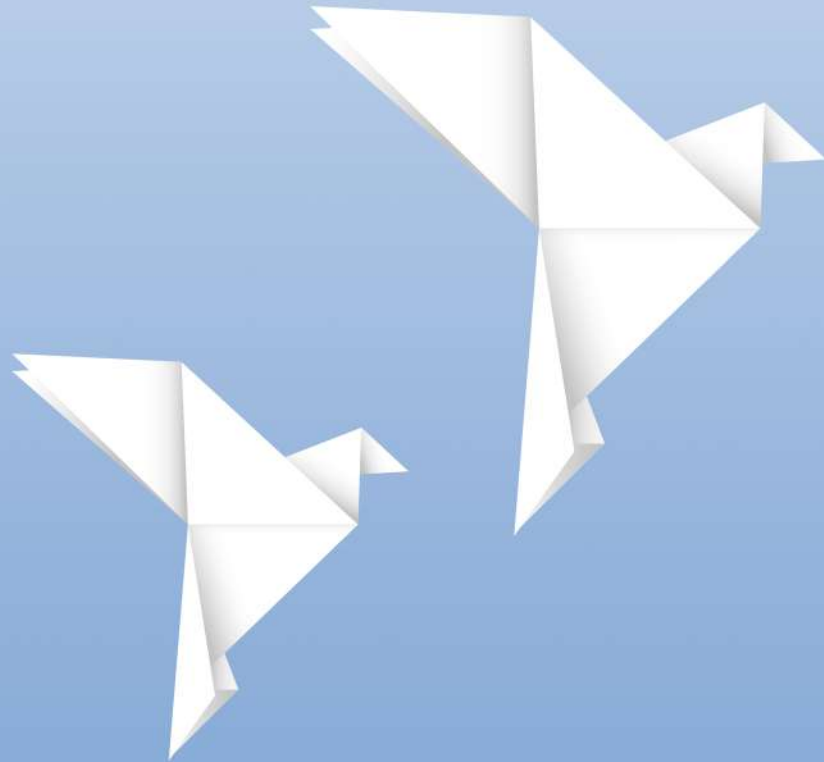




भारतीय प्रबंध संस्थान जम्मू  
Indian Institute of Management Jammu



# PLACEMENT BROCHURE

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## MBA 2019-21

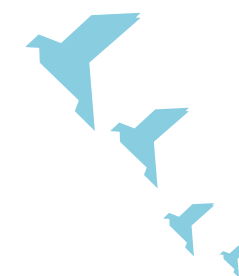






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## MESSAGE FROM THE DIRECTOR



I feel immense pleasure in introducing to you, the bright, energetic, and ambitious students of the biennial full-time residential Master of Business Administration (MBA) Program, at Indian Institute of Management, Jammu.

Adhering to the motto, "It is the Knowledge that Liberates", IIM Jammu strives to provide our students an environment filled with academic rigour and training so that they emerge as great leaders, prepared to effectively tackle the challenges of the world. Our students go through a rigorous admission procedure, and our curriculum puts them into challenging situations that carve the best out of them.

Our vision is to emerge as a powerful business school and we have been striving constantly towards achieving it. The Institute's academically conducive campus gives students the opportunity to learn the best-in-class management practices through not only classroom training, but also through executive education consultancy by the renowned industry experts who grace our campus for "HR Conclave" and "Leadership Summit." This specialized management education along with various other learning modules broadens their knowledge and develops their professional skills.

A glance at this batch-profile shall present a good mix of both the experienced and the fresh minds that come from very diverse areas. I strongly believe that our students shall become a great asset to every industry where they would work, and I wholeheartedly endorse their capability in delivering what is expected of them and emerging as useful contributors to organizational functioning. We look forward to your visit at our present campus and Srinagar off-campus for a healthy conversation with the future managers from our Institute and also enjoy the peripherals of the campus in the form of the Holy Vaishno Devi Shrine, Bagh-e-Bahu, Dogra Art Museum, and a lot more.

**Prof. B. S. Sahay**  
Director  
IIM Jammu

## MESSAGE FROM THE CHAIRPERSON PLACEMENTS



Delighted to welcome all the organizations to be a part of the IIM Jammu campus placement drive 2020-21 as esteemed recruiters. Despite the pandemic, IIM Jammu has managed to turn the negative into a positive and encouraged its students to consider it as an opportunity to adapt to the virtual world attaining a competitive advantage.

Indian Institute of Management Jammu is the youngest IIM in the country established as an Institute of National Importance by Government of India in 2016. The Institute is growing over the years offering its flagship post-graduate programme Master of Business Administration (MBA) program. Three batches of the programme have successfully graduated and made their presence felt in the corporate world.

The present batches at IIM Jammu are full of high-potential individuals gearing up to face the challenges of the corporate world. The students come from diverse educational backgrounds and represent a good mix of freshers as well as experienced candidates. Through the International Immersion Program, IIM Jammu emphasizes the need for international exposure to understand various cultures, perspectives and, global business contexts.

I thank all the existing corporate partners for their constant support and faith in IIM Jammu and welcome the organizations visiting us for the first time. I assure you that the IIM Jammu graduates will prove to be an asset for their respective organizations.

Looking forward to hosting you at IIM Jammu to deliver a great recruitment experience.

**Prof. Jabir Ali**  
Chairperson  
(Placements)  
IIM Jammu



## ABOUT IIM JAMMU

The Indian Institute of Management (IIM) brand has now become synonymous with innovation, talent, zeal for success, and contribution in management. Building on this legacy, IIM Jammu was established in the beautiful union territory of Jammu and Kashmir, by the Government of India in 2016. From the very beginning, IIM Jammu has set high standards for outstanding value-based quality education, high-quality research, executive education, consultancy, and strong corporate as well as international linkages. The Institute also encourages, and subtly emphasizes contemporary research - concentrating on regional, national, and global issues alike.

Presently, IIM Jammu operates from the Old University Campus, Canal Road, Jammu, with a new off-campus being set up in Srinagar. The proposed 200 acres state-of-the-art campus is coming up at Jagti, 14 Kms from Jammu City, about 16 km from Jammu Railway Station, and 18 km from Jammu Airport. The new Campus will be a blissful mix of modern architecture, culture, and heritage of Jammu and Kashmir.



## SRINAGAR OFF-CAMPUS

IIM Jammu inaugurated its transit Satellite campus at Srinagar on January 24, 2020. The campus was inaugurated by Hon'ble Minister of Education Shri Ramesh Pokhriyal 'Nishank' in the presence of Mr. K.K. Sharma, Advisor to Hon'ble Lt Governor J&K, Prof. B.S. Sahay, Director IIM Jammu and dignitaries from Center and Govt. of J&K. Srinagar is the summer capital of J&K and the campus is located in the heart of the Srinagar city, on NH1 Nowgam, which is at a distance of 10 Kms from the Sheikh ul Alam international airport Srinagar. The transit campus has in-campus residence facilities and is built as a center of excellence in the area of executive education and Entrepreneurship. The transit campus will also have an incubation center promoting entrepreneurship in the region. Kashmir is known as Switzerland of Asia and Srinagar as 'Heaven on Earth'. The picturesque city, located on the banks of river Jhelum, offers its visitors the best experience of time. IIM Jammu Srinagar off Campus leverages the locational importance of Srinagar city by offering a blend of high-quality training with a touch of heavens.

The IIM Jammu Srinagar Off Campus has a focus on Management Development Centre for capacity building and setting up centre for innovation and entrepreneurship (Incubation Centre).



# WHY IIM JAMMU

IIM Jammu, the youngest addition in the IIM fraternity is established by the Ministry of Higher Education. We share the same curricula and academic rigour as top IIMs in the country which transforms budding managers into business leaders par excellence. Our MBA program has all the salient features of the world-class management education delivered using andragogy by the best faculty of the nation.



## ACADEMIC RIGOUR

- One of the most rigorous curricula across IIMs
- Harvard case study pedagogy
- Excellent academic projects
- Class presentations and group projects



## INCLUSIVE ELECTIVES AND WORKSHOPS

IIM Jammu works for developing contemporary skills through workshops and interactive sessions which include Data Analytics, Digital Marketing, Leadership through Literature, Soft-Skills, and many more.



## EXPERIENCED AND COMPETENT PROFESSORS

Professors at IIM Jammu are highly experienced and dedicated towards holistic development of their students. Their motto is to inculcate managerial attributes in the Future Managers in the form of students and make them industry ready.



## VIVID INFRASTRUCTURE

IIM Jammu provide a vivid and impressive infrastructure for its students in the form of

- Library with huge pool of academic resources
- Modern pedagogical instruments
- Well furnished classrooms
- Playground for sports and extra-curricular activities and a lot more



# THE MBA PROGRAM

The biennial full-time Master of Business Administration (MBA) is widely acknowledged as an epitome of academic nourishment. The course curriculum has been designed by emulating the best practices at institutions across the globe. The main objective is to develop young men and women into competent professional managers, capable of working in any sector by organizing activities, portraying leadership, and achieving excellence in performance while contributing to the welfare of the larger society.

## MBA



### FINANCE AND ACCOUNTING

- Financial Accounting
- Cost and Management Accounting
- Corporate Finance



### OB & HRM

- Individual & Group Behaviour
- Human Resource Management
- Organization Theory & Design

### BUSINESS COMMUNICATION

- Business Communication I
- Business Communication II
- Business Communication III



### ECONOMICS & BUSINESS ENVIRONMENT

- Micro Economics
- Macro Economics
- Business Environment: India & the World



### MARKETING

- Marketing Management I
- Marketing Management II



## 1<sup>ST</sup> YEAR COURSES

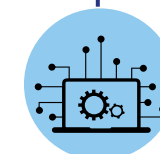
### OPERATIONS, SUPPLY CHAIN & DECISION SCIENCES

- Quantitative Methods I
- Quantitative Methods II
- Business Research Methods
- Operations Management
- Supply Chain Management



### IT SYSTEMS & ANALYTICS

- Spreadsheet Modelling
- Information Systems for Managers
- Business Analytics



### BUSINESS POLICY, STRATEGY & GENERAL MANAGEMENT

- Legal Aspects of Business
- Corporate Social Responsibility
- Entrepreneurship & New Venture Planning
- Strategic Management
- Corporate Governance & Business Ethics



# SECOND YEAR COURSE STRUCTURE

## Area-wise List of Electives Offered



### FINANCE AND ACCOUNTING

- Advanced Financial Reporting & Analysis
- Insurance Management
- Alternative Investment Markets
- International Finance
- Behavioural Finance
- Investment Analysis and Portfolio Management
- Business Valuation
- Management Control Systems
- Commercial Bank Management
- Mergers, Acquisitions & Corporate Restructuring
- Investment Banking
- Financial Derivatives
- Private Equity and Venture Capital
- Financial Econometrics
- Project Finance
- Financial Risk Management
- Strategic Cost Management
- Financial Statement Analysis
- Tax Planning and Management
- Fixed Income Securities & Debt Markets
- Wealth Management



### MARKETING

- Advanced Marketing Research
- Marketing in the Sharing Economy
- B2B Marketing
- Pricing
- Consumer Behaviour
- Product and Brand Management
- Customer Relationship Management
- Rural Marketing
- Digital Marketing
- Sales and Distribution Management
- Emerging Trends in Marketing
- Services Marketing
- Integrated Marketing Communication
- Strategic Marketing
- Marketing Analytics



### OB & HRM

- Counselling Skills for Managers
- Performance Management System
- Learning and Development
- Talent Acquisition



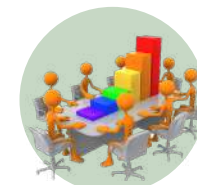
### IT SYSTEMS & ANALYTICS

- Advance Data Science and Machine Learning
- Electronic Commerce
- Big Data Analytics (cross listed with Operations)
- HR Information System and People Analytics
- Business Intelligence, Social Media and Cognitive Analytics
- IT Strategy
- Business Process Modelling & Management
- Knowledge Management
- Digital Transformation using Artificial Intelligence and Emerging Technologies
- Technology Management



### OPERATIONS, SUPPLY CHAIN & DECISION SCIENCES

- Big Data Analytics
- Simulation & Modelling
- Green Supply Chain Management
- Strategic Sourcing & E-procurement
- Lean Enterprise
- Supply Chain Analytics
- Logistics Management
- Supply Chain Management
- Operations Strategy
- Technology Management
- Project Management
- Theory of Constraints
- Service Operations
- Total Quality Management



### ECONOMICS & BUSINESS ENVIRONMENT

- Circular Economy and Business Sustainability
- Economics of Strategy
- Commodity Futures and Options (cross-listing with finance area)
- International Trade and Policy
- Econometrics for Managers
- Managing Social Programs
- Economic Policy Analysis



### BUSINESS POLICY, STRATEGY & GENERAL MANAGEMENT

- Competitive Strategy
- Strategic Alliance
- Crafting Strategies with Strategic Thinking
- Strategic Innovations for Dynamic Markets
- International Business Management
- Strategic Management of Intellectual Property Rights
- Managing Change and Transformation
- Strategy Simulation using CESIM
- Mergers & Acquisitions
- Start-up Entrepreneurship







# STUDENT EXCHANGE PROGRAM



## INTERNATIONAL PARTNER INSTITUTES OF IIM JAMMU



Globalization has submerged international boundaries across the globe. International firms operating in the present era need young and enthusiastic managers well versed in the nuances and technicalities of the changing world.

IIM Jammu seeks to equip its students with a globally-inclusive management education that covers all aspects of the management of institutions of the future. The International Relations Office, IIM Jammu, is building academic relationships with institutions all over the world to facilitate numerous exchange programs for students as well as faculty to ensure a deep comprehension of the various geopolitical, economic and cultural facets that drive the efficient functioning of global enterprises. Fuelled by the necessity to confront challenges and getting out of the comfort zone, this exchange of faculty and students among institutions of the world encourage mutually beneficial knowledge transfer that is not only desired but also required to be a successful leader who is mature enough to depict the social poise.

