



PANORAMA

Quarterly Newsletter

July to September 2023

Volume 12





Contents

Director’s Message	2
MDP for PNB MetLife India Insurance Company	4
Havan Ceremony of IIM Jammu for Commencement of Academic Session	5
Orientation Programme of IIM Jammu	7
Plantation Drive- Green IIM Jammu” Initiative	16
Press Conference - Strategic Action Plan for Implementing NEP 2020”.	18
77th Independence Day Celebrations at IIM Jammu	20
MoU signed with University of Gothenburg, Sweden	22
Green J&K Drive initiated from IIM Jammu	23
MDP for Power Grid Corporation of India Limited	26
Guest Session with IIMA Alumni Sh. Sunil Shah	27
”G20 University Connect” lecture series	28
Orientation Programme of the Third Batch of IPM	30
Pact with University of Jammu	33
Guest Lecture- Mr. Avnish Sabharwal	35
19th HxMDP - A Joint Programme of IIM Jammu with AIIMS Jammu and RFHHA	36
Parliamentary Review Committee Meeting for Hindi Language Implementation at IIM Jammu	39
Hindi Pakhwada	40
IFAC 2023	41
Research Publications/Papers	45
IIM Jammu in Media	50
Faculty Speak/Student’s Testimonial	52



-  Editorial Advisory Board: **Dr. Anuja Akhouri, Dr. Bijoy Rakshit, Dr. Ateeque Shaikh, Dr. Kulwinder Kaur**
-  Content Writing & Editing: Mr. Shalin Sasidharan Nair
-  Newsletter Design: Ms. Ruchi Kumar
-  Photography: **Drishti Committee (Photography), IIM Jammu**
-  Reporting, Data Compilation & Support: **Corporate Communication Committee, IIM Jammu**
MBA’06: Abhigyan Pathak, Anushka Srivastava, Garima Sharma, Khyati Mehta, Mayank Dhawan, Rohan Kumar Chaurasia, Sarthak Chauhan, Saurabh Chawla, Saurabh Dalal, Sourabh Kr. Panday
MBA’07: Dhritipaul, Gaurav, Hrithik, Khushbu, Manav, Mushahid Fayaz, Parv Agrawal, Sahil, Shubham, Spandan, Vedika, Mohit
IPM’01: Harshit, Meghna, Swathy, Vanshika
IPM’02: Muskan, Nikitha, Yashita



Director's Message

immensely proud of this recognition and will continue to strive for excellence in all aspects of management education.

As the esteemed director of our prestigious college, I must commend our unwavering commitment to the pursuit of academic and scientific excellence. This steadfast dedication serves as a significant asset to our institution. As a college director, it is of utmost importance to ensure that our students receive not only theoretical knowledge from textbooks but also valuable hands-on experience that will make them capable of becoming aspiring entrepreneurs and intrapreneurs of the future. Our meticulously designed curriculum aims to equip our esteemed students with the essential skills required to thrive in dynamic, demanding environments characterized by rapidity and intensity.

We are proud to present a diverse range of programs that cater to the increasing demand for exceptional professionals across various domains. Our esteemed institution offers the MBA, Ph.D., EMBA, IPM, and MBA (HA & HM) programs, each designed to equip students with the necessary skills and knowledge to excel in their chosen fields. Throughout our most recent admissions rounds, we have been fortunate to receive an impressive influx of highly talented and motivated individuals who wholeheartedly embrace our mission to cultivate independent leaders. In our esteemed MBA program this year, we are thrilled to announce that we have a remarkable total of over 260 talented students. It is truly a testament to the exceptional academic year we are experiencing. Notably, we are proud to highlight that an impressive 47% of these students are women, an impressive feat that deserves commendation.

In light of the COVID-19 epidemic, we have come to appreciate the immense importance of integrating state-of-the-art technological approaches within our educational environment, here at the new

campus as well. Through the seamless integration of cutting-edge technologies, our esteemed faculty members have played a pivotal role in fostering a strong connection between professors and students. Their unwavering dedication has been instrumental in upholding the utmost levels of excellence in education and research. Our goal is to increase the number of professors by two times in the near future, since this would significantly enhance the quality of our educational programs.

At IIM Jammu, we place a great emphasis on the pursuit of research. Our esteemed faculty and dedicated students truly understand the significance of a well-rounded liberal arts education and the value of contributing to peer-reviewed journals. Last year, our esteemed institution's active involvement in the prestigious International Accreditation Ranking was a significant stride towards progress, showcasing our unwavering commitment to fostering academic excellence.

Not only do we foster partnerships with esteemed universities and renowned companies in India and across the world, but our impact extends far beyond the confines of the classroom. The collaborations we have established offer numerous opportunities for our esteemed stakeholders, fostering the growth of ethical leadership and entrepreneurial spirit.

IIM Jammu has embarked upon a momentous journey as we proudly commence our operations from the vast permanent campus, encompassing a remarkable expanse of 200 acres adorned with state-of-the-art facilities.

Ladies and gentlemen, it is with great pleasure that we unveil our magnificent new campus to the incoming class. This state-of-the-art facility

provides an unparalleled platform for our students to showcase their immense potential and captivate potential recruiters. Furthermore, it is with great enthusiasm that we announce our Srinagar facility's role as a distinguished Global Center of Excellence in the realms of innovation and entrepreneurship. This deemed establishment will place a special emphasis on our recognized Management Development Programs.

In the pursuit of brilliance, it is imperative that one does not compromise their well-being or the enjoyment of life's pleasures. Introducing 'Anandam,' a groundbreaking center for happiness dedicated to the holistic improvement of our esteemed stakeholders and the wider community.

We cordially invite you to embark on an exhilarating journey as you grace us with your presence at the awe-inspiring campus of IIM Jammu. Immerse yourself in the vibrant atmosphere, interact with our esteemed stakeholders, and experience the enriching ambiance of scholarly pursuits and knowledge acquisition. To foster the emergence of a new generation of resilient and self-reliant leaders, it is imperative that we collaborate harmoniously to shape the trajectory of management education.

Thank you for your unwavering dedication, and I eagerly anticipate your arrival at IIM Jammu soon. Dear Prospective Student, Warm greetings from the esteemed institution of higher learning! Yours faithfully, Dear esteemed student, on behalf of the college, I, as the director, extend a warm welcome to you. Welcome to the prestigious Indian Institute of Management in Jammu and Kashmir!

Prof. B. S. Sahay
Director, IIM Jammu



Management Development Programme for PNB MetLife India Insurance Company Limited

Indian Institute of Management (IIM) Jammu inaugurated the Management Development Programme for PNB MetLife India Insurance Company Limited on 06th July 2023 at Srinagar off-Campus in the presence of Prof. B.S. Sahay, Director, IIM Jammu, Shri Prranta Dutta - Director - Distribution Training & Corporate L&D, Human Resources, Shri Anjan Talukdar - Associate Director - L&D - HR, PNB Met Life India Insurance Company Limited, and Dr. Muqbil Burhan, Chairperson, Executive Education, and Consultancy and Srinagar -Off Campus.



The Programme Directors for this training program are Dr. Ashish Kumar, Dr. Manu Bansal, Dr. Pratik Maheshwari, and Dr. Niti Shekhar, IIM Jammu. The duration of the programme is five months from July 2023 to November 2023. Twenty-five hours of classroom learning would be provided at IIM Jammu in offline mode and twenty-five hours would be taken by PNB MetLife. The objective and scope of the programme are designed to help Life Insurance Professionals to develop managerial acumen with broad objectives such as developing expertise, improving sales acumen, enhancing product knowledge, fostering customer service excellence, and promoting regulatory compliance.

Prof. B.S. Sahay, Director, IIM Jammu, mentioned that learning should not be limited to a specific industry or to your own geographical location. He reiterated that Globalization has changed the way people and companies do business. This has led to changes in the business landscape. As a result, Life Insurance Professionals need to be imparted managerial training to gain and develop business acumen and capabilities to adapt well to the changes in the business environment. He stressed that the course would expose Life Insurance Professionals to the art of management and help them understand the basic concepts of entrepreneurship, finance, strategy, design thinking, innovation, and communication.

Shri Prranta Dutta - Director - Distribution Training & Corporate L&D, Human Resources mentioned that effective management is closely linked to financial performance. He emphasized that well-trained and efficient managers can optimize resources, implement cost-saving measures, and drive revenue growth. By enhancing management capabilities, the company can achieve improved profitability and sustainable financial success.



Shri Anjan Talukdar - Associate Director - L&D - HR, PNB Met Life India Insurance Company Limited mentioned that the training programme will increase the knowledge & awareness of the business situation and environment among the administrative staff to take up the present and future training challenges.



The initial part of the program is being conducted in offline mode at Srinagar Off Campus. The entire program is being coordinated by Executive



Education Office. The inaugural program concluded on a positive note.

Havan Ceremony of IIM Jammu for Commencement of Academic Session at its Permanent Campus



Indian Institute of Management (IIM) Jammu performed a "Havan Ceremony" to commence the start of the academic session from its state-of-the-art permanent campus at Jagti, Jammu. The "Havan

Ceremony" was graced by Prof. B.S. Sahay, Director, IIM Jammu, Prof. Jabir Ali, Dean Academics, Cmdr Kesavan Baskkaran, (R), Chief Administrative Officer, CA Rajat Jain FACAO, IIM Jammu, faculty, officers, staff members and students of IIM Jammu.

The "Havan Ceremony" was performed by the priests from the Lord Balaji Temple, Jammu. The Institute will



also be holding a holistic 5-day Orientation Program for the 4th Batch of Ph.D. (2023-26), the 8th Batch of MBA (2023-25), the 3rd Batch of EMBA (2023-25), and the 2nd Batch of MBA (HA&HM) (2023-25) from 24th July to 31st July 2023 at its state-of-the-art permanent campus at Jagti, Jammu.



COMMENCEMENT OF THE NEW ACADEMIC SESSIONS FROM THE NEW PERMANENT CAMPUS



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

Indian Institute of Management (IIM) Jammu marked the beginning of another promising academic year with a grand inaugural ceremony. The inaugural ceremony of the orientation programme was also special since it was being held in its state-of-the-art permanent campus at IIM Jammu successfully inaugurated the Orientation Program, welcoming the 8th Batch of MBA (2022-24), 4th Batch of Ph.D. (2023-26), 3rd Batch of EMBA (2023-25), 1st batch of EMBA (CA&M), 2nd batch of Ph.D (WP) and the 2nd Batch of MBA (HA&HM) (2023-25).

The event commenced with the symbolic lighting of the lamp, signifying the illumination of knowledge, wisdom, and prosperity. Following this, the atmosphere resonated with the soul-stirring notes of "Saraswati Vandana."

The ceremony was graced by by Dr. Milind.P. Kamble, Chairman, Board of Governors, IIM Jammu, Shri Anand Kripalu, Member, IIM Jammu, Dr. VijaySinh. S. Gambhire, Shri Lalit Naik, Shri Suresh T. Salunke, Members, Board of Governors, IIM Jammu and Prof. B.S. Sahay, Director, IIM Jammu. Present on the occasion was Prof. (Dr). Shakti Gupta, Director, AIIMS, Jammu, and Prof Manoj Singh Gaur, IIT Jammu. Also present were Prof. Jabir Ali, Dean Academics, IIM Jammu, and Dr. Rashmi Ranjan Parida, Chairperson, Admissions, IIM Jammu, faculty members, officers, staff and students of IIM Jammu.

Dr. Rashmi Ranjan Parida, Chairperson Admissions, took center stage to present an impressive overview of the incoming batch and the diversity in the student



profile from various backgrounds. He emphasized that IIM Jammu has the largest ever cohort of Ph.D. (working professionals) with 23 students, the impressive gender diversity of the commencing MBA cohort, with female students comprising 47% of the total strength of 265 students, and the launch of the new EMBA-CAM program.

Prof. Jabir Ali, Dean (Academics), captivated the audience with his warm welcome speech. He





articulated the academics at IIM Jammu to be truly enriching, informative, and highly interactive for students. Prof. Jabir Ali emphasized IIM Jammu's remarkable growth rate because of its increased student strength and program diversity since its inception.

