

Press Release

**IIM Jammu Summer School starts off on a positive note**

**27<sup>th</sup> June 2022, Jammu:** Indian Institute of Management (IIM) Jammu, with a motto to engage the students of 10<sup>th</sup>, 11<sup>th</sup>, and 12<sup>th</sup> classes successfully commenced their session online on 27<sup>th</sup> June 2022. The programme was virtually inaugurated by Shri Rohit Kansal, IAS, Principal Secretary Higher Education, and Information, J&K followed by an address by Prof. B.S. Sahay, Director, IIM Jammu. The summer school programme by IIM Jammu is done with a broad vision to make a positive social impact and meaningful contribution to society. The idea of Summer School was initiated by Prof. B.S. Sahay, Director IIM Jammu to engage young students positively during the pandemic. The programme aims to expose the students to quality education, motivate them to leverage various available opportunities, and handle the competition with ease.

The unique element of this Summer School programme is that it includes week-long interactive sessions with interesting programme modules from the faculty of IIM Jammu. Being an IIM Jammu-sponsored program, the Institute is not charging any fees from the students. The free registration was opened for students across the country, and the Institute received an overwhelming response from the farthest and remotest parts of the country

Prof. B.S. Sahay delivered the address and spoke about the evolution of technology, and the internet revolution contributing to the development of the education sector and thereby paving the path for widespread availability of information at fingertips. He expressed his happiness on the majority participation from the students of J & K including 26 other states and complimented the wide participation of female students over their male students by citing the recent examples of female students topping the IIM Jammu's 5<sup>th</sup> Annual Convocation and IAS Exams and terming it as the mood of the country. He emphasized that the five-day programme would provide an excellent opportunity for students to learn new skills, explore new interests, and find ways for self-development. He also urged all the participants to actively participate, interact and learn from the faculty at IIM Jammu by making the best use of this unique opportunity. He further invited all the participants to visit the IIM Jammu Campus and urged all the participants to connect with the Programme Directors for any kind of assistance or information regarding their respective careers going forward.

Shri Rohit Kansal appreciated the module of the program conceived by IIM Jammu and spoke about the rapid transformations in the education sector. He stressed the fact that technology was going to change the way we work and live in the future and urged the participants to make themselves adaptable to the changing business environment since it will have a direct impact on their own lives. He reiterated that the rapidly changing business scenario will arise the need for imbibing different skillsets from time to time. He also complimented Prof. B.S. Sahay, Director, IIM Jammu, both the Programme Directors and IIM Jammu for coming up with this unique initiative of engaging the students through Summer School and commended the initiative of "Anandam" by IIM Jammu. Lastly, he mentioned the various synergies happening between IIM Jammu and the State Govt of J & K paving the path for progress and development of the state and the nation.

The Summer School is a one-week long program that commenced on 27<sup>th</sup> June and will conclude on 01<sup>st</sup> July 2022. The program has received 510 applications within a short span of time. This time in the summer school programme, 53.4 % were females and 46.6 % were males who have registered for the programme. A significant response has come from the J & K region (18%), Uttar Pradesh Region (13%), Uttarakhand region (8%), Punjab region (7%), and Maharashtra region (7%). The maximum response has come from students of 12<sup>th</sup> standard (48.1%), followed by 10<sup>th</sup> standard (37%) and 11<sup>th</sup> standard (14.9 %). Majority of the students who enrolled are from the CBSE board (70.8%), J&K State Board (14.3%), ICSE board (4.9 %), and other boards (10%).

The Summer School programme involves a preparatory-based approach keeping in view the new trends making the sessions more impactful. The core objective of the programme is to create awareness among students through new learning methods by inculcating critical and creative thinking by providing a proper understanding of the business environment and upcoming trends.

The programme directors are Dr. Archana Sharma, Assistant Professor, and Dr. Parvathy B, Assistant Professor, IIM Jammu who played a major role in developing the program modules through extensive research and are working hard to make this program a great success. The pedagogy would include participatory learning through student-faculty interactions, videos, experiential learning, and storytelling. The innovative teaching pedagogies used by IIM Jammu faculty members and subject experts are sure to create a positive learning environment by engaging the students in the best possible way. The inaugural programme ended with a vote of thanks from Dr. Parvathy. B. Assistant Professor, IIM Jammu.

For any media-related queries, pls contact:



: [pro@iimj.ac.in](mailto:pro@iimj.ac.in)



: +91-8000121616

## Glimpses from the Summer School Inaugural Ceremony-27<sup>th</sup> June 2022