## MoU SIGNED WITH IIM JAMMU



The Institute of Chartered Accountants of India  
(Setup by an Act of Parliament)



ENTREPRENEURSHIP  
DEVELOPMENT  
INSTITUTE OF INDIA



THE INSTITUTE OF  
Company Secretaries of India  
भारतीय कम्पनी सचिव संस्थान  
IN PURSUIT OF PROFESSIONAL EXCELLENCE  
Statutory body under an Act of Parliament  
(Under the jurisdiction of Ministry of Corporate Affairs)

TALENTEDGE  
Live & Interactive Digital Learning



Dr. Ambedkar International Centre







**B.S. SAHAY**

Ph.D., IIT Delhi  
Operations & Supply Chain



**AAKASH KAMBLE**

Ph.D., Savitribai Phule Pune  
University Marketing



**ABHISHEK SRIVASTAVA**

Ph.D., IIM Ranchi  
IT Systems & Analytics



**AJINKYA NAVARE**

Ph.D., IIT Bombay  
OB & HRM



**NITIN UPADHAYAY**

Ph.D., BITS Pilani  
IT Systems & Analytics



**POOJA KUMARI**

Ph.D., IIT Kharagpur  
Finance and Accounting



**PRAMOD RATNAKAR  
KHADILKAR**

Ph.D., IISC, Bangalore  
Business Policy, Strategy &  
Entrepreneurship



**RASHMI RANJAN  
PARIDA**

Ph.D., IIT Kharagpur  
Marketing



**ARCHANA SHARMA**

Ph.D., IIT Delhi  
Marketing



**ATEEQUE SHAIKH**

Ph.D., IRMA  
Marketing



**BALJEET SINGH**

Ph.D., IIM Indore  
Marketing



**JABIR ALI**

Ph.D., AMU, Aligarh;  
GLOCOLL, Harvard Business  
School  
Economics & Business  
Environment



**RUCHI SEHGAL**

Ph.D., University of Delhi  
Business Communication



**SARBJIT SINGH**

Ph.D., IIT Kanpur  
Economics & Business  
Environment



**SOBHAN SARKAR**

Ph.D., IIT Kharagpur  
Post Doc, University of  
Edinburgh, UK  
Operations & Supply Chain



**SUJEET KUMAR SINGH**

Ph.D., IIT Roorkee  
Postdoc, NUS, Singapore  
Operations & Supply Chain



**MAMTA TRIPATHI**

Ph.D., IIT Guwahati  
POST-DOC, IIM Calcutta  
OB & HRM



**MANOJ KUMAR**

Ph.D., (SJSOM, IIT  
Bombay)  
Finance and Accounting



**MINAKSHI KUMARI**

Ph.D., IIT Delhi  
Operations & Supply Chain



**MUQBIL BURHAN**

Ph.D., IIT Delhi  
Business Policy & Strategy



**SUMANT KUMAR  
BISHWAS**

Ph.D., IIT Delhi  
OB & HRM



**VASEEM AKRAM**

Ph.D., IIT Hyderabad  
Economics & Business  
Environment



**VIJAY KURIAKOSE**

Ph.D., CUSAT, Kerala  
OB & HRM



**VINAY YADAV**

Ph.D., IIT Bombay  
Postdoc, DTU, Denmark  
Operations & Supply Chain





**ROHAN MUKHERJEE**  
Ph.D., IIT Kharagpur,  
IT Systems & Analytics



**ANA BEATRIZ L. D. SOUSA**  
Ph.D., UFSCar  
Operations & Supply Chain



**CHARBEL JOSE  
CHIAPPETTA JABBOUR**  
Ph.D., University of Sao  
Paulo  
Operations & Supply Chain



**CYRIL FOROPON**  
Ph.D., HEC Paris  
Operations & Supply Chain



**RAMESHWAR DUBEY**  
HDR, The University of  
Montpellier  
Operations & Supply Chain



**Nripendra P Rana,**  
Ph.D., Swansea University,  
Marketing

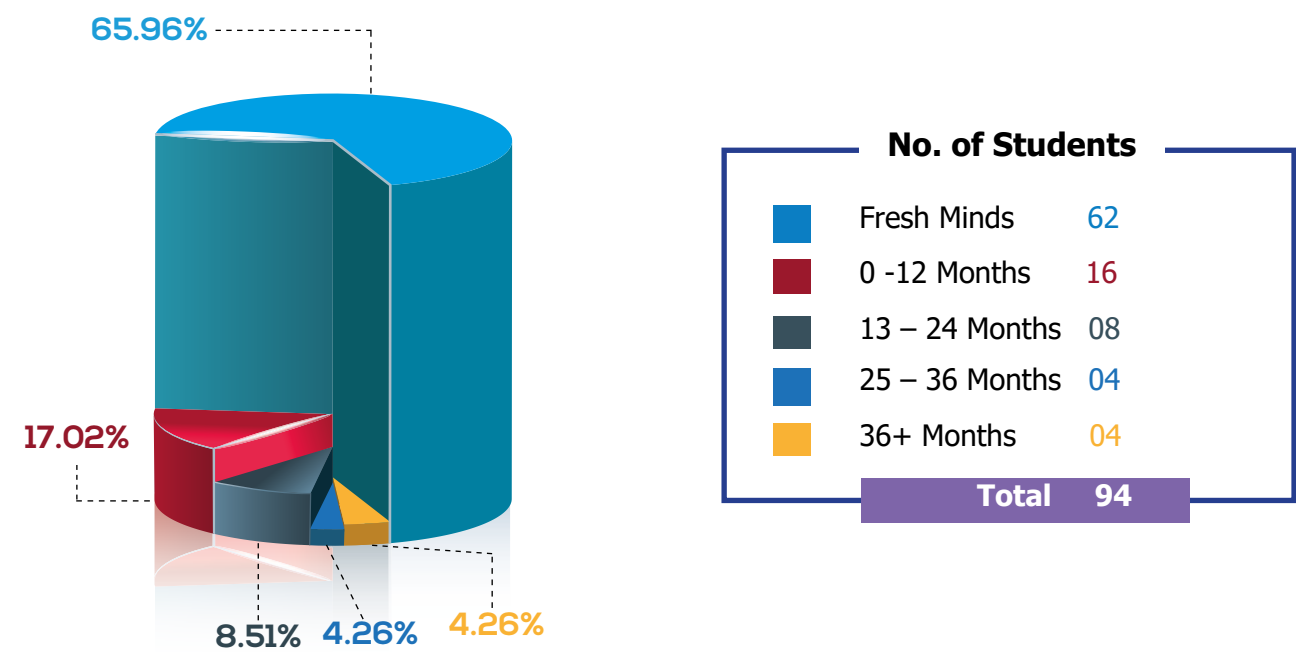


## BATCH PROFILE

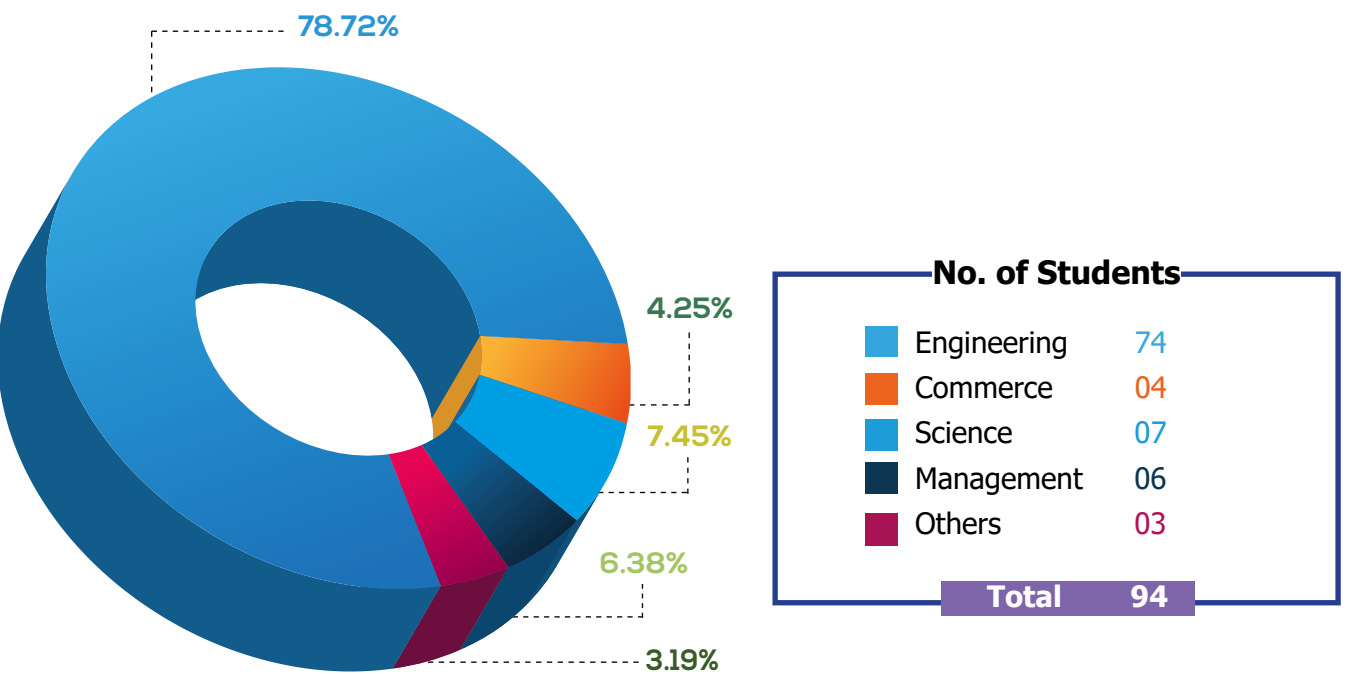


# BATCH PROFILE

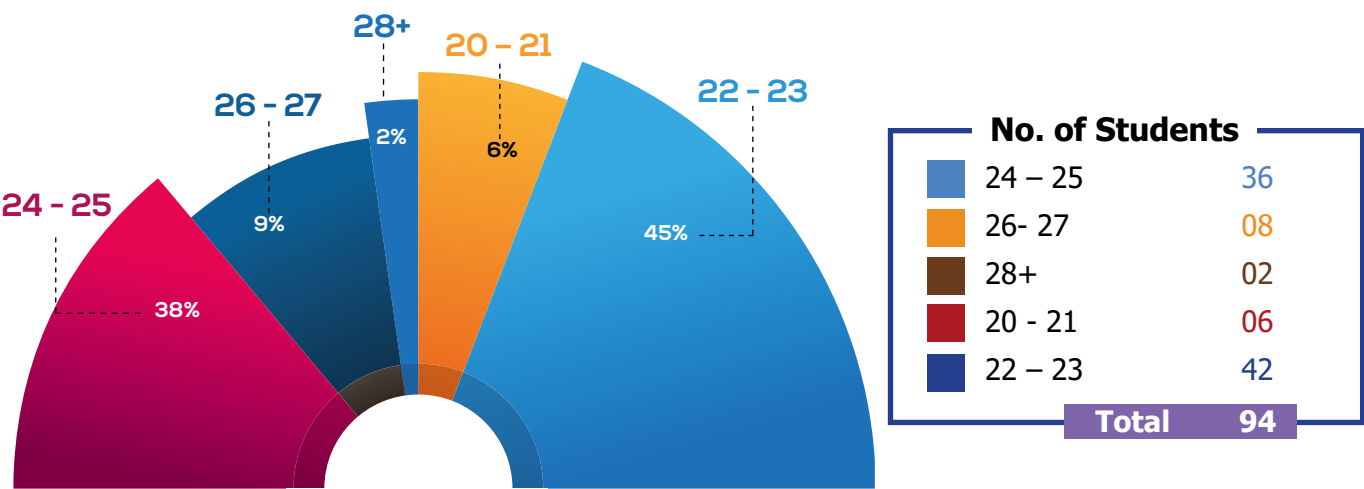
## WORK EXPERIENCE



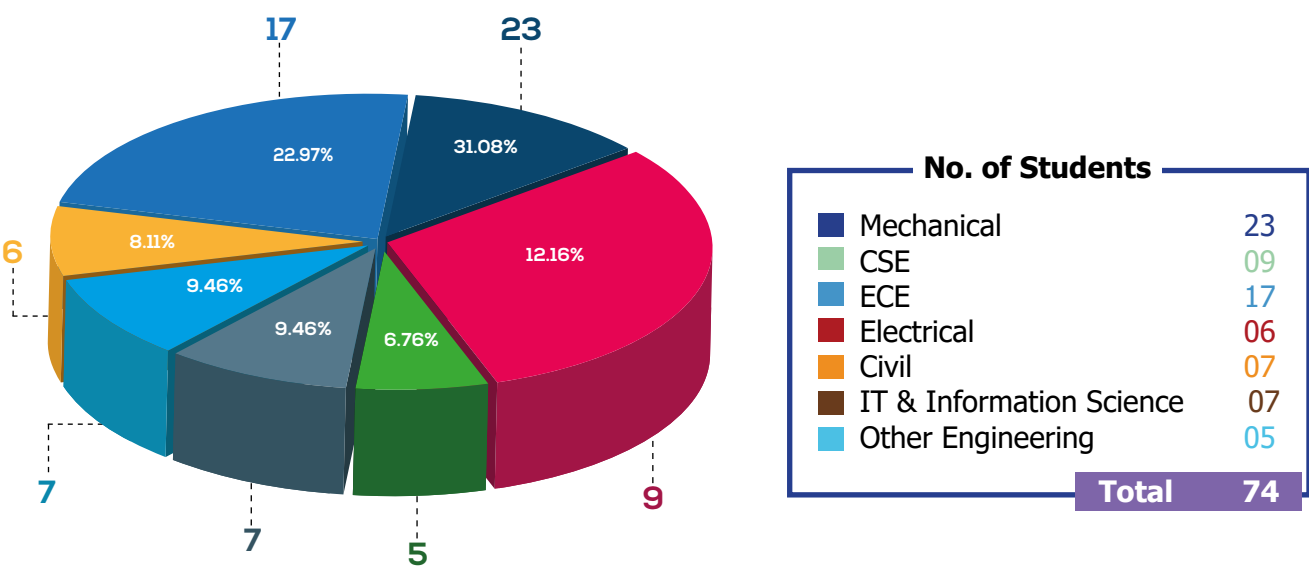
## GRADUATION



## AGE (IN YEARS)



## STREAM OF ENGINEERING



Batch Strength



Average Work Experience (Months)



Average Work Experience (Excluding Freshers) (Months)  
(32 in number)



Average Age (Years)





**BATCH 2019-21 Section A**



**BATCH 2019-21 Section B**





### AAGAM JAIN

B.Com (H),  
Panjab University, Chandigarh  
**Summer Internship Organization:**  
Siemens Healthineers  
**Role:** Inventory Management Trainee  
(Finance Intern)  
**Position of Responsibility:**  
Disha Committee  
Consulting Club



Even in the uncertainty of Covid, Siemens Healthineers provided me with an enriching learning experience via work from home mode. I worked as Inventory Management Trainee (Finance Intern) in the organization. The project revolved around managing inventory levels, analyzing stock requirements with all the distributors, and mapping the Distributor's stock segment with that of the company's master stock book using SAP code. During my internship period, I also researched the 'Impact of Covid-19 on the Healthcare Sector' which provided me a great learning experience to know this sector more and it boosted my presentation skills also.