Prof. B.S. Sahay, Director, IIM Jammu, addressed the students and shared the vision of IIM Jammu, encouraging the students to embrace the new academic environment and learn from hardships to become better managers. He also encouraged them to tackle situations by managing them better.

Next was the address by Prof. (Dr.) Shakti Gupta, Director AIIMS Jammu. Welcoming the new batch, Prof. (Dr.) Shakti Gupta, Director AIIMS Jammu, highlighted the significance of inculcating resilience and being open to diverse perspectives and ideas.

Prof. Manoj Singh Gaur, Director, IIT Jammu, addressed the students, emphasizing the importance of learning how to adapt to the new changes in global trends and technology.

Dr. Milind Kamble, Chairman, BoG, IIM Jammu, presided over the event and gave the presidential address, encouraging the students to engage in and promote "self-reliance" and contributing to the vision of India put forward by Hon'ble Prime Minister Shri Narendra Modi

Dr. Muqbil Burhan, Chairperson, Executive Education, IIM Jammu, delivered the Vote of Thanks and extended his gratitude to the dignitaries and



participants, expressing his confidence in the student's potential to create a positive impact on the world. He also showed his appreciation towards the parents for their cooperation while adjusting to the new campus. The inaugural ceremony culminated with the national anthem.



The symposium featured inspiring keynote sessions delivered by distinguished industry leaders, who shared their expertise and wisdom with the students.

Mr. Anand Kripalu, MD & Global CEO, EPL Limited (Blackstone), enlightened the audience on 'Career Growth and Development,' emphasizing the value of embracing the ups and downs of one's career and believing in India's story. Mr. Kripalu advised the students to take the right path throughout their career trajectory and step out of their comfort zone.

Next was the session by Dr. VijaySinh S. Gambhire, President & Director, The Sirpur Paper Mills Limited, who spoke about 'Turnaround of the Organization,' imparting invaluable lessons in raising a business from





भारतीय प्रबंधन संस्थान जम्मू
Indian Institute of Management Jammu



ORIENTATION PROGRAM

24th - 31st July 2023

Ph.D. 4 th Batch (2023-26)	MBA 8 th Batch (2023-25)	EMBA 3 rd Batch (2023-25)	MBA (HA&HM) 2 nd Batch (2023-25)	EMBA-CAM 1 st Batch (2023-25)
--	--	---	--	---

the ground up, and the roles of goodwill, market research and how government supports play a crucial role in improving business practices.

Dr. Suresh T Salunke, CEO, Tata Precision Industries, shared his 'Corporate Journey,' showcasing the power of having a positive mindset and letting go of the inferiority complex. Drawing anecdotes from his personal life, he urged the students to inculcate time management skills in entrepreneurship by prioritizing what is important to them.

Mr. Lalit Kumar Naik, Director, Noveltech Feeds Pvt. Ltd., shed valuable insights on the topic 'Career in Consulting,' inspired students to become great and successful consultants by understanding the client's needs and translating them into meaningful data. He also emphasized the importance of being an idealist and prioritizing quantitative analysis as opposed to qualitative judgment.

Prominent faculty members of IIM Jammu shared valuable insights into the academic rigor, pedagogy, and expectations of the students.

Dr. Manu Bansal, Co-Chairperson (MBA) suggested the students make the most out of the rigorous curriculum and approach it with focus and resilience. Dr. Harsha Jariwala, Chairperson (MBA (HA&HM)) welcomed the students and encouraged them to



take failures as life lessons towards a successful career path. Dr. Archana Sharma, Chairperson (EMBA) highlighted that the demanding curriculum will make the students learn how to handle difficult situations. Dr. Vaseem Akram, Chairperson (Doctoral Program) focused on being responsible and ethical leaders and to win but winning the right way.

The first day of the Orientation Programme ended with an address by Mr. Arup Bhattacharya, Administrative Officer – Academics. He addressed the students, familiarizing them with the environment and culture of the Institute.

The event also witnessed massive tree plantation by Dr. Milind.P. Kamble, Chairman, Board of Governors, IIM Jammu, Members of the Board of Governors, Prof. B.S. Sahay, Director, IIM Jammu, Prof. (Dr.) Shakti Gupta, Director, AIIMS, Prof. Manoj Singh Gaur, Director, IIT Jammu.



Day 2

The second day of the orientation of the new batches at IIM Jammu started with the students practicing Yoga and taking part in a concentration exercise, the event was organized to teach the future business administrators to balance inner happiness while coping with the hectic schedule of work. The theme of the yoga session was 'Maximize Happiness and Mindfulness' and was conducted by Shri. Sahil Mehra, Yoga Guru. The Yoga session incorporated various "Asanas" which helped the students to overcome stress, improve focus, and maintain physical well-being.



The next session was conducted by Bochasanwasi Shri Akshar Purushottam Swaminarayan Sanstha, Delhi on the topic "The Path Less Travelled: Embark on Meaningful Learning Journey".

The session was graced by Sadhu Tirthaswarupdas, Akshardam, Pujya Divyamanandh Swamy - Founder, IPDC, Pujya Nischay Bhagat - Integral member of IPDC, Gourav Viplani.

Following the insightful session, Pujya Divyamanandh Swamy enlightened

the students on the topic "Counting the Uncounted" and told the importance of the three most precious values "To give, To forgive, and To believe".

Soon after, Mr. Gourav Viplani emphasized the importance of "Hearing the Unheard", which is an important quality for future leaders, and he interacted



with students and posed questions to inculcate the idea of "Hearing the Unheard" quality in students.

Then, Pujya Nischay Bhagat spoke about "The way of perceiving things" and shared how faith helps one in unleashing power in society. He narrated an inspirational story of Mr. E. Sreedharan, the man behind the Konkan Railway route and Delhi Metro.

The event by the Bochasanwasi Shri Akshar Purushottam Swaminarayan Sanstha concluded with "speaking on the importance of sensitivity towards others, manners, skills, strategy, and faith. By giving numerous examples he explained to the students how these values will help them to lead a happy and successful life."

At last, the students proceeded outdoors to participate in the outbound activities organized by the institute.

These activities were aimed at developing team spirit, building trust and relationships, fostering collaboration, enhancing communication skills, diversity appreciation, and many such values. The day concluded with students gaining mutual respect and trust for their batchmates and building strong relationships for peer learning.



Day 3

The third day of the orientation of the new batches at IIM Jammu started with the students practicing Yoga and taking part in a concentration exercise, the event was organized to teach future business leaders to maximize inner happiness while coping with the hectic schedule of work to find the perfect balance between professional and personal life. The theme of the yoga session was 'Maximize Happiness and Mindfulness' and was conducted by Shri. Sahil Mehra, Yoga Guru. The yoga session was coordinated by Team Anandam.



He encouraged the students to "Dream Big, Think Big, and Do Big." He concluded his session with an interactive Q&A with the students.

Following the insightful session, Prof. Jabir Ali, Dean (Academics), highlighted the importance and role that Case Studies play in the current curriculum. He shed light on the intricacies of consulting roles and how learning through actual cases plays a big part in the development of an MBA student.

Following this, Mr. Sumit Dutta, Chief Business Officer, BlueMedix spoke about "The Role of Management and Leadership in Business Strategy." He instilled the virtues of management and leadership among students and discussed the goals of business strategy, urging the students



The next session was conducted by the Hon'ble Shri Mukesh Singh, IPS, ADGP, Jammu Zone. He enlightened the students on the demographics of J&K since the 1980s and how cooperation and hard work played a role in the development of J&K into a peaceful state. The session was coordinated by Dr. Muqbil Burhan and Dr. Apurva, faculty, IIM Jammu.

Prof. B.S. Sahay, Director, IIM Jammu, took center stage and addressed the students regarding their contribution to shaping the future of IIM Jammu.



to learn contemporary norms in the business world. He also emphasized the skills necessary to overcome adversities in corporate life. The session was coordinated by Dr. Parvathy B, faculty, IIM Jammu. The session was coordinated by Dr. Gaana J and Dr. Anuja Akhouri, faculty, IIM Jammu.

The next session was conducted by Ms. Shibani Priyadarshini, Talent Management Head India, Novo Nordisk on the topic “Change Management and the Rising Role of Mental Health.” She articulated the importance of positive and negative strokes and their effects on human minds. The session rendered essential knowledge of behavioral psychology and its implications in real life. The session was coordinated by Dr. Ashish Kumar and Dr. Niti Shekhar, faculty, IIM Jammu.

A plantation drive was conducted on the eve and all the speakers planted trees on the new campus. The students eventually made their way outside to take part in the outbound activities organized by the institute. The objectives of these events



were to create collaboration, foster teamwork, improve communication skills, and many other ideals. The day came to an end with students developing strong bonds with their batchmates and establishing respect and trust for one another.

Day 4

The Day 4 of orientation program at IIM Jammu kickstarted with lot of enthusiasm. Students practised yoga in the morning with Shree Sahil Mehra, Yoga Guru. The yoga sessions were coordinated by Team Anandam, IIM Jammu

Students eagerly waited to hear the address of Lt. Gen. Sandeep Jain, Corps Commander. He structured his talk from the points of view of a parent, an experienced person, and being a senior army officer. He insisted on the importance of



“AatmaNirbharBharat” and concluded his talk by briefing us on the necessity of strategic autonomy with citing practical examples. The session was coordinated by Dr. M. Vijay Prabhakar and Dr. Pratik Maheshwari, faculty, IIM Jammu.

Going forward, Shri Anshul Garg, IAS, CEO, Shri Mata Vaishno Devi Shrine Board (SMVDSB) J&K spoke on the title ‘Management- A practitioner’s Lens’. He illustrated the infinite potential and will power India possesses through the pictures of first ever rocket and satellite transported by Indian scientists through cycle and bullock cart. He went on explaining



the importance of managing a team, stakeholder to reach full potential. He concluded his talk by explaining the virtues of managing one’s internal self through following a routine and managing mental and physical health through yoga and spirituality. The session was coordinated by Dr. Sarbjit Singh and Dr. Sundar R., faculty, IIM



Jammu. The session of Shri Anshul Garg, IAS, CEO, SMVDSB was also graced by Prof. B.S. Sahay, Director, IIM Jammu

Moving forward was Prof. Jabir Ali, Dean Academics, IIM Jammu addressed the students of the institution on the topic ‘Teaching through case studies. He enlightened the students with his knowledge-based session focussing on what is case study all, its types, and the benefits of a case study analysis. Highlighting the importance of learning concepts in a realistic context, Prof. Ali urged the students to be active, inquisitive, creative, and collaborative.



Leading a highly interactive discussion on ‘Harnessing the Power of Marketing for Business Growth’, Mr. Nikhil Davda Senior General Manager (Head Marketing & Product), Mahindra Life space Developers took everyone on a nostalgic journey by recalling popular advertisements and campaigns and discussing the marketing strategies and stories behind them. Mr. Davda encouraged the students to innovate already used media options, discovering new cost-effective media and timing one’s connection right to stand out amidst cluttered market platforms. The session was

coordinated by Dr. Baljeet Singh and Dr. Sudeep Das, faculty, IIM Jammu.



The final session was presented by Mr. Vishal Thakur, Deputy VP HR, Tata Capital, on the title ‘What to do beyond MBA’. He shared his personal life experience and stressed the importance of having an alternate passion or activity apart from a regular job, which necessarily doesn’t pay money but rather provides solace and fulfilment in life. Secondly, through the history of the Ramayana, he drew parallels to summer internships to emphasise the



importance of giving your best during those two months. Finally, he concluded by quoting that “Life is nonlinear after MBA’ and advised the students to embrace it with an open mind. The session was coordinated by Dr. Manu Bansal and Dr. Praveen Vijaya Raj P, faculty, IIM Jammu



Day 6

The Day 6 of the orientation program at IIM Jammu kickstarted with a lot of enthusiasm. Students practised yoga in the morning with Shri Sahil Mehra, Yoga Guru. The yoga sessions were coordinated by Team Anandam, IIM Jammu.

In the evening hours, Jayaprakash Sivasamy - Assistant Librarian, IIM Jammu greeted the students and ascertained them the various rich collection



of Books, Journals, E-Databases, E-journals, reports, and case studies, etc. available in online as well as offline forms at the library. He also provided an overview of the overall functioning of the library and introduced his team to the students during his interactive session.

