbury Publishing India.

13.2. Conference Presentations

1. Anand, D., (2023). Paavni organic Agriculture and Dairy Farming: Issues and Challenges, at 13th International Conference on Management Cases organized by Birla Institute of Management Technology.
2. Nigam, N. (2023). Electric Vehicles Adoption: A Choice Experiment Approach to Understanding Consumer Behaviour at Behavioral Research in Economics Workshop 2023 (BREW 2023) of Economic Science Association (ESA), organised by Department of Economics, Indian Institute of Technology Bombay (IITB) from December 15 to 17, 2023
3. Nigam, N. (2023). Paving Road to Sustainability: Discrete Choice Experiments to Explore Consumer Preferences for Electric at the Twelfth INSEE Biennial Conference organised by the Indian Society for Ecological Economics, to be held from January 31 to February 02, 2024
4. Nigam, N. (2023). Exploring the Impact of Electric Vehicle Policies in India: A Quasi-Experimental Framework at the 17th Biennial Conference of the International Society for Ecological Economics, from October 26 to 28, 2023 at Universidad del Magdalena. Santa Marta, Colombia (Virtual)
5. Roy, A., (2023). Sustainable and Green Initiatives of Varun Agro: Giving back to farmers, at 13th International Conference on Management Cases (ICMC), organized by Birla Institute of Management Technology.
6. Roy, A., (2023). Online Cake Bhejo: Entrepreneurship and Innovation Challenges, at 13th International Conference on Management Cases (ICMC), organized by Birla Institute of Management Technology.

13.3. Faculty Achievements

1. Prof. Debabrata Samanta awarded a Research Project under Special Call for Short-term Empirical Research 2023-24 from the Indian Council of Social Science Research (ICSSR), Ministry of Education, Government of India.
2. Prof. Sudeep Rohit awarded reviewer certificate for reviewing papers for the International Journal of Consumer Studies (ABDC - A)
3. Prof. Jyoti Verma attended Case Writing Workshop, CIMP by Prof. Vijaya Zinnoury, Associate Professor, Daniels College of Business, University of Denver, USA on 3rd and 4th November, 2023 during 2nd Management Case Conference, CIMP.
4. Prof. Jyoti Verma conducted sessions on Entrepreneurial Leadership in Chief Minister SC/ST/EBC/Mahila/Yuva Entrepreneurship Scheme, Department of Industries, and Government of Bihar in the month of December, 2023 in multiple batches.
5. Prof. Jyoti Verma successfully conducted TMCTP-2023 with Technion, Israel.

13.4. Student Achievements

1. Divya Anand Attended case development workshop at 13th International Conference on Management Cases 2023 organized by Birla Institute of Management Technology on 2nd of December, 2023.
2. Divya Anand received Best Case Award at 13th International Conference on Management Cases organized by Birla Institute of Management Technology, Noida held between 30th November and 2nd December, 2023
3. Nitish Nigam participated in a workshop on Advanced Quantitative Methods for Social Sciences using R and Python from September 18 to 22, 2023, organised by the Institute of Development Studies Kolkata (IDSK).

14. Placements

Everybody looks forward to the placement season, which is one of the most exciting periods of the year for any college. A fantastic placement season took place at CIMP this year as well, with leading businesses competing for our institution's brightest students. Here's a quick rundown of the placement season's events. Our school was visited by numerous reputable firms to kick off the placement season. Companies from a variety of industries, including IT, finance, and consulting, visited our campus in the early days in an effort to find candidates for their organizations. Presentations regarding the companies, the work culture, and the available career profiles were delivered to the students.

Before the screening process started, the candidates had plenty of time to ask questions and get their uncertainties answered.

There were multiple rounds to the selection process, including group discussions, case studies, online exams, and in-person interviews. The corporations were extremely picky about who they hired, and among other things, they examined the students' ability to communicate, think critically, and solve problems. Although it was a demanding process, the pupils accepted the challenge.

With the maximum package of 12 LPA, some of the top recruiters were Asian Paints, Utkarsh Small Finance Bank, ICICI Bank, TASL, Bandhan Bank, Yes Bank, Bharat Financial Inclusion Limited (BFIL), Bihar Rural Livelihoods Promotion Society- JEEViKA (BRLPS- JEEViKA), and Global Archer Construction & Engineering. Our goal is for our students to succeed in their chosen fields and make major contributions to the expansion of the companies in which they work.

For a variety of positions, students from several streams—including marketing, finance, and human resources—were hired. CIMP also provides overseas placement

The placement season served as a learning opportunity for the students in addition to being about recruiting and job offers. They had the opportunity to speak with experts in the field, learn about the working world, and get knowledge of the newest developments in technology and fashion. Students were able to develop their self-confidence and awareness of their talents and flaws during the placement season.

CIMP is proud of the accomplishments of our students and believes that the placement season was a huge success. Special recognition should go to the college administration and the placement cell for their outstanding work in making the placement season run smoothly. Our goal is for our students to succeed in their chosen fields and make major contributions to the expansion of the companies in which they work.

15. Admissions

The admission process for PGDM, PGDM-IEV, FPM, and EFPM at CIMP for 2024 is undergoing. CIMP has started conducting the selection process through offline as well as online mode. All applicants were evaluated by the institute's faculty and judged for their intellectual capabilities to become successful managers in the corporate world. This year CIMP received applications from Bihar, Jharkhand, Orissa, West Bengal, Uttar Pradesh, and Chhattisgarh so far. A lot of students of Bihar currently pursuing undergraduate/postgraduate courses in other states have shown interest to join the institute in their native state.



Write to us....

The Editor,

CIMP Update

Chandragupt Institute of Management Patna

Institutional Area, Patna - 800001, Bihar (India)

E-mail: editor@cimp.ac.in Website : www.cimp.ac.in

Follow us on :