### ABHAY KANT GALOTIA

BBA- Marketing,  
Degree College Dharamsala,  
Dharamsala  
**Summer Internship Organization:**  
361 Degree Minds  
**Role:** Digital Marketing intern  
**Position of Responsibility:**  
Cultural Committee



My Internship Experience with 361DM as the Digital Marketing Intern has been an eye-opening opportunity. I can confidently say I wouldn't have grown as much as I have been these 8 weeks without their detailed feedback and unwavering support.



### ADITYA DAGA

B.E.- Civil,  
Shri Ramdeobaba College of  
Engineering and Management,  
Nagpur  
**Summer Internship Organization:**  
Aqualite  
**Role:** Finance Intern  
**Position of Responsibility:**  
Finance Club



My Summer Internship at the Aqualite India Pvt. Ltd. helped me gain profound professional experience and understand the complex procedure of decision making with tradeoffs. My project revolved around understanding GST laws and Duty Structure for the Manpower Model and the Job Works Model in the footwear manufacturing industry and their compliances in implementation with all laws of the land, analyzing costs to be incurred in both models, risks and pain points for the models. The Job Works model was suggested, which reduced Working Capital requirement and GST applicable also enabling Input Tax Credits to be used thus, improving financials.



### AISHWARY NIGAM

B.E.- Electronics and Communication  
University Institute of Technology -  
RGPV, Bhopal  
**Summer Internship Organization:**  
Amul (GCMF)  
**Role:** Sales and Marketing Intern  
**Position of Responsibility:**  
Placement Committee



My summer internship experience with Amul was quite insightful. I got a chance to work on a market research project aimed towards developing a quick penetration strategy for packed milk in tier-2 and tier-3 cities. Not only was I given complete support from the company mentor and the professors at every step but also provided with complete autonomy to devise my strategies and carry out the project proceedings. Overall, the two and half month period consisted of a massive learning curve in terms of facing real business challenges, application of research and consumer behavior concepts, and meeting the deliverables.



### ABHISHEK

B.Sc (H)- Agriculture  
CCS Haryana Agricultural University  
**Summer Internship Organization:**  
SidsFarm  
**Role:** Financial Analyst



Sidsfarm is basically a startup whose 95% revenue is coming from selling of milk and the company is making other products like buttermilk, curd, ghee, honey etc. We were two people in a team. So, what we have done, we made a Costing Model which is going to help the company to find out the cost of each product in their product line and according to that they can decide the selling price of the products. The model was on the basis of per day cost of the milk and per day is necessary because milk is very perishable as well as not an evenly flowable commodity. We got a lot of experience in this startup. Thanks to Sidsfarm.



### ABHISHEK BHARATI

B.Tech- Mechanical  
NIT Durgapur  
**Summer Internship Organization:**  
Aqualite  
**Role:** Sales and Marketing  
**Position of Responsibility:**  
Corporate Communication Committee



My internship with "Aqualite" has been one of the best experiences I have had. I was hired as a sales and marketing intern and got an opportunity to work on their new brand project. During these COVID-19 times being able to do an in-office internship was not a possibility yet, my mentor was supportive enough to let me explore and contribute in every way I could. This opportunity let me interact with customers and retailers for the purpose of market research and I feel it has given me a better insight into the market and its stakeholders.



### AJAY DHENWAL

B.Tech- Metallurgy,  
MNIT Jaipur  
**Summer Internship Organization:**  
361DM  
**Role:** Digital Marketing



The experiences of working as an intern at 361DM were fascinating and the learnings I got were enough to mold me as I advanced into my career. It was an unstructured internship where I got exposed to different projects. During the period I mainly worked on digital marketing (SEO), competitive analysis, and market research. Developing & executing SEO strategies, primary market research (got published in "The Hindu") are some of the remarkable achievements during the internship and the sense of satisfaction you get when you build something from scratch and the work gets appreciation from top management is phenomenal.



### AJAY GAIRAREY

B.Tech- Biotechnology,  
NIT Raipur  
**Summer Internship Organization:**  
VNR Seeds Private Ltd.  
**Role:** Project Analyst  
**Position of Responsibility:**  
Cultural Committee



I interned with VNR Seeds private limited as an analyst. Analyzing their trade partners' (retailers) loyalty program was a great learning opportunity for me. Being a fresher, I gained an insight into the workflow of an organization. Handling multiple tasks simultaneously and completing tasks within the deadline honed my time management skills. In this internship, I did a telephonic interview survey of around 270 retailers established in diverse places like MP, UP, CG, Bihar, and Jharkhand. This project expanded my learnings of retail business and their work environment.



**AKASH PALIWAL**

B.Tech- Computer Science,  
NIT Patna

**Summer Internship Organization:**  
Tata Steel

**Role:** Marketing Strategy Intern

**Position of Responsibility:**  
IT Committee  
HR Club

**Work Experience (Months):** 48  
IBM , Oracle



I was part of Innoventure (Online Innovation Garage) at Tata Steel. Tata steel wants to partner with the world's best scaleups and startups using their creativity and expertise to unleash disruptive innovation in the field of Iron and steel industry. For bringing this into action they planned for a corporate venture arm that would provide a single entry point for innovative high growth businesses or ideas seeking to partner with Tata steel, enabling the company to pilot and scale new technologies and new business models more efficiently and effectively. My role as an intern was to develop a marketing strategy for the online presence of the corporate venture arm of Tata Steel on digital channels so that innovative startups can connect with Tata steel.

**AKSHAY DESAI**

B.Tech- Information Technology,  
Dharmsinh Desai Institute of  
Technology, Nadiad

**Summer Internship Organization:**  
CRE Matrix

**Role:** Intern

**Position of Responsibility:**  
Industry Interaction Cell

**Work Experience (Months):** 23  
Infosys Ltd



My internship experience with CRE Matrix has been phenomenal. My mentor guided me to understand the real estate industry and how they are transforming it using cutting edge technology and data analytics capabilities. Working on a number of tasks, enabled me how to work, manage, and derive meaningful insights out of data. The hands-on experience of using Excel on huge data enabled me to use innovative problem-solving skills and to use automation to ease the efforts required on mundane tasks. I also contributed to publishing inhouse market reports which were useful to create an impact from a promotion perspective on the industry.

**AMAN PATEL**

BBA  
Barkatullah University, Bhopal

**Summer Internship Organization:**  
Automation Edge (Vyom Labs)

**Role:** Global partner development



"My Internship Experience with Automation Edge as the Marketing Intern handling Partner Development in the Middle East has been great learning on an international level". During my internship, I've been exposed to several different clients from 17 different countries. This helped me to understand the different work cultures of different nations and also time management since I was handling different time zones. I was Responsible for Partner Development for HR RPA automation in the Middle East. I also learned about RPA which is the future post COVID so it was a great learning experience.

**AMIT SONKAWADE**

B.E.- Computer Science,  
Vidyalankar Institute of Technology,  
Mumbai.

**Summer Internship Organization:**  
Puranik Builders Ltd

**Role:** Strategy Intern

**Position of Responsibility:**  
Alumni Committee



My Internship Experience with Puranik Builders Ltd. as Strategy Intern has been an eye-opening opportunity. During my time, I've been exposed to several different departments involving various aspects of Strategy and Marketing allowing me to experience working on a variety of tasks. The Puranik Builders Ltd. Internship Experience has been a great fit for me because it has provided a variety of challenging tasks and there is a great environment of people who are always willing to take the time to explain how Puranik Builders Ltd. operates and how that relates to the projects being worked on.

**AKSHAY KEERTHI**

B.Tech- Mechanical,  
MA College of Engineering  
Kothamangalam, Kerala

**Summer Internship Organization:**  
Amul (GCMMF)

**Role:** Marketing Research Intern

**Position of Responsibility:**  
Disha Committee



Working in Amul (Gcmmf) provided me with a career deciding learning experience about the ins and outs of corporate life. The role of a marketing researcher in one of the biggest FMCG companies in India, helped me to get deep into various channels in the distribution network. Although my interaction with the reporting guide at Amul happened through virtual mode, I got a lot of opportunities to directly visit the market and study on the various channel partners of both Amul and their competitors. It was a humbling experience to work with different stakeholders.

**AMAN GUPTA**

B.E.- Electrical & Electronics,  
BIST Bhopal

**Summer Internship Organization:**  
Sid's Farm Pvt Ltd

**Role:** Finance Intern : Financial  
Modeling, Valuation, and Costing

**Position of Responsibility:**  
Academic Committee



I did my internship with Sid's Farm Pvt Ltd as a Finance Intern. I was given three core finance tasks of making a financial model of the company, the valuation of the company using DCF and Multiples, and the costing of the products. I also learned different methodologies of valuing private firms. With my zeal, I was able to impress my company mentor and he awarded me with the 'Certificate of Appreciation' for my work and endorsement of my skills on LinkedIn.

**ANAND PARTH**

B.E.- Electrical,  
Government Engineering College,  
Patan

**Summer Internship Organization:**  
O2 Education

**Role:** Summer Intern

**Position of Responsibility:**  
Social Responsibility Committee  
Finance Club



I have completed my Summer internship at O2 Education as an Intern. It was a really great experience for me I worked in marketing as well as finance departments. I built the Digital Marketing Strategy also I did market research for the User Interface of their newly developed App. In finance, I valued their app based on the number of subscribers. The project I worked on helped me learn new things like digital marketing strategy and user-based valuation. Whenever I faced a challenge in the project people of O2 guided me and given me the right advice. This internship was a very special experience for me.

**ANANT SINGH**

BBA,  
DAV College, Amritsar

**Summer Internship Organization:**  
Eko India Financial Services Ltd.

**Role:** Finance Intern

**Position of Responsibility:**  
Sports Committee  
Finance Club



My task as a finance intern at Eko India Financial Services includes financial reconciliation of transactions, which are fairly complex and require a detailed understanding of the business as a whole. As the internship has been remote, with only virtual interactions between teams, Overall, fintech is an upcoming industry with tremendous growth opportunities, especially in a time when every task is being redesigned to function virtually, and I am glad that I got to experience this at the beginning of my career.



**ANIMESH BHASKAR**

B.Tech- Mechanical,  
SRM University, Chennai

**Summer Internship Organization:**  
Tata Power

**Role:** Business & Sales  
Development Intern



My internship with Tata power was an experience that has helped me grow as a management student. I worked on a project titled "Conceptualize the Go To Market Approach for New Programs & Initiatives". I worked with the TPSSL team to identify and explore the influencer marketing strategy in the solar rooftop sector. I did primary and secondary research to explore the profiles and derived go to market strategy for them. In the second part of the internship, I worked on the "Feasibility of online portals for sales of high price high involvement products". After that, I did an opportunity analysis and was actively involved with the design of an online portal for the sale of solar rooftop products. All of this experience and more at Tata Power made me very passionate about green energy and climate change. I wish to work with a similar organization in the future.

**ANKIT**

B.Tech- Mechanical Engineering,  
Uttaranchal University

**Summer Internship Organization:**  
WeddingsOnly

**Role:** Brand and Communication  
Intern

**Position of Responsibility:**  
IT Committee



I was fortunate enough to get my dream role of Brand and Communication Intern at a Destination Wedding firm WeddingsOnly. I was assigned two projects, one of which was to Onboard wedding vendors to meet the revenue target of the organization where I was exposed to B2B sales and I have created a solid network of strong vendors of the country. In parallel, I was assigned to create and implement a PR strategy for the firm to increase Brand Visibility in my second project. The wedding industry was one of the worst-hit industries during Covid-19, so automatically we were required to give maximum efforts in order to meet our objectives, and eventually, it gave me the best learning one could get at an Intern level.

**ARUN K VINOD**

B.Tech- Electronics & Communication  
Mangalam College of Engineering,

**Summer Internship Organization:**  
RAAM Group

**Role:** General Management Intern

**Position of Responsibility:**  
Placement Committee

**Work Experience (Months):** 8  
Think @ Learn Pvt. Ltd



My internship at RAAM Group as a general management intern provided me with valuable insights in people management, product analysis and market research. The organization set a platform for demonstrating my analytical and management skills with a self-motivated attitude to learn new things. The experience helped me to get a closer look at the automobile retail sector. I could gain hands-on experience in creating a sales pitch for Honda Auto dealership and at the same time was fortunate to be a part of formulating certain strategies for the Mercedes Benz dealership.

**ASHISH MANN**

B.E.- Electronics & Communication  
Chandigarh College of Engineering  
and Technology

**Summer Internship Organization:**  
ICICI Bank

**Role:** Product Management

**Position of Responsibility:**  
Placement Committee

**Work Experience (Months):** 12  
Skywell Healthcare Private Limited



ICICI Bank provided me a wholesome and enriching experience of working in a corporate environment. My tenure in the company cumulated my technical proficiency, competence, and also cultivated my individual magnetism as a specialist. The live projects assigned were extremely insightful, I was mentored in a way to deal with the real-world scenario. Along with all the accomplishments in the domain, ICICI Bank had set high standards for me, my internship in the Retail Strategy and Product Policy Group helped me be exposed to strategy making and product handling quite literally.

**ANKIT PATEL**

B.E.- Information Technology,  
Hitkarini College of Engineering and  
Technology, Jabalpur

**Summer Internship Organization:**  
Aqaulite Footwear Private Limited

**Role:** Finance Intern

**Position of Responsibility:**  
Alumni Committee  
Finance Club

**Work Experience (Months):** 40  
S S Advertising Pvt Ltd



My responsibility as a finance intern at Aqaulite Industries Limited was to (a) Analyse Provisions of MOOWR'19 (Manufacturing and Other Operations in Warehouse 2019) Regulation, and its impact on the firm's existing procedure. (b) Responsibility to develop implementation schema of the regulation for its 14 manufacturing units. (c) Projected & forecasted the financial statements of the company after MOOWR implementation. Overall it was a great learning experience.

