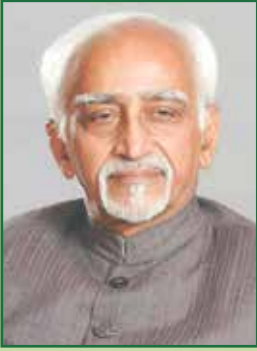


# UNLOCKING OPPORTUNITIES



**CHANDRAGUPT INSTITUTE  
OF MANAGEMENT PATNA**



## Hon'ble Vice President's Message

The Hon'ble Vice President of India, Prof. Mohammad Hamid Ansari inaugurated Chandragupt Institute of Management Patna (CIMP) on Wednesday 11th June, 2008. Prof. Ansari called the move to set up CIMP a major step towards improving the education scenario in Bihar. "Bihar has been a hub of higher education from the ancient times and with the setting up of Chandragupt Institute of Management, it is well on its way to regain its glory that it had lost in the last few years. This would also prevent students from migrating to other states that would eventually help Bihar develop its own infrastructure and bring economic prosperity in the state".

**Prof. Mohammad Hamid Ansari**  
Hon'ble Vice President of India

## Chairman, Board of Governors' Message



The idea for establishing an institute of management in Bihar was conceived at a time when the rest of the world had started looking towards India as the next economic superpower. While the country showed promising signs to gain economic supremacy, we also felt the need for quality institutions, which could contribute towards realization of this goal. We needed new centres of excellence and leadership, which could produce visionary leaders capable of launching India into an era paralleled only by her glorious past. We needed new centres of nation building, which could propel all inclusive growth and development so that each and every section of the country could rightfully and happily identify with the advancement. With such a background, the idea of Chandragupt Institute of Management Patna (CIMP) was born. Named after one of the greatest administrators of medieval India, CIMP has been envisioned as an institution providing nationally and internationally relevant management education and research facilities. CIMP is also expected to contribute to the development of Bihar and other eastern states of India, fulfilling the need for all round and inclusive growth. I am sure that CIMP will be able to achieve its mission and lead India and Bihar to redeem her past glory. I hope and pray that we will get help and support from all quarters of society. I welcome and invite you to join this mission and embark on an inspired journey called CIMP.

My Best Wishes

A handwritten signature in black ink, appearing to be 'Nitish Kumar'.

**Nitish Kumar**  
Hon'ble Chief Minister of Bihar

## Director's Message



The fast changing international business environment brings in the need for a new generation of qualified and skilled management professionals. Chandragupt Institute of Management Patna (CIMP) is emerging as a pioneer in creating and moulding a new generation of young management professionals. CIMP has shown this within the first four years of its existence, in India and abroad.

The first batch of its Post Graduate Diploma in Management commenced in July, 2008. During the short period of its existence CIMP has achieved many commendable milestones through its state of the art research in various fields of management and high quality management development programs. It could draw its internal and visiting faculty from both industry and academia. It could achieve 100 percent placements for its first three batches of students. It has built a world class library with the help of Indian Institute of Management Ahmedabad and draws teaching material from Harvard Business Publishing, an independent unit of Harvard Business School.

It is indeed a matter of great pride and honour to be a part of the team of CIMP. We expect that CIMP would continue to forge ahead in its academic achievements in future too.

Welcome to Chandragupt Institute of Management Patna.

A handwritten signature in black ink, which appears to read "M. Das". The signature is written in a cursive style and is underlined with a single horizontal line.

**V. Mukunda Das**  
Director

# About the Institute

Chandragupt Institute of Management Patna (CIMP) has been established as an autonomous institution with active support from the Government of Bihar. The institute was founded with an objective of contributing 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, AICTE approved Post Graduate Diploma in Management. The institute follows, to the extent possible, all practices, systems and processes of leading management institutes. In a short period of four years, CIMP has proved its worth to the corporate world and has been able to achieve 100% placement for all the three batches (2008-10 First Batch, 2009-11 Second Batch and 2010-12 Third Batch) in various companies of national and international repute.

CIMP firmly believes that the process of learning and knowledge should not be restricted to the four walls of management institute. Hence CIMP is deeply involved in research transfer with top B-schools like Lancashire Business School, Stockholm Business School and draws teaching materials from Harvard Business publishing (a unit of Harvard Business School). It has been declared the first stand-alone Educational Institute in the country to submit successfully all required information to All India Survey on Higher Education (AISHE), Statistics Division, Department of Higher Education, MHRD, New Delhi. It has organized more than 10 National and 3 International Seminars/Conferences across the country and many eminent personalities from various sectors have visited the institute and interacted with students to share their knowledge and experience.

Model of the new Campus, to be in operation by early 2014



## vision

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

*CIMP has been awarded the Dr. J.J Irani Leadership Award for being a centre of Excellence in Management Education*



## **mission**

To focus on enriching the management education profile of Bihar through training, research and consulting activities. To establish centers of research especially focusing on the development issues of Bihar.

## **Activities**

In addition to the flagship PGDM program, CIMP undertakes short-duration Management Development Programs (MDPs), primarily aimed at skill development for executives from various industries. It has successfully conducted around 13 nationally important research Projects and trained about 2000 officers and executives through its Management Development Programmes for the Government of Bihar and other reputed organizations like UNICEF & IFC in the last four years to help them attain higher levels of efficiency.

The institute, under its self-designed Corporate Social Responsibility (CSR) mandate, has flagged off many socially relevant initiatives like the “Bihar Model Village Development Project”. This project aims at developing a 20 year master plan for a model village “Thumma” of Sitamarhi district adopted by CIMP for an integrated approach towards holistic development of the village.

Other such initiatives by the institute include teaching children from local slum areas and providing training to bright candidates from SC/ST communities for excelling in various national management entrance examinations including CAT.



## Infrastructure

Located in the heart of the city of Patna, the campus is entirely wi-fi enabled. All classrooms and conference rooms are air-conditioned and are equipped with LCD screens and projectors to stimulate learning and interaction. In addition to the classrooms, the institute has a library, an auditorium, a computer centre, faculty rooms and on-campus hostel facility for students. Institute also has a Badminton Court, Table Tennis Board and in-house Gym facilities.