He reiterated that the objective of the library is to facilitate appropriate and user-friendly access to current and relevant information to its patrons. He also gave an overview of the new library coming at the state-of-the-art campus at Jagti and mentioned that it would be a mix of traditional and modern architecture.

During his address, he mentioned that the library acts as a learning resource center for the faculty, staff, and students at the Institute and also acts as a nodal center for Harvard business school and Ivey cases. Lastly, he wished good luck to the students for their journey ahead and offered all assistance to the students during their stay at IIM Jammu.



Day 7

Day 7 of the Orientation Programme at IIM Jammu kick-started with a reviving yoga session with Shree Sahil Mehra. The session was coordinated by Team "Anandam". The session filled students with positive energy, rejuvenating their body and mind.

There was a session on 'Students' Policy, Rules and Regulations at IIM Jammu' by Dr. Ashish Kumar, Chairperson, Student Affairs, IIM Jammu. He briefed the students about the student policy, rules, and regulations to be followed by the students at the Institute.

Later in the evening, students were addressed by Ms. Swati Jain, Vice President-EXL Analytics, EXL Services. She briefed on the mantras of creating work-life balance by being empathetic and mindful. Being one of the top 10 AI influential leaders in India, she guided the students in finding their speed spots to excel in their careers. Ms. Swati also shared anecdotes of her life and reflected on the importance of ethical values. She also discussed the rapid expansion of analytics as a sector in India. In addition to this, she conversed with us about the ways analytics intervene across organizational functions and various roadmaps



one can take. Along with this, recent trends including Responsible AI, and Real-Time Data Processing were also communicated during her session. The session was coordinated by Dr. Eshika Aggarwal and Dr. Guangpuanang Kahmei, faculty, IIM Jammu.

Further, Mr. Alok Jha Head-Operations, Healthcare & Life Sciences, Tech Mahindra shed some light on various challenges in operations management.



Day 8

As part of the Orientation Program, IIM Jammu organized an insightful session with esteemed faculty members Prof. Jabir Ali Dean Academics & Chairperson Placement and Prof. Baljeet Singh, Co-Chairperson Placement. The session shed light on the institute's unique approach to placement activities and its vision to achieve Day 0 and Day 1 placement, reinforcing IIM Jammu's commitment to providing students with exceptional career opportunities.

During the session, Prof. Jabir Ali passionately described IIM Jammu's distinctive placement setup, which is entirely managed by students, ensuring their active involvement in shaping their future. This student-centric approach empowers candidates to

He also discussed the use of nanotechnology, metaverse, and tele-medication in the healthcare sector. He evoked the students to be reactive, corrective to predictive, and pre-emptive. He also urged the students to increase their digital literacy and get in handy with platforms like Blue Prism, RPA, and NLP. To elevate from mindshare to market share, Mr. Jha spurred emotions to learn, apply, unlearn, and relearn. In the end, he concluded with a note to be considerate towards nature. The session was coordinated by Dr. Jaganth.G. and Dr. Pradeep Kumar Tarei, faculty, IIM Jammu.

This was followed by a session on, 'Administrative Support, Discipline and Security on the Campus' by Cmdr Kesavan Baskaran (R), Chief Administrative Officer, IIM Jammu. He made the students familiar with the administrative policies and safe practices followed by the Institute. The overall program was a sumptuous experience for the new students of IIM Jammu.



take charge of their career trajectories and fosters a sense of responsibility and ownership in their professional journey.

To further enhance students' preparation and development, Prof. Ali unveiled plans to collaborate with a renowned training and placement third-party agency. This partnership will provide students with comprehensive support and guidance, equipping them with the skills and knowledge required to excel in their respective domains.

In a captivating address, Dr. Baljeet Singh emphasized IIM Jammu's dedication to upholding fairness and equal opportunities for all students. The institute's placement policies are designed to create a level playing field, ensuring that everyone has an equal



chance to showcase their potential and secure a rewarding career.

D. Baljeet Singh also expressed great pride in IIM Jammu's rapid growth and remarkable positioning among other esteemed IIMs. The institute's commitment to academic excellence, innovation, and leadership development has been instrumental in its ascent as a distinguished center of learning.

The Orientation Program at IIM Jammu sets a strong foundation for incoming students, acquainting them with its values, opportunities, and vision.



Plantation drive carried out at IIM Jammu as part of, "Green IIM Jammu" Initiative

IIM Jammu as part of its, "Green IIM Jammu" initiative organized a massive plantation drive inside the state-of-the-art campus aimed at campaigning for green culture and promoting a greener ecosystem along with providing a pollution-free atmosphere to the residents inside the campus. The massive plantation drive of IIM Jammu was conducted in coordination with J & K Forest Department. The drive was graced by Shri BM Sharma, Additional Chief Conservator of Forests, Jammu Province, Prof. Jabir Ali, Dean Academics, IIM Jammu, Dr. Muqbil Burhan, Chairperson Srinagar Off Campus, Dr. Ashish Kumar, Chairperson Student Affairs, Shri Shailesh Lohiya, Librarian, IIM Jammu and other faculty, officers, staff members and students of IIM Jammu.

Prof. B.S. Sahay, Director, IIM Jammu mentioned that IIM Jammu is committed towards building a green campus. We aim to create a good sense of social responsibility towards Mother Nature and eco-friendliness among our students, faculty, officers, and staff members through this initiative. Through such initiatives, we would like to set an example to our students and particularly motivate the residents to contribute to the protection of the environment as active stakeholders, for contributing to a sustainable ecosystem.

Prof. Jabir Ali, Dean Academics, IIM Jammu mentioned that such initiatives are sure to help in creating more awareness about the importance of growing trees to prevent global warming and thereby reducing pollution.

The plantation of the trees was successfully carried out as per the planned schedule. Many



plant saplings of different types and large size were planted during the plantation drive. The plantation saw active participation from the faculties, officers, staff members and students. Through today's event, the students and residents felt intimately connected with nature in their efforts to build a greener campus. The seeds of social and environmental responsibility sown at IIM Jammu is sure to bear fruit in the near future and go a long way.



Press conference on, “Strategic Action Plan for Implementing NEP 2020”.



NEP 2020 aims at addressing many growing developmental imperatives of India & emphasizes creating a holistic learning environment: Prof. B.S. Sahay, Director, IIM Jammu

NEP is a path-breaking & comprehensive document making education holistic, affordable, accessible, and equitable: Prof. Manoj Singh Gaur, Director, IIT Jammu.

Indian Institute of Management (IIM) Jammu in collaboration with the Press Information Bureau (PIB) along with the Indian Institute of Technology (IIT), Jammu organized a press conference on, “Strategic Action Plan for Implementing NEP 2020”. The program was hosted by the Indian Institute of Management (IIM) Jammu at its old transit campus in Canal Road on 26th July 2023.

The event was attended by Prof. B.S. Sahay, Director, IIM Jammu, Prof. Manoj Singh Gaur, Director, Indian Institute of Technology (IIT), Jammu, Shri. Amit Kumar, Assistant Commissioner KV Jammu, Sh. Ghulam Abbas, Joint Director PIB & CBC J&K, Ladakh, Sh. Vivek Pathak, Assistant Director DD, and Media & Communications Officer, PIB Jammu, Sh. Sheikh Mudasir Amin

Speaking on the occasion, Professor B.S. Sahay, Director, Indian Institute of Management (IIM), Jammu,

said, the National Education Policy 2020 aims at addressing many growing developmental imperatives of India and is emphasizing creating a holistic learning environment. He further added that Jammu is the only region in India having three prestigious institutions located here which have been able to start inter-institutional connections in different fields with the inception of NEP 2020 like the Dual Degree Program (B.Tech. and MBA) with IIT Jammu, MBA in Healthcare and Health Administration with AIIMS Jammu and IIT Jammu and Executive MBA in Corporate Affairs and Management with Indian Institute of Corporate Affairs, Gurugram.

He further mentioned that in NEP 2020, students are given increased flexibility and choice of subjects to study, creating a holistic and well-rounded individual equipped with 21st-century skills. NEP 2020 will create a new system aligned with the aspirational goals of 21st-century education and is laying a particular emphasis on the development of the creative potential of each individual.

Prof. Manoj Singh Gaur, Director, Indian Institute of Technology (IIT) Jammu while interacting with media said, NEP 2020 is a path-breaking & comprehensive document making education holistic, affordable, accessible, and equitable for all. With the inception of NEP 2020 and the flexibilities provided by it, and B. Tech student who has completed his 6 semesters, can join IIT Jammu for the final two semesters after meeting the requisite qualification criteria. This will take place through NCRF's [National Credit Framework]

Academic Bank Criteria of Academic Bank of Credit (ABC) which is a digital or virtual or online storehouse of academic credit database of Higher Education Institutions promoting Learner-Centric Education via Seamless Mobility of Learners.

He further added that the Centre for Essential Skills (CES) at IIT Jammu keeps on training people from outside IIT Jammu with essential skills like Finance, Technology, Soft-skills, and Language and Life skills and so far, CES has benefited 6000+ individuals from and across the region. He also informed on the latest development is the establishment of the Sharad Saraf Centre for Ayurveda and Indic Studies which is in line with the NEP 2020's vision for promoting the Indian Knowledge System via Teaching, Training, Research, Collaboration, and Awareness Programs. He reiterated that this will also help in the generation

of a repository of the Indian Knowledge System.

The event culminated on a positive note followed by media bytes and lunch



IIM Jammu Meets Local Entrepreneur – Sanchaita @ Shilpkari Bazaar

The IIM Jammu Foundation for Entrepreneurship Innovation & Skill Development under the leadership of Prof. B.S. Sahay, Director, IIM Jammu hosted the serial event INSPIRE: Meet Your Local Entrepreneurs on August 4, 2023, at the Canal Road Campus. The event featured Ms. Sanchaita Khajuria, a women entrepreneur who shared her story of success, determination, and passion without fear.

The show was managed entirely by the student body of IIM Jammu viz. Entrepreneurship Development Cell where the students had the unique opportunity to hear firsthand the inspiring story of the entrepreneur. She shared her entrepreneurial journey from wild-life tourism at Delhi to the handicrafts of Jammu through the turmoil of COVID. Being from Orissa and married into a Dogra family she built her business three years ago on the art forms of the small town of Basohli in the Kathua district of Jammu and Kashmir.

She eloquently recounted her challenges, triumphs, and the pivotal role of courage in shaping her journey to explore and preserve the culture and heritage of J&K. She shared how she worked at small organizations before embarking on her current entrepreneurial

journey as the founder of Shilpkari Bazaar, a startup that focuses on manufacturing and repositioning local arts and crafts of India for the next generation. Through candid conversations, she emphasized that persistence is the driving force that enables individuals to pursue their dreams, even in the face of fear and uncertainty. She urged students to instill qualities such as risk-taking and perseverance in their paths to success.

The fireside session was conducted by Dr Niti Shekar, faculty, IIM Jammu & the event witnessed the presence of Dr Vivek Sharma, Chief Innovation Officer, IIM Jammu. The session was followed by an engaging Q&A session, where participants enthusiastically interacted with the speaker. Students were eager to seek advice, guidance, and practical tips to excel in their entrepreneurial endeavours. Ms. Sanchaita Khajuria graciously shared her insights, leaving the audience with valuable knowledge and a renewed sense of determination. This was the first of the series of interactions planned by the IIM Jammu student body EDC, under the aegis of IIMJ-FEISD



77th Independence Day Celebrations at IIM Jammu



Indian Institute of Management (IIM) Jammu celebrated the glorious 77th year of Indian Independence as part of the “Azadi Ka Amrit Mahotsav” with gaiety and fervor at its state-of-the-art permanent campus at Jagti. The event commenced with a guard of Honor, and the Indian tricolor flag was hoisted by Professor B.S. Sahay, Director, IIM Jammu, in the presence of faculty, staff, and students

of IIM Jammu. The faculty, staff, and students gathered in the Institute in large numbers to celebrate Independence Day with patriotic fervor.