**ANSHUL PRABHUDAS KAMBLE**

B.E.- Power Engineering,  
National Power Training Institute

**Summer Internship Organization:**  
Solve Foundation

**Role:** Marketing intern

**Position of Responsibility:**  
IT Committee



An internship is the best phase of the MBA curriculum and very helpful to span the boundary of an individual experience my experience at solve foundation is a perfect example of that. During my time I am exposed to the field of CSR consultancy. As a part of the team of CSR, I am exposed to many analytical aspect which will prospect a company from all the available information and use this information to formulate the perfect CSR plan for these company. As a marketing trainee, I was allowing targeting corporate for capturing the CSR and on their complete study preparing correct CSR plans depending upon the companies mission and policy.

**ASWIN VINOD V**

B.Tech- Mechanical,  
Vidya Academy of Science and  
Technology, Calicut University, Kerala

**Summer Internship Organization:**  
Finshell

**Role:** Product Management Intern

**Position of Responsibility:**  
Operation Club

**Work Experience (Months):** 54  
Excel Tyre Moulds



My Internship experience with FinShell (an Oppo group Company) as the Product Management Intern has been a great learning experience. I was working on the Small Ticket Asset Financing Go-Live project. I was able to apply my classroom knowledge as well as my previous work experience in this project and also it provided me with the opportunity to learn new skills. I have been exposed to different departments like Marketing & Analytics. The entire project team was very supportive. It was indeed a great experience to be a part of Finshell's new product.

**ATUL**

B.Sc,  
Hindu College , Delhi University

**Summer Internship Organization:**  
IFFCO

**Role:** Marketing Intern



My internship at IFFCO as a Marketing intern provided me with a host of invaluable learning. The project I was working on helped me to hone my skills in marketing research and I have learnt how better decisions can be taken with marketing research and those, in turn, help us as a company to save on cost and generate more revenues. Researching the impact of COVID-19 on agricultural industry particularly import of fertilizers showed me the importance of socio-political scenario in business.





### AYUSH GUPTA

B.E- Computer Science,  
IES APS Academy, Indore.  
**Summer Internship Organization:**  
Schindler  
**Role:** Marketing  
**Position of Responsibility:**  
Social Responsibility Committee  
**Work Experience (Months):** 12  
Tata Consultancy Services



My internship at Schindler provided me with a host of invaluable learning that can not only boost my corporate career but also qualitatively improve my personal life. I was working as a marketing intern in the "Existing Installation" business of Schindler. The projects I've been given have allowed me to apply my classroom knowledge to a real-world sense, as well provided me with the opportunity to learn several new skills that I hadn't been exposed to previously. From day-1, I was expected to perform like a fulltime hire, which kept me motivated.



### AYUSHMAN SINGH

B.Tech- Electronics & Communication,  
Ambalika Institute of Management  
and Technology, Lucknow  
**Summer Internship Organization:**  
Byju's Think & Learn  
**Role:** Management Trainee (Sales  
and Marketing)  
**Position of Responsibility:**  
IT Committee



I was part of the Discovery School Super League Project held every year. Under this project BYJU's and Discovery, together, organize competition in various schools and winner students from those schools are rewarded with various goodies. My role, without COVID-19, there would have been to approach and make presentations in different schools to convince them for Discovery School Super League, but due to the lockdown it wasn't possible and we had to approach schools using Webinars held upon zoom.



### BHAVUK GUPTA

B.E- ECE,  
GCET, Jammu.  
**Summer Internship Organization:**  
Aqualite  
**Role:** Market and Sales Research  
**Position of Responsibility:**  
Social Responsibility Committee  
Finance Club



My Internship Experience with Aqualite Industries Pvt Ltd. as the Market and Sales Research Intern has been an eye-opening opportunity. During my time, I've been exposed to several tasks such as preparing questionnaires. Collecting responses, designing a strategy to expand in a new city etc. At the same time, this Internship Experience helped me to understand the business model of footwear industry companies and the challenges associated with it. The way management used to talk to interns to resolve our queries whenever needed and consider our inputs reflected the culture of the company.



### CHANDRA SEKHAR SINHA P

B.Tech- Chemical,  
IIT Madras, Chennai  
**Summer Internship Organization:**  
J marathon  
**Role:** Sales and Finance



My internship with J Marathon gave me an opportunity to learn techniques of technical analysis of stock and foreign exchange markets. In these two months, J Marathon taught interns various tools and strategies involved in technical analysis of markets which is a tremendous opportunity to learn the practical usage of the classroom learning. In the internship period, the project also gave me scope to learn pitching for sales and boosted my confidence to approach the people to interact with them. The internship with J Marathon is not only increased my knowledge it also positively influenced my personality, it's an enriching experience for me.



### BANDARI MANOJ KUMAR

B.E- Electrical & Electronics,  
MVSR Engineering College, Hyderabad  
**Summer Internship Organization:**  
Sid's Farm  
**Role:** Financial Analyst  
**Position of Responsibility:**  
International Relations Office  
Finance Club  
**Work Experience (Months):** 17  
Cognizant



"My experience with Sid's Farm as a summer Intern helped me in applying my academic knowledge to the industry in practical Scenarios. My tasks included understanding the business model of the Firm and design the model to optimize the cost utilization by analyzing various Fixed and variable costs. Designed a Process Costing Model for analyzing various costs incurred in the product line which helped in analyzing their excess cost compared to industry and scope for reduction of costs. Built a Financial model and calculated the enterprise value of the Firm by applying Discounted Cash Flow methods which can help the firm in planning their future strategies or raising funds for their future expansion."



### BHAVESH RANDHIR

B.E- Civil,  
D.Y. Patil College of Engineering,  
Pune  
**Summer Internship Organization:**  
TATA Power  
**Role:** Management and Strategy  
Intern  
**Position of Responsibility:**  
Placement Committee  
**Work Experience (Months):** 22  
Randhir Medical foundation



TATA Power is a the front runner of the power / energy industry, and with the advent of renewable tech - of the energy efficiency space too. Here, I had the opportunity of formulating the Financial, Contracting, and Go To Market strategy for a completely new vertical and recommending a business model based on data collected through interaction with industry leaders from all over the country. In order to gain robust insights, I carried out the largest ever market study in the ESCO segment. Being a part of building a business right from it's initial stages is a learning experience like no other and I'm happy to have been part of a project that helped realize a new vision for the company while making the world a better place.



### DEEPAK JANGID

B.Tech- Electronics & Communication,  
Manav Rachna College of  
Engineering.  
**Summer Internship Organization:**  
Planet Spark  
**Role:** Sales  
**Position of Responsibility:**  
Infrastructure Committee



My internship at Planet Spark as the Sales Intern has been an eye-opening opportunity. A small team, flat hierarchies, multi-tasking, and vibrant work culture were some of the things which offered me an environment that was as very challenging. The tasks I've been given have allowed me to understand the inside sales journey, build insights into ed-tech space, and understanding the nuances of sales management. It was a humbling experience to interact with different stakeholders whose timely advice and rectifications helped me enhance the deliverables and ensure the timely completion of tasks. This experience has taught me to be independent, flexible, resilient, and how to make the most out of scarce resources.



### DEEPANKAR SETH

B.Tech- Civil,  
Jss Academy of Technical Education,  
Noida  
**Summer Internship Organization:**  
361DM  
**Role:** Market Research Intern  
**Position of Responsibility:**  
Cultural Committee



My internship experience with 361DM was really helpful in terms of learning and gaining actual knowledge of how industries work. I was assigned as a market research intern under the VP sales of the company. Mainly I did a lot of market research for potential future ventures and did a lot of competitive analysis for the ongoing changes in the company. I learned how business decisions are taken in an organization and how we use our academic knowledge to the actual organizational work.



**ETTAM ANVESH YADAV**

B.E.- Civil,  
University College of Engineering  
Osmania University, Hyderabad  
**Summer Internship Organization:**  
RAAM Group  
**Role:** General Management Intern  
**Position of Responsibility:**  
Placement Committee



My internship at RAAM Group as a general management intern provided me with valuable insights in people management, market research and product analysis. The experience helped me to get a closer look at the automobile retail sector. I could also gain hands-on experience in creating a sales pitch for Honda Auto dealership and at the same time was fortunate to be a part of a team that formulated BTL Marketing strategy for Mercedes Benz Silver Star- India.

**FAISAL JAWED**

B.E.- Information Science,  
Sir M Visvesvaraya Institute of  
Technology, Bangalore  
**Summer Internship Organization:**  
V-Guard Industries  
**Role:** Strategy Intern  
**Position of Responsibility:**  
Industry Interaction Cell  
Literary Club  
**Work Experience (Months):** 9  
Abhikalpana



My summer internship experience at V-Guard Industries Ltd, one of India's largest consumer durable brands was truly one of a kind. During my 2 months stint in the firm as a strategy intern, I got a whole new perspective and an in-depth exposure towards the dynamism of the FMCD industry. The project which was allotted to me gave me the opportunity to learn about both, the front end side of the business as well as the back end. Moreover, the regular interaction and guidance from the experienced top management team of the company further helped me in broadening my views regarding the ways to approach a business problem.

**GURKARAN SINGH**

B.Tech- Mechanical,  
GNDEC, Ludhiana  
**Summer Internship Organization:**  
Noveltech feeds  
**Role:** Supply Chain Intern  
**Position of Responsibility:**  
Mess Committee  
Operation Club



My internship with Noveltech provided me with a great opportunity to use the analytical and technical skills that I learnt during my MBA. I never thought that it would be so intriguing to work on real industry problems and a high level of satisfaction that one gets after solving those organization level problems. I have been exposed to several different departments involving various aspects of Supply allowing me to experience working on a variety of tasks. Noveltech experience enabled me to widen my thinking horizons and focus more on details. Fortnightly presentations with industry leaders boosted my confidence level presentation skills.

**HARISH BAGESH**

M Sc- Mathematics,  
Magadh University, Bodh Gaya  
**Summer Internship Organization:**  
Tata Steel  
**Role:** HR Intern  
**Position of Responsibility:**  
Placement Committee



My summer internship with TATA Steel was for a human resource project. The learning graph had been an upward curve right from Day 1. The project was to suggest an optimal performance appraisal system for the organization. My project required me to collaborate with several other departments within the organization. Even so, everyone was approachable and I never felt I was at a disadvantage due to the WFH situation. I had the opportunity to shadow HR managers, learn current industry practices, and other interesting aspects of HR Management.

**GOUTHAM VISHNU U G**

B.Tech- Mechanical,  
SCT College of Engineering,  
Trivandrum, Kerala.  
**Summer Internship Organization:**  
Schindler  
**Role:** HR Strategy  
**Position of Responsibility:**  
Corporate Communication  
Committee



My internship at Schindler provided me with a host of invaluable learnings that can not only boost my corporate career but also qualitatively improve my personal life. Working closely with my guides, I was able to strategize and implement a novel HR Communication pathway and thus lay the foundation for a strong employer brand. I also worked on branding the CSR activities of the firm and formulating a creative PoA for an innovative project.

**GURJINDER SINGH**

B.Tech- Computer Science,  
Guru Nanak Dev Engineering  
College, Ludhiana  
**Summer Internship Organization:**  
Aqualite India  
**Role:** Digital Transformation Intern  
**Position of Responsibility:**  
IT Committee



My internship at Aqualite industry was quite an eye-opener for me. I always had the knowledge and the technicals skills of the domain. But I never knew that applying those technical skills to solve problems for an organization at the level of Aqualite would be so satisfying. The forecast model that I built for them was implemented in there. I got to improve a lot on both my technical as well as presentation skills.

**HARSH ROJDE**

B.E- Computer Science,  
S.V.I.T.S. Indore.  
**Summer Internship Organization:**  
Caere India Pvt. Ltd  
**Role:** Management Intern  
**Position of Responsibility:**  
Alumni Committee  
Analytics Club



My Internship with Caere India was a great learning experience for me. I was exposed to facility management, which was a whole new experience for me. My project was to form a strategy for Caere to enter into a new vertical - Healthcare FM. It allowed me to apply my knowledge and skills to real-world scenarios and provided me with a tremendous opportunity to learn several new skills. The Advisor to the board, Ms Harini Sreenivasan & MD, Mr Christopher Blessings were directly mentoring me and it is always very enriching and wholesome to listen to the veterans in the field.

**HARSH VARDHAN SINGH**

B.E- Electronics & Communication,  
UIT RGPV Bhopal  
**Summer Internship Organization:**  
Amul (GCMF)  
**Role:** Sales and Marketing Intern  
**Position of Responsibility:**  
Corporate Communication  
Committee  
Marketing Club



I worked as a Sales and Marketing Intern at GCMF Amul. My internship involved doing a competitive analysis of the distribution of major chocolate brands. During the project, I had to perform a value chain assessment by interacting with retailers and distributors. I conducted surveys to assess the demand and movement of chocolate products. To understand the gaps in demand and supply I accumulated retailer feedback and assessed the stocking of chocolates in retail stores. In addition to this, I performed a consumer survey to find out the chocolate type, size and brand variations preferred by consumers. These findings helped me to devise a better strategy for distribution of Amul chocolates in Y cities.



**HARSHITH NAIK V**

B.E- Electronics & Communication,  
REVA University Bengaluru.

**Summer Internship Organization:**

Verzeo

**Role:** Sales Intern

**Position of Responsibility:**  
Disha Committee



The internship opportunity I had with Verzeo Edutech Pvt Ltd. was a great chance of learning and professional development. My role at Verzeo was "Business Development Intern". The objective of the internship program was to familiarize me with the implementation of the knowledge I have learned in the campus. I have had many valuable experiences and opportunities that I personally believe this will forever shape and influence my professional life while fostering personal growth and development.

**HIMANSHU TULSANI**

B.E- Electronics & Communication,  
MITS, Gwalior

**Summer Internship Organization:**

Nikulsan

**Role:** Search Engine Optimization



In the first half of my internship, I was given the task of completing Off-page activities for our clients i.e. Apollo Hyderabad and Apollo Proton. I was asked to use various platforms and tools to create a backlink to the targeted website. I also used tools like Google Webmaster, Google AdWord and Google Analytics to analyze the performance of the off-page activities. In the latter half of my internship period, I was asked to make reports on the performance of the website we were supposed to boost the traffic of.

