

Press Release

Orientation Programme of IIM Jammu inaugural ceremony off to a positive start

12th July 2022, Tuesday, Jammu: Indian Institute of Management (IIM) Jammu successfully inaugurated the Orientation Program welcoming the 7th Batch of MBA (2022-24), 3rd Batch of Ph.D. (2022-25), 2nd Batch of EMBA (2022-24), and for the 1st Batch of MBA (HA&HM) (2022-24). The Institute commenced its first day of the five-day orientation program with a calming yoga session focusing on the theme of '*Maximize happiness and mindfulness*' by Yoga and meditation trainer.

The Orientation Programme was inaugurated by Chief Guest, Shri. Arun Kumar Mehta, Chief Secretary, Government of J&K virtually in the presence of Shri. Mukesh Singh, ADGP, Government of J&K. The event was presided over by Dr. Milind Kamble, Chairman, Board of Governors, IIM Jammu, Members of the Governing Board, IIM Jammu, Prof. B.S. Sahay, Director, IIM Jammu. Present on the occasion were Prof. (Dr). Shakti Gupta, Director, AIIMS, Jammu, and Prof Kannan Iyer, Dean Faculty, IIT Jammu. Also present were Prof. Jabir Ali, Dean Academics, IIM Jammu, and Dr. Rashmi Ranjan Parida, Chairperson, Admissions, IIM Jammu. The program commenced with paying homage to the pilgrims of the Amarnath Yatra tragedy, which took the lives of 16 people and left many missing, misplaced, and stranded. The event was inaugurated by lighting of the lamp and singing of the Saraswati Vandana by the students of IIM Jammu.

The lighting of the lamp was followed by a session of Prof. Kannan Iyer, Dean Faculty, IIT Jammu, on behalf of Prof. Manoj Singh Gaur, Director, IIT Jammu. He emphasized how the new program of B.Tech + MBA will act as an adhesive to strengthen the association between IIT Jammu and IIM Jammu. He concluded the session with a congratulatory message for the interdisciplinary efforts on part of both institutes.

The orientation was also presided by Mr. Mukesh Singh, ADGP Jammu, who gave the students insights into a successful future. He left the students with many life teachings and ended it on a positive note with his hopes that the new batches reach new heights.

Prof. (Dr.) Shakti Gupta, Director, AIIMS Jammu enlightened the students by asking them to move forward and progress in life and think beyond the sky as nothing is impossible in this world. He laid impetus on training and research.

Prof. B.S Sahay, Director, IIM Jammu gave the welcome address and encouraged the new batch to be self-reliant, strive for excellence, and to learn to work and perform in a cross-cultural environment. He emphasized that to make a successful human being, one must socialize be a part of a world of collaboration, seize every opportunity and enjoy every moment of it. He motivated the students to become "*job creators and not just job seekers*" and serve humanity, society, and the nation to move towards economic growth and prosperity.

Chief Guest Shri Arun Kumar Mehta, Chief Secretary, Govt. of J & K welcomed the students and reminded them that learning shouldn't be confined to books and courses but should also be used in the real world. He also proposed to make Jammu and Kashmir '*Aatmanirbhar*' in the upcoming years and stressed the need for interdisciplinary and holistic education, which is the main motto of NEP2020.

Dr. Milind Kamble, Chairperson, Board of Governors, IIM Jammu praised the institute for its academic excellence, high-quality research, corporate exposure, executive education, and international exposure. With his diverse experience, he mentioned that survival in this data-driven, changing, and competitive world is possible only through knowledge and emphasized that students must strive to empower themselves with information, develop social awareness, and contribute to society and mankind.

Dr. Rashmi Ranjan Parida, Chairperson Admissions, IIM Jammu, gave an extensively detailed profile about all the new and upcoming batches. He also went into detail about the diverse profiles of the upcoming batches.

During the Orientation Program, IIM Jammu signed a Memorandum of Understanding with the J&K Bank, in the presence of Shri. Baldev Prakash, MD and CEO J&K Bank, and Prof. BS Sahay, Director, IIM Jammu. The main

objective of this MoU is to develop collaboration between the IIM Jammu and J&K Bank in contributing to the growth and development of the UT of Jammu and Kashmir.