### Library

The state-of-the-art Library Resource Centre (LRC) is at the heart of CIMP's teaching, learning, training and research activities. The library has the facility to access e-resources from Harvard Business Publishing, an independent unit of Harvard Business School and INDEST-AICTE Consortium, jointly established by the Ministry of Human Resource Development (MHRD) and IIT Delhi and Information and Library Network (INFLIBNET), Ahmedabad. The library stocks more than 15,000 books, 260 print journals, 138 newspapers (print and online), 600 government publications, 2000 Harvard classic collections, 500 handbooks and non-book materials, including 900 CDs received with books, 120 videos and 250 audio collections. Students can access more than 10,000 full text journal titles from databases such as EBSCO, ProQuest, JSTOR, Emerald Insight, and J-Gate. The library also subscribes to business data-bases such as PROWESS, Datamonitor 360, ISI Emerging Markets, IAS, Capitaline Plus and latest statistical software like AMOS, Clementine, Stata, Eviews and reference management software like EndNote. The Library offers user services such as Self Automated System, RFID, Document Delivery Service, WebOpac powered by VTLS, Bibliographic Service, Institutional Repository, Open Video Digital Library, Virtual Reference Service etc. The students have 24 hours access to the library; they can easily access the library online by sitting in their hostel rooms also.



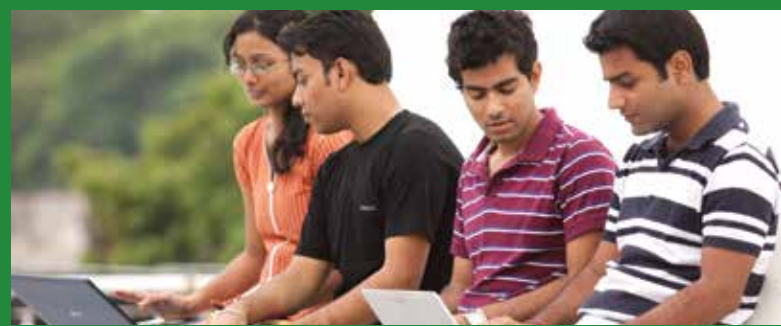
## Computing Facilities

Information Technology (IT) is an integral part of the success of any leading management institute. Therefore, IT and e-enablement at the campus is a critical component of CIMP's focus towards excellence. CIMP's strategy provides visibility of services and assets, control of information and systems and automation of tasks and processes. The IT wing of CIMP is committed to take a leap from Information Technology to Impeccable Technology.

- A well-equipped and state-of-the-art computer laboratory with latest hardware (multimedia computers, network printers and other leading accessories) and software specifications having uninterrupted wi-fi/ LAN connectivity round-the-clock
- 100 Mbps (extendable upto 1 Gbps) IBW National Knowledge Network (NKN) Connectivity
- Secure firewall throughout the network
- Real-time implementation of RFID (Radio Frequency Identification) system, a technology that incorporates the use of electromagnetic/ electrostatic coupling in the radio frequency portion of the electromagnetic spectrum to uniquely identify all the books, a path-breaking technological asset of its kind in India
- Successful connectivity of the campus with world-class online databases of over 25,000 company reports through CMIE-Prowess, Industry Analysis Services (IAS) and EBSCO
- Licensed version of leading statistical software like SPSS 18, AMOS 18, PASW 13 (Clementine)
- In-house development and successful implementation of e-examination software—specially suited for global awareness
- Harvard Business School online courses on Information Technology

## Auditorium

The 300-seater auditorium is the pride of CIMP. The hub of all co-curricular activities, the auditorium has hosted eminent personalities, including the Honorable Vice-President of India Prof. Mohd. Hamid Ansari, UID Chairman Mr. Nandan Nilekani, Musical Maestro Pandit Ulhas Kashalkar, Chairman, National Innovation Council Mr. Sam Pitroda and many others. All seminars, industry interface, cultural programmes and the Annual Convocation are held in the auditorium.



## New Campus

CIMP envisages moving to its new campus very soon. The Government of Bihar has allotted 20 acres of land to CIMP for building a state-of-the-art academic-cum-residential campus in Mithapur, which is 4 kms away from Patna airport and 1.5 kms away from Patna railway station. The construction of the new campus is already underway and is expected to be operational by early 2014.

CIMP is looking forward to start a post graduate programme in Agri-Business Management in the new campus. The new campus will also have an International Management Education Centre with outreach campuses in other countries, such as Fiji and Mauritius.

# Academic Program & Courses

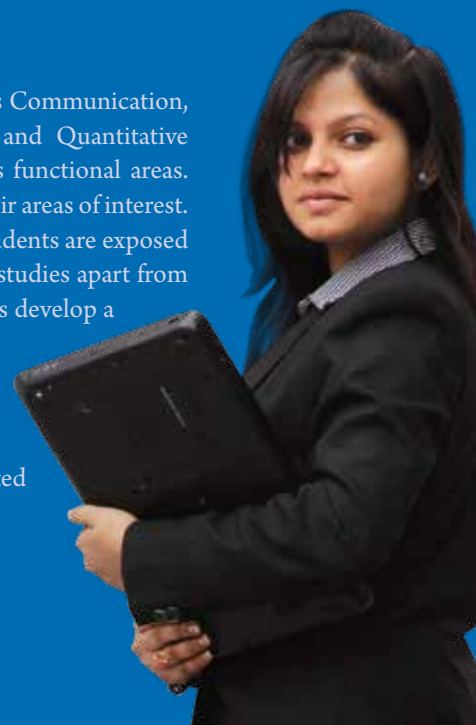
The residential two-year full-time Post Graduate Diploma in Management prepares students for careers in various organisations. The program is designed to enhance the problem solving and decision making abilities of participants and create awareness on the socio-economic environment. The aim of the programme is to produce managers with socially desirable values.



During the first year of the programme, students learn basic concepts in the areas of Business Communication, Finance & Accounting, Marketing, Organizational Behaviour, Operations Management and Quantitative Techniques. These core courses help the students in building sound foundation in various functional areas. During second year, students get an opportunity to choose their specialization according to their areas of interest. Currently, two specializations viz. Finance & Marketing are offered in the second year. The students are exposed to at least 300 cases on a variety of organizations, different experiential techniques, and field studies apart from a two months summer internship in reputed organizations. The program ensures that students develop a healthy appreciation of both the theory and practice of business.

The curriculum also lays emphasis on courses and activities that sensitize the students to social, environmental and ethical issues.

Academic collaborations with universities in USA, Sweden and other countries are being initiated for student exchange programme and research activities.





