



PANORAMA

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Despite being the youngest IIM in the country, the Institute has shown unparalleled growth in the past five years.

IIM JAMMU

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Director's Message

Our students were actively engaged in industry interaction despite the pandemic by organizing the Leadership Summit, a two-day grand event that welcomed leading minds from the business world, government, and other walks of life. This year's theme was "Leadership Next for Atmanirbhar Bharat", focusing primarily on self-reliance and self-sustainment, adopted by the Government of India and making India a part of the global economy. The distinguished speakers shared their insights on five different topics relevant to the professional world with the students, which included *"Gig Economy: unlocking the potential of an independent Indian workforce"*; *"The Great Reset: Navigating through disruption at the workplace"*; *"Envision, Empower and Exceed"*; *"Forging an emerging leader: disrupting the status quo, Elevation"*; *"Walking the arduous rope"*.

The Institute stresses the importance of a student's growth in all aspects and encourages them to participate in various extracurricular activities. As a result of their engagement in clubs and committees, students gain valuable experience in real-life situations and learn how to balance multiple kinds of work at the same time.

Several Memorandums of Understanding have been signed by the Institute over the years, most recently with the University of Alabama at Birmingham, USA.

We believe that every leader or manager has a responsibility towards society, and the nation. It is essential for them to be aware of and celebrate different festivals and occasions of the country and the world. There has been enthusiastic participation by the students in events such as International Women's Day, Holi and Republic Day.

Prof. B. S. Sahay
Director, IIM Jammu

“In its journey, the Institute has made an impact on the higher education community, and we will continue to work tirelessly towards becoming one of the world's leading B-Schools.”

Over the years, IIM Jammu has grown stupendously. The Institute has consistently nurtured great managerial talent and continued to produce self-reliant business leaders through its core philosophy. Despite being the youngest IIM in the country, the Institute has shown unparalleled growth in the past five years. Despite the pandemic, the institute witnessed an upward trend in all aspects of its performance and displayed outstanding resilience and adaptability.

Collaborations and MoU Signings

MoU signing with University of Alabama at Birmingham

With a view to enhancing the development of collaborative research programs and academic and cultural exchange programs between both Institutes, an MoU was signed with the University of Alabama at Birmingham (UAB).

The MoU was signed by Prof. B.S. Sahay, Director of IIM Jammu and Prof. Rubin Pillay, University of Alabama at Birmingham, in the presence of Shri Rajesh Bhushan, Director of the Ministry of Health and Family Welfare, Govt. of India, Dr. Shakti Gupta, Director, AIIMS and Dr. Manoj Singh Gaur, Director, IIT Jammu. The event was attended by Prof Y K Gupta, President, Institute Body, AIIMS Jammu; Shri Ghulam Rasool Mir, Special Secretary (Health), UT of J&K; Prof (Dr) A K Bisoi, Member Institute Body, AIIMS Jammu; Dr Yashpal Sharma, MD, JKMS, Corporation & Director Coordination, New Medical Colleges, UT of J&K; Prof Shashi Sudan Sharma, Principal & Dean, GMC, Jammu; Dr Sanjeev Sood, Managing Trustee and Dr Ashutosh Guleri, Administrator, Kayakalp, Palampur, (HP), faculty members and staff of the Institute, AIIMS Jammu and IIT Jammu.



Placements for MBA 2020-2022

It has been a record placement year for Indian Institute of Management (IIM), Jammu with 119 companies visiting for final placements for the fifth batch of the postgraduate programme in management (MBA 2020-22).

A total of 217 students of the fifth batch of MBA (2020-22) appeared for the final placements. IIM Jammu saw a lot of new opportunities come its way as the students obtained roles in areas ranging from Product Management, Marketing, Consulting, Finance, and General Management. The highest CTC was INR 32 LPA, the top quartile CTC was INR 29.80 LPA, while the average and median CTC were INR 13.53 LPA and 11.4 LPA respectively. The number of offers was 222 compared to 104 last year. Being one of the fastest-growing IIMs, the institute continued to create a strong presence in the industry.