Prof. B.S. Sahay, Director, IIM Jammu, addressing the IIM Jammu fraternity on the 77th year of Independence Day, mentioned that everyone should rededicate themselves to serve our nation and mankind. He paid respect to the various Indian armed forces, paramilitary forces, and central armed police forces and dedicated this momentous day to them. He reiterated that



“Azadi Ka Amrit Mahotsav” was dedicated to the glorious history of its people, culture, and achievements who have not only been instrumental in bringing India thus far in its evolutionary journey but also hold within them the power and potential to enable Hon’ble Prime Minister Narendra Modi’s vision of activating India 2.0, fueled by the spirit of “Aatmanirbhar Bharat”. During his address, he mentioned the glorious vision of India put forward by the Hon’ble Prime Minister of India Shri Narendra Modi being the third largest economy in the world by 2047.

Further, he spoke about the illustrious journey of IIM



Jammu and how IIM Jammu has implemented NEP 2020 in collaboration with IIT Jammu. He urged students to choose a career that maximizes meaningfulness and value to the country and its people. He added that students must invest in rejuvenating industries and improving the general happiness index of the country. He also emphasized the start of the Center for Diversity and Inclusion, for Small Business Development (SBDU) and urged everyone to come forward and support this initiative. He also mentioned that the Institute is constantly working for the development of the Union Territory of J & K. On this momentous occasion, he mentioned that the Institute has adopted five villages and schools in the nearby vicinity of IIM Jammu’s Permanent Campus. He further highlighted the importance of entrepreneurship in today’s youth and urged everyone to come forward and join the movement for the Center for Entrepreneurship. He further highlighted the importance of entrepreneurship in today’s youth and urged everyone to come forward and join the movement for the Center for Entrepreneurship.

The students also carried out a peace march on the Permanent Campus. The address was followed by an enrapturing cultural event consisting of singing, skit, poetry, speech, and dance performances. The



celebrations saw IIM Jammu exuding the spirit of unity as the students, faculty, and the Director came together to sing a patriotic song to celebrate this occasion. As part of the “Har Ghar Tiranga” Campaign and to commemorate “Azaadi Ka Amrit Mahotsav”, a singing and essay competition was organized at the Institute level on this occasion. The competition witnessed massive participation from all the students at IIM Jammu, and the whole environment was filled with patriotic fervor.

While the Institute building lit up in tricolor, the feeling of patriotism was clearly visible in the eyes of all students, faculty, officers, and staff members

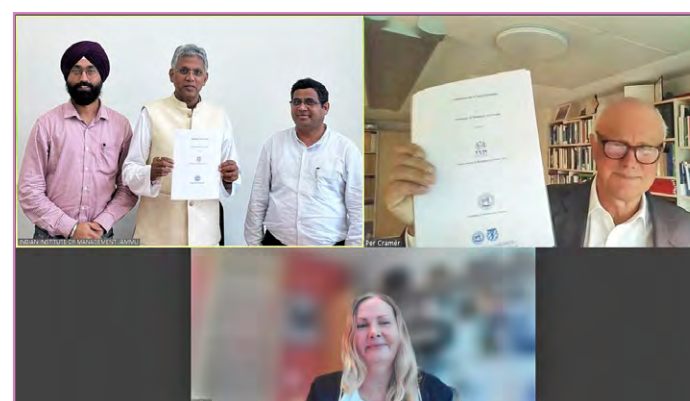
during the unfurling of the National flag at the Institute. The event concluded on a jubilant note, with the sentiment of patriotism being echoed by all the attendees.





MoU signing with University of Gothenburg, Sweden for Academic & Research Exchange

Indian Institute of Management (IIM) Jammu signed a Memorandum of Understanding (MoU) with the internationally renowned University of Gothenburg, Sweden, the oldest University in Europe on the eve of Indian Independence Day. The MoU was signed by Prof. B.S. Sahay, Director, IIM Jammu, and Prof. Per Cramer, Dean, School of Business, Economics & Law, University of Gothenburg, Sweden in online mode. Present on the occasion, were Prof. Jabir Ali, Dean Academics, IIM Jammu, Dr. Sarbjit Singh, Chairperson, International Relations, Prof. Per Cramer, Dean, School of Business, University of Gothenburg, Sweden and Dr. Catharina Miklin, Director, International Relations, University of Gothenburg, Sweden.



Prof. B.S. Sahay, Director, IIM Jammu said that the MoU with the University of Gothenburg, Sweden is a positive step toward absorbing the best practices in research and teaching from one of the best Universities in Europe. According to him, these collaborations are a vital part of IIM Jammu's international endeavours, and these will be helpful

in fostering the advancement in teaching, research, and cultural understanding as well as the international reputation of both the institutes through student, and faculty exchange, technology transfer, and research programs. We envision international standards of certification and quality in the various programmes offered through the collaboration. This MoU will be followed by several partnerships by both Institutes in the areas of Academic and Research Exchange.

Prof. Per Cramer, Dean, School of Business, Economics and Law, University of Gothenburg, Sweden gave an overview of and mentioned that the Collaboration between both Institutes will help both the Institutes to develop our competence in many key areas ranging from the development of educational and training programs, long-range planning, and Institutional development. The collaboration between the two reputed Institutes will give a leading edge

to the research output of the University of Gothenburg, Sweden.

The MoU will facilitate both Institutions regarding Student exchange, faculty exchange, Joint Management Development Programs / Executive Education Programs, Exchange of academic information and materials, Organising Joint Research Programs, Organising Joint Conferences, Study Tour etc. The MoU Signing was coordinated by Dr. Sarbjit Singh, Chairperson, International Relations, and Dr. Somu Gorai, Co-Chairperson, International Relations, IIM Jammu.

The MoU signing ended on a positive note with a mutual mandate to take things forward in quick succession by organizing joint online meetings amongst the faculty and students at both Institutes.

Green J & K Drive initiated from IIM Jammu

IIM Jammu, in collaboration with the J & K Forest Department, initiates the launch of "Green Jammu and Kashmir Drive: 2023-24" on a promising note 20th August 2023, Jammu - The eagerly anticipated inauguration of "Green J&K Drive: 2023-'24" took place at the Institute of National Importance, IIM Jammu state-of-the-art new permanent Campus at Jagti, in coordination with the Principal Chief Conservator of Forests (HoFF) and J & K Forest Department. The event featured engaging and significant activities highlighting the institution's commitment to environmental conservation and community involvement. On the momentous occasion of the launch of Green J & K Drive 2023-24, plantation drive was carried across the U.T of Jammu and Kashmir.



The Hon'ble Lieutenant Governor, UT of Jammu & Kashmir, Sh. Manoj Sinha graced the event as the Chief Guest, and Sh. Rajinder Sharma, Hon'ble Mayor of Jammu, was the Guest of Honor. Also present was Sh. Dheeraj Gupta, IAS, Principal Secretary of the Department of Forest, Ecology & Environment, Govt of J & K, Shri Ramesh Kumar, IAS, Divisional Commissioner, Jammu, Sh. Roshan Jaggi, IFS, Principal Chief Conservator of Forests (Territorial) & HoFF, Jammu and Mr. J. Frankoi, IFS, Additional Principal Chief Conservator of Forests, (APCCF)/ Director, Forest Protection Force, J&K. Present on the occasion were Prof. Jabir Ali, Dean Academics, IIM Jammu, Shri B.M.Sharma, Additional Chief Conservator of Forests, Jammu Province and Cmdr Kesavan Baskkaran, (R)



Chief Administrative Officer, (CAO), IIM Jammu along with all the faculty, officers, staff members and students of the Institute. Each instance of the day's schedule was meticulously planned to maximize its significance.



The Hon'ble Lieutenant Governor, UT of Jammu and Kashmir and Chief Guest Sh. Manoj Sinha inaugurated the event with a symbolic planting ceremony, demonstrating a gesture of nurturing nature. The formal proceedings began with his arrival on stage, followed by the National Anthem. Potted plants were presented to the dignitaries to symbolize the relationship between humans and the environment.

Sh. Roshan Jaggi, IFS, Principal Chief Conservator of Forests (Territorial) & HoFF, Jammu, delivered the welcome address and encouraged the students to be more proactive towards forest conservation. He highlighted the importance of planting seeds of sustainability and acknowledged the new programs launched for the Green J&K drive.

Sh. Dheeraj Gupta, Principal Secretary, IAS, Department of Forest, Ecology & Environment, said, "Our actions today shape the legacy we leave behind." He emphasized the mindful and deliberate utilization of resources as he shed light on the 'Har Gaon Hariyali' campaign. The release of the short documentary "Van Sanrakshan" on Forest Demarcation highlighted



the significance of preserving the state's abundant forest resources. It emphasized the importance of sustainable practices and the need for collective action. The Van Mahotsav as per the mandate of the Govt. of India promotes tree planting and forest conservation; it encourages widespread participation to raise awareness. Several distinguished personnel and local government representatives emphasized the significance of collaborative efforts in achieving the vision of a greener and more sustainable Jammu & Kashmir.



Prof. B. S. Sahay, Director, IIM Jammu, said, "It is imperative for the youth of today to grasp the paramount importance of forests," as he motivated everyone to participate in the plantation drive actively. He on this momentous occasion pledged to increase the plantation efforts by four times in the Campus to promote Green and Sustainable environment at IIM Jammu. He highlighted the Japanese concept of planting trees close to each other, which leads to denser and faster growth. He mentioned that IIM Jammu in collaboration with DICCI will be carrying out a plantation drive in the Campus and also urged the J & K Forest Department to come forward and join this initiative. On this occasion, Prof. B.S. Sahay, Director, IIM Jammu on behalf of Dr. Milind. P. Kamble, Chairman, Board of Governors, IIM Jammu

extended his good wishes for a resounding success to the, "Green Jammu and Kashmir Drive 2023-'24" which is commencing today from IIM Jammu. Lastly, he urged all the stakeholder to contribute for a "Green and Clean IIM Jammu."

Sh. Rajinder Sharma, Hon'ble Mayor, Jammu further cited, "Confronting the twin giants of greenhouse emissions and global warming, salvation can be found through the simple act of planting trees." He stressed climate change and the greenhouse effect caused due to rise in deforestation. The event saw the release of a publication titled "Jan Baghidhari", which highlighted the joint working of Social Forestry and Gram Panchayats and success stories of Slope Stabilisation as evidence of the initiative's far-reaching impact. Additionally, theme tunes in Dogri, Kashmiri, and Hindi dedicated to "Har Gaon Hariyali" and the "Green J&K Drive" were released, fostering a greater sense of ownership and pride in the campaign. Cheques were distributed from village funds to Village Panchayat Plantation Committees by Hon'ble Lieutenant Governor, UT of Jammu and Kashmir, Sh.



Manoj Sinha in an endearing display of community support, empowering local communities to participate actively in the initiative. The Chief Guest and Hon'ble Lieutenant Governor, UT of Jammu and Kashmir,

Sh. Manoj Sinha emphasized the importance of sustained efforts toward environmental protection and urged everyone to contribute to the cause. During his address he mentioned the issues caused by global warming which had caused an overall imbalance in



the environment leading to extreme climatic conditions and natural calamities. He mentioned that sustainable ecological development is the need of the hour. He said, "Humanity and nature are inseparable; without nature, our existence is unimaginable." On this occasion, he mentioned that the target is to plant 1 crore plants in the whole of Jammu and Kashmir by the end of this year. He also complimented Prof. B.S. Sahay, Director, IIM Jammu for increasing the plantation efforts by four times in the IIM Jammu Campus and urged him to take the lead of coming up with a Green Plan that can be role model for all the educational Institutions in the country.

The event concluded with a vote of thanks from Mr. J. Frankoi, IFS, Additional Principal Chief Conservator of Forests (APCCF)/Director, Forest Protection Force, J&K, followed by playing of the National Anthem. The inauguration of the "Green Jammu & Kashmir Drive: 2023-24" concluded with the departure of the Hon'ble Lieutenant Governor, U.T of J & K, leaving behind a trail of inspiration and dedication to a greener future.

The event was a resounding triumph, highlighting the collective resolve to make Jammu & Kashmir a model of environmental responsibility and sustainable development. With the start of the "Green Jammu & Kashmir Drive: 2023-24" at IIM Jammu, an Institute of National Importance, the Institute, and its nearby areas takes a significant step toward a more environmentally aware and peaceful future ahead.