## Indicative Course List

Sl.No.	Term I
1.	Information Technology
2.	Financial Accounting
3.	Quantitative Methods-I
4.	Microeconomics
5.	Micro Organizational Behaviour
6.	Managerial Communication
Sl.No.	Term II
1.	Corporate Finance
2.	Quantitative Methods-II
3.	Macroeconomics
4.	Human Resource Management
5.	Marketing Management-I
6.	Cost Accounting
Sl.No.	Term III
1.	Financial Management
2.	Marketing Research
3.	Macro Organisational Behaviour
4.	Production and Operations Management
5.	Management Information Systems
6.	Business Law
7.	Business Environment & Policy
8.	Marketing Management-II

Sl.No.	Term IV
1.	Strategic Management (Compulsory)
2.	Organizational Structure and Process (Compulsory)
3.	Creativity Training (Compulsory)
4.	Services Marketing (Compulsory)
5.	Sales and Distribution Management (Compulsory)
6.	Consumer Behaviour (Marketing)
7.	Rural Marketing (Marketing)
8.	Options, Futures & Derivatives(Finance)
9.	Security and Portfolio Management (Finance)
Sl.No.	Term V
1.	Supply Chain Management (Compulsory)
2.	Banking (Compulsory)
3.	Project Management (Compulsory)
4.	E-Business/E-Commerce (Compulsory)
5.	Brand and Product Management (Marketing)
6.	Retail Management (Marketing)
7.	International Finance (Finance)
8.	Finance and Business Modeling (Finance)
Sl.No.	Term VI
1.	Corporate Governance and Business Ethics (Compulsory)
2.	ERP (Compulsory)
3.	Microfinance (Compulsory)
4.	Innovation Management (Compulsory)
5.	Integrated Marketing Communication (Marketing)
6.	B2B Marketing (Marketing)
7.	Business Analytics (Finance)
8.	Project Finance (Finance)

# Admission Process

Eligible candidates appearing for CAT 2012 and desirous of admission to 2-year full-time Post Graduate Diploma in Management (PGDM) of the institute for the session 2013-15 are required to submit filled-in and duly signed application forms (enclosed with this Information Brochure) to the CIMP Admissions Office latest by **8th December 2012**.

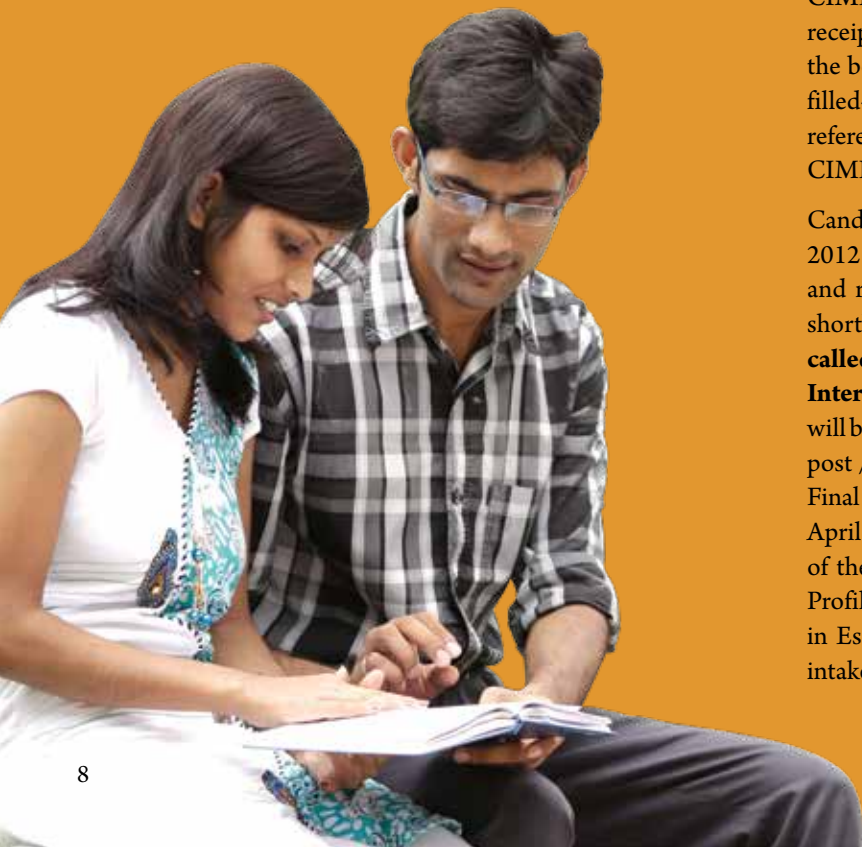


Application forms along with Information Brochure can be procured from CIMP between 10th September and 7th December 2012 by paying 1000/- (200/- for SC/ST candidates). Alternatively, eligible candidates can apply online ([www.cimp.ac.in](http://www.cimp.ac.in)) and send duly completed and signed printout of online application along with a Demand Draft of 1000/- (200/- for SC/ST candidates) in favor of Chandragupt Institute of Management Patna payable at Patna, to CIMP

Admissions Office. Eligible candidates can also download the Application Form and Information Brochure from the institute website ([www.cimp.ac.in](http://www.cimp.ac.in)) and send duly completed and signed application form along with the Demand Draft to CIMP Admissions Office. SC and ST candidates must enclose a copy of their SC/ST certificates along with the downloaded application form / printout of online application.

CIMP will not be responsible for any postal delays or for non-receipt of application forms due to any reasons. Hence it is in the best interest of the applicant to retain a photocopy of the filled-in application form and the Demand Draft for future reference. The applicant must check the application status on CIMP website or on his / her email regularly.

Candidates would be shortlisted on the basis of their CAT 2012 scores. Other criteria like previous academic record and relevant work experience will also be considered while shortlisting applicants. **Shortlisted candidates would be called to attend Essay Test, Group Discussion & Personal Interview during the month of March 2013.** Candidates will be informed about the GD / PI schedule by courier / speed post / registered post as well as by emails by 1st March, 2013. Final offer of admission would be declared in the 1st week of April 2013. The final merit list would be made on the basis of the weighted score in various components like Academic Profile, CAT 2012 score, Work Experience and performance in Essay Test, Group Discussion & Personal Interview. The intake for the 2013-15 session would be 60 students.



