

Indian Institute of Management Jammu to inaugurate ‘Ānandam’

IIM Jammu announces the inauguration of “Ānandam: The Center for Happiness” on 30 March 2021. “Ānandam: Center for Happiness” is the first of its kind as it aims at facilitating the transformation to realize the absolute truth of being. It also aims to expand the circle of consciousness, resulting in self-transcendence, compassion, a sense of inclusion, and responsibility towards others. The prime aim is to achieve holistic development for all.

Shri Ramesh Pokhriyal ‘Nishank’, Hon’ble Minister of Education, Government of India will inaugurate “Ānandam: The Center for Happiness” on 30 March 2021 at IIM Jammu. The event will also be graced by the presence of Mr. Manoj Sinha, Hon’ble Lieutenant Governor, Jammu, and Kashmir. Sri Sri Ravi Shankar, Founder, Art of Living (AOL) Foundation, will be present at the event to give his blessings. Dr. Milind Kamble, Founder and Chairman, DICCI; will preside over the event whereas Prof. B. S. Sahay, Director IIM Jammu will also be present.

Students and faculty tend to undergo stress owing to deadlines, coursework, teaching-load and pressure of professional and personal life. This tends to result in depression and anxiety amongst the teachers as well as students. It has been observed as a universal pattern wherein the COVID-19 pandemic situation has worsened the scenario. Hence, the need for a center arises, a center that will help people to overcome the mental stress and help spread positivity. “Ānandam- The Center for Happiness” is thus aimed at achieving the above set goals. Its prime objective will be to encourage and propagate holistic development for all the stakeholders at IIM Jammu

The purpose of establishing ‘Ānandam’ at Indian Institute of Management Jammu is to bring holistic well-being based on the notion of ‘pañca kośa.’ Regular physical exercises will contribute to the wellness at the physical level for both the students and the faculty. The Center envisions that all shall attain the state of ānanda through conscious efforts. There are going to be practices for breathing exercises like prāṇāyāma and mindfulness which help in enhancing vitality. Other than this, the practice of Meditation and contemplation will also be encouraged.

The Center for Happiness acquires its name ‘Ānandam’ from Indian wisdom tradition where the pure consciousness is being as “anandam”. “Ānandam” doesn’t aim for only happiness but knowing the truth, doing good and enjoying the beauty around. The tagline for “Ānandam”

further reinforces its ideology that it will work for the well-being of all. The tagline “Sarva bhūtahite ratāḥ” stands for being always engaged for the well-being of all.

Ānandam’s logo has been designed to depict the element of light thereby symbolizing knowledge and thus shredding the darkness of ignorance and negativity. The logo, a lotus, signifies the conscious human existence as described in Indian Wisdom. The connected and unconnected lines signify the evolution. When four dimensions of human existence are harmonized, it unleashes the ultimate bliss – Ānanda. The yellow dot on the logo signifies the enlightening being who is on the path of happiness.

The prime activities envisaged under the concept of ‘Ānandam: The Center for Happiness’ will be divided into five broad categories, namely, Counselling, Holistic wellness, Elective courses on Happiness Development, Research and Leadership & Faculty Development. Advisory Board of Experts for the Center constitutes of numerous experts from academics, research and industry.