In the past few years, the Institute has become one of the preferred campuses for recruiters owing to the excellent pool of talent available with high business acumen. Recruiters from several sectors, including IT & Analytics, Automotive, FinTech, BFSI, Edtech, Logistics, E-Commerce, Consulting, Energy and more conducted virtual campus placements successfully. Amazon, Aditya Birla Fashion, Accenture, Brillio, BenQ, Byju's, Cognizant, Capgemini, Deloitte, HDFC Bank, Hyundai, Infosys, ICICI Bank, KPMG, Optum, Paytm, PwC, Trendence Analytics, TresVista, Vedanta, and Xiaomi were among the prominent employers who visited the campus.

Prof. Jabir Ali, Chairperson and Dr. Baljeet Singh, Co-Chairperson placements coordinated placement activities.

Winter School



For students in classes 10 to 12, the Institute has launched its Winter School with an aim to engage students through learning and invoke critical and creative thinking. The unique initiative taken by IIM Jammu is a countermeasure to compensate for the loss of learning of school-going students who have been adversely affected due to the ongoing pandemic. The session consisted of five sessions with two sessions each day.

Professor B.S. Sahay, Director IIM Jammu, delivered the welcome address, highlighted the value addition of the program and advised them to constantly keep themselves updated. Dr. Archana Sharma, introduced the program and highlighted the need and importance of the initiative. The first session was headed by Dr. Muqbil Burhan, centered around ‘Design Thinking. In the second session, Dr. Pallavi Panday explained the benefits of reading to the students. Professor Manoj Kumar and Dr. Rashmi Ranjan Parida in the second module, facilitated the students to develop data management skills and handle finances efficiently. In the third module, Dr. Prateek Jain provided an insight to students about ongoing and upcoming start-ups, and Mr. Arup Bhattacharya provided an overview into the Integrated Program of Management (IPM) at the Institute.

Dr. Barnali Chaudhary walked the participants through the importance of emotional intelligence and Dr. Sumant Biswas spoke on coping with stress and failures in the fourth module. The fifth module focused on building social relationships, where the students were taught the importance of knowing their personal brand by Dr. Mahesh Gadekar. Dr. Baljit Singh mentored the student on building social networks.

The Winter School concluded with the National Anthem, preceded by a vote of Thanks delivered by Dr. Kulwinder Kaur.

Nomos-Mads

The Institute hosted “Nomos-Mads - two day fest for management buffs on the 8th and 9th of Jan, 2022.” with an aim to celebrate the participants’ business sense, logic, and domain proficiency. The two day fest consisted of events across various domains of business management, namely, finance (Equity Research competition), Marketing (Case competition), strategy (simulation game), providing them with an opportunity for participants to expand their horizons and perform in their interested domains. Additionally, participants also had the opportunity to battle it out through creative activities such as JAMs, treasure hunts, etc. The winners of competitions were announced during the valedictory session.

Chief Guest, Mr. Ranjan Prakash Thakur, Principal Secretary, Industry and Commerce, Jammu and Kashmir government, addressed the students and emphasized on the importance of such events.

With the announcement of winners, the IIM Jammu embarked on the successful closure of its management fest.



Nomos Mads- A Walk to Remember (Photography)

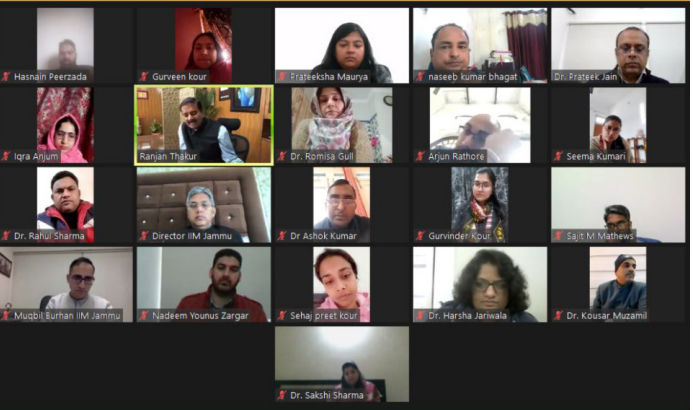
Entrepreneurship Orientation Training Program

An Entrepreneurship Orientation Training Program was organized for the first batch of 40 students from January 24th to January 29th, 2022. Various colleges under the Department of Higher Education of the Government of J&K attended the event. The program was inaugurated by Professor B. S. Sahay, Director, IIM Jammu.

