

Press Release

IIM Jammu's MDP on Effective Leadership for Branch Managers of J & K Bank Ltd. Ltd. is off to a positive start

16th Jan 2023, Jammu: Indian Institute of Management (IIM) Jammu as part of its Executive Education and Consultancy offering successfully inaugurated the Management Development Programme (MDP) on 16th Jan 2023 at its transit Campus in Jammu and Srinagar Off-Campus. The programme is a five-day programme from 16th to 20th Jan 2023 on effective leadership for branch managers of J & K Bank Ltd. Ltd. The program is carefully tailored to address the changing landscapes in the banking sector and to contribute to the skill development of J&K bank professionals.

The event was formally inaugurated by Prof. B.S. Sahay, Director, IIM Jammu, and Shri Sunit Kumar, General Manager, Credit, and Business Operations, J & K Bank Ltd. Ltd. at Jammu Transit Campus. The Srinagar Off-Campus was graced by Shri Baldev Prakash, Managing Director, and CEO, J & K Bank Ltd. Ltd and Shri Sushil Kumar Gupta, General Manager, HR, J & K Bank Ltd. Ltd. The event commenced with the lamp-lighting ceremony and welcome address at Jammu by Dr. Rashmi Ranjan Parida and Dr Baljeet Singh at Srinagar Off-Campus and an introductory address by Dr. Pankaj. K. Agarwal, Chairperson, Executive Education & Consultancy at Jammu. The virtual tour of IIM Jammu's upcoming state-of-the-art campus at Jagti was also played during the inaugural session. The programme directors of the programme are Dr. Rashmi Ranjan Parida, Dr. Mahima Raina (Jammu Region), Dr. Baljeet Singh and Dr. Gaana. J (Srinagar Off-Campus), faculty of IIM Jammu.

Speaking on the occasion at Srinagar- off Campus, Shri Baldev Prakash, Managing Director and CEO, J & K Ltd. mentioned that the five-day program is tailored to the current and emerging trends in the three broad areas of leadership, interpersonal communication and marketing and customer orientation with the aim of equipping our employees of J & K Bank Ltd. Ltd. to gain new insights and directions in these specific domains to enable them to create more impact in their professional space. I am sure this programme with IIM Jammu is sure to create a lasting difference and thereby pave the path for the growth and development of the U.T of J & K.

Speaking on the occasion at Jammu Transit Campus of IIM Jammu, Shri Sunit Kumar, General Manager, Credit and Business Operations, J & K Bank Ltd. Ltd. mentioned that the five-day power-packed Management Development Programme will be a dynamic training programme which is sure to strengthen the leadership capabilities and enhance the managerial skills of the banking professionals of J & K Bank Ltd. . He also emphasized that the programme would provide a great opportunity to enhance their existing skills and gain new ones.

Speaking on the occasion, Prof. B.S. Sahay, Director, IIM Jammu welcomed all the participants to the campus. He also spoke about the significance of leadership in today's rapidly changing economic scenario. According to him, effective leaders are critical to the success of an organization, and leadership development is important in developing good leaders. In the new era of globalization, the banking sector has witnessed drastic changes at structural and organizational levels. He further mentioned that banking plays a key role in deciding the best business practices in developing new markets and clients and creating new products for e-commerce and net-based technologies. He also spoke that in IIM Jammu, 70 % of the students who get admitted to the programme fund their educational expenses through educational loans provided by various banks and so there is a major opportunity for the banking sector to be tapped when it comes to educational Institutes.

Speaking further, he mentioned that, with rapid strides in technology, the banking scenario is constantly evolving with new opportunities. He emphasized there is a constant need to upskill and reskill yourself to the challenges of tomorrow. He also quoted anecdotes from his rich experiences from the past, spoke extensively about the programme, and the facility at IIM Jammu Srinagar Off Campus along with a mention of the state of art permanent campus of IIM Jammu coming up at Jagti. He also mentioned that IIM Jammu has always been committed to the creation of leaders through its innovative programmes, outstanding faculty and thought leadership. He mentioned

it is an opportunity for IIM Jammu as a management institute to contribute to an important sector like banking, as banks play a vital role in the country's economy and development.

The vote of thanks was proposed by Dr. Mahima Raina at Jammu and by Dr. Gaana. J at Srinagar Campus. The programme consisted of 20 participants at Jammu and 20 participants at Srinagar-off Campus. The overall administration coordination of the entire programme at both centres was handled by Shri Nadeem Younus Zargar, Administrative Officer, Executive Education and Consultancy. The inaugural event culminated with a group photograph with the participants from J & K Bank Ltd. Ltd.

Glimpses from Inaugural Event- IIM Jammu Campus







Glimpses from IIM Jammu Srinagar-Off Campus Inaugural Pics