## Eligibility

The candidate must hold a Bachelor's degree, with atleast 50% marks or equivalent CGPA [45% in case of the candidates belonging to Scheduled Caste (SC), Scheduled Tribe (ST) and Differently Abled (DA) categories], awarded by any of the Universities incorporated by an Act of the central or state legislature in India or other educational institutions established by an Act of Parliament or declared to be deemed as a University under Section 3 of the UGC Act, 1956, or possess an equivalent qualification recognized by the Ministry of HRD, Government of India. Candidates appearing for the final year of Bachelor's degree/equivalent qualification examination and those who have completed degree requirements and are awaiting results can also apply. If selected, such candidates will be allowed to join the programme provisionally. The admission will be confirmed only if he/she submits a certificate latest by June 30, 2013 from the Principal/Registrar of his/her College/Institute (issued on or before June 30, 2013) stating that the candidate has completed all the requirements for obtaining the bachelor's degree/equivalent qualification on the date of the issue of certificate. For details, visit [www.cimp.ac.in](http://www.cimp.ac.in).

**Prospective candidates must maintain a valid email account and consistent phone number throughout the selection process. CIMP will not be responsible for non-delivery of messages if the email address and phone number supplied in the application form are invalid/changed later.**

The candidates should follow the CAT advertisement of IIMs for procurement of CAT 2012 voucher. The last date for obtaining the CAT 2012 voucher is September 17, 2012.

Though CIMP uses CAT for short-listing the candidates for Post Graduate Programme in Management, IIMs have no role either in the selection process or in the conduct of the programme.

## Important Dates

Issue of Application Form and Information Brochure commences: **September 10, 2012**

Issue of Application Form and Information Brochure ends: **December 7, 2012**



Last date for submission of completed Application Form: **December 8, 2012**

## Reservation

The institute follows reservation policy as prescribed by the Government of Bihar for educational institutions.

The reserved seats are as follows:

**General Category – 50%**

**SC – 16%, ST – 01%, EBC – 18%**

**BC – 12%, Women of BC – 3%**

Amongst all the categories, 50% of the total seats would be reserved for students who qualify as a Domicile of Bihar (permanent residents only) and 3% of the total seats for Persons with Disability (PWD).

## Fee Schedule

Total fee for the program would be approx. ₹5 Lakh inclusive of Mess charges, subject to revision in every academic year. Other than the fee, students need to spend on their own for their personal expenses. Laptops would be an integral tool for

### The tentative fee timeline is as follows:

#### Offer Acceptance Fee:

Partly Refundable (May 2013)	– ₹ 15,000
● Term I Fee (June 2013)	– ₹ 85,000
● Term II Fee (October 2013)	– ₹ 85,000
● Term III Fee (January 2014)	– ₹ 80,000
● Term IV Fee (June 2014)	– ₹ 85,000
● Term V Fee (September 2014)	– ₹ 85,000
● Term VI Fee (December 2014)	– ₹ 80,000

pursuing the programme. Students shall have to bear the cost of Laptop also.

## Financial Assistance

The institute has tie-ups with leading nationalised banks for providing education loans to desirous students, subject to their fulfilling all terms & conditions of the respective banks.

## Scholarship

CIMP also provides 8-10 scholarships amounting to partial tuition fee waiver to outstanding women students in every term on the basis of their academic performance in the previous term.

Any dispute concerning the admission process would be subject to Jurisdiction of the competent Courts within the territorial jurisdiction of City of Patna only.

# { Faculty

CIMP has a pool of highly qualified and experienced faculty drawn from both academia and industry. The institute currently has 14 full-time internal faculty members apart from an extensive list of visiting faculty drawn from top business schools and the industry. The faculty has specialisations in different disciplines of management like Finance, Marketing, Systems, Operations, Economics, Organizational Behaviour and Strategy. CIMP faculty members have participated in more than 17 National and 26 prestigious International Conferences/Seminars in countries such as Canada, Germany, USA, UK, Hawaii, Netherlands, Mauritius, Bangkok, Kathmandu, Costa Rica, France, Italy, Malaysia, Turkey, Australia etc. including **Infirms Conference (USA)** and **Academy of Marketing Sciences Conference** in Harvard, MIT, Oxford etc. It was ranked among the Top 20 institutes in India in 2010 (**one rank above IIMA**) in terms of research output in Economics and Finance by University of Connecticut. Mr. Soumyananda Dinda, Faculty Member of CIMP, has been ranked at **37th among 100 top Authors in Economics** in India.

Our visiting Faculty Dr. Prasad Sundararajan had completed an e Book Project and published the same under the name "Organization Entelechy: Creative Manager, Genius Leader, Taoic Process" which is a unique volume on creative management. The book covers topics related to creative management enabling the aspirants to manage and lead organizations most efficiently. The book has attracted much admiration (Amazon.com has published it) from international academic community.

The institute also gets mentoring support from an eminent members of Advisory Council comprising Professors from IIMs and other leading international business schools.