The training sessions are designed to increase the students’ awareness and interest in entrepreneurship. Through various training sessions, students were able to build a business plan and present it, and they learned about various aspects of building a strong, workable plan. The students also got to interact with a former senior bureaucrat and former advisor to the Governor of J&K, Mr. Khurshid Ahmad Ganai.

Dr. Muqbil Burhan and Dr. Nageswara Reddy, the program directors extended their appreciation to

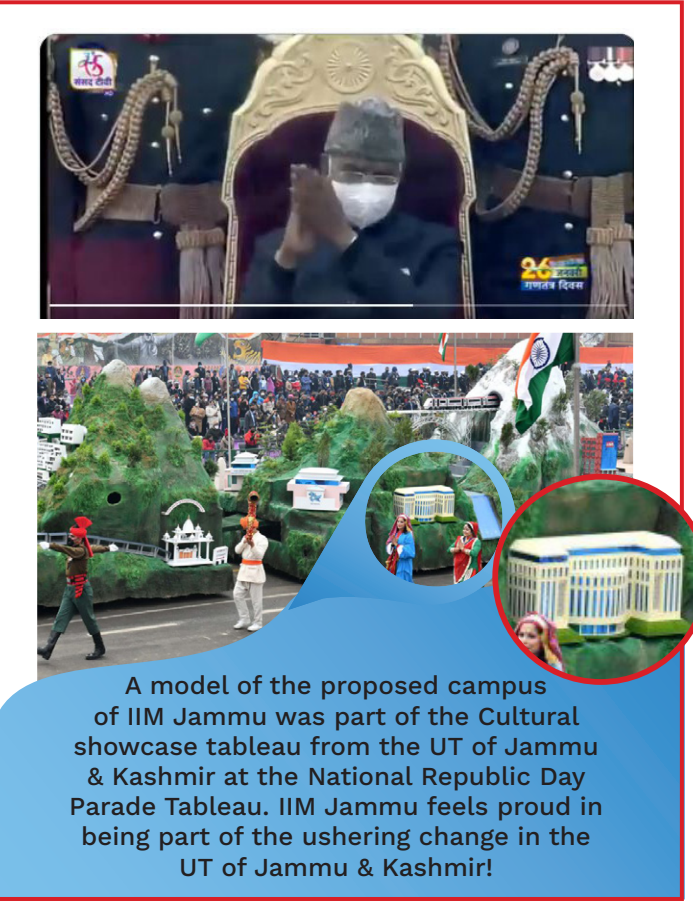
Mr. Rohit Kansal, Principal Secretary, Higher Education and Mrs. Yasmeen Ashai, Director Colleges, Dept. of Higher Education, for their work in initiating such programs in J&K.



73rd Republic Day Celebrations

The Institute celebrated the 73rd Republic Day on 26th January 2022 in hybrid mode owing to the pandemic situation and witnessed the participation of the IIM Jammu fraternity from different locations from India. The celebration commenced with the flag hoisting, followed by a display of a parade on the campus and the National Anthem. Prof. B. S. Sahay, Director, IIM Jammu, delivered the Republic Day address.

The address was followed by an enrapturing cultural event consisting of singing, poetry, speech, play and dance performances. The event concluded on a jubilant note with the vote of thanks delivered by the students and the sentiment of patriotism being echoed by all the attendees.



A model of the proposed campus of IIM Jammu was part of the Cultural showcase tableau from the UT of Jammu & Kashmir at the National Republic Day Parade Tableau. IIM Jammu feels proud in being part of the ushering change in the UT of Jammu & Kashmir!

Mahatma Gandhi National Fellowship (MGNF) Programme-2nd Module

The Institute inaugurated the second academic module of its ongoing Mahatma Gandhi National fellowship academic (MGNF) module of Sankalp under Ministry of Skill Development and Entrepreneurship (MSDE), Govt. of India. The programme was inaugurated by Prof. B. S. Sahay, Director, IIM Jammu in presence of Prof. Jabir Ali, Program Director, and Dr. Muqbil Burhan, Co-Program Director, MGNF. The programme spanning twelve days was joined by fellows from their respective districts in J&K, West Bengal, Ladakh, Chandigarh, and Puducherry for district immersion where they worked closely with district administration to enhance their skills and promote economic development. The event witnessed the presence of faculty members, MGNF team and students.