**KABIR BHALLA**

B.Sc- Statistics,  
Ramjas College, University of Delhi,  
Delhi

**Summer Internship Organization:**

Star Fing

**Role:** Finance Intern

**Position of Responsibility:**  
Mess Committee



My internship experience with Star Fing as the Finance intern was an eye opening opportunity. During my time, I've been exposed to forex market. I have learned how to perform the fundamental analysis and Technical analysis of different currency pairs. I have learned about various price and volume technical indicators. This internship was a good fit for me as it have challenged me everyday to perform according to new market conditions.

**KARAN CHANDRAKANT GAJBE**

BS-MS Dual Degree- Biology,  
IISER Pune

**Summer Internship Organization:**

Amul (GCMMF)

**Role:** Market Researcher



My Internship Experience with Amul (GCMMF) has been a great opportunity for me. My role in the internship was 'market researcher'. My major task for the internship was to conduct market research to find out the Return of Investment (ROI) of the Distributors in the FCMG sector. The project gave me a good knowledge of the FMCG supply chain of various companies. The interviews with the Distributors helped me to improve my communication skills. The constant interactions with my supervisor from Amul helped me to generate better insight from the research.

**JATIN KUMAR**

BBS,  
Deen Dayal Upadhaya College,  
University of Delhi

**Summer Internship Organization:**  
361 DM

**Role:** Digital Marketing Intern

**Position of Responsibility:**  
Mess Secretary  
HR Club

**Work Experience (Months):** 16  
Cognizant Technology Solutions India  
Pvt Ltd,  
NK Realestates



My project tested both my intellect and my Intelligence and the sheer learning experience was unparalleled. The projects required me to do market research, content marketing, maintain blogs, do Industry research, do a Competitor analysis and to check the market feasibility in a foreign location. Every day brought a new set of challenges and a need for great vigour with it. The work required me to push my limitations and thus expand my horizon! The time when I received an appreciation from the CEO in front of the entire, at that point I felt that my hard work paid off.

**JERIN BAIJU**

B.Tech- Mechanical,  
College of Engineering Trivandrum,  
Kerala

**Work Experience (Months):** 10  
Infosys Limited

**Summer Internship Organization:**  
Noveltech

**Role:** Marketing and Strategy Intern

**Position of Responsibility:**  
Industry Interaction Cell  
Analytics Club



The Summer Internship with Noveltech Feeds Private Limited was an enlightening experience for me. As a Marketing and Strategy intern, I was exposed to a whole new arena of opportunities. It was a privilege to work directly under the CHRO and CEO of the company, who constantly guided and motivated me throughout the internship. The weekly interactions with them gave me a comprehensive perspective of how the business is run and how to internalise the long term goals while forming strategies.

**KAUSTAV BHOWMIK**

B.Tech.- Computer Science,  
St. Thomas' College of Engineering  
and Technology, Kolkata

**Summer Internship Organization:**  
Ernst & Young Transaction Advisory  
Services

**Role:** Marketing and Strategy Intern

**Position of Responsibility:**  
Placement Committee

**Work Experience (Months):** 18  
Infosys Limited



E&Y-TAS provided me with a wholesome and enriching experience of working in a corporate environment. My tenure in the company accentuated my technical proficiency, competence and also cultivated my individual magnetism as a specialist. The projects assigned were extremely insightful, Along with all the accomplishments in the domain, E&Y had set high standards for me, my internship in the Transaction Advisory Services helped me be exposed to strategy formulation and implementation. The kind of mentorship I was embraced with was commendable, the experience provided me with evidence of learning and technicalities that I will nourish for a lifetime.

**KNV ADITYA**

B.Tech- Information Technology,  
SRM Institute of Science and  
Technology

**Summer Internship Organization:**  
Diageo India

**Role:** Sales Intern

**Position of Responsibility:**

Placement Committee

**Work Experience (Months):** 8  
Infosys Limited



Alco-Bev, very popular, yet I knew very less about the industry before my summer internship. Working with Diageo gave me a chance to explore and understand what it is like, to work for an FMCG company with stringent regulations. The interactions I had during those two months with people from top management to retailers has given me great exposure and made me more ready than ever for a career in sales and marketing.





### KUMAR GAURAV

B.Tech- Electrical,  
Institute of Engineering and  
Technology, Lucknow  
**Summer Internship Organization:**  
Amul (GCMMF)  
**Role:** Market Research Intern  
**Work Experience (Months):** 24  
Creators Touch



Even in the uncertainties of COVID 19, AMUL (GCMMF) provided me an enriching learning experience. My project revolved around understanding customer behavior in the Jodhpur branch, creating different segments, and strategize pricing policy by using different behavioral and analytics models. It involves identifying customer's pain points and opportunity gaps and delivering them the best service at the right time, right place in the most convenient way. It involves analyzing past data, understanding the customer buying journey and bringing new innovations.



### KUNDAN GUPTA

B.Com (H),  
Dr Ram Balak Rai Degree College,  
Babasaheb Bhimrao Ambedkar,  
Muzaffarpur  
**Summer Internship Organization:**  
Tata Steel  
**Role:** Marketing Intern  
**Position of Responsibility:**  
Disha Committee  
**Work Experience (Months):** 11  
Aptech services Pvt. Ltd.



I learnt a lot in terms of Marketing skills required for an MBA graduate. I was responsible for designing an Integrated Marketing plan for Nest-In. I realized integrity and commitment towards a seemingly unachievable target would lead to success in the long run. I can say that today after 8 weeks of rough sailing and smooth anchoring, I am proud to be associated with the TATA Steel Legacy even if it was for a short duration of time.



### MADNI MOIN HASAN

B.E.- Electronic & Telecommunication  
BIT Durg, Bhilai  
**Summer Internship Organization:**  
Sid's Farm  
**Role:** Business Valuation Intern  
**Position of Responsibility:**  
Placement Committee  
**Work Experience (Months):** 32  
Tata Consultancy Services



I was responsible for financial modeling, valuation and costing of products. I successfully prepared financial model of the company before the allotted time. The model helped the management in making critical expansion decision, raising capital in the form of debt, and understanding the area of improvement by comparing with industry peers. During my internship, I also prepared template for valuation using DCF and Comparable Company Multiples.



### MANDEEP KUMAR

B.Tech- Electronics & Communication,  
Guru Jambheshwar University of  
science and Technology, Hisar  
**Summer Internship Organization:**  
GCMMF-Amul  
**Role:** Market Research



The internship opportunity I had with GCMMF-AMUL was a great chance for learning and professional development. During my internship as a role of Market research I was in constant touch and communicated to different areas of distributors. This role of mine helped in connecting dots of theory and their practical application in market of Rajasthan district Jodhpur. I was lucky to have my internship with AMUL which in return gives me insight about dairy market in India.



### LAKSHAY GUPTA

B.com (H),  
College of Vocational Studies,  
University of Delhi  
**Summer Internship Organization:**  
Siemens Healthineers  
**Role:** Finance Intern  
**Position of Responsibility:**  
Academic Secretary  
**Work Experience (Months):** 12  
Sanmarks and Associates



My internship experience with Siemens Healthineers as a Finance Intern has been an eye-opening opportunity. The projects which were allotted to me allowed me to apply my theoretical knowledge to a real world sense, as well provided me with the opportunity to learn several new skills that I hadn't been exposed to previously. The Siemens Internship Experience was a great fit for me because it provided a variety of tasks, a great environment and allowed for opportunities for community outreach which is something I'm personally passionate about.



### LAKSHAY RANA

B.Tech- Electrical & Electronics,  
Delhi Technological University, Delhi  
**Summer Internship Organization:**  
HDFC Bank  
**Role:** Financial Analyst



I worked as a Financial Analyst in the Emerging Corporate Group vertical of HDFC Bank, Mumbai. My role as an intern was to understand the working of Relationship Manager and the Credit Analyst. My project title was 'Eclectic Lending Exposures beyond Covid-19 and it revolved around analyzing companies in the Pharmaceutical, Specialty Chemicals, Agro Chemicals, IT, and ITES sector. The final deliverables were in the form of 50+ companies with proven credit history, good financials and positive outlook that can be looked forward to lending working capital requirements, other short term loans, and long-term loans or for other banking services.



### MANISH GUPTA

B.E.- Civil,  
Rizvi college of Engineering, Bandra  
**Summer Internship Organization:**  
CRE Matrix  
**Role:** Marketing Intern  
**Position of Responsibility:**  
Infrastructure Committee  
**Work Experience (Months):** 67  
Lodha Group, Capacite infraprojects  
Ltd, Man Infraconstruction Ltd.



My internship at CRE MATRIX as a Marketing intern was very exciting, filled with lots of data extracted from government and non-government entities. This gave me the opportunity to learn about various modes of sector classification and explore various platforms like RERA. It was really great to see in practice, how big data gets managed and explored. Learning about the ETL process i.e. extraction, transform and the load was insightful. It was really amazing to see, how many meaningful inferences can be drawn from data and how it can be used for making important decisions in business. Overall it gave me the ability to be patient and to persist in a difficult situation. It also taught me that making a decision based on facts will never be going to fail".



### MAYANK PRAKASH

B.Com (H),  
St. Xavier's College, Patna  
**Summer Internship Organization:**  
361DM  
**Role:** Management Intern  
**Position of Responsibility:**  
Cultural Secretary



I regard my internship experience at 361DM Consulting as the steepest learning curve of my life. Working as a Management Intern, I had the opportunity to explore the different functional arms of a business. I also had the opportunity to drive two different nationwide research projects, carried out by 361DM. It was hugely satisfying as well, as one of the research got featured in a primetime talk show, and the other got published in a leading English Daily. Being constantly mentored by the CEO of the vertical was also enriching for me since it enabled me to pick up quite a few pointers about the way business leaders think.





### MAYUR PAGARE

B.E.- Mechanical,  
K K Wagh Institute of Engg. Edu. &  
Research, Nashik

**Summer Internship Organization:**  
Siemens Ltd.

**Role:** Management Intern

**Position of Responsibility:**  
Disha Committee



"Today, tons of information can be generated in a second. But we can make a difference only when we learn how to use that information for decision making and problem-solving." - this statement sums up my summer internship experience when I worked as a Management Intern at Siemens Ltd. I worked with Siemens Real Estate division on Vendor Performance Evaluation System (VPES) for efficient and effective vendor management. My Summer Internship Project was based on building a model that can transform available information into useful data which can help the user to make informed decisions.



### MOHAMMED ANEES KP

B.E.- Mechanical,  
Mangalore Institute of Technology and  
Engineering, Mangalore

**Summer Internship Organization:**  
RAAM Group

**Role:** General Management

**Position of Responsibility:**  
Vice President - Student Council



"I did my summer internship at RAAM Group as a General Management Intern. Being a fresher, it was expected to turn out to be my first hands on experience in a corporate environment. Unfortunately, restrictions imposed by the Covid-19 lockdown forced me to carry out my internship in virtual mode. Nevertheless, it was an insightful opportunity which exposed me to various functionalities of the organization. I had opportunity to work on two projects during my time at RAAM Group- Product & competitor analysis of RAAM Hyundai and Employee Retention at RAAM Honda. I was also given an opportunity to conduct candidate interviews for various job roles and thus filter the applicants based on a checklist of requirements provided."



### MUDIT YADAV

B.E.- Mechanical,  
Shri Vaishnav Institute of Technology  
and Science, Indore

**Summer Internship Organization:**  
Caere India

**Role:** Strategy Associate

**Position of Responsibility:**  
Analytics Club  
Consulting Club



My work revolved around developing a growth map for the organization. It required a lot of due diligence of the market and the companies core competencies. I had to work directly under the executive management team, understand their goals, and strategies towards growth. Finally, I had to incorporate this information to develop a growth strategy with diversification, product development and market development tactics in place.



### NIKHIL RAJ

BA (H)- Economics,  
St. Xavier's College, Ranchi

**Summer Internship Organization:**  
Tata Steel

**Role:** Finance Intern

**Position of Responsibility:**  
Disha Committee  
Finance Club



My summer internship experience was exemplary. I was assigned by TATA STEEL to do valuation of Forest area Jamshedpur Division. During the internship I was exposed to how administration actually work, interacted with top officials in government, took interview of some of them. I went for a primary research where I interacted with Panchayati Raj Members of 18 villages covering five ranges of the division. The key learnings from my internship were that I developed a skill to formulate research design and effectively implement it, conducting FGDs, interviewing key stakeholders, negotiating with forest officials.



### MOHD SAQUIB SOHEL

B.Sc.,  
Pt. Prithi Nath College, Kanpur

**Summer Internship Organization:**  
Aqualite

**Role:** Marketing

**Position of Responsibility:**  
Industry Interaction Cell  
Marketing Club



My Internship Experience with Aqualite Industries as a Marketing Intern has been a highly learning opportunity. During the internship, I got the chance of being exposed to several different departments involving various aspects of marketing, sales and strategy allowing me to experience working on a variety of tasks. The project I was given involved market research and strategic implementation which allowed me to apply my classroom knowledge to a real world sense, as well provided me with the opportunity to learn several new skills that I hadn't been exposed to previously.



### MOHIT KUMAR ARYA

B.Tech- Mechanical,  
UIET Kurukshetra

**Summer Internship Organization:**  
Nikulsan

**Role:** Sales Intern

**Position of Responsibility:**  
Cultural Committee  
HR Club



My internship experience with Adohm Adtech Pvt. Ltd. as the Sales intern was very worthwhile. During my time I have been introduced to many projects such as the creation of Sales strategies, developing Automation plans, Competitive strategic analysis, etc. At Adohm, the Practical Experience is fit for me as it offered a series of demanding activities, there is an outstanding atmosphere for citizens who are still able to clarify how Adohm works and how the projects performed are linked to it and offer the potential for group engagement, which I am excited about personally.



### NISHANT PARMAR

B.Tech- Mechanical,  
UIET MDU, Rohtak

**Summer Internship Organization:**  
Flexfory Telco Pvt. Ltd.

**Role:** Business Development Intern

**Position of Responsibility:**  
Sports Secretary



My Internship Experience with Flexfory Telco Pvt. Ltd. as a Business Development Intern has been a wonderful learning experience. During my internship, I was opportuned to work under the guidance of the CEO and was exposed to various aspects of marketing like sales, social media marketing and competitor analysis of the organisation. The role allowed me to acquaint myself with the experience of lead generation and client acquisition.