Prof. V. Mukunda Das  
*PhD (SPU),  
I.T.P (Milan)*



Prof. Anup Raj  
*PGP (IRMA)*



Prof. Kalyan Agrawal  
*PGP (CIMP)*



Prof. Kumar Alok  
*PGP (XIMB)*



Prof. Ribhu Kumar  
*PGP (IIM Calcutta)*



Prof. S. Dinda  
*PhD (ISI Kolkata)*



Prof. S. Dutta  
*MBA (IIT Kharagpur)*



Prof. Shireesh  
*PGP (IIM Calcutta)*



Prof. V. Bandyopadhyaya  
*M.Tech. (IIT Kharagpur),  
PhD*



Prof. V. Sharan  
*PhD, D.Litt*



Prof. Rajesh Kumar  
*FPRM (IRMA) submitted*



Prof. Sayan Banerjee  
*FPM (NITIE Mumbai)  
submitted*



Bidhanesh Misra  
*MBA(FMS)*



Madhulima Shekhar  
*M.A. (JNU)*



## Visiting Faculty

**Chanchal Kumar**  
IAS, M. Tech. (IITK),  
MDIP (US)

**C. Gopalakrishnan**  
PhD (Gujarat)

**K. Balakrishnan**  
PGP (IIMA)

**N. Vijayalakshami**  
IAS, PhD (IIT Delhi)

**O.P. Wali**  
Professor, IIFT Delhi

**Rakesh Kumar Niraj**  
PGP (IIMB), PhD (USA)

**Saji K.B.Nair**  
Professor, IIM Lucknow

**Sanjeev Sinha**  
IAS, MBA (Indiana USA)

**S. Siddarth**  
IAS, PGP (IIM A)

**Romy Sahay**  
GM, ITC Infotech

**Prasad Sundararajan**  
PhD (Gujarat)

**Adwaita Govind**  
FPM (XIMB)

**Natesa Prasad**  
PGP (IIMA), PhD (USA)

**Dr. K. Siva Kumar**  
PhD, Syracuse  
University (USA)

**Prof. Mahesh Gopinath**  
Phd (Michigan)

**Lionel Aranha**  
(CA)

## Academic Advisory Council

**Prof. K. Sivakumar**  
PhD (USA) Chair Professor  
Lehigh University (Chairman)

**Prof. Abhoy K. Ojha**  
IIM Bangalore

**Prof. Ganesh Prabhu**  
IIM Bangalore

**Prof. Mahesh Gopinath**  
PhD (Michigan)

**Prof. Mithileshwar Jha**  
IIM Bangalore

**Prof. Saji K.B. Nair**  
IIM Lucknow

**Prof. Unnikrishnan**  
IIM Kozhikode

**Prof. Vidyanand Jha**  
IIM Calcutta

**Prof. Vinay Kumar**  
MPA / ID (Harvard  
University)

# Life at CIMP

A lot of learning in a Business School happens outside the classrooms. At CIMP, life outside classrooms is full of activity, learning and enthusiasm. In a short span of time, CIMP students have organised several actively run groups and clubs in the campus. These initiatives have considerably increased balanced life for students in the two years of PGP at CIMP campus. These activities also help students inculcate a sense of teamwork, togetherness, leadership, and decision-making ability which are important takeaways of management education.



## Pravartana–The Management Club

As the name suggests, “Pravartana” or innovation is a club focused to engage the students in different management activities. It aims at honing creativity along with imbibing time management skills. This club conducts business quizzes, management games, interaction sessions under its banner. “Stay Active, Stay Ahead” is its motto. Pravartana organizes an annual festival called Gnosis Samaagam which receives participation from premier institutes.

## Academic Committee

The committee plays an important role in upholding and developing the academic standards at CIMP and assisting the faculty to keep the academic curriculum and pedagogy updated. It is an interface between the students and the PGP office which also helps students in academic matters by providing, inter alia, remedial classes, collating student’s feedback and helping students enhance their communication skills.

## Placement Committee

CIMP’s placement activities are coordinated by this committee comprising a faculty member as placement coordinator and some elected student representatives. This committee tries to match the requirements of the corporate world with the expectations of students by facilitating a smooth placement process. The committee also works closely with the industry to receive feedback on the institute’s curriculum and students’ competencies.

## Saarang–Cultural Committee

It comprises students who organize different inter and intra college cultural events. Saarang conducts a gamut of cultural events, dance, theater festivals and various competitions. Organizing large scale events like inter college festivals provides hands-on event management experience to future managers. The committee has successfully organized concerts by eminent musicians in association with SPICMACAY.



## Sangoshthi–Media and Seminar Committee

This group coordinates and ensures media coverage of seminars, conferences, socio-cultural and other events of academic and social relevance. It is also responsible for press releases to media regarding various activities in the campus and promotes student activities via print, TV, websites. The students in the media and seminar committee act as the media managers of the institute.

## Spardha–Sports Committee

Work hard, play harder is the motto of this committee which is involved in keeping its future managers fit through various indoor and outdoor sporting events. This committee recently organised the annual sports event ATIDA. Sports promotes healthy competition by encouraging students compete in teams. The committee is also involved in providing and maintaining sports infrastructure on the campus.

## Aahar–Mess Committee

The student-run mess committee is entrusted with the task of drawing up of rules for the smooth functioning of the mess. This committee also decides on the menu in consultation with students and functions under the supervision of the warden.

## IT Committee

The IT committee is a student body which takes care of

campus wide IT requirements including managing the campus intranet, installation of software and troubleshooting.

## Money One–Finance Club

Money One is a student-driven initiative that provides a platform for students to improve their quantitative and analytical thinking abilities for logical application in financial sector. This group regularly organises financial paper presentations, financial quizzes and virtual stock trading competitions. Students meet on a weekly basis to discuss their portfolio.

## Marksmen–Marketing Club

This marketing club is one of the vibrant clubs in CIMP, where students display their creativity & sharpen their marketing skills. An important agenda of the club is to facilitate communication between students on various marketing issues. Marksmen hosts management games, quizzes, marketing paper presentation and arranges for distinguished guest lecturers in the field of marketing.

## Samvedna- Social Marketing Club

Social Marketing Club (SMC), an entirely student driven activity, is an innovative initiative of Chandragupt Institute of Management Patna for development of Bihar. It also proposes to create awareness among the

students regarding social responsibility. Social Marketing Concept is frequently used for bringing about changes in socially significant attitudes and behaviour in such diverse areas as Smoking, Use of seat belts in cars, Drug abuse, Heart disease and organ donation, Waste disposal, Traffic sense etc. CIMP also proposes to educate Patnaites on ensuring hygiene sense. The initiative is generally not taken anywhere in any management institute in India.

## Annual Convocation 2012

The Third Annual Convocation of CIMP was held in April, 2012 in CIMP. The Chief Guest of the occasion, Mr. Sam Pitroda, Chairperson, National Innovation Council and advisor to the Prime Minister, conferred diplomas to the graduating batch in the presence of Dr. V Mukunda Das, Director, CIMP and Shri Navin Kumar, Chief Secretary, Bihar.

In the convocation address, Mr. Pitroda requested students to inculcate entrepreneurial skills and becoming job providers and not job seekers.

Further Dr. V. Mukunda Das, the director of CIMP, said: "This year, our students have done better. The average pay package has gone up compared to last year. While only one student got a `12-lakh per annum salary last year, two of our students have managed the same this year."

## Rebel & change, Sam tells CIMP passouts

**MESSAGE** Education empowers and transforms, says National Innovation Council chairman

**Anil Kumar**  
@anilkumar@rediffmail.com

**PATNA:** National Innovation Council chairman Sam Pitroda chose apt words this leisurely Sunday to fire the imagination of passing out graduates of the Chandragupt Institute of Management Patna (CIMP). "Challenge the status quo and become the real agents of generational change", he told the budding management gurus.

Explaining the need, desire and reason for bringing about such a change, Pitroda said he was more often worried about the pace of change in the country which has 38 million pending court cases and takes 15 years to deliver justice.

"My other worry is that a lot of youths start talking like their parents rather too quickly," he said, exhorting the students present at the CIMP's third annual convocation to "rebel".

Taking a leaf out of his own life, Pitroda said living in a country where most of the processes were designed some 70 years back, the question one should ask was: What could be done?