Leadership Summit 3.0

The Leadership Summit is an important marquee event that resonates with the Institute's vision of developing leadership and entrepreneurship. The aim is to bring together visionaries from industry and government to share valuable ideas to support the country's economic growth through industrial transformation.

The Institute has conducted two leadership summits in 2020 and 2021 respectively. The theme for this year was "Leadership Next for Aatmanirbhar Bharat." It focused on promoting entrepreneurship in the country and motivating future leaders to become job creators rather than job seekers.

The event hosted prominent speakers from various walks of life, including Former Lieutenant Governor for Puducherry, Dr. Kiran Bedi, Co-Founder Infosys, Mr. Kris Gopalakrishnan, Founder-CEO of OYO Rooms, Mr. Ritesh Agarwal, World's Number One Archer, Ms. Dipika Kumari, among many other esteemed personalities.



Nav Samvaad (80th-94th)

Continuing with the flagship webinar series, NavSamvaad, the Institute Industry Interaction Cell hosted fifteen sessions from January to March, reaching a total of ninety four sessions. The speakers were from various domains and backgrounds and gave an overview into the matters and issues face by the Industries in the real world.

Mr. Parveen Kumar Gupta, Chairman at Utkarsh Small Finance Bank in the 80th Session put forward a knowledgeable and engaging session revolving around 'Central Bank Digital Currency (CBDC)'. Mr. Apoorva Vora, Co-founder and CEO, Finolutions LLP in 81st Session gave an intriguing talk on "Alternative Investments as a Category". Mr. Anupam Dutta, Partner at PwC India, in the 82nd session gave an interesting talk on the topic "Lessons from my Leadership Journey for Management students". Mr. Ramchandra Prabhu Salgaonkar, Start-up Founder of "Amaze Warriors Consulting", in his 83rd session provided detailed insights into the topic "Innovative Marketing & Entrepreneurship". Mr. Uday Parmar, Director - Forensic & Integrity Services, EY in his 84th session spoke on the topic "Crystal Ball Gazing and takeaways. Mr. Ritesh Arora, Global Pega Practice Head & Vice President, Coforge Tech put forward a thought-provoking talk in the 85th session on the topic "Business and technology trends that are shaping our industry." Mr. Puneet Jain, Vice President - Head of APAC, Clarivate in the 86th session gave an interesting talk on the topic "Melding of AI and Big Data for a Better Tomorrow". Mr. The Karn, Founder- sKarn RoboticS/ WeCrypt Ecosystem in the 87th session had an interactive session on the topic "Living Through A Tech-Driven World". Mr. Sanjoy Shaw, HR Director - South Asia, Givaudan in the 87th session gave an enlightening talk on the topic "Leading your Career Journey". Mr. Arun Saravanakumar, Director, L'Oréal in 88th session gave a thoughtful talk on the topic "The Glamour of Supply Chain Operations". Mr. Vishwanadh Raju, Head India Talent @ Dun & Bradstreet in the 89th

session spoke on the topic "Design Thinking & Decision Velocity". Ms. Anita S Guha, CIO Talent Advisor, IBM gave some interesting insights in the 90th session by sharing her views on the topic "Positioning Yourself for the Corporate World: Context & Tips to help you thrive!".

Ms. Rashmi Mansharamani, Chief Human Resources Officer (CHRO), Wave Group, in the 92nd session shared practical insights from her own experience on the topic "HR readiness and future organizations." Mr. Suvro Shankar Ghosh, Senior Data Scientist Manager in Digital and Analytics, Colgate-Palmolive in the 93rd session spoke on the topic "Scope of data science in the FMCG domain". Ms. Pooja Arora, Sr. HR Professional, Maruti Suzuki India Ltd in the 94th session put forward an interactive session on the topic, "Future of work".

The six sessions in January included experts from various companies including PwC and EY, speaking about relevant topics like how the corporate world can transform in the future. The students got to interact with speakers from giants like L'Oreal and IBM in the month of February. The month of March witnessed the students learning from industry leaders working with Visteon, Wave Group, Colgate, and Maruti Suzuki.