### PRABHAT BISEN

B.Tech- IT,  
Government College of Engineering  
Amravati

**Summer Internship Organization:**  
Ernst & Young Transaction Advisory  
Services

**Role:** Marketing and Strategic Intern  
**Position of Responsibility:**  
Disha Committee



One of the highlight of my life at IIM-Jammu was my summer internship with EY. I was a part of Jammu and Kashmir industrial development project under Global Investor Summit Jammu. I worked on different dimensions of policy formulation and strategy development. I gained a lot of in-depth knowledge on tourism sector and agriculture industry of Jammu and Kashmir. It was one of the most important experience of my journey as a business manager as I was able to learn from most capable team of the Transaction Advisory Services in the policy formulation.





### PRADEEP YADAV

B.Tech- Civil,  
BBD University, Lucknow  
**Summer Internship Organization:**  
Sid's Farm  
**Role:** Market Research  
**Position of Responsibility:**  
Disha Committee  
Marketing Club



My summer internship with Sid's farm as a Marketing Research intern has been an amazing experience for me and this journey was an incredible one. During these eight weeks, I worked on different market research projects that exposed me to real business challenges and how to overcome them. In addition to market research projects, I also worked on business model development for the "Cold Pressed oil" product category. These projects helped me in understanding the B2B business models, last-mile delivery, business strategy, and revenue model.



### PRANAY HAJELA

B.A (H)- Economics,  
Ramjas College, New Delhi  
**Summer Internship Organization:**  
RAAM Group  
**Role:** Sales & Marketing  
**Position of Responsibility:**  
Industry Interaction Cell  
Literary Club  
**Work Experience (Months):** 12  
Pathfynder



What does one do when they are not given what they were expecting? Do they sit back and fret upon it, or do they ready up & strive for it? Well personally, I'm the kind of the person who chose to do the latter during my time with RAAM Group when the kind of interview experience that was expected out to be, didn't come out that way at all. Yet, the level of improvisation to the curriculum from their side was commendable which gave me an extensive amount of knowledge on subjects that I had often overlooked but which carry a lot of importance while stepping into the business environment. The recognition of my efforts through receiving a PPI from the organization was the icing on the cake.



### PRATIK TOTALWAR

B.E.- Mechanical,  
Yeshwantrao Chavan college of  
Engineering, Nagpur  
**Summer Internship Organization:**  
GE India Industrial Pvt Ltd  
**Role:** Finance Intern  
**Position of Responsibility:**  
Infrastructure Committee



Internship with GE taught me a lot about insights on core & supporting business functions of the manufacturing industry. I was exposed to many internal and external stakeholders of the aviation and machining business. The projects I was given, covered the controllership and financial planning & analysis department of the finance function. I worked directly under CFO GE India and learned how leadership skills result in strong team-building and the emphasis a leader should put on continuous improvement and learning of the team.



### PRIYANK KUMAR

B.Tech- CSE,  
MAIT(GGSIPU), Delhi  
**Summer Internship Organization:**  
Aqualite  
**Role:** Digital Marketing Intern  
**Position of Responsibility:**  
IT Committee



My internship experience with Aqualite as a Digital Marketer intern was one of the best learning experiences. During my internship, The project I was given had allowed me to apply my knowledge in the real world. The digital marketing internship with Aqualite was a perfect fit for me as it has provided me with a variety of challenges. Also, I got the opportunity to integrate my computer science engineering skills with that of marketing which helped me in generating better results.



### PRATEEK JAIN

- B.Tech- ECE,  
IIIT-Hyderabad.
- One year Visual design,  
SPD Milan - Italy

**Summer Internship Organization:**  
TATA Steel  
**Role:** Marketing Intern  
**Position of Responsibility:**  
Industry Interaction Cell  
Marketing Club  
**Work Experience (Months):** 18  
Dremvu India Inc.



I developed Strategy to Enhance User Experience of Aashiyana portal & Enable faster Scale-up in Northern Region. I performed the following functions -  
Understood & identify key user needs and develop features that would improve current UX of Aashiyana  
Developed digital & offline marketing campaigns strategy to drive traffic from Northern Territories  
Established a lead management system in North to convert leads from both Online Campaigns & TISCON Buyers data.



### PRATIK AMBORE

B.E.- CSE,  
University of Pune.  
**Summer Internship Organization:**  
IIFL Securities Ltd.  
**Role:** Finance & Sales Intern  
**Position of Responsibility:**  
International Relations Office



My Internship Experience with IIFL Securities Ltd. as the Finance & Sales Intern has been a very good opportunity for me. During my time, I've been exposed to different techniques of market research, also with client acquisitions allowing me to experience working on a variety of tasks. I have given three tasks first one was to do a fundamental analysis of the company, the second one was to do technical analysis of the company and the third one was to acquire twenty clients for the company. I learned many new things and it was a very good experience working with IIFL Securities Ltd.



### RAJASHEKAR VANAMALA

B.Tech- ECE,  
NIT Delhi  
**Summer Internship Organization:**  
Solve Foundation  
**Role:** Government Relations and  
Market Research Intern  
**Position of Responsibility:**  
Corporate Communication  
Committee  
**Work Experience (Months):** 12  
Axelon Services Corporation



My internship at Solve Foundation, a Delhi based NGO, where I assumed the roles of Government Relations and Market Research Intern. In the capacity of Government Relations intern, I have drafted proposals to the Transport and Education Principal Secretaries of various State Governments, emphasizing the need for organizing Road Safety Campaigns through IRSC by involving youth for the purpose of mitigating the deaths occurring due to road accidents. Further, he has executed a Qualitative Market Research for assessing the needs of NGOs and thereby provided Recommendations to Solve's Project NGO Portal.



### RAJAT SAXENA

B.E.- Electronics & Communication,  
O.I.S.T Bhopal MP  
**Summer Internship Organization:**  
CRE-Matrix  
**Role:** Market Research Intern  
**Position of Responsibility:**  
Cultural Committee



The summer internship opportunity I had with CRE Matrix was a great chance for learning and professional development. There I dealt with real estate decision-making, and enhanced their product in Real Estate Intelligence by layering public and private data sources of an individual property asset, and offered cutting edge advisory with market research analysis techniques. I have had so many rich experiences and opportunities that I believe will forever shape my marketing, analysis, decision making and management skills and influence my professional life while fostering personal growth and development





### RAKSHIDH K R

B.Tech- Mechanical,  
Vidya Academy of Science and  
Technology, Thrissur

**Summer Internship Organization:**  
CRE Matrix

**Role:** Market Research Intern

**Position of Responsibility:**  
Sports Committee  
Operations Club

**Work Experience (Months):** 13  
RKPPL



"My Internship Experience with CRE Matrix as a Market Research Intern has been a truly enriching one. During my time at CRE Matrix, I was exposed to the various applications of AI in the Real estate industry. The projects I was assigned helped me realize the vast applications of AI across all departments like Finance, Marketing, Operations, etc. I was also fortunate to be mentored by the senior management team of the CRE Matrix. I also got to understand the rigor and energy in a start-up environment and enjoyed working in such an environment."



### RAVI AANJNA

B.B.A,  
Balaji college of Arts, Commerce and  
Science, Pune

**Summer Internship Organization:**  
Mamaearth

**Role:** Marketing intern

**Position of Responsibility:**  
Academic Committee



"My Internship Experience with Mamaearth as the marketing Intern has been enlightening. During my time, I've been exposed to several distinct offices including different parts of marketing permitting me to experience dealing with an assortment of tasks. The Mamaearth Internship Experience has been an incredible fit for me since it has given an assortment of challenging tasks, there is an extraordinary domain of individuals who are continually ready to set aside the effort to clarify how Mamaearth operates and how that identifies with the projects being taken a shot at, and allowed for open doors for network outreach which is something I am enthusiastic about."



### SAIF ALI KHAN

B.Tech- Information Technology,  
Heritage Institute of Technology,  
Kolkata.

**Summer Internship Organization:**  
Tata Steel

**Role:** Finance Intern

**Position of Responsibility:**  
President - Student Council



The project title was cost reduction across Tata Steel. Various domains were pursued including lean robotics, Data Analytics in manufacturing, common cost reduction methods, financial statement analysis. Further, to increase revenue, new foreign avenues, who were not as much affected by COVID-19, were explored. Tried to optimize the last leg delivery from warehouses to various district centres in North India.



### SAMEER SANADI

B.E.- Information Science,  
Gogte Institute of Technology,  
Belgaum

**Summer Internship Organization:**  
RAAM Group

**Role:** General Management

**Position of Responsibility:**  
International Relations Office



RAAM Group, the auto retail dealership based in Hyderabad has partnered with Mercedes, MG, etc, and is expanding its business throughout South India. With such an ambition to grow, RG was a perfect place for me to be in at the right time. The role of General Management gave me a 360 degrees experience of how an auto dealership operates. I had to interview several candidates who had applied for different roles at the organisation. My internship projects were to generate sales leads and to develop a business strategy for Pre-owned Mercedes sales in Pune.



### RISHI KESANAN

B.E.- Electronics & Communication,  
St. Joseph's College of Engineering,  
Chennai

**Summer Internship Organization:**  
Science Wissen Foundation

**Role:** Marketing Intern

**Position of Responsibility:**  
Social Responsibility Committee



I believe that my internship with Science Wissen Foundation as a Marketing intern has given me a good understanding of the startup culture and the demanding skills associated with that. During my tenure, I learned and implemented the Digital Marketing and Market Research aspects for the company. I also developed a good network with all the stakeholders associated with the company. The key learnings of the internship came from formulation strategies for digital marketing, implementation of SEO practices through the website, and understanding the value perception of their products and services through research.



### RUCHIT KEVADIYA

B.Tech- Mechanical,  
Pandit Deendayal Petroleum  
University, Gandhinagar

**Summer Internship Organization:**  
Aqualite

**Role:** Finance Intern

**Work Experience (Months):** 13  
Shree Sarjan Engineering



We have always been told that learning theories in the classrooms and applying them in the real life are very different two scenarios. But the intensity of that difference was unknown to us. I was trying to measure that intensity during my summer internship at Aqualite. Aqualite was transitioning from Indian GAAPs to Ind As. Essentially, i was given the task to analyze twelve Ind AS. I found this exercise very insightful. With the help of this opportunity, i expanded my financial reporting knowledge which will definitely help me in my upcoming years.



### SANJAY N

B.E.- Mechanical,  
DSATM, Bangalore.

**Summer Internship Organization:**  
Nymble

**Role:** Social Media and Community  
Engagement

**Position of Responsibility:**  
Placement Committee



Nymble is a futuristic start-up based from Bangalore. Their product is a cooking robot that will change how the world cooks food on a daily basis. My role in the company was primarily to figure out the right way to communicate about the product and the best channels to communicate it through. As it is a start-up, there was a lack of clarity on the direction of the company especially due to the coronavirus. My biggest learning was that of having a strong bias to action.



### SAURABH YADAV

B.E.- Mechanical,  
SRM Institute of Science and  
Technology, Chennai

**Summer Internship Organization:**  
Tata Steel

**Role:** Finance Intern

**Position of Responsibility:**  
Alumni Committee



The title of my internship was "Project valuation methods and sustainability". Case-study based approach was adopted which enabled extending the horizons of theoretical understanding to practical world finance. The first task was to understand and present the concepts of DCF analysis along with all the basic concepts of NPV, WACC, and applications in the steel industry. The second task was to create a financial Modelling an infrastructure project. The organization was searching for avenues to invest in modern technologies of Artificial Intelligence and Machine learning. Thus, was assigned a task to search and review research papers for application of the same in the steel industry and to study the valuation of software-based new-gen startups.





### SHAMIL MOIDEEN

B.Tech- Mechanical,  
Government Engineering College  
Sreekrishnapuram, Palakkad

**Summer Internship Organization:**

Science Wissen Foundation

**Role:** Marketing Intern

**Position of Responsibility:**

Corporate Communication  
Marketing Club

**Work Experience (Months):** 4  
T.I.M.E



Every challenge opens the door to a new opportunity. This defines my internship at Science Wissen Foundation. As a Marketing Intern, I had to conduct a Market Research of the competitors and come up with certain key competencies our company can leverage. In addition, I had also worked on building a digital presence for my company. This gave me an opportunity to gain some knowledge of certain aspects of Digital Marketing. I realized how vital is Digital Branding, particularly in the virtual landscape.



### SHEKHAR KUMAR

B.Sc (H)- Physics,  
Swami Shraddhanand College

**Summer Internship Organization:**

Science Wissen Foundation

**Role:** Marketing and Business  
Development intern

**Position of Responsibility:**

Sports Committee



My internship as Business Development and Marketing executive in Science Wissen Foundation was full of new experiences and it gave me real-time exposure to industry working and problems associated with it. My internship gave me exposure to different departments like digital marketing, education gamification, etc. I worked under highly experienced people and gained as much learning as possible. My internship gave me opportunities of forming new strategies for a company that I'm personally passionate about.



### SHUBHAM MAJHI

B.E.- Mechanical,  
Sapthagiri College of Engineering,  
Bengaluru

**Summer Internship Organization:**

Solve foundation

**Role:** Marketing intern

**Position of Responsibility:**

IT Committee



My internship with Solve Foundation has been an eye-opening opportunity. The project I have been assigned to allow me to apply my classroom knowledge in solving a real-world problem and also help me learn new skills. The project also helps me in developing entrepreneurial skills. Solve foundation has a diverse work culture and great people who always take the time to explain things to me. The opportunity and work culture that the solve foundation provided help me to grow as a professional as well as an individual.



### SHUBHAM SHARMA

B.Tech- Electronics & Communication,  
Bharti Vidyapeeth College of  
Engineering , Delhi

**Summer Internship Organization:**

Sids Farm

**Role:** Marketing and Strategy intern

**Position of Responsibility:**

Cultural Committee



The experience was a great one with the organisation, as the people in the organisation and my mentor especially was always ready to help. My role had to deal with the current distributorship network and create a parallel franchise-based model. This required me to search for various existing models and also knowing the current distribution system. People from different departments helped me in achieving this and provided me with relevant information. Everyone at Sidsfarm worked in synergy and helped each other in achieving goals.