"You can demand change, be a change agent and emit a strong will to get over personal interest and find happiness in matters of public interest. Though I prefer that all of you become job givers, even the ones going in the system" should chal-



(Above): National Innovation Council chairman Sam Pitroda inaugurating the annual convocation of Chandragupt Institute of Management, Patna and (left) at a photo session with faculty members and students of the institute, on Sunday.



lenge status quo or face the consequence of being rendered useless," he said. Assuring them that his journey so far had been exciting, he said education, being empowering and re-defining, had transformed him and his family. The

learning models needed to be changed to arm youths with the necessary tools to meet their aspirations. "No more are teachers required to create the content and delivery. Their role is going to change to that of a mentor,"

said the man credited with ushering the telecom revolution in the country. "The challenge, today, is to use the platform of one billion connected people to our advantage for doing things differently", he argued. The task of laying out a plan

for narrowing down the huge disparities, finding the right teachers, creating jobs, providing skills to 350 million youth below 25 years of age for meeting their aspirations and nation's desire for inclusive growth is massive.

"The country, including Bihar, will need a good amount of managerial talent to ensure new ways of doing things, as growth cannot be just for the people at top of the pyramid," he said.

"The problems of the poor often don't get the right kind of talent. This has rendered that task of making a dent in poverty difficult. Once the mindset was changed, new models with community involvement would start evolving for dealing with issues like garbage, traffic jams, water management.

"For ushering generational change, focus should be on innovation," Pitroda said expressing his happiness that the CIMP was starting an innovation centre.

Chief secretary Naveen Kumar said that the government was pleased with national level educational standards maintained by the institute and would like to scale up the number of student intake to 240 in the coming days. V Mukunda Das, director, in his welcome address, gave brief overview of the CIMP achievements.



## Placements

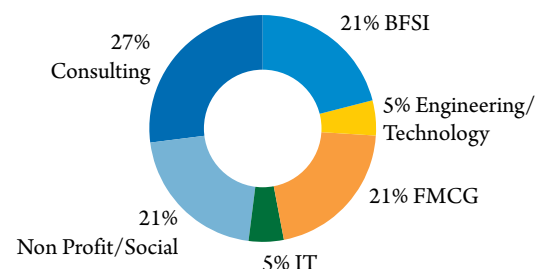
CIMP achieved yet another feat when campus placements for the third batch were declared closed much earlier than convocation. The entire batch was placed with roles and remuneration matching individual aspirations. The successful completion of final placements in the challenging economic conditions is a testimony to the quality of the students and the faith of the industry in **'Brand CIMP'**.

More than 20 companies from diverse sectors visited the institute to pick up students for various jobs. The job location of placements was not restricted to Bihar alone. Several companies offered students positions in New Delhi, Mumbai, Hyderabad, Bangalore and other cities. CIMP is already a preferred campus of ITC Ltd.

### Placement Statistics for the Third Batch

- 100% placement of students with an average salary of ₹ 5.25 lacs
- 3 job opportunities per student in a batch comprising 38 students.
- Companies were from Banking & Finance, KPO, Consultancy, FMCG, IT & Telecom, Advertising & Media, Manufacturing and other sectors.

### Placement 2012 Sector-wise breakup





## Our Top Recruiters

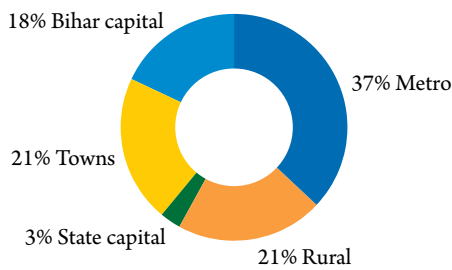
ACC  
Airtel  
Amba Research  
Amrapali Group  
AMUL  
ANMsoft  
Arvind Brands  
ASSEFA  
BASIX  
BIA  
BIRD (NABARD)

BP Ergo  
BSHPC  
Clairvortex  
CNBC  
Colgate Palmolive  
DION Global Solutions  
DLF  
Great Offshore  
HDFC  
HPCL  
HT Media

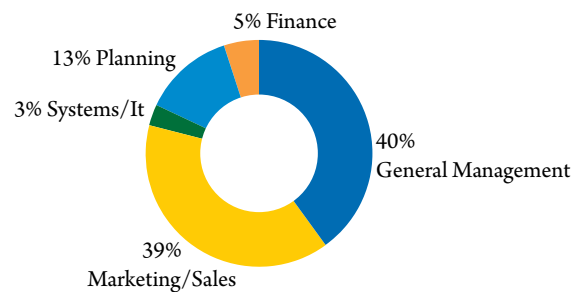
Intercontinental Consultants  
and Technocrats Pvt. Ltd.  
(ICT)  
Indusnet Technologies  
ITC  
Jeevika  
Jindal Group  
Kalyanpur Cements  
L&T  
LIC Housing Finance Ltd.  
Mother Dairy

NDDB  
NTPC  
OSIM  
Prism Cement  
RIRL  
Saija Microfinance  
S-Tel  
Tata Advance Systems  
Times Group  
UB Group  
UNICEF

### Location-wise



### Function-wise



## Appreciations

“We are overall impressed with the candidates’ work ethics and capability to learn new concepts. Keep up the good work and launch more such committed professionals.”

*Abhishek Rungta (Founder / CEO, Indus Net Technologies)*

“I commend the commitment and dedication of the Team CIMP.”

*Aquil Busrai (HR Head, IBM)*

“I am impressed by the enthusiasm and interest of the students.”

*Dilip Sinha (Ambassador to Greece)*

“We are quite happy with our selection of candidates from your school and the required knowledge, training imparted by your faculty were satisfactory.”

*Venkatesh.B (Head—Risk Management & Banking Practice, Dion Global Solutions)*

# Research & Consulting

CIMP faculty is engaged in cutting-edge research in the field of management. The recent publications and conference presentations bear testimony to the quality research produced by CIMP internal faculty team.

Faculty have presented their research papers at international conferences like INFORMS Marketing Science Conference in the US, Canada & Germany, Academy of Management Conference in the US, Green Economics Conference at Oxford University, UK and Global Conference on Academic Disciplines at Harvard University, US, to name a few.

Moreover, many academic work of CIMP faculty have been accepted as publication in internationally relevant journals like International Journal of Arts and Sciences, International Journal of Teaching and Learning in Higher Education, International Journal of Electronic Business and, International

Journal of Global Environmental issues, to name a few. Faculty members bring their research output to PGP classrooms to enrich classroom discussions thereby benefiting the students.