Visit of Chief Innovation Officer, UAB to Institute

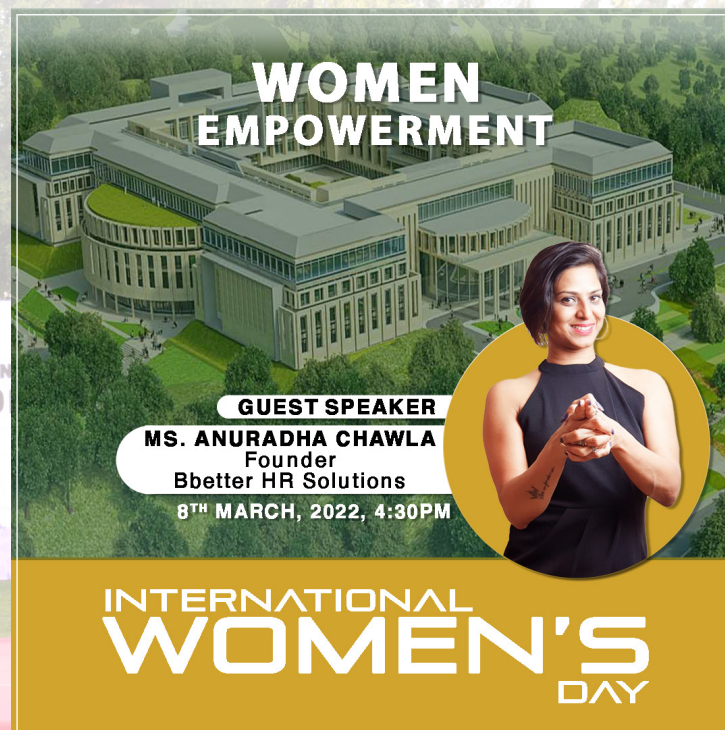
Prof. Rubin Pillay, Chief Innovation Officer, School of Medicine, University of Alabama at Birmingham, USA visited the Institute and had a detailed discussion exploring the various possibilities of collaboration with Prof. B. S. Sahay, Director, IIM Jammu and faculty members.





International Women's Day

The Institute celebrated International Women's Day with zeal and enthusiasm. The theme for this year's observance is "Gender equality today for a sustainable tomorrow". There was a Mini-Marathon organized in the morning hours consisting of faculty, staff, and students. The session commenced with the lamp lighting ceremony. Ms. Anuradha Chawla, Founder of Bbetter HR Solutions was the Guest Speaker on the occasion. Prof. B. S. Sahay, Director, IIM Jammu presided over the function. The session also included a brief address by Dr. Minakshi Kumari, Assistant Professor, IIM Jammu followed by cultural performance by students.

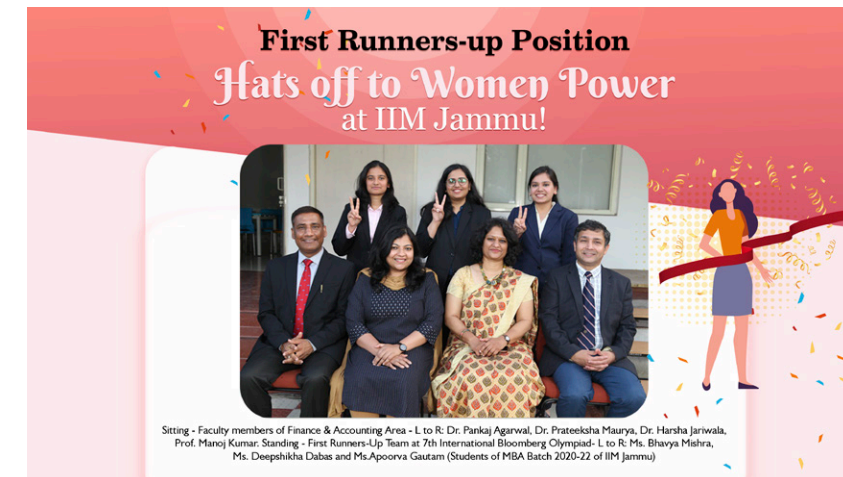


First runner up position at 7th International Bloomberg Olympiad

The student team at the Indian Institute of Management (IIM) Jammu secured the 1st Runner-up at the prestigious "International Bloomberg Olympiad 2022". This was the seventh annual edition of this competition, jointly hosted by Bloomberg and the TAPMI Institute. A total of ninety-one teams from India and abroad, including the teams from the top IIMs registered in the competition.