Management Development Programme (MDP) for Power Grid Corporation of India Limited (PGCIL)

The inauguration of the “Management Development Programme” on “The Art of Thinking Clearly and Deciding Effectively” for Power Grid Corporation of India Limited (PGCIL)” commenced at the Srinagar OffCampus of the Indian Institute of Management Jammu. The programme seeks to enhance the skills and competencies of the working professionals at PGCIL, empowering them to lead in the dynamic power sector landscape and develop clarity in thought, and make effective decisions. The management development program is a three-day program from August 23 to 25, 2023.

The event commenced with the lamp-lighting ceremony by the dignitaries. Dr. Nitin Upadhyay, the Programme Director, in his welcome address, mentioned that the programme is aimed to increase the knowledge and awareness of the business situation and skill ecosystem among the administrative staff. The above programme will expose the administrative staff to the art of management and help them understand the basic concepts of thinking and equip them with the needed tools and strategies for effective decision-making. Dr. Muqbil Burhan, Chairperson of Executive Education & Consultancy (EE&C) and Srinagar off-Campus gave an



overview of the Executive Education at IIM Jammu. The MDP, designed by IIM Jammu in consultation with industry experts, is a comprehensive initiative, exclusively tailored for professionals at PGCIL, that seeks to address the challenges and opportunities within the power sector landscape.

Joining online, Prof. B. S. Sahay, Director of IIM Jammu, gave an overview of the journey of IIM Jammu and mentioned the various programmes offered at IIM Jammu. He mentioned with professional environments becoming more and more complex in structures in organizations, the workforce of the 21st Century is required to up their skills to the dynamic

professional environment. To address these concerns, the tailor-made programme from IIM Jammu is sure to cater to the growing demands in the skill ecosystem.

In his address, Shri Vinod Prakash Baxla, General Manager (HR) and Head of Personnel, Northern Region-2, Power Grid Corporation of India Limited (PGCIL), reiterated that investing in the development of our workforce is one of the core values of PGCIL, and our collaboration with IIM Jammu is a step toward fulfilling this goal, and we are confident that the program will significantly add to the growth of our employees.

Shri Rajesh Kumar, Executive Director, North Region-2, PGCL, highlighted that well-trained and efficient managers can optimize resources enhance decision-making, implement cost-saving measures, and drive revenue growth. He further added that the above programme from IIM Jammu will equip the participants from Power Grid with the skills needed to develop and cultivate the art of thinking clearly and deciding effectively for improved profitability and sustainable financial success.

Dr. Gaana J., the Programme Director, proposed



the vote of thanks. She further mentioned that the programme is expected to improve the capabilities of the professionals at PGCIL to cater to the needs of the dynamic business environment. The event culminated with the National Anthem followed by a Group Photo with the PGCIL participants. Present on the occasion was Sh. Shafat Ahmad Wani, Sr.General Manager, Northern Region-2, PGCIL, Dr. Pratik Maheshwari, CoChairperson, Executive Education and Consultancy, IIM Jammu. The event was coordinated by Shri Nadeem Younus Zargar, Administrative Officer, and Shri Pardeep Saini, Assistant Administrative Officer, Executive Education and Consultancy, IIM Jammu.

Guest Session ‘Oath to Innovate’ with IIMA Alumni Sh. Sunil Shah – an Academician, Entrepreneur & Advisor

The Indian Institute of Management (IIM) Jammu Foundation for Entrepreneurship Innovation and Skill Development (IIMJ-FEISD) under the leadership of Prof. B.S. Sahay, Director, IIM Jammu organized the highly anticipated session on “Entrepreneurship” by Sh. Sunil Shah, MD, Motivation Engineers and Infrastructure Pvt. Ltd., Director, Vibrant Motivation and Development Foundation, Member, Suraksha Setu Society, Home Department, Govt. of Gujarat, IIM Ahmedabad Alumni and Chairman of Gujarat Innovation Society (GIS).



The IIM Jammu students not only realigned their learning with Innovation and Entrepreneurial Opportunities but also gained insights into the personal traits of successful entrepreneurs and business leaders. Dr. Vivek Sharma, Chief Innovation Officer, IIM Jammu, introduced the session advising the students to adopt an entrepreneurial mindset right from their educational stint at IIM Jammu, in order to shape their entrepreneurial journey. Thereafter, he introduced the speaker and extended greetings from the side of the Host Institution.



Sh. Sunil Shah, Academician, Entrepreneur, and Advisor graced the stage and captivated the audience by eloquently describing his scintillating journey through life and detailing his own experience. He encouraged the students to instill vital attributes such as risk-taking and perseverance to be the change agents of today’s world. Furthermore, he highlighted four qualities one should possess to become a rational human or an entrepreneur: observation, being a man of minutes, reading between the lines, and flexibility. Through candid conversations, he emphasized the need to find opportunities in crisis and stressed that setbacks and failures are part of the journey. Building a solid network was presented as a crucial factor, and the speaker explained how networking can lead to multiple opportunities

The event concluded with the CIO engaging with the students, wherein the students enthusiastically shared how they learned (1) The Importance of growing learning (2) how to find opportunities in crisis, (3) the Correlation between Network & Networth, etc., and how they were motivated to innovate and become entrepreneurs eventually. The lecture was a part of the “Distinguished Lecture” series.

“G20 University Connect” lecture series



Indian Institute of Management (IIM) Jammu hosted the G20 University Connect - Engaging Young Minds lecture series surrounding the G20 Indian Presidency on 28th August 2023 at IIM Jammu Jagti Campus. This is an initiative of Research and Innovation System (RIS) for Developing Countries and Ministry of External Affairs (MEA). The event brought together distinguished figures from various disciplines to discuss the themes, opportunities, and goals of India's G20 Presidency. The day began with a lively ceremonial lighting of the luminary, signalling the start of the formal proceedings and setting the tone for a day full of insightful talks. The theme, "One Earth, One Family, One Future," reflected "Vasudhaiva Kutumbakam's" ageless wisdom, "The World is One Family." An official video captivated attendees by introducing the overarching theme of India's G20 Presidency for 2023 and laid the foundation for in-depth discussions.

Prof. Jabir Ali, Dean of Academics, IIM Jammu provided a comprehensive overview of the event, giving attendees a tantalizing preview of the event's illuminating content and stimulating discussions. He mentioned that students need to stay informed about India's G20 presidency. This occasion will give them valuable perspectives on



fostering business success and effectively positioning India globally.

Prof. B.S. Sahay, the Director, extended a cordial welcome to the distinguished gathering and emphasized the event's significance in nurturing profound dialogues. Prof. Sahay noted that India's G20 presidency serves as a global stage for us Indians to showcase the wealth of our diverse cultures, fostering understanding and unity on an international scale. He acknowledged Sh. JK Tripathi, Former Ambassador, Ministry of External Affairs, Govt. of India for his presence and emphasized on the "One Earth, One Family, One Future" theme.

Ambassador J.K. Tripathi, Former Ambassador of the Ministry of External Affairs of India, then delivered a unique address on the Indian Presidency of the G20 that provided significant perspectives and insights. He also provided a concise history of the G20,



noting that it is the only international organization that includes members of the G7, BRICS, and other bodies, allowing it to serve as a bridge between affluent and developing nations. Interactive sessions with the audience added substance and diverse perspectives to the discussions revolving around the topic, "Engaging Young Minds for G20 Presidency and Beyond", facilitating a robust exchange of ideas. The keynote speakers and panellists discussed Enhancing G20 Collaboration, Digital Transformation, Global Trade and Business Recovery, and University Connect in Higher Education during the captivating panel discussions. Engaging youthful minds throughout the G20 Presidency and Beyond: A panel of diverse experts, moderated by Dr. Ashish Kumar, Chairperson, Student Affairs, IIM Jammu, engaged in an edifying discussion regarding the participation of youthful minds in the G20 Presidency and its broader implications.

Prof. (Dr.) Shakti Kumar Gupta, ED & CEO, AIIMS Jammu, highlighted that in order to give students a comprehensive educational experience, we all must collectively assume leadership positions at our various institutions, and every university must adopt at least one school in rural India. Prof. B.S. Sahay, Director,



IIM Jammu urged everyone present to comprehend the theme, "One Earth, One Family, One Future". He further added, students as the country's future, should contribute to this voyage by adding value to society and serving the nation in its truest sense. Furthermore, he insisted that students contribute to this cause, signifying that students have the power to transform the world.

Prof. Bechan Lal, Vice-Chancellor, Cluster University, Jammu, stated that students wield the power to bridge gaps through research and collaboration in a world marked by divides. Diverse perspectives lead to innovative solutions, uniting minds across disciplines for a better tomorrow.

Prof. Anurag Mishra, IIT Jammu, effectively conveyed that we as a nation have gradually moved to a stage from where we can impress upon the world our capabilities. We are close to becoming a prominent power that is respected across the globe.



Prof. R.K. Samnotra, Director of Research, Sher-e-Kashmir University of Agricultural Sciences and Technology (SKUAST), Jammu, acknowledged the plethora of opportunities available in the agricultural sector and urged the students to take those up for our nation's overall betterment.



Dr. Bijoy Rakshit, Co-Chairperson, Corporate Communications and Programme Coordinator for G20 University Connect, IIM Jammu provided a comprehensive report on pre-event activities followed by the distribution of certificates to the award winners of essay, debate and poster making competitions held as part of G20 University Connect.

Dr. Archana Sharma, Chairperson, EMBA, IIM Jammu delivered the vote of thanks at the conclusion of the day's events, recognizing the collective effort that led to the successful implementation of the event.

The playing of the national anthem marked the conclusion of the day's events. The event served as a platform for initiating meaningful dialogues and insights into India's G20 Presidency, engaging diverse perspectives, and addressing shared challenges in the realm of education and research on a global scale.



Orientation Programme of the third Batch of IPM



The Indian Institute of Management (IIM), Jammu, welcomed the third batch of IPM (2023-28) with the inauguration of the Orientation Program On 1st Sept 2023 at the state-of-the-art campus at Jagti. The threeday holistic orientation programme began with a yoga session conducted by Yoga Guru Sh. Sahil Mehra with the theme “Maximise happiness and mindfulness” at the Canal Road Campus. Post completion of the yoga sessions, the students departed for the Jagti Campus for the Inaugural Program. The orientation program was formally inaugurated by Prof. B.S. Sahay, Director, IIM Jammu, in presence of Prof. Jabir Ali, Dean Academics, IIM Jammu, Dr. Ateeque Shaikh, Chairperson, IPM, IIM Jammu, Dr. Rashmi Ranjan Parida, Chairperson, Admissions, Dr. Nitin Upadhyay, Chairperson, MBA, IIM Jammu and Dr. Sarbjit Singh, Chairperson, International Relations, IIM Jammu. The dignitaries on the dais lit the lamp to commence the inaugural ceremony of the three-day orientation program. This was followed by the chanting of the Saraswati Vandana, by the students of the IPM02 batch.

Dr. Rashmi Ranjan Parida, Chairperson Admissions, took center stage to present an impressive overview of the incoming batch and the diversity in the student

profile from various backgrounds. He emphasized on the impressive gender diversity of IIM Jammu’s incoming third batch of IPM having 46 % females. He wished all the student’s good luck for their journey ahead. This was followed by an introduction of the IPM batch by Dr. Ateeque Shaikh, Chairperson (IPM), IIM Jammu. He presented a detailed overview of the IPM course, faculty and the institute in general. He wished good luck to the students for their new academic journey at IIM Jammu.

Prof. Jabir Ali, Dean Academics, IIM Jammu extended a warm welcome to all the students. He gave an overview into the academics at IIM Jammu. He further emphasized on IIM Jammu’s remarkable growth rate because of its increased student strength and program diversity since its inception. He wished them luck for their upcoming rigorous, yet wonderful experience at the Institute.

Prof. BS Sahay, Director, IIM Jammu, extended his hearty welcome to the incoming IPM 03 batch of IIM Jammu. He spoke about the various programmes started by IIM Jammu in collaboration with IIT Jammu and AIIMS Jammu. He urged them on the need to reduce the urban-rural divide in the upcoming batches at the Institute. He emphasized the importance of



every student being a critical stakeholder for the county. Further, he advised the students to become job creators rather than being job seekers and consistently working towards achieving this vision. He encouraged the students to embrace the new academic environment and learn from hardships to become better managers.