CIMP is playing a leading role in contributing to the all round development of the nation. Therefore, research areas, which have high contextual relevance and development implications for Bihar and India, in the next two decades, have been identified for starting CIMP's research centres. The institute organizes conferences, workshops and seminars and has initiated international level research into Micro-Finance & Rural Marketing, to start with.



## Micro-Finance Research Sub Centre

CIMP is the First Management Institute in the country to have a Sub-Centre of Microfinance Research of Bankers Institute of Rural Development (BIRD). The 3 year old Micro Finance Research centre sponsored by NABARD, is rated as the best performing among the 4 centres in India, where other centres are more than 15 years old. It is conducting research on Cost-Structure and other complexities in scaling up of operations of small Micro-Finance Institution in Bihar. Four research projects have been completed till date and several projects are ongoing. CIMP is also conducting research on customization of Micro-Finance products in flood affected areas of Eastern Region. The Sub-Centre proposes to help in building-up the database of MFIs in the country and prepare the road-map for Micro-Finance in Bihar.

The centre has initiated research in high priority areas of Microfinance in the context of Bihar, so that policy makers in Government and financial institutions will devise and

design appropriate managerial models. CIMP will help the development of new managerial concepts for overcoming organizational issues involved in Microfinance. This will increase the effectiveness of micro level organizations and their activities.

The institute has created history by achieving the milestones in research within the short span. The sub-centre will be helpful in giving boost to microfinance activities by bridging the critical gap, which is the need of the hour for the poverty stricken people of Eastern India.

In addition to this, the institute has centres of research specially focusing on the development issues of contemporary relevance like:

- Centre for Micro-Enterprises Management
- Centre for Agri-Business Management
- Center for Social Entrepreneurship
- Centre for Water Management



# { Social Responsibility



## Students' Guidance Centre

Students Guidance Centre (SGC) is an innovative initiative of Chandragupt Institute of Management Patna which focuses on the accelerated development of Bihar by providing educational access to brilliant students from socially backward sections in Bihar. SGC helps and facilitates 'CAT' preparation for socially deprived students who belong to SC, ST and OBC communities. During the last three years this CIMP initiative achieved record success.

**One student, Tarique-ur-Rahman Ghani is studying in IIM Lucknow, having received final offers of admission from IIM Shilong, IIM Ranchi and IIM Lucknow.**

In the year 2010, thirty SGC students appeared for CAT 2010 examination out of which four students received interview calls from IIMs (Lucknow, Ranchi, Shillong, Kozhikode, Calcutta, Indore, Rohtak, and Raipur).

In the year 2011, thirty SGC students appeared for CAT 2011 examination out of which three students received interview calls from IIMs (Kozhikode, Raipur, Ranchi, Rohtak, Tiruchirappalli and Udaipur).

**One student, Barun Kumar has got final offer of admission from IIM Raipur.**

For the SGC batch-2012, fifty SC/ST and twenty five OBC candidates were shortlisted and their training for CAT preparation is in process.

## Objectives

1. To identify bright students from SC/ST and other backward classes aspiring for admission to IIMs and other national institutes of management.
2. To provide these students free-of-cost, necessary entrance exam training, counseling and personality development inputs in a professional manner to equip them better to compete in examinations including CAT and subsequent interview processes.

## Facilities available to students free of cost:

- CAT Preparation Material (Concept books and Work books)
- One Monthly Magazine per student (related to Management)
- Classroom Materials
- Online and offline Tests
- Personality Improvement sessions

- Extempore Practice Sessions
- Basic classes of English, Maths and DI for Weak Students
- English communication sessions for weak students
- Separate Class Room: (Air- Conditioned)
- Computer Lab: (Air- Conditioned)
  - ▶ Internet Facility
  - ▶ One Computer system for every two students
  - ▶ Separate Computer sessions for Weak Students
  - ▶ Online Examination (For written test Practice)
- Library: (Air- Conditioned)
  - ▶ More than 200 books available only for written test Preparation
  - ▶ More than 200 books available only for GD & PI
  - ▶ Novels, Magazines and News-papers
  - ▶ Canteen Facility



## The Beautiful Mind

CIMP has initiated the project “A Beautiful Mind”, with an objective to provide better education facilities and opportunities to students from nursery to standard 12 belonging to that segment of society which is economically deprived and stands segregated from the mainstream. The objective of the project is being realized with the achievement of a student, Mukesh Kumar, who qualified in the written test of FIITJEE Talent Reward Exam 2010. The mission of the project is being realized with regular efforts to empower and nurture poor students, who in turn would contribute to the development of the state.

## Objective

**The objective of the project is:**

- (a) 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.
- (b) To contribute towards the development of the state which provides them opportunities in life. 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 in the society.

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

## CIMP pitches for coveted IIM status

Abhis Mishra  
mishra@timesnews.com

**PATNA:** The Chandragupt Institute of Management Patna (CIMP) has set its eyes on securing the coveted status of an Indian Institute of Management (IIM) on the basis of its many-achieved achievements in a short span of four years.

"We are comparing favourably with several IIMs and even doing better than some of them. The reputation of the institute stands corroborated and substantiated by its achievements, rankings and performance. Thus a similar status for CIMP would be in the status of things," said CIMP Governor V Mukunda Das on Tuesday.



The Chandragupt Institute of Management Patna.

Making a strong plea for CIMP's elevation to IIM status, Das said, "The institu-

tion is not only fit to be called and receive the chartered status in research in economic and finance, according to a

series. Around a dozen research papers from our faculty have been published in top class international journals in management and related disciplines," he said.

The papers of CIMP faculty were accepted or presented in prestigious institutions like Harvard, Oxford and top Universities in Germany, Greece, Hong Kong, Canada, the US, Dubai, Thailand, Turkey, Iraq and Australia. It has also produced a book 'Organizational Effectivity: Creative Manager, Genius Leader, Total Process' by a faculty member, which is regarded by Amazon.com as having international worth.

"Effective leaders of CIMP" is a book it has received 50% of the world for the IIM-Ahmedabad. With campus selection for the 2009-12 batch, CIMP has start-

## Placement boom in CIMP, two students bag ₹12 lakh offer

Arav Kumar  
arav@timesnews.com

**PATNA:** For an institution barely five years old, hundred percent placement and pay package up to ₹12 lakh per annum can be a matter of pride. And it really is for the Chandragupt Institute of Management Patna (CIMP), set up in 2008 on the lines of IIM-Ahmedabad.