The winning team consisted of Ms. Apoorva Gautam, Ms. Bhavya Mishra, and Ms. Deepshikha Dabas of MBA Batch 2020-22 and was awarded prize money of Rs. 50,000.

The winning team expressed their gratitude towards the institute, and thanked the institute, and the faculty members, especially Prof. Manoj Kumar and Dr. Pankaj Agarwal, for providing them with the opportunity to represent the institute at such a prestigious event and also for their constant guidance and support.



Bhavya Mishra



Deepshikha Dabas



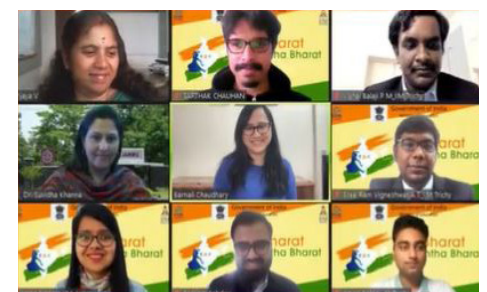
Apoorva Gautam

Ek Bharat Shresht Bharat

"Ek Bharat Shrestha Bharat", an initiative by the Govt. of India, led to a harmonious collaboration between the Institute and IIM Tiruchirappalli with an aim to promote the pluralism and diversity of India. Through a plethora of activities, the students were encouraged to learn about the traditions and culture of Jammu and Kashmir, Leh, and Tamil Nadu.

An essay writing, cultural quiz on the topic, "Regional identity and its influence on personality" along with Dance and music performances inspired by the cultures of the respective states were put forward by the students of both the Institutes. Showcasing the tour of the cities of Tiruchirappalli and Jammu through short videos done by the students, India's rich heritage was celebrated at the event.

Our country has diverse cultures and rich cultural heritage in each of them. The cultural exchange programs will help us admire and appreciate our cultures mutually and thus, build a sense of togetherness and bonding. National integration, irrespective of the regions that we hail from, is of vital importance since the key to our progress is hidden in our unity amidst our diversity. The series of events that IIM Jammu and IIM Trichy has conducted under EBSB program will lead to strengthening our unity and help us all build a stronger and better India



Research Publications/Papers

Ali, J (2022). **Factors affecting access to clean cooking fuel among rural households in India during COVID-19 pandemic.** *Energy for Sustainable Development*.

DOI: <http://dx.doi.org/10.1016/j.esd.2022.01.006>

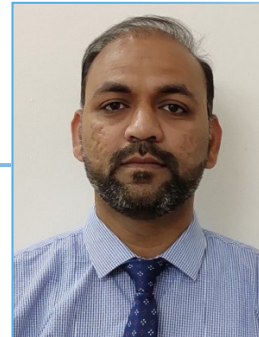
Abstract: This paper investigates the factors affecting access to clean cooking fuel among rural Indian households during the COVID-19 outbreak, based on World Bank's rural impact survey, covering 2731 rural households.



Banerjee, S. & Shaikh, A. (2022). **Impact of brand nostalgia on intention to purchase brand extensions: moderating role of brand attachment.** *Journal of Product & Brand Management*

DOI: <https://www.emerald.com/insight/content/doi/10.1108/JPBM-10-2020-3149/full/html>

Abstract: The study aims to investigate the impact of brand nostalgia, self-brand connections and parent brand trust on brand extension purchase intention.



Shaikh, A., Mukerjee, K. & Banerjee, S (2022). **Cab-sharing services and transformation expectations of consumers: the moderating role of materialism.** *Benchmarking: An International Journal*.

DOI: <https://www.emerald.com/insight/content/doi/10.1108/BIJ-09-2021-0525/full/html>

Abstract: This study unveils whether access to electricity (ACSEL) causes the education of pupils (EDUPS) across BRICS countries for the period 1993–2018. Granger and Dumitrescu–Hurlin panel causality tests are applied, and their results show that ACSEL causes EDUPS.