To conclude the introductory session, the Vote of Thanks was proposed by Dr. Sarbjit Singh, Co-chairperson (IPM), IIM Jammu, followed by the National Anthem. Post a short break, the students had the opportunity to interact with industry experts. Mr. Ajit Yohannan, Marketing Manager – India, Opentext, conducted an interactive and engaging session on the topic ‘Seize the Opportunity. Recognizing opportunities, stepping outside of one’s comfort zone, embracing failure as a learning opportunity, and networking and building connections were a few key points discussed in detail by the speaker.

The program then witnessed an invigorating session



Day 2

Indian Institute of Management (IIM) Jammu commenced the second day of the three-day holistic Orientation Program with a peaceful yoga session that focused on the theme, ‘Maximize happiness and Mindfulness’, led by Sh. Sahil Mehra, Yoga Guru, at the Canal Road Campus, following which the students departed for the Jagti Campus. The session was coordinated by Team Anandam, IIM Jammu. Dr. Sarbjit Singh, Chairperson (International Relations), IIM Jammu, presented a brief on the International Student Exchange Program and the intricacies of working in a cross-cultural environment. He elaborated on the ISEP process, guidelines, and the minimum requirements required. Dr. Prakrit Silal, Chairperson (IT), IIM Jammu delivered an overview of the IT infrastructure, policies and future plans of IIM Jammu.

This was followed by interactive and thought-provoking sessions by industry speakers for the

on ‘Crafting your corporate journey in HRM’ by Mr. Warner Jude Gonsalvez, Talent Acquisition Director – India, RSM US LLP. He enlightened the students about the different HR policies of top companies and the variety of career choices in the field of HR. He suggested numerous critical skills that students should invest in.



Prof. BS Sahay, Director, IIM Jammu, extended his hearty welcome to the incoming IPM 03 batch of IIM Jammu. He urged them on the need to reduce the urban-rural divide in the upcoming batches at the Institute. He emphasized the importance of every student being a critical stakeholder for the county.



incoming batch. The first industry speaker of the day was Ms. Kavita Rana, Sr. DGM & Head HR, Agilus Diagnostics, who elucidated on listening skills, which are essential yet ignored. She stated that listening is the most significant part of communication; however, no formal training is provided for the same. She also emphasized that students must choose to participate in the listening process.

The session was coordinated by Dr. Sarbjit Singh, Chairperson, International Relations. The final

session before lunch was conducted by Mr. Bipul Chandra, Managing Director, Ducati, who elaborated on general leadership. He stated the most essential trait of a leader is to be modest and humble. Goal setting, vision, upskilling, passion, leadership, and failure were a few critical points that the speaker elaborated on. The session was coordinated by Dr. Prakrit Sillal, Chairperson, IT, IIM Jammu.



The post-lunch program commenced with an informative session by Ms. Neha Gupta, Director, Deloitte, on the topic “Mergers and Acquisition”. She presented the needs, workings, and processes relevant to M&As. She encouraged the students to be solution-oriented and updated, as this is important to not just M&As but all aspects of the business world.



The session was coordinated by Dr. Barnali Chaudhary, Faculty, IIM Jammu. Mr. Devarshy R. Ganguly, Head of Marketing at Magic Bricks, presented an interactive session on “Life Lessons for

the Journey Ahead” as the final industry speaker of the day. During his presentation, the speaker emphasized entrepreneurial zeal, must-have skills, networking, and LIVE learning. He concluded his invigorating session by advising students to be resilient, adaptable, and collaborative. The session was organized by Dr. Bijoy Rakshit, Faculty, IIM Jammu.

Sh. Shailesh Lohiya, Librarian, IIM Jammu, conducted a session on the Knowledge Management Centre and presented a detailed overview into an array of library facilities, service and available resources. The second day of the orientation programme ended on a positive note.



Day 3

The final day of the three-day Orientation Program for IPM commenced with a relaxing yoga session focusing on the theme “Maximize happiness and mindfulness” led by Mr. Shail Mehra, Yoga Guru, following which the students departed for the Jagti campus.

A brief overview of the social and corporate internships included in the IPM program by Dr. Baljeet Singh, Co-chairperson Placement, IIM Jammu, marked the beginning of the third day of the Orientation Program of the IPM03 batch. He provided

insights on what students should expect from the internships and suggestions to get maximum benefits and exposure. He also advised students to enhance their communication skills, which are vital for success in any organization.

Following this was an engaging and interactive session on ‘Teaching through Short Case Study’ by Dr. Mahesh Gaddekar, Assistant Professor, IIM Jammu. During the presentation, he first elaborated on how to approach case studies with the help of examples and hypothetical cases. He also provided the students with the opportunity to practice the skills acquired during the session with

the use of a case study.

Further in the program was an invigorating session comprised of Inbound & Outbound Activities for students facilitated by Dr. Barnali Chaudhary, Assistant Professor, IIM Jammu. The activities showcased the importance of communication, teamwork, plans, self-awareness, and leadership.

The post-lunch program commenced with a session on the topic ‘Branding IIM Jammu: The Role of Students’ by Prof. B.S. Sahay, Director, IIM Jammu. He kickstarted the session by collecting feedback from and addressing the concerns of the IPM03 batch. He elucidated the teaching pedagogy at IIM Jammu and advised the students to make the best out of the course and the faculty provided to them.

Pact with University of Jammu for Academic Collaboration and Research



Indian Institute of Management (IIM) Jammu signed a Memorandum of Understanding (MoU) with the University of Jammu for Academic Cooperation, Joint Research, and other relevant areas of mutual interest on 5th Sept 2023 at University of Jammu on the eve of the Foundation Day of University of Jammu in the august presence of Shri Manoj Sinha, Lieutenant Governor of the Union territory of Jammu and Kashmir and Shri Rajeev Rai Bhatnagar, Advisor to Lieutenant Governor of the Union territory of Jammu and Kashmir. The MoU was signed by Prof. B.S. Sahay, Director, IIM Jammu,

This was followed by an informative session on business startups and funding for entrepreneurs by Dr. Muqbil Burhan and Dr. Vivek Sharma, Center for Innovation & Entrepreneurship, IIM Jammu.

Dr. Muqbil Burhan started the session with a brief introduction about the ongoing projects and future plans of the Centre for Entrepreneurship Innovation & Skill Department IIM Jammu. Next, Dr. Vivek Sharma provided valuable insights on eligibility criteria for startup recognition, startup registration, eligibility criteria for income tax exemption, and types of startup funding.

The three-day Orientation Program of the IPM03 batch at the state-of-the-art Jagti Campus concluded on a positive note.



and Prof. Umesh Rai, Vice-Chancellor, University of Jammu. Present on the occasion were Cmdr Kesavan Baskaran, Chief Administrative Officer (CAO) (R), IIM Jammu and Prof. Rahul Gupta, Registrar, University of Jammu along with the faculty and administrative staff of University of Jammu.

Speaking on the occasion, Prof. B.S. Sahay, Director, IIM Jammu said that the collaboration with University of Jammu will help in fostering the advancement in the key areas ranging from teaching, research, and cultural understanding through submission of joint research proposals, publication in top-class journals, organizing national/international conferences, seminars, and symposiums. The Institute along with the University of Jammu will try to leverage the best of this partnership by working in the continued interest of the people of Jammu, and Kashmir and thereby paving the path for sustainable development for the nation and the globe.

Speaking on the occasion, Prof. Umeed Rai, Vice Chancellor, University of Jammu expressed his

happiness for the signing of the MoU with IIM Jammu under the leadership of Prof. B. S. Sahay, Director, IIM Jammu. He mentioned further that the collaboration with IIM Jammu will help us to develop our competence in many key areas ranging from the development of educational and training programs, long-range planning, development of entrepreneurship, better exposure for our faculty, students, and Institutional development. The collaboration between the two reputed Institutes will give a leading edge to the research output of the University of Jammu. This partnership will lead to a significant exchange of synergies between both Institutes.

Prof. Jabir Ali, Dean Academics, IIM Jammu said that both Institutions have agreed to work in the areas of Academic Development, Promotion of Entrepreneurship, innovation and incubation, Joint research proposals, and funding, offering advisory/ consulting services to National and International Organizations, Collaborative Research and Publications. The collaboration between both Institutes will lead to meaningful outcomes in the interest of the stakeholders and lead to sustainable growth and development for the union territory of Jammu & Kashmir

Speaking on the occasion, Prof. Rahul Gupta, Registrar, University of Jammu said that the signing of the MoU will open new doors for collaboration between both Institutes on various key areas and thereby paving the path for the growth and development of the Jammu University and the union territory of Jammu and Kashmir.

Both institutes also agreed to support the exchange of academic, research, joint research proposals and funding and training material and sharing of academic data, scientific information, intellectual property, articles, and publications to have top-class journal publications. In addition, the Institutes will also collaborate with each other to offer advisory/consulting services to National and International Organizations, Collaborative Research and Publications, organize national/international conferences, seminars, symposiums, and training programs, and collaborate for promoting entrepreneurship, innovation, and incubation, sharing of common facilities. The MoU signing ended on a positive note.



Guest Lecture on, “Entrepreneurship in Management Consulting” by Mr. Avnish Sabharwal, MD, Accenture Strategy



Indian Institute of Management (IIM) Jammu under the leadership of Prof. B.S. Sahay, Director, IIM Jammu organized a keynote address on, “Entrepreneurship in Management Consulting” by globally recognized authority Mr. Avnish Sabharwal, Managing Director, Accenture Strategy at IIM Jammu state-of-the-art permanent campus at Jagti. This exclusive session focused on the intriguing topic of “Entrepreneurship in Management Consulting” and explored the intersection of innovation and strategy in today’s dynamic business landscape.

The session commenced with the tea-plantation, symbolizing a nurturing connection with nature. Moving further, Mr. Sabharwal was welcomed by Dr. Vivek Sharma, Chief Innovation Officer, and Dr. Atanu Dutta, Placement Officer at IIM Jammu; his arrival on stage signaled the start of the formal proceedings.

Mr. Avnish Sabharwal initiated the session by emphasizing the significance of serendipity, highlighting that transitions in careers and life don’t typically occur in isolated environments. He further

mentioned the importance of intrapreneurship, stressing the importance of having a mindset like an entrepreneur. He further explained the concept of the BANI (Brittle, Anxious, Non-linear, and Incomprehensible) world and elaborated on the prominence of key skills like resilience, mindfulness, adaptability, and judgment.

He further highlighted the importance of the transition into the realm of AI and India’s innovation narrative. He emphasized the pivotal role that startups play in fostering innovation within our nation, particularly made even more prominent by initiatives such as, “Make in India” and how India’s startup ecosystem has boosted the next wave of innovation, making it the third-largest producer of unicorns. He encouraged students to approach traditional challenges with fresh perspectives, highlighting that this is the golden age of entrepreneurship in India and how innovation and adaptability serve as the driving forces in today’s ever-changing landscape.

He also underscored the role of women entrepreneurs in the startup ecosystem and highlighted the unfolding entrepreneurial opportunities in Deep Tech, Space Tech, Sustainability and Climate Tech.

Mr. Avnish Sabharwal’s engaging and thought-provoking perspective on entrepreneurship is sure to leave a lasting impact on the students. The session coordinated by Entrepreneurship Development Cell and Placement Cell promised to be an enriching experience for all, providing valuable insights into entrepreneurship and innovation.



Inaugural Ceremony-Healthcare Executive Management Development Programme- A Joint Programme of IIM Jammu with AIIMS Jammu and RFHHA

Indian Institute of Management (IIM) Jammu” in partnership with the All-India Institute of Medical Sciences (AIIMS) Jammu and the Research Foundation of Hospital & Healthcare Administration (RFHHA), has organized a joint weeklong programme titled, “Healthcare Executive Management Development Programme (HxMDP) from 18th to 23rd September 2023 at Taj Vivanta, Jammu.

The Guest of Honor for the inaugural programme was Shri V Srinivasa Rao, IAS, Guest of Honor and Secretary to Govt. of India, Department of Administrative Reforms and Public Grievances and Department of Pension and Pensioners Welfare, and Director General National Centre for Good Governance who joined on



the virtual mode. The programme was graced by Prof. B.S. Sahay, Director, IIM Jammu, and Prof. (Dr.) Shakti Gupta, Director, AIIMS Jammu; Dr. Ateeque Shaikh, Programme Director; Dr. Harsha Jariwala, Programme Director, IIM Jammu, Lt. General (Dr.) Sunil Kant, Medical Superintendent, AIIMS Jammu, Dr. Pranay Mahajan, Programme Coordinator, AIIMS Jammu, along with the participants, faculty, and staff of both the Institutes. The program has 46 participants nationwide and features health care and hospital administrators. The programme commenced with lamp lighting by the dignitaries.