The program hosted Shri. Rohit Kansal, IAS, Principal Secretary, Govt. of J & K who mentioned about the life lessons that the students can learn during their study and also make the best use of it during their journey ahead. He highlighted the importance of being a good human to the students and said, *"Life is a journey and there are no stoppages here. Don't wait to get to your prime to seize the day."*

Mr. Vivek Bhardwaj, Additional Chief Secretary, Govt. of J&K, took charge of the podium and congratulated the students and presented the current state of the industry ecosystem in Jammu and Kashmir. He highlighted the immense potential of Jammu and Kashmir in the industrial sector. He also emphasized the lack of supply chain infrastructure in Jammu. He encouraged the students to impart their knowledge to this cause in the future. He gave insights on business demographics in the state, like Jammu and Kashmir is the largest producer of goods like Saffron, Willow Wood that is used to make cricket bats, Almonds, and Walnuts. He also focused on points like low crime rate, great connectivity to the rest of the world, and ease of doing business. After the presentation, Mr. Bhardwaj welcomed questions related to the presentation from the students and cleared all their doubts. Prof. Jabir Ali presented a token of appreciation to Mr. Bhardwaj.

This was followed by the commencement of the industry panel discussion. Prof. Jabir Ali as the moderator set up the pace for the discussion.

Shri Ashish Bhalla, Head – Campus Relations, HCL Technologies took charge of the podium and appreciated the institution. He introduced Garima and Neha, IIM Jammu alumni working at HCL under his leadership. He had a great Interaction with the students and explained the importance of HR Analytics. He asked the students to reflect on the reason why they chose MBA and discussed careers and the scope of analytics. Miss Garima was called to the stage and to share her inspiring story with her juniors. This was followed by a QnA session between the students and Mr. Bhalla.

After the QnA session, Shri Shri Manoj K Prasad, Vice President-Talent Development & Digital Transformation, Reliance Industries Limited came forward and provided an overview of Data Analytics in the corporate world. He focused on the need of Data analytics in current times, as it is a powerful tool in the realm of business planning. He explained the scope of Analytics in the upcoming industry trends. He along with the other panelists answered curious questions asked by the students regarding Analytics.

After Prof. Jabir Ali felicitated the panelists, Dr. Ateeque Shaikh, Chairperson Corporate Communications, IIM Jammu introduced the famous Ad director Mr. Prahlad Kakkar who joined the orientation virtually. Mr. Kakkar enlightened the students with his vast knowledge of life and business. He explained the importance of ethics in professional and personal life.


The Orientation Programme ended with the Vote of Thanks by Dr. Pankaj Agarwal, Chairperson – Executive Education, IIM Jammu followed by the recital of the National Anthem. The other sessions included cultural programs by students of IIM Jammu followed by dinner.

Some of the key highlights of this MoU are as follows:

1. IIM Jammu to collaborate with J&K Bank to develop various programs that promote and develop women entrepreneurship in the J&K. Various competitions will be conducted and scholarships/funding schemes offered to budding women entrepreneurs in the UT.
2. IIM Jammu to Collaborate with J&K Bank for offering various leadership development Programs, Women Entrepreneurship Programs, Executive training Programs, competitions, conferences, and setting up incubation centers to promote and develop entrepreneurship in UT. These programs will be organized in Srinagar, Jammu, and Leh.
3. J&K Bank will provide financial assistance on a preferential basis to the youths trained by the IIM Jammu Diversity Cell to promote entrepreneurship amongst SC/ST youths.
4. IIM Jammu to collaborate with J&K Bank to develop various programs that promote and develop women entrepreneurship in the J&K. Various competitions will be conducted and scholarships/funding schemes offered to budding women entrepreneurs in the UT.
5. J&K Bank will identify various areas and provide short term summer internships/ live projects to students enrolled in various Programs of IIM Jammu for providing them corporate training/ exposure during their course works on various themes/ business issues related to the Bank.
6. Capacity Building, Executive Education, and Consultancy

7. Research, Conferences & Case Writing
8. J&K Bank to award Scholarship and Gold Medals to Meritorious Students of IIM Jammu.

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Glimpses from the Inaugural Ceremony of Orientation Programme 2022