Kumar, A. & Kumra, R. (2022). **Base of the pyramid producers' constraints: An integrated review and research agenda.** *Journal of Business Research* 140(2):115–129.

DOI: <http://dx.doi.org/10.1016/j.jbusres.2021.11.046>

Abstract: The Base of Pyramid (BoP) narrative has been dominated by the consumption perspective, as compared to producers' perspective. The literature on the constraints faced by BoP producers in such resource-constrained environments remains scattered and fragmented.



Upadhyay, N., Upadhyay, S., Abed, S. & Dwivedi, Y. (2022). **Consumer adoption of mobile payment services during COVID-19: extending meta-UTAUT with perceived severity and self-efficacy.** *International Journal of Bank Marketing*.
DOI: <https://doi.org/10.1108/IJBM-06-2021-0262>



Mathews, S. & Sudharshana, N.P. (2022). **Effect of Task Structure and Interaction Conditions on Oral Performance.**
DOI: https://link.springer.com/chapter/10.1007/978-981-16-4226-5_14

Abstract: This paper investigates the influence of task complexity/structure and monologic versus dialogic interaction on the complexity, accuracy and fluency of 56 tertiary-level Indian ESL learners' speech in Skehan's limited attention capacity model.



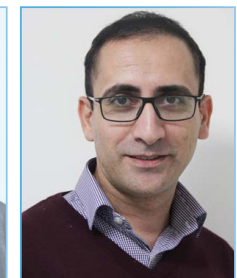
Reddy, K.N., Kumar, A., Choudhary, A. & Cheng, T.C (2022). **Multi-Period Green Reverse Logistics Network Design: An Improved Benders-Decomposition-based Heuristic Approach.** *European Journal of Operational Research*.
DOI: <https://doi.org/10.1016/j.ejor.2022.03.014>

Abstract: There has been extensive academic research on the optimisation of reverse logistics (RL) and closed-loop supply chain (CLSC) network design.



Ali, J., Muqbil, B. & Akram, V (2022). **Does economic complexity lead to global carbon emissions convergence?** *Environmental Science and Pollution Research journal*.
DOI: <http://dx.doi.org/10.1007/s11356-022-19188-w>

Abstract: This study examines how economic complexity, along with human capital, total factor productivity, foreign direct investment, and trade openness, leads to per capita CO₂ emissions (PCO₂Es) convergence at club level in the case of 42 countries for the period of 1998–2019.



Singh, A., Yadav, S. & Singh, S. (2022). **A multi-objective optimization approach for DEA models in a fuzzy environment.** *Journal of Soft Computing*, 26, 2901-2912
DOI : <https://link.springer.com/article/10.1007/s00500-021-06627-y>

Abstract : Data envelopment analysis (DEA) is an important managerial tool for evaluating the performance of decision-making units (DMUs). The conventional DEA models are mostly in the static environment using deterministic/crisp data for input and output parameters.

Singh, S. & Yadav, S (2022). **Scalarizing fuzzy multi-objective linear fractional programming with application.** *Computational and Applied Mathematics Journal*.
DOI : <https://link.springer.com/article/10.1007/s40314-022-01798-2>

Abstract: Multi-objective linear fractional programming (MOLFP) is an important field of research. As in several real-world problems, the decision-makers (DMs) need to find a solution to a MOLFP.

Akram V. (2022). **A link between productivity, globalisation and carbon emissions: evidence from emissions by coal, oil and gas.** *Environmental Science and Pollution Research journal*.
DOI : <https://link.springer.com/article/10.1007%2Fs11356-022-18557-9>

Abstract: Although much has been discussed about the link between renewable energy, globalisation and carbon dioxide (CO₂) emissions, yet the impact of total factor productivity (TFP) on CO₂ emissions is less known in the existing literature.

