

PRESS RELEASE

DETAILS OF THE EVENT

Event : Seminar on “Business Model Innovation”
Date : 13th April 2022
Time : 11:00 AM - 12:00 NOON
Venue : CIMP Auditorium
Organised By : CIMP-BIIF

Seminar on ‘Business Model Innovation’ organized at CIMP

Today a seminar on the topic ‘Business Innovation Model’ had been organized at Chandragupt Institute of Management Patna (CIMP) auditorium by CIMP-Business Incubation and Innovation Foundation (CIMP-BIIF). On this occasion, , Mr. Pravir Kumar, CEO, Reliance Jio Bihar, was present as eminent speaker and shared the dais with CIMP-BIIF’s CEO, Mr. Kumod Kumar and Nodal officer, Prof. Rajeev Verma. All the students of CIMP as well as incubatee-startups attended the event.

While addressing the event, Prof. Rajeev Verma, Nodal Officer Startup Bihar, CIMP welcomed the guest and talked about the seminar-series as an initiative by CIMP-BIIF to enhance the startup ecosystem in Bihar.

Speaking on the occasion, Mr. Pravir Kumar, talked about the changes and innovations brought up in the business of Telecom sector in Bihar. He discussed the success story of Reliance-Jio as an innovative business model and how Jio as a service provider survived and captured the lion’s share of market in time span of less than 5 years. He credited Reliance Jio’s innovative strategy of “no charges for voice but charges for data only” as a revolutionary change in the telecom market history. He described innovation from organizational perspective as “anything which reduces cost or increases revenue of the company and is being applied for the very first time”. He also highlighted the difference between analog and IP model of telecommunication and the increase in data consumption patterns of Bihar. He also took this opportunity to sensitize the students about the climate-change and environmental-sustainability of business model. He also praised CIMP as a management institution and called it “pride of Bihar”.

During the interactive session, incubate- startups and students enthusiastically participated and asked multiple relevant questions. At the end of event, Mr. Kumod Kumar presented a memento to Mr. Pravir Kumar and vote of thanks was offered by Prof. Santosh Kumar.