

Press Release

IIM Jammu Orientation Program of the 3rd Batch of Ph.D., 7th Batch of MBA, 2nd Batch of EMBA, 1st Batch of MBA (HA&HM): Day 4

15th July 2022, Friday, Jammu: IIM Jammu's day four of five Day Orientation program for MBA-07 began with the beautiful drizzle welcoming students by the Yoga and meditation trainer under the program '*Maximize Happiness and Mindfulness*'. He performed and assisted students to perform various Yoga asanas to boost them with energy and positivity, to begin the day.

The first session started with Dr. Baljeet Singh, Associate Professor, IIM Jammu introductory words laying emphasis on the importance of Case Studies in the upcoming Biz journey. He shared his thoughts on how to get absorbed in the IIM system and its framework while addressing the shortfalls one might face on this grilling yet cherishable journey. He accentuated the importance of Case Studies and marketing models to build a Brand and talked about the returns involved. He also quoted that one cannot be a "*Freerider*" to *burden up peers*' pressure. According to him acceptance is the key because '*Where there is a difference, there will always be a problem*'. He also signified the importance of "*Knowing the Numbers*".

A session by Dr. Barnali Chaudhary, Chairperson, Student Affairs, IIM Jammu was conducted to shed some light on Students' Policies, Rules, and Regulations at IIM Jammu. She provided them with an overview helping them to get well versed with the roles and responsibilities of the department towards students and about the latter's duties and responsibilities towards the institution and the department. These measures are made to make students accountable and inculcate a sense of responsibility.

This was followed by a keynote session by the industry speaker, Ms. Somya Sahu, Associate Director, GEP Worldwide. She shared about her personal experiences, and her '*Expectations vs Reality of a B-school to keep students versed with the upcoming challenges*'. She talked about her first few steps towards humility, gratitude, and identifying, acknowledging, and learning the strengths of diversity. Her emphasis on networking and accepting reality was insightful for students. According to her- A career is a zig-zag journey and not a straight-line path. One should make most of the '*MBA Card*' to level up this journey because a "*Career is lived forward but understood backward*." She also stated that a band-aid needs to be ripped off to come out of my comfort zone and that being an opportunist is essential while good peers and supportive people make a career sustainable.

The final session before the lunch was concluded by Ms. Anshula Verma, Director, and National Head- HR and Talent Acquisition EY. She talked about five winning behaviors to the students in order to attain individuality while being in a race. She emphasized on behavioural change and its aspects in order to maintain composure while being in corporate culture. She conveyed the key characteristics of social styles- controls and emotions: analytical, driving, amiable, and expressive. She also put in her kind words with respect to social style needs, orientation, and growth action. She emphasized the fact that the sweet spot in maintaining individuality is also a key driver. Her power-filled lecture was concluded with a Chinese proverb- "*Be not afraid of growing slowly, be afraid only of standing still*."


Post lunch, the orientation program resumed with a session on '*Teaching Through Case*', led by eminent faculty members ranging from Dr. Pankaj K Agarwal, Dr. Ateeque Shaikh, Dr. Rashmi Ranjan Parida, Dr. Mahesh Gadekar, and Dr. Mamta Tripathi, of IIM Jammu.

During the sessions, a case study was given to the students to glance over and state various findings. It was followed by a discussion on the case study with students taking the initiative to present their points of view. The faculty members iterated on the importance of reading the case study thoroughly as the solution lies in the details. They highlighted that student would get accustomed to real-life corporate problems by solving case studies and gain a sense of real-time problem-solving in the corporate world. A brief was provided as to how a case should be analysed. This was followed by a set of interesting activities for the students to energize them. The activities were impromptu and required the students to think on their feet. The students participated actively and came up with intuitive ideas to complete the given tasks.

After a day full of industry and faculty interactions, a cultural event was arranged for the students. The new batch showcased its talent through several activities like dancing, poetry recitation, singing, and art. The cherry on the cake was the senior batch's enthralling performances.

The day ended on a good note leaving students in anticipation of the final day of the Orientation Program. The New Education Policy will strengthen India and the research and innovation ecosystem in the 21st century as a stable and enlightened knowledge society.

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Glimpses from Day 4 of the Orientation Program