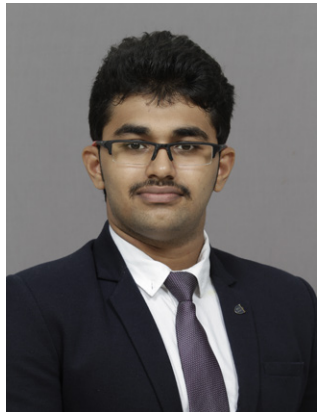
Akram, V. (2022). **Causality Between Access to Electricity and Education: Evidence From BRICS Countries.** *Energy RESEARCH LETTERS*, 3(2).
DOI : <https://doi.org/10.46557/001c.32597>

Akram, V., & Haider, S. (2022). **A Dynamic Nexus Between COVID-19 Sentiment, Clean Energy Stocks, Technology Stocks, and Oil Prices: Global Evidence.** *Energy RESEARCH LETTERS*, 3(Early View).
DOI : <https://doi.org/10.46557/001c.32625>

Abstract: This study examines time-varying correlations between clean energy stocks, technology stocks, oil prices, and COVID-19 sentiment. The results confirm a weaker positive relation between oil prices and clean energy stocks.



Alumni Corner



Shamil Moideen
4th Batch of IIM Jammu
Assistant Manager -
Marketing, Byju's

“The 2 year experience at IIM Jammu has helped me nurture myself both on a professional and personal level. The course pedagogy and world class faculty offers a plethora of learning opportunities. Apart from all of this, the campus life at IIMJ has also helped in shaping myself into a better leader. Peer to peer learnings, club & committee activities, organisation of flagship events such as HR Conclave, Leadership Summit, Empyrean etc. all constitute an amazing campus life at the Institute.

Student Testimonial



Ms. Khyati Mehta,
MBA06

“Picturing your destination is the first step to achieving something great.” IIM Jammu has provided me with the most desirable path to reach my goal and a platform to explore myself and find solutions to many unanswered questions. The journey is a roller coaster ride where you must achieve a lot in a short span of time, be it academics, extra/co-curricular, placements, batch meets, club events, late-night submissions. But with the help of industry experts and peers from diverse backgrounds, I never ran out of energy and motivation. I'll preserve the memories and experiences gained here like treasures throughout my life. I hope with its efforts, IIM Jammu will establish itself as a distinctive institute of excellence working to transform the lives of many students in the forthcoming days.

Faculty Speak



“Nitin Upadhyay
Associate Professor,
IT Systems & Analytics

Yogah Karmasu Kaushalam -succinctly encapsulates the growth story of IIM Jammu. In IIM Jammu we do not aspire to impart Management education to the bright minds of the country. This is the place where young minds are prepared to achieve excellence in their skills and in their profession and this is the essence of management education at IIM Jammu. It is astonishing that IIM Jammu could achieve great heights in a short span of 6 years. From MBA, Ph.D., EMBA, strong industry connect and noticeable MoUs with foreign universities to starting the 5-year Integrated Programme in Management (IPM), this institute has progressed steadily and created a formidable position for itself. The growth story of IIM Jammu is indeed the growth story of the collective efforts of its faculty, staff, and students. As the Chairperson of IPM, I got the opportunity to understand the ethos of this institution and thereby develop a programme that truly represents the true spirit of this place. I feel honoured and privileged to contribute my bit to this mighty ocean of knowledge. Needless to say, we have just begun but not without a bang, and we have many more milestones to accomplish. I applaud everyone's efforts and also entreat one and all to participate in this wonderful journey of IIM Jammu. Finally, I would like to congratulate the team for bringing out the first edition of this newsletter. I extend my best wishes to one and all.

Campus Sneak Peak

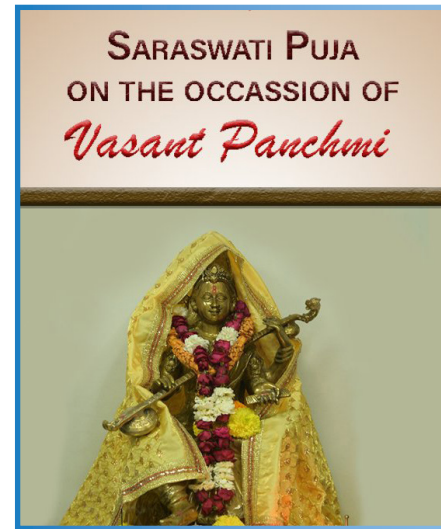


Jammu Transit Campus



Jallo Chak Campus

Festivities



New Year's Eve



Pongal



Holi



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