With campus selection for the 2009-12 batch, CIMP has start-



Shriya Priya



Nandan Kumar

"Today, I think, my decision was right. In summer project, my work was ranked among the top five in the country. That gave me a lot of confidence. Being a new institution, CIMP offered me more than what I expected," he added. Shriya Thekur, assistant professor said that the institution was expecting a better placement record compared to last year, when each student had on an average four offers. "The campus selection has just begun.

## Youths must act as agents of change, says Pitroda

Shriya Priya

Patna: Addressing the Prime Minister's public lecture on Information and Communication Technology and Sustainable Growth, Shriya Priya, a student of Chandragupt Institute of Management Patna, called upon the youths to discharge their social and work for the national progress of the country.



Students of CIMP at a public event after receiving their diplomas on Saturday.

Addressing the 15th annual convention of Chandragupt Institute of Management Patna (CIMP) last, Pitroda said that the youths should be encouraged to take up the challenge of change and work for the national progress and sustainable growth. He said that the youths should be encouraged to take up the challenge of change and work for the national progress and sustainable growth. He said that the youths should be encouraged to take up the challenge of change and work for the national progress and sustainable growth.



CIMP Director V Mukunda Das presenting a certificate to a student.

Pitroda, who also heads the National Knowledge Commission, said that the youths should be encouraged to take up the challenge of change and work for the national progress and sustainable growth. He said that the youths should be encouraged to take up the challenge of change and work for the national progress and sustainable growth.

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## CIMP teachers shine abroad

OUR CORRESPONDENT

Faculty members of Chandragupt Institute of Management Patna (CIMP) presented their research papers in a series of international conferences over the past one month.

V. Mukunda Das, the director of CIMP, presented his paper at 17th international business conference at Ryerson University at Toronto in Canada, where participants from over 20 countries took part.

In his paper, the CIMP director explored the strategy behind the development of marketing intent and the corporate social responsibility in the context of emerging economy like India.

"The conference, which was held on June 6 and 7, gave me the opportunity to present papers on the basis of research that I have carried out over the past two decades," Das told The Telegraph.

Sayan Banerjee, a faculty member of CIMP presented a paper at Harvard University in June.

About 300 participants from different countries took part in it.

Another faculty member of the institution, Anup Raj, presented his paper titled "Marketing of agricultural produce in India" at the 34th marketing science conference at Boston in the presence of more than 700 academics from across the world.

Raj's paper dealt with an innovative model of marketing of fruits and vegetables with the help of empowered self-help groups in India.

## Accolades for CIMP report on higher education

HT Correspondent

h@timesnews.com

**PATNA:** The submission of Chandragupt Institute of Management Patna (CIMP) titled 'Improving access and enhancing quality in government schools: Case of elementary education system in Bihar, India', will be featured among the top 11 initiatives in education at the higher education symposium organised by the South Asia Initiative of Harvard University, being held in New Delhi on Tuesday.

"CIMP's work and involvement in improving the education scenario in Bihar will be showcased during the symposium by senior academicians from Harvard University and practitioners from the industry. CIMP is the only

to reverse the tide. It is not just Bihar. Other similarly placed regions in South Asia might even miss meeting the millennium development goal (MDG) target of universal primary education by 2015 despite showing the urge to change," it says.

CIMP has been engaged in numerous studies and research on improving the access and enhancing quality of education in Bihar. Through its various initiatives like training programs for educational administrators, special centre for entrance exam training of SC/ST/OBC students and 'The Beautiful Mind' program for educating slum children, CIMP has made its presence felt within a short span of time.

## CIMP celebrates 100 yrs of Bihar

TIMES NEWS NETWORK

**PATNA:** The Chandragupt Institute of Management Patna (CIMP) on Friday celebrated centenary year of Bihar by organizing painting competition, collage competition, quiz, cultural events and presentations tracing Bihar's past 100 years.

The theme of the painting competition was, 'Bihar, Then and Hence', with management students displaying their perception of Bihar and its evolution on canvas.

The quiz event was grueling and students were asked questions from ancient history.

CIMP director V Mukunda Das said that students displayed their creativity at these events.



Students of Chandragupt Institute of Management Patna, celebrate in front of the institute after their placement. Set up by the state government in 2008, the institute reached up over 100 placement figures for the third year on the trot. Over 20

companies took part in the placement programme this session. Two students bagged a package of ₹12 lakh per annum, while the average package was ₹5.25 lakh, an increase of 25 per cent over that of last year. Telegraph India

The Telegraph, Page No-06  
Dated: 03-03-2012

**Paper selected: Chandragupt Institute of Management Patna (CIMP) faculty Kalyan Agarwal's paper titled, 'Rural WiMax, Cloud Technology and Solar Cyber-Kiosk: 3-in-1 Model Towards Digital Unite in Rural Asia', has been selected at the BA12012 International Conference in the 'Best Technical Paper of Asia-2011' category. The conference will be held on July 3-5, 2012, at Sapporo, Japan.**

The Times India, Dated: 04-01-2012

Page No-04

## CIMP dons present papers on global fora

HT Correspondent

h@timesnews.com

**PATNA:** Several faculty members of Chandragupt Institute of Management Patna (CIMP) presented their research papers at prominent international conferences over the world. The average package was ₹5.25 lakh, an increase of 25 per cent over that of last year. Telegraph India

Mukunda Das presented his paper on strategic fit between development marketing intent and corporate social responsibility in the emerging economies in context of India, at the 17th International Business Research Conference held at Ryerson University in Toronto, Canada. The paper is the outcome of his 20 years of research in development and rural mar-

keting. Similarly, Chandragupt Institute of Management Patna (CIMP) presented his research paper at the Harvard University. It deals with certain aspects that are in demand more (best guaranteed model) in India.

Professor Anup Raj read his paper titled 'Marketing of agricultural produce in India: An empowered farmer's organization' at the 34th International Marketing Science Conference at Boston in the US. The paper presents an innovative model of marketing agricultural produce with the help of self-help groups.

# Board of Governors

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Shri Nitish Kumar  
*Chief Minister of Bihar*

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Shri P. K. Shahi  
*Minister, Education, Bihar*

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Chief Secretary,  
Govt. of Bihar

## Vice Chairman Executive Committee

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Govt. of Bihar

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## Nominee of IIM A

Prof. B.N. Shukla, Patna

Dr. V. Mukunda Das,  
Director, CIMP





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