Speaking on the occasion, Prof. (Dr.) Shakti Gupta, Executive Director, AIIMS Jammu, in his welcome



address, said, “Medical Administrators are often appointed to leadership roles by virtue of their expertise and eminence in clinical domains, but the need for the development of core competencies related to the administrative skills of their roles is most often overlooked. Formal Management training generally is not a part of the career progression, even though knowledge in the domains of human resources, legal and ethical issues, equipment management, financial management, hospital operations, hospital performance, quality, and patient safety, etc., is required to the success of healthcare organizations and systems. This program is sure to address such needs and is sure to upskill and contribute to the overall development and progress of healthcare in India. I would like to let you know that Jammu is the only city with three institutions of national importance: IIM, IIT, and AIIMS.” In his address, he welcomed each participant to the program with an overview of the upcoming sessions planned for the week.

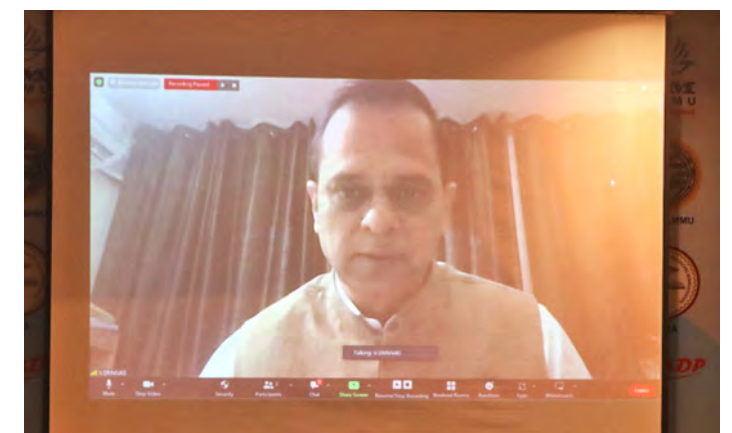


Speaking on the occasion, Prof. B.S. Sahay, Director, IIM Jammu, said, “The HxMDP focuses on essential skills and competencies relevant to senior healthcare professionals in administrative roles. This program tries to fill the knowledge gap for those involved in healthcare administration by providing comprehensive learning in management concepts along with upgraded contemporary tools and techniques.” He further stated the impact of COVID-19 being a deciding factor to commence this collaborative program in association with AIIMS Jammu. He concluded his speech with a brief overview of the culture and the various programs offered at IIM Jammu.



Guest of Honor, Shri V Srinivasa Rao, IAS, and Secretary to Government of India, Department of Administrative Reforms and Public Grievances and Department of Pension and Pensioners Welfare, and Director General National Centre for Good Governance in his address mentioned hospitals are not an easy place to govern, and hospital administration is a necessity in today's world. He applauded the institutions like IIM Jammu and AIIMS Jammu for coming together to commence such an innovative program in the healthcare field. “Unless you simplify and digitize processes and tasks, hospitals cannot be modernized,” in his speech. He urged each participant to go back and look at how technological aspects can be adopted in each one's governance models. He stressed the importance of technology, embracing it and also spoke about the detailed overview into the numerous benefits that can be adopted in the healthcare sector.

The program HxMDP is designed as an HR intervention, through which it is envisaged to enhance the skillsets of Professionals in leadership roles and experience sharing by key professionals and faculty. The program will also provide learning through Problembased learning, Case methods, and



experience sharing by the participants and faculty, including interactive sessions and group discussions to sharpen analytical skills. HxMDP addresses the learning needs of medical professionals in leadership roles in the public and private sectors, like Facility Directors, Directors of Health Services, Medical Superintendents, Directors/ Principals of teaching / tertiary care hospitals, etc. The inaugural ceremony ended positively with a promise to create new milestones in the healthcare domain.

Valedictory Ceremony-19th Healthcare Executive Management Development Programme (HxMDP)- A Joint Programme of IIM Jammu with AIIMS Jammu and RFHHA

Indian Institute of Management (IIM) Jammu” in partnership with the All-India Institute of Medical Sciences (AIIMS) Jammu and the Research Foundation of Hospital & Healthcare Administration (RFHHA), has organized a joint programme titled, “Healthcare Executive Management Development Programme (HxMDP). The HxMDP is a week-long residential program from the 18th of Sept -23rd Sept 2023 at

Taj Vivanta Jammu. The program has 46 participants nationwide and features health care and hospital administrators.

The valedictory ceremony was graced by Prof. (Dr.) Y.K. Gupta, President, AIIMS Jammu (virtual mode), Prof. (Dr.) Shakti Gupta, Director, AIIMS Jammu, Prof. Bejon Kumar Mishra, International Consumer



Policy Expert, Hyderabad, India, and Founder Director, Patient Safety and Access Initiative of India Foundation, Dr. R. Chandrashekar, Ex-Chief, Architect, MoH & FW, GOI, Chairman, IGBC Healthcare Rating, Consultant, World Bank, Visiting Prof., London, South Bank University, Dr. Harsha Jariwala, Programme Director, Lt. General (Dr.) Sunil Kant, Medical Superintendent, AIIMS Jammu, and other faculty and staff of both Institutes.

Speaking on the occasion, Prof. (Dr.) Y.K. Gupta, President, AIIMS Jammu mentioned about being technologically savvy and driving efficiency in the existing system and gave an overview into the modalities involved in the healthcare system. He also emphasized about giving affordable treatment and stressed on women empowerment.

Speaking on the occasion, Prof. (Dr.) Shakti Gupta, Executive Director, AIIMS Jammu, in his valedictory address, mentioned about making AIIMS Jammu, the most technologically advanced Institute in the country and contribute to the development of U.T of J&K and thereby playing an evident role in the nation building exercise. He gave the progress

update regarding the fast-paced construction activity nearing completion.

Prof. B.S. Sahay, Director, IIM Jammu, mentioned that the HxMDP offered the unique advantage of learning the basics of management and operations from IIM Jammu, medical aspects from AIIMS Jammu and gaining subsequent knowledge, practical, hands-on sessions for effective management of hospitals and healthcare services. He further reiterated it is now up to the participants how to utilize the knowledge that they have acquired from the experts during the weeklong power packed programme.

The domains covered under this program were human resources, strategic planning in hospitals, hospital services and operations, healthcare communication, healthcare technology, safety, quality and accreditation, healthcare ethics and law, materials and supply chain management, population, health and pandemics, hospital facilities planning and designing, Gen Next Healthcare.

The addresses were followed by the distribution of certificates to all the participants. This was followed by a vote of thanks by Dr. Harsha Jariwala, Program Director, HxMDP, IIM Jammu.

The 19th HxMDP addressed the learning needs of medical professionals in leadership roles in the public and private sectors, like Facility Directors, Directors of Health Services, Medical Superintendents, Directors, the heads of teaching and tertiary care hospitals, etc. The valedictory ceremony ended on a positive note with a promise to return on a grand scale and with a promise to create new milestones in the field of healthcare domain. The event was coordinated by Executive Education, IIM Jammu in coordination with AIIMS Jammu.



Sub-Committee of the Parliamentary Official Language Committee Reviews Hindi Language Implementation at Indian Institute of Management Jammu

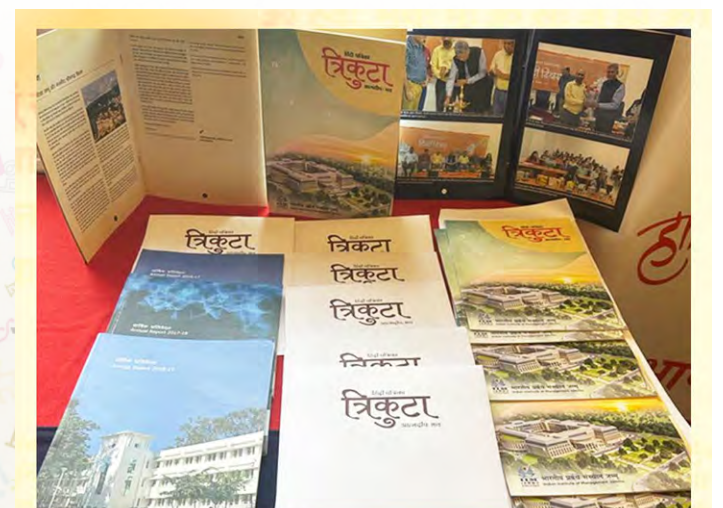
The first sub-committee meeting of the Parliamentary Official Language Committee was organized in Srinagar on 25th September 2023 by Border Security Force. During this meeting, the committee inspected the works of official language in various institutions as well as in the Indian Institute of Management (IIM) Jammu.

On behalf of IIM Jammu, Director IIM Jammu, Professor B.S. Sahay, Dr. Muqbil Burhan, Assistant Professor and Official Language In-charge Dr. Anuja Akhouri, Chief Administrative Officer, Cmdr Kesavan Baskaran (Retd.), and Assistant Administrative Officer, IIM Jammu Abhay Kumar Awasthi were present on the occasion. Information about all the works



related to the official language in the last year was presented before the Parliamentary Committee by the Director

On the occasion, Director, IIM Jammu Professor Sahay greeted all the members of the Official Language Committee with uniforms and presented the institute's annual magazine "Trikuta". The Parliamentary Sub-Committee expressed satisfaction over the implementation of the official language of the Indian Institute of Management.



हिन्दी पखवाड़ा

The Hindi Rajbhasha committee of IIM Jammu organized a Hindi Pakhwada on the Campus. The programme organized on this occasion included debate competition etc. The Hindi Pakhwada was organized to celebrate the importance of “Hindi language” along with creating awareness about its use in daily life.



Prof. B.S. Sahay, Director, IIM Jammu, said “Hindi is one language which can be spoken across the country and students should be taught the importance of the language. We are happy to host the Hindi Pakhwada on the Campus and the students, faculty and staff have actively participated in various competitions which were held during the event. At IIM Jammu, we give due importance to implement the Rajbhasha Policies of the Govt. of India.”

Sh. Arun Agarwal, Dy. Director General, Department of Telecommunications, Ministry of Communications, Government of India, “I would also like to emphasize the simplicity, mellowness, and power of Hindi as a language. I always encourage and recommend everyone to make Hindi a part of their daily office routine. We have been diligently and successfully



implementing the Rajbhasha Policies of the Govt. of India.”



A Hindi Debate competition was organized by Dept of Telecommunications, Ministry of Communications, Govt. of India along with IIM Jammu was organized on the subject “मोबाइल क्रांति का सामाजिक संबंधों पर प्रभाव – सकारात्मक/नकारात्मक” and actively participated in by the students at the Institute. Various other programmes were organized during the Pakhwada. The panelists consisted of Sh. Arun Agarwal, Dy. Director General, Sh. Pracheesh Khanna, Deputy Director General from Department of Telecommunications, Dr. Jai Kamal, Assistant Professor, IIM Jammu.

The debate continued with the significance of digital literacy. The students emphasized the significance of appropriate mobile phone use in promoting ethical standards and for personal and professional growth. The panel concluded by reaching consensus on the following points: mobile phones help with staying connected, staying current, and education, but they also affect our health.

Cash Prizes and Certificates were distributed to the winners of the Debate Competition. The event was graced by the faculty, officers, staff members and students at the Institute.



Inaugural Ceremony-IFAC-2023: “Reimagining Finance, Accounting, and Banking in A World Under Reset”

The Indian Institute of Management (IIM) Jammu proudly inaugurated the International Finance and Accounting Conference (IFAC-2023), focusing on the theme “Reimagining Finance, Accounting, and Banking in a World Under Reset”. The event marked a significant milestone in the field of finance and accounting by bringing together industry leaders, academicians, and professionals to discuss the transformative changes in the global financial landscape. The conference commenced with



participant registrations, followed by the traditional Lamp Lighting ceremony, symbolizing the illumination of knowledge and ideas.