### SHIVAM SHARMA

B.Tech- Mechanical,  
Shri Ram Murti Smarak College of  
Engineering and Technology Bareilly

**Summer Internship Organization:** EY

**Role:** Marketing Intern

**Position of Responsibility:**

Infrastructure Secretary

**Work Experience (Months):** 30  
Tata consultancy services Ltd



The period that I spent at Ernst & Young as a summer intern was diametrically different from my life in IIM Jammu. I was cherished with practical experiences and knowledge on policy formulation, strategy development, digital marketing, and general knowledge of Transaction advisory services. During that period, I gained a lot of experience on strategy development and crisis management, realized the value of having a balanced theoretical and practical knowledge and about the expected role of managers by the industry.



### SHIVAM YADAV

B.Tech- Electronics & Communication,  
Maharaja Surajmal institute of  
Technology

**Summer Internship Organization:**

Solve Foundation

**Role:** Marketing Intern



My internship experience with the Solve Foundation was an enlightening opportunity as a marketing intern. I have been introduced to many different departments during my tenure, including different areas of marketing, enabling me to experience working on a number of tasks. The projects I was given have helped me to apply my knowledge of the classroom to a real-world context, as well as giving me the opportunity to learn various new skills I had not previously been exposed to.



### SUDHANSHU ANAND

B.Tech- Mechanical,  
Pandit Deendayal Petroleum  
University, Gandhinagar

**Summer Internship Organization:**

TATA Steel

**Role:** Marketing Intern

**Position of Responsibility:**

Mess Committee

**Work Experience (Months):** 2  
Raindrops Water Technologies Pvt.  
Ltd.



My internship experience with Tata Steel as the marketing intern is one of the highlights of my MBA career. I did a consumer need research with the BPR department in the East zone for Tata Astrum (one of the brands). I did it in the following steps: Firstly, I enlisted 200+ potential customers out of which many were new to them. Then, prepared a questionnaire to get the data through Telephonic Interview. Then, analyzed the data and extracted meaningful graphs and results. Finally, I suggested strategies to acquire those customers based on my findings/results.



### SUDHANSHU VAIDIK

B.Tech- CSE,  
Birla Institute of applied Sciences,  
Bhimtal

**Summer Internship Organization:**

ScaleOn Technologies Inc

**Role:** Digital Marketing Intern



Internship at ScaleOn Technologies Inc was one of the most rewarding experiences of my life. I worked as a Digital Marketing & Business Development Intern. I designed marketing strategies to attract a targeted audience towards the firm's services, responsible for building relationships with clients (Mostly HR ). I learned a lot in this period, I got to innovate & implements ideas in real-life scenarios which helped me adapt, improvise & overcome foreseen situations.





### SUKRITI RANJAN

B.Tech, Automotive Design,  
University of Petroleum and Energy  
Studies, Dehradun  
**Summer Internship Organization:**  
Caere India  
**Role:** Business Development  
(Strategy)  
**Position of Responsibility:**  
Sports Committee  
Operation Club



"My Internship Experience with CAERE INDIA in business development profile has been an eye-opening opportunity. During my time, I've been exposed to integrated facility management and learnt a lot about this industry and its rapidly growing importance. Later I also got an opportunity to work on their newly addressed food segment and was asked to do a market survey and provided them with the required observations related to consumer behavior. This Internship Experience has helped me to understand the facility industry and different problems associated with the assigned project.



### TANISHQ VERMA

B.Sc- Mathematics,  
MGKVP, Varanasi  
**Summer Internship Organization:**  
Caere India Pvt Ltd  
**Role:** HR-Strategy  
**Position of Responsibility:**  
International Relations Office  
Marketing Club



I am extremely grateful for the opportunity that I got to work as an HR-Strategy intern in Caere. The experience was enriching and gave me an exposure to working in a real-time corporate environment. I got to apply my classroom knowledge to the real-world scenarios along with enriching my knowledge in several other areas that I do not think my books would have helped me learn. My work included talking to people a lot which kind of created a barrier as I had to do it online but it was a great experience working in online mode.



### VIRAJ BHOJAR

B.E.- Electronics & Power,  
Bapurao Deshmukh College of  
Engineering, Wardha.  
**Summer Internship Organization:**  
Tata Power  
**Role:** Management Intern  
**Position of Responsibility:**  
International Relations Committee  
Vakta- Literary club  
**Work Experience (Months):** 28  
Tata Consultancy Services



My internship with TATA POWER has given me the confidence to set my foot in the real business environment. The projects that I was involved with gave me a chance to explore the theories I had been learning. I worked on a project titled "Conceptualize the Go To Market Approach for New Programs & Products". I worked with TPSSL team to identify and explore influencer marketing strategies in the solar rooftop sector. I did primary and secondary research to explore the profiles and derived the GTM strategy for them. In the second part of the internship, I worked on the "Consumer Sentiments for Premium Products and designing GTM strategy". I did a customer survey and research to understand the perception of customers about premium products of Tata Power Solar.



### YUVANK FAUJDAR

B.B.A,  
Rajasthan Technical University  
**Summer Internship Organization:**  
Amul (GCMMF)  
**Role:** Marketing Intern  
**Position of Responsibility:**  
Alumni Committee  
**Work Experience (Months):** 6  
Cityfurnish.com



My internship experience with AMUL (GCMMF) has made me think out of the box and taught me how to implement things that I have learned in the classroom, as the ground realities are way different than what we read in books. I was working as a marketing intern and my job involved not only advertising and creating a buzz on social media but also to think of and implement ways in which AMUL can generate revenue even if lockdown sets in for a long time. Setting up home delivery and offering distributorships were of great help in such times.



### TATIKONDA MANOJ SAI KUMAR

B.Tech- Civil,  
Manipal Institute of Technology,  
Manipal.  
**Summer Internship Organization:**  
ZiffyHealth  
**Role:** Market Research Intern  
**Position of Responsibility:**  
Industry Interaction Cell  
**Work Experience (Months):** 9  
SES



My Internship Experience with ZiffyHealth as the Market Research Intern has been an eye-opening opportunity. During my time, I've been exposed to several tasks such as preparing questionnaires, collecting responses, designing a strategy to expand in a new city, etc. This Internship Experience helped me to understand the business model of online pharmaceutical companies and the challenges associated with it.



### VAYALAPELLI PAVAN KUMAR

B.Tech- Mechanical,  
Andhra University, Visakhapatnam  
**Summer Internship Organization:**  
Teqfocus  
**Role:** Sales Intern  
**Position of Responsibility:**  
Cultural Committee  
**Work Experience (Months):** 4  
SAMKRG Pistons and Rings Limited




My internship with Teqforce has given me the confidence and knowledge to set my foot in the real business world. As a sales intern, I worked in a B2B environment which has shown me the practical applications of concepts in prospecting, reaching out, and following up the prospects/ clients. Interaction with clients from various parts of the world helped me understand the different cultural and business aspects. And, most importantly these pandemic times gave me a glimpse of dealing with the hardest challenges and the way of converting them into opportunities.






# STUDENT COMMITTEES



## STUDENT COUNCIL

The Student Council at IIM Jammu shoulders the responsibility of promoting students' welfare concerns. It is responsible for maintaining discipline in the campus, optimum usage of the institute's facilities, address concerns of the students, preside over all the clubs and committees functioning and maintain a stable relationship between authorities and students of the institute. It acts as a catalyst to help students to make themselves comfortable in MBA life by assigning mentors to every fresh batch.






## INDUSTRY INTERACTION CELL

To promote interaction between industry and academia, IIC fosters the learning environment by organizing periodic guest lectures to complement the classroom learning with industry applications at IIM Jammu. It is their constant endeavour at IIM Jammu to strengthen the industry-academia partnership to keep the students abreast of the latest trends and developments in different functional areas of management. A student-run initiative, IIC serves as a powerful catalyst to align current leaders with future ones, introduce new strategies and fuel collaboration across the organizations. The committee works to explore and establish relations between Corporates and IIM Jammu





## PLACEMENT COMMITTEE

Providing benchmark education to the student is the core focus of IIM Jammu which is assured through the vetted PGP curriculum and innovative pedagogy. However, we feel that when students join the educational institution they have an aspiration to be placed in reputed organizations preferably through campus recruitments. In this context, the placement committee of IIM Jammu strives the best possible and contributes optimally to the aspirations of students.





## DISHA- PLACEMENT PREPARATION CELL

The development of professional competencies and diversified skills are the cornerstones of any career ladder. The Committee strives to meet this need by organizing pre-placement training/ workshops/seminars for students to bridge the gap that currently exists between the Industry standard and current standard of students for recruitment purposes. Adhering to the same, this committee organizes career-proliferation programs where the students are taught excellent CV writing skills, effective communication, and active participation in group discussions or mock interviews.





## CORPORATE COMMUNICATIONS COMMITTEE

Corporate Communication Committee (CCC) seeks to brand IIM Jammu in the long run. It looks after all internal and external communications & publications and also serves as an official spokesperson for the Institute. By ensuring the Institute's strong presence in social networking platforms as well as digital and press media, the Committee enhances publicity of the multifarious events that unfold within. CCC maintains a close-knit community of media relations cells in other institutes for external communication.





## MALHAR- CULTURAL COMMITTEE

The Cultural Committee attempts to capture the skills of the students by offering them a platform to portray their inner creativity. The committee aims to provide experiences for the students to appreciate the multi-cultural diversity of our society. Various exciting and entertaining events are organized, for which IIM Jammu has a strong and dedicated team.






## SPORTS COMMITTEE

Sports not only help in maintaining physical fitness and well-being but also inculcate important traits of being a team player. These traits guide students in handling stressful environments in professional and personal domains. The Sports Committee has been instrumental in providing a platform to the student community to nurture their enthusiasm for sports. It organizes sports events throughout the year, such as Inter hostel events – games during festivals, matches between batches, between students and faculty and between students and staff.





## ALUMNI COMMITTEE

Strong Alumni Bond is the testimony of success for any elite institute. The Alumni Committee of IIM Jammu operates to strengthen the bond between the institute, current PGP students and the Alumni. The purpose of the committee is to foster a mutually beneficial relationship between existing students and alumni. The committee aims to position a culture that will maintain and enhance a highly engaged and vibrant community of alumni right from the start.





## MESS COMMITTEE

The mess committee works to contribute to the institute, its students and staff members by providing safe and nutritious food. We coordinate with our Mess suppliers and ensure that the best quality of food is served.



## SOCIAL RESPONSIBILITY COMMITTEE - PRAYAS

The Social Responsibility Committee lays its emphasis on the continuous amelioration of society. Our vision is to disseminate the values of sustainable development among the students and make them aware of their moral responsibilities towards society. We strongly believe that as a socially responsible individual we can make a happier and healthy nation.



## INTERNATIONAL RELATIONS COMMITTEE

We believe it is important for aspiring business leaders to gain both international exposure and perspective. The IRC facilitates the Student Exchange Program (STEP) for both incoming and outgoing students ensuring that the program is a success. It works for the establishment of new academic alliances with universities of global eminence and strengthening ties with existing partners, thereby developing a good partner network.



## IT COMMITTEE – ZERO BUG

The IT Committee of IIM Jammu caters to all the issues related to IT and strives to rectify all the hurdles arising in the way of making the campus of IIM Jammu one of the smartest campuses in the world. It started with the vision of creating an environment where all students, staff, and community have easy access to technology resources and information. It works to build a quality and comprehensive technology infrastructure, establish and maintain an effective operational environment, and deliver quality, prompt, cost-effective and reliable technology services.



## INFRASTRUCTURE COMMITTEE

Infrastructure Committee of IIM Jammu acts as a bridge between the students and administration of the institute. The committee aims to make the campus feel like a second home to the students. Its members work 24\*7 with the administration to ensure the security, hygiene, and cleanliness of the campus, and all issues related to infrastructure are well-taken care in advance so that students can focus on their studies and enjoy their campus life.



## ACADEMIC COMMITTEE

The committee is the voice of students in all academic-related matters. It acts as a mediator between the students and faculty members. The committee provides valuable recommendations to the PGP office regarding the scheduling of various academic activities. It keeps the students aware of upcoming academic activities and associated rules. It also oversees the library facilities and fosters a healthy academic environment.





# STUDENT CLUBS



## FINANCE CLUB - VITT

VITT, The Finance Club of IIM Jammu is a student-driven initiative with a focus on placements and careers. The primary objective of the club is to develop interests in various areas of finance through guest lectures, seminars, workshops and professional opportunities.



## ENTREPRENEURSHIP DEVELOPMENT CELL

The objective of this cell is to develop the spirit of entrepreneurship among the students. ED Cell wants to present a platform to the students of IIM Jammu where they can nurture their entrepreneurship skills and perform entrepreneurial activities, where they can interact with the entrepreneurs of today and learn from their experiences so that they can groom themselves into a responsible and skilled leader, rather than just a management graduate.



## QUANTALYTICS CLUB

Quantalytics, the quant and analytics club, aims to promote knowledge and awareness in the field of Quant and Analytics among the student community. Quantalytics conducts events specifically designed to spread awareness about the role played by Quants and Data analysis in effective decision making. The club conducts workshops and discussions focused on the application of Quant and Data Analysis concepts on business scenarios.



## MARKETING CLUB-VIPRAN

Vipran, the Marketing Club of IIM Jammu works endlessly in order to serve IIM Jammu students to participate in activities that enrich student's exposure to marketing in the "real world" It organizes competitions, knowledge sessions by industry experts, and share the latest trends in Marketing, facilitating a profound understanding of the domain.



## OPERATIONS CLUB-OPSCAPE

OpScape, the Operations and Supply Chain Club aims to promote knowledge and awareness in the field of Operations Management and Supply Chain among the student community. The club conducts popular simulation games, case study competitions, and certification programs focused on operations and supply chain.



## DRISHTI CLUB

Drishti, The Photography Club of IIM Jammu provides an encouraging environment for all the photo enthusiasts to share their skills, experiences, and passion. The Club plays an integral role in making the events of IIM Jammu successful and memorable. It also acts as a catalyst into turning one's hobbies into their passion, by providing support and assistance in the field of photography.



## VAKTA CLUB

Vakta Club, as the name signifies, is the official literary club of IIM Jammu. It aims to create and sustain a campus culture of various literary oriented activities such as public speaking, debating, impromptu speaking, JAM session, etc. among the students. The club, throughout the year, organizes interactive sessions that exceeds the domain of rigorous MBA curriculum and thus open the possibility to put your creative foot forward. Vakta is all about celebrating the spirit of language and indulging in the wonder of using it.



