

## IIM Jammu hosts the second phase of the Management Conclave-“Nakshatra”



Indian Institute of Management Jammu inaugurated the second phase of its first-ever Management Conclave - "Nakshatra," on 6<sup>th</sup> and 7<sup>th</sup> February 2021. The first phase was successfully conducted from 30-31 January 2021. The event kick started with the welcome address by Prof. B.S. Sahay, Director, IIM Jammu, in which he talked about industry's role in building great institutions, the launch of new academic program IPM, Executive MBA, and Doctoral Programs. Prof. Baljeet Singh Sani, Co-Chairperson, Placements, IIM Jammu, gave a brief introduction of the Institute and thanked the industry for its support to IIM Jammu. The panel discussions of the day started by the Marketing Panel on the topic - 'Role of marketing in transforming businesses in the digital era.' The discussion had insights from the industry stalwarts on topics ranging from the role of data driven marketing to the changing role marketing has to play in the dynamic digital era. The increasing need for a more customer centric approach to marketing, analysis of the commonly used marketing tactics and their soon to come saturation point and the future of marketing were amongst the highlights of the points put forth.

Next up for the day was HR Panel where the various panelists shared these insights while discussing the topic 'Collaborative Intelligence - Enhancing Human Capital for Transcending Organizational Capabilities'. While unlearning and adapting to new ways of working, the speakers highlighted how collaborative intelligence is crucial in generating insights from the data that helps in reskilling and refactoring the employees' skills to ensure relevance. The 5 C's – Connect,

Collaborate, Celebrate, Care & Culture is the key to success for organizations when it comes to nurturing their human capital.

The discussion moved ahead on the next day while the conclave hosted the Finance panel. The topic of the discussion for the Finance Panel was - 'Realizing the 5-Trillion-Dollar Economy Dream'.

Mr. Sheshadri Savalgi, Finance Director – General Mills, who moderated the session, began collecting the views of all the panelists regarding the possibility of India reaching towards a 5-Trillion-Dollar economy. They also discussed different policy changes required by the government to achieve the target and role of the common public in the same.

Thereafter, the last panel of the conclave came aboard for discussion which was the Operations Panel where the topic was 'Leveraging Technology to Improve Supply Chain Management'.

The session was moderated by Mr. Raman Kaul, Head of Operations- Tech Logistics, TVS Supply Chain Solutions Limited. The panelists gave valuable insights on the nuances of supply chain in different industries and how it has become more crucial than ever to leverage technology so as to build an agile supply chain. They also shared excerpts from their experiences on the challenges posed by covid-19 and how it fast tracked the need of technology in the supply chain. The session concluded with an interactive Q&A round.

IIM Jammu extends heartfelt gratitude to all the speakers of the conclave for taking out time and enlightening the students of the Institute.