Present on the occasion were Prof. B.S. Sahay, Director, IIM Jammu, Prof. Jabir Ali, Dean, Academics, IIM Jammu, Dr. Amit Kumar Agarwal, Secretary, Research Committee, ICAI, CA Manish Mehta, Chief Financial Officer (CFO), NTPC GE, Dr. Praveen Kumar, Conference Chair, IIM Jammu and Dr. Malaya Ranjan Mohapatra Conference Co-Chair, IIM Jammu. Dr. Praveen



Kumar, Conference Chair, IIM Jammu, expressed enthusiasm about the conference’s potential to shape the future of finance. He emphasized how this conference can help the whole Finance and Accounting fraternity to reimagine how things are done before and after the reset due to COVID-19 and advancement of the Technology in the field of Artificial Intelligence (AI).

Prof. Jabir Ali, Dean of Academics, IIM Jammu mentioned that IFAC 2023 is the first international conference at IIM Jammu’s permanent campus, Jagti. He reiterated that the quality of the research work is of utmost importance than quantity. Adding further, he mentioned to all the participants that your conference agenda should be to take “feedback and create networks”.

Prof. B.S Sahay, Director, IIM Jammu, during his address, mentioned that Jammu is the only city that has three Institutes of national importance, IIT Jammu, IIM Jammu, and AIIMS Jammu. He emphasized the remarkable achievement of the nation in bringing out UPI as a secured mode of payment since every vendor of Bharat is using UPI. He reiterated that digitization is the need of the hour and urged the participants that the motive of this conference should be to take this a step further.



Dr. Amit Kumar Aggarwal highlighted the role played by ICAI in shaping the future of Finance and Accounting and the opportunities provided by the organization to the professionals in this field. During his address mentioned that ICAI believes in setting and interpreting its standards. Adding further, he mentioned that they provide solutions to their stakeholders from the outcome of their research. He also provided an overview of the research projects at ICAI for academicians and non-academicians.

CA Manish Mehta during his address mentioned that in the earlier days, Accounting was all about debit and credit and now it has a holistic view that covers topics ranging from risk management, behavioral management, just-in-time inventory, and Environmental Social Governance. He reiterated that Demonetization has changed to digitization and also provided detailed insights into the new era



of a paperless economy, and everything is at your fingertips. He shared his valuable insights on how professionals can make use of the best delegation practices for the growth of their organization and told some important “Cans” and “Cannot” that the professionals can use.

This was followed by a Q&A session which included multiple interesting questions put forward by the participants. The questions were answered by the expert panel consisting of Prof. B.S. Sahay, Director, IIM Jammu; Prof. Jabir Ali, Dean Academics, IIM Jammu; CA Manish Mehta, CFO, NTPC GE; Dr. Amit Kumar Aggarwal, Secretary, Research Committee, ICAI; Dr. Ashish Kumar, IIM Jammu; Dr. Harsha Jariwala, IIM Jammu; Dr. Ram Balak Yadav, IIM Jammu; Dr. Praveen Kumar, Conference Chair, IIM Jammu; and Dr. Malaya Ranjan Mohapatra, Conference Co-Chair, IIM Jammu.

The Q & A session also witnessed a fruitful discussion on the New Education Policy and Prof., B.S. Sahay, Director, IIM Jammu, reiterated how IIM Jammu is



implementing the New Education Policy in various aspects, describing the merits of the NEP and the bright future of education system in the country.

Dr. Malaya Ranjan Mohapatra, Conference Co-Chair, IIM Jammu, concluded the inaugural session with heartfelt thanks to all participants and guests for their invaluable contributions. He concluded the



vote of thanks by sharing a quote from Benjamin Franklin, “Investment in knowledge pays the best interest.”

The inaugural ceremony culminated with the national anthem. The first day of the two-day IFAC-2023 conference will include a wide range of sessions covering important subjects like finance, economics, financial literacy and inclusion, accounting, and banking. The IFAC day one included engaging sessions led by accomplished session Chairs from prestigious institutions around the world.

The esteemed faculty included Dr. Bijoy Rakshit (IIM Jammu), Dr. Nitin Gupta, Dr. Andrea Paltrinieri (Università Cattolica del Sacro Cuore, Veneto, Italy), Dr. Ashish Kumar (IIM Jammu), Dr. Efstathios Polyzos (Zayed University, UAE), Dr. Harsha Jariwala (IIM Jammu), Dr. Mohammad Firoz (National Institute of Technology, Kurukshetra), Dr. Meena Bhatia (Birla Institute of Management Technology, Noida),

Dr. Sundar Rengasamy (IIM Jammu), Dr. Vedika Saxena (IIM Jammu), Dr. Prateeksha Maurya (TAPMI), Dr. Chandra Sekhar Mishra (Vinod Gupta School of Management, Indian Institute of Technology Kharagpur), Dr. Rana Pratap Maradana (Indian Institute of Technology Hyderabad) and Dr. Jai Kamal (IIM Jammu).

A total of 500 submissions (out of 600+ submissions) are accepted for presentation during the IFAC-2023 on five major themes such as finance & economics, accounting & banking, fintech, financial literacy & inclusion, and other allied areas. A total of 110 delegates registered for the pre-conference and 520 for the conference making it a total of 630 delegates who registered for the conference. 100 papers were presented offline at IIM Jammu campus and 400 papers were presented online. A total of 46 tracks were there.

Valedictory program will commence on second day post completion of all the presentations. IFAC-2023 promises to be a transformative event, igniting conversations that will reverberate throughout the financial landscape. It aims to provide participants with an enlightening experience and have a significant impact on the world of finance, accounting, and banking.

Valedictory Ceremony-IFAC-2023: “Reimagining Finance, Accounting, and Banking in A World Under Reset”.



The International Finance and Accounting Conference (IFAC-2023) on the theme, “Reimagining Finance, Accounting, and Banking in A World Under Reset” organized by the Indian Institute of Management (IIM) Jammu and the Institute of Chartered Accountants of India (ICAI), concluded on a grand note after two days of insightful discussions and networking opportunities. The event was graced by esteemed dignitaries and led by the visionary Prof. B.S. Sahay, underscored IIM Jammu’s remarkable contributions to the conference’s resounding success. The two-day conference concluded with a grand closing ceremony that exemplified the



essence of knowledge sharing, collaboration, and academic excellence.

The event commenced with a warm welcome address by Dr. Praveen Kumar, Conference Chair at IIM Jammu, who extended heartfelt gratitude to all the distinguished dignitaries and enthusiastic participants, creating an atmosphere of appreciation and camaraderie.

Prof. Jabir Ali, Dean of Academics, IIM Jammu, took the podium to share his profound insights. He emphasized that conferences are not only venues for the dissemination of information but also for reimagining and embracing change. He further reinforced the significance of remaining receptive to novel concepts, emphasizing that the academic community must continuously discover and adopt new paradigms. He highlighted the value of assistance and collaboration, urging scholars to seek assistance from their peers without hesitation. He urged participants to maintain a robust research pipeline, foster social capital, and facilitate faster growth and collaboration.

Prof. B.S Sahay, Director, IIM Jammu, captivated the audience with interesting anecdotes from his own life and academic journey. He emphasized the vital role that participants play in the success of conferences and the importance of integrating theory and practice in education. He in his address underscored the importance of passion in teaching and the need for educators to be fully engaged with their work on mental, emotional, and physical levels. He also encouraged participants to share their personal experiences.

Industry professionals and academics alike expressed gratitude for the conference's valuable networking opportunities and thanked IIM Jammu for their support throughout the event's two-day duration.

Dr. Ashish Kumar, Co-Chair, IIM Jammu, presented the Conference report and Best Paper Award. He also unveiled the eagerly awaited dates for "IFAC 2024" and disclosed the theme of the forthcoming conference, building anticipation for the next conference.

Concluding the remarkable two-day conference, Dr. Harsha Jariwala, Co-Chair, IIM Jammu delivered the Vote of Thanks. She expressed her deep appreciation to Prof. B.S Sahay for his unwavering support, Prof. Jabir Ali for his intellectual contributions, the global panel of panel judges for their invaluable assessment, and the dedicated faculty and participants. She eagerly anticipated the reunion of this vibrant academic community at next year's



conference. Present on the occasion were Dr. Malay Ranjan Mohapatra, Conference Chair, IIM Jammu, Dr. Rambalak Yadav, Chairperson, Research, IIM Jammu. The valedictory ceremony culminated with the National Anthem.

The second day included engaging sessions by Dr. Harsha Jariwala (IIM Jammu), Dr. Mosab I Tabash (Al Ain University, UAE), Dr. Ashish Kumar (IIM Jammu),



Dr. Satish Chandra Tiwari (ICFAI Business School, Hyderabad), Dr. Pranith Kumar Roy (IIM Raipur), Dr. Nenavath Sreenu (Maulana Azad National Institute of Technology, Bhopal), Dr. Harish Singla (NICMAR, University, Pune), Dr. Pankaj Agrwal (XLRI), Dr. Eshika Aggarwal (IIM Jammu), Dr. Arunava Bandyopadhyay (IMI, Kolkata), Dr. Pooja Kumari (IIM Visakhapatnam), Dr. Sarbjit Singh (IIM Jammu), Dr. Manu Bansal (IIM Jammu).

Out of over 600 submissions received, a notable 500 were selected for presentation across five prominent themes encompassing finance & economics, accounting & banking, fintech, financial literacy & inclusion, and related fields. Among these, 100 papers were presented in offline mode at the IIM Jammu campus, while 400 papers were presented online. The conference featured an impressive 47 tracks, attracting a robust participation of 650 delegates. This included 120 participants who engaged in the pre-conference workshop, further enhancing the depth of knowledge exchange. The valedictory program was convened on the second day following the successful completion of all presentations. The IFAC-2023 valedictory session encapsulated the spirit of academic growth, collaboration, and transformation that defines IIM Jammu's commitment to excellence in finance and accounting education.



Research Publications /Papers

Rambabu Lavuri. Havocs of social media fake news! Analysing the effect of credibility, trustworthiness, and self-efficacy on consumer's buying intentions DOI: <https://doi.org/10.1080/0965254X.2023.2253801>

Abstract: The purpose of the study is to examine the influence of social media factors (credibility, trustworthiness, source credibility and self-efficacy) on consumer buying intention towards the branded product, with mediating (brand trust) and moderating effect (Persuasion knowledge) using Uses and Gratifications Theory. A total of 512 original samples were collected through purposive sampling methods and analyzed through structural equation modelling. The results reveal that credibility, trustworthiness, source credibility, and self-efficacy significantly impact brand trust, and trustworthiness, credibility; While self-efficacy played a significant role in the social media news to build strong brand trust. The brand trust had a positive and a robust mediating effect on consumer buying intention; and Persuasion knowledge positively moderates' credibility, trustworthiness, source credibility, self-efficacy and consumer buying intention. This study provides important implications from marketing perceptive as it applies and extends the gratification theory and persuasion knowledge. Our findings are beneficial for key stakeholders of a brand that are facing serious advertising concerns due to widespread fake news.

Praveen Kumar. How does Corruption Affect Innovation? - New Evidence from Macro-level Data DOI: <https://doi.org/10.1007/s40953-023-00362-x>



Abstract: This article explores the connection between a country's corruption-related risk exposures and innovations. For this purpose, I performed two fixed-effects panel-data regression models by utilizing Research and Development (R&D) expenditure as a dependent variable and absolute corruption scores & degree of corruption-related risks exposures as independent variables in the presence of five control variables for 2019–2021. The corruption scores & degree of corruption-related risk exposures were collected from the Risk Indexes database. Data related to other variables, such as R&D expenditure, Industry structure, Energy Prices, and Urbanization levels, were fetched from the website of World Bank indicators. Further, the Population data were obtained from the worldmeters database. Consistent with the Sand-the-wheels theory, this research found that the country's high corruption-related risk exposures negatively influence innovations. On the other hand, the lower degree of corruption-related risks boosts innovations in an economy. This study provides policymakers with significant implications of the country's corruption-related risk exposures in the best interests of the world's stakeholders.

Praveen Kumar. Bitcoin Versus Gold Prices: Correlation or Mis-specification DOI: <http://ubplj.org