## CONSULTING CLUB - CONSULENZA

Consulenza is a student-driven club of IIM Jammu. The club aims to equip the students with a structured approach to make informed decisions on management consulting careers and provide opportunities to promote the all-round development of the students. It aspires to help students develop an understanding of the profession by bringing avenues of industry interaction, panel discussions, live projects, case competition, and organizing events. The club anchors these efforts by creating forums for aspirants to learn and imbibe skills and best practices from industry experts.



## DANCE CLUB

Groove, The Dance Club of IIM Jammu provides an opportunity to all the students of IIMJ who are passionate about Dancing. Groove plays an integral role in making the events of IIM Jammu more vibrant by choreographing various team and individual dance performances. The club makes sure to offer a platform to Dance as well as Fitness enthusiasts for whom music acts as a stress buster.



## HR CLUB - PRATIBHA

HR Club is an initiative of HR enthusiasts of IIM Jammu. The club provides a platform to help students to interact on the latest HR events in corporate and academics. HR club helps students in preparation for interview and career guidance. Since inception, the club has taken many initiatives like midnight sessions, guidance sessions, etc.





## STUDENT CO-CURRICULAR ACTIVITIES

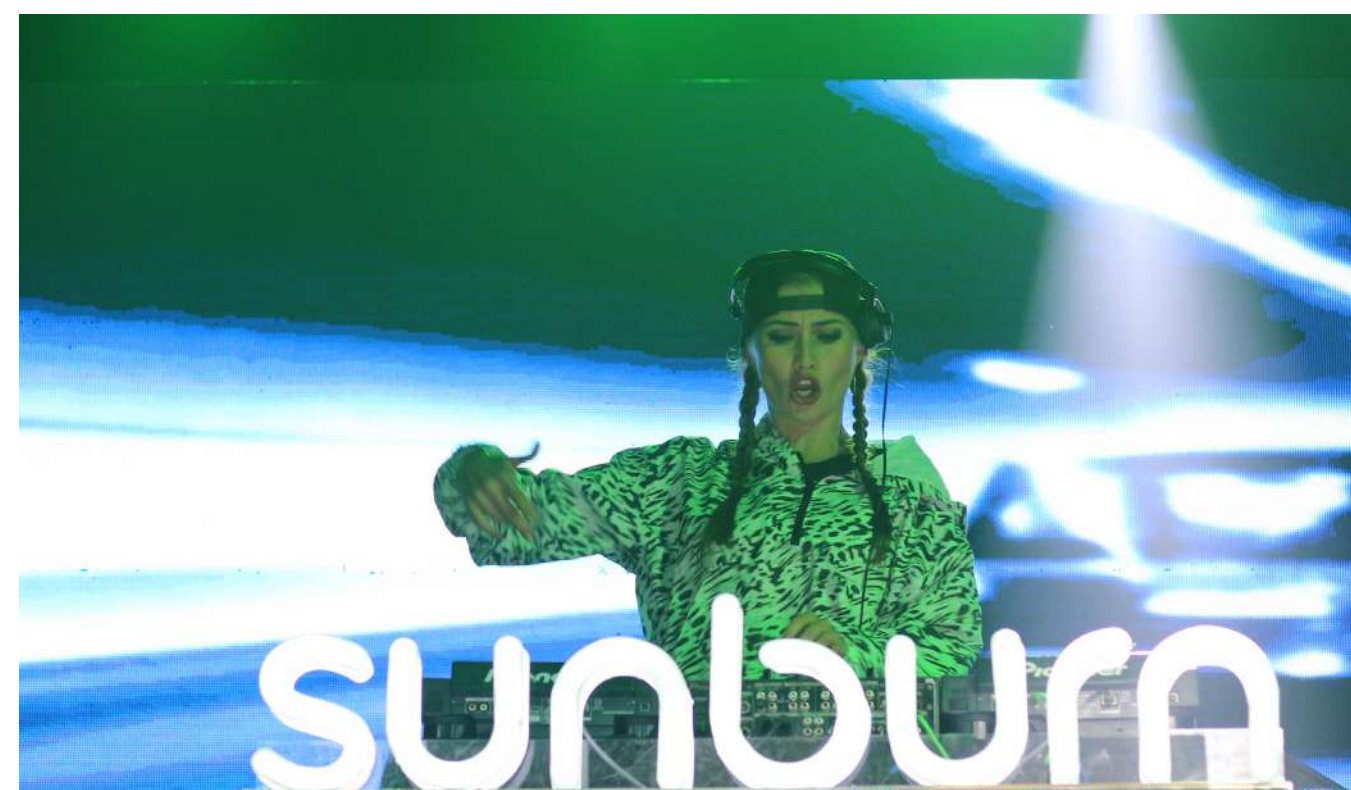






## EMPYREAN

The Empyrean is the flagship annual festival of IIM JAMMU. It is a three-day extravaganza, which is held at the end of January every year. This event strives to appeal to audiences of different socio-cultural and age groups to show their talent on this national platform. Prominent companies across sectors use this platform for their branding. The event starts with management competitions like Opsutra, Infiniti followed by The Theory of steps, the battle of bands and concluded by most awaited EDM night. In its first-ever edition in 2020, more than 1500 participants took part in 11 different events and around 2500 audiences gathered around to mark their presence from 20 different colleges and 10 different cities.







## STUDENT LIFE

The Post Graduate Program at IIM Jammu offers a practical approach to learn various skills. The Institute has an eminent faculty that focuses on inculcating critical thinking, creativity and innovation, more comprehensively. The institute has a top-notch campus and is located at the heart of the city. Furthermore, by the year 2020, the institute will be privileged with 200 acres of land that may cater to more amenities like technologically advanced classrooms, hostels and faculty residences. Due to its geographical advantage and having Kashmir in the intimate vicinity, the students have an opportunity to explore the mesmerizing serene, lush-green picturesque beauty, within a reach of just a few kilometres. The institute conducts various events which provides a platform for a conglomeration of thoughts and an exchange of experiences.



## FUNATHON

Fun, Refreshment, and competitiveness are the three words that elucidate Funathon 3.0. Funathon is a sporting festival that was organised in September of 2019 at The Indian Institute of Management, Jammu. An event like Funathon is just a nice, positive way to build friendships, camaraderie, and self-esteem. They are a great opportunity for people to participate in sports who normally wouldn't. They can also create a sense of community and shared emotions. They bring in unity within. The event was a huge success and had games ranging from field sports like cricket and football to the PC games like counter-Strike and FIFA.







## EK BHARAT, SHRESHTHA BHARAT

The land of the gods, diversities, festivals whereby every man and woman from every community, religion and culture celebrates and live together as one i.e., Incredible India gained its Independence after a long struggle with the Britishers on 15th of August, 1947. This day is the symbol of the valiant sacrifice of our freedom fighters and the courage shown by the people of our nation.

To celebrate this freedom, students at IIM Jammu organized an event full of patriotism which showcased the culture and diversity of our motherland. The event started with the Flag hosting session by the Director, Prof. B.S. Sahay followed by the cultural programs performed by the students to showcase their love for the nation and to celebrate the victory of freedom. Students showcased their talent by performing dances on various patriotic songs. Many singers of the batch came forward and lit the hearts of every listener with their soulful voices.



## KAAVISH

KAUVISH, a management game festival is an initiative by IIM Jammu to inculcate a culture among MBA students to achieve the pinnacle of success. It is held in the first week of November every year. MBA students from different colleges across India use this platform to showcase their unique managerial skills and innovative idea. In its first-ever edition in 2019, around 500 students from six prestigious colleges participated in eight different management events.







## HR CONCLAVE

IIM Jammu organised its **2<sup>nd</sup> HR Conclave** during August 30<sup>th</sup>-31<sup>st</sup> 2019. The Conclave was aimed at bringing top HR Professionals of the country to discuss and deliberate the future of HR while fostering practitioner-oriented learning amongst the future leaders of the country studying at IIM Jammu. The central theme for the Conclave was on HR 4.0- Discovering the HR Landscape 2030. This event answered issues like 'Future of Work', 'Innovation in HR' and 'Redefining Diversity and Inclusion' among others. The **3<sup>rd</sup> HR Conclave** of IIM Jammu commenced on 22<sup>nd</sup> August 2020 and spanned across eleven weeks till 24<sup>th</sup> October 2020 with five chapters held every fortnight. The central theme for the Conclave was 'Rethinking & Rebooting Corporate'. This HR Conclave resonated with the institute's vision- "To develop leaders and entrepreneurs who can perform globally to make a This event answered issues like 'Future of Work', 'Innovation in HR' and 'Redefining Diversity and Inclusion' among others.valuable difference to the Society and the Corporate World." The aim was to bring together visionaries and industry leaders to

offer valuable insights which facilitate the growth and development of the country. The 3<sup>rd</sup> HR Conclave for the first time also hosted a Woman Panel and an International Panel. We had an amalgamation of business tycoons, industry experts and visionaries. The idea was to draw insights from the speakers, unveil the secrets to a resilient business model, and develop sharp business acumen. We aspired to create a platform where ingenuous and innovative expertise was shared on the virtual table.



## LEADERSHIP SUMMIT

The leadership summit commenced at the Indian Institute of Management (IIM) Jammu on 7<sup>th</sup> February 2019. The Leadership Summit is an important marquee event at the Indian Institute of Management Jammu that resonates with its vision of developing leaders and entrepreneurs. The idea of the summit is to bring together visionaries from industry and government to offer valuable ideas to support the economic growth of the country through industrial transformation. The theme for this year was on "Leading India through Innovation, Growth, and Diversity" with a vision to seek answers pertinent to the Indian Economy which aspires to be five trillion by 2024. The summit aimed at bringing visionary leaders on a single platform to create ideas that have a meaningful impact on our future. Chief Executive Officers, Managing Directors and Board Members of esteemed organizations along with Vice-Chancellors of various Universities in Jammu & Kashmir graced the summit.



The topics for the summit were; "Circular economy for sustainable development: The Role of Corporate India" - where the panel discussed the modalities of such achievements with a specific focus on the role of the corporate sector in promoting sustainable business; "Disruptions in the Indian Markets" - where the panel uncovered the present problems, future prospects and suggested the measures and path to be taken for achieving sustainable and inclusive growth towards a prosperous India. "Inclusive Growth: How to ensure the Economic System to work for all?" - where the panel discussed disruptions and their impact on the Indian economy and the challenges that bigger organizations face, and "Emerging Role of Academia in Knowledge-Economy", where the panel critically examined the emerging role of academia in the modern economy and the challenges they come across in the process.





## ABOUT JAMMU CITY

Jammu is an important administrative division of Union territory of J&K. It consists of several districts such as Doda, Jammu, Kathua, Ramban, Rajouri, Reasi, Poonch and Samba. Most of the land in Jammu city is hilly with mountain ranges. Jammu city also includes the very popular Pir Panjal range. This range separates Jammu city from Kashmir valley. Jammu city is also known as Jammu-Tawi.

Jammu city is the second-largest city of the state in terms of growing urban agglomerations and in the race of booming infrastructure.

## HOW TO REACH

Jammu is the largest city in the Jammu Division and the winter capital of the Union territory of J&K, situated on the banks of the Tawi River.

### Scan Me for Directions



### By Air:



IIM Jammu campus is just 20 mins away (5 Kms) from Jammu city airports. It has daily direct flights from Srinagar, Delhi, Amritsar, Chandigarh, Mumbai and Bengaluru.



### By Railway:

Jammu is a very well connected city. Jammu Tawi is the nearest railway station. It is just 15 mins away from the IIM Jammu.





# ALUMNI TESTIMONIALS

## MADHUMANTI BANERJEE

"My journey with IIM Jammu has been one of a kind. When I look back, I feel that my decision to take a break from my professional life to give a new direction to my career led to an ever-fulfilling experience at IIM-J. The institute has helped me realize my strength, explore new avenues and come out victorious from challenging situations. Apart from the continual support and guidance from the esteemed faculty, the learnings from my peers have been instrumental in shaping up my journey of "MBA-morphosis". Today, I am a proud alumnus of IIM Jammu, realizing my dream role of Product Manager and I give due credit to the rich IIM pedagogy for this."

## ARJAB SARKAR

IIM Jammu has not just been an experience but a lifestyle that provided an overall enrichment. My stay in IIM-J has carved out a fine personality in me coupled with knowledge, confidence and audacity to face the real-world business challenges and come up with ingenious solutions. As an alumnus of IIM Jammu, I'm a proud individual for being a part of the fraternity and able to learn and grow in multitude. After a few years of experience in the corporate world, I decided to join IIM-J. Having shared my space and moments with amazingly brilliant people all around for the past 2 years, I feel it has exposed me to explore new horizons, broadened my thought process and curated an entrepreneurial mindset which I'll celebrate and cherish for life through my work and achievements!

## SIMRAN VERMA

IIM Jammu did not only provide me with a platform to develop a varied set of skills but also a platform to interchange ideas with a diversified pool of people. Starting from the intellectual batchmates to the eminent persons from different domains and industries, each one of them gave some valuable insight that has enriched my thought process. The international exposure through IIP at ESCP Berlin gave me hands-on experience with diversity and inclusivity. Moreover, it gave me a better understanding of organizations and business acumen on an international level. The last two years at IIM-J have brought out a fine personality in me by enhancing my knowledge, and confidence. At the same time, the place has taught me to be humble whatsoever. I will preserve and cherish all the learnings (professional as well as personal) from my stay at IIM-J throughout my life. I will always be indebted to the Institute for all my future endeavors.

## K P R SRIHARSHA

The decision to join IIM Jammu has been a tough one for me, given I was taking a break from a fulfilling career in IT Service Management for close to 8 years. And today I believe it was the right thing to do given the immense learning that I have acquired, experiences that I faced and will treasure the memories for life. IIM Jammu has all the required ingredients to be one of the finest business schools globally in the coming few years.

The batch is a truly diverse blend of educational backgrounds, work experiences and skillsets, which challenged me in developing into a better version of myself with every passing day. The institute has been instrumental in helping me further my quest for newer avenues in form of support from the esteemed professors, knowledge resources and repositories. On a very personal front, I was able to let go of my inhibitions and participated in several competitions, like the Hult Prize and represented our institute competing with participants from various countries. Learning from my peers is irreplaceable and helped me gain a much-needed perspective of looking at things. Today, as a member of the IIM Jammu family, I am a braver and much open to criticism, and well equipped for the business world, owing to the pedagogy and the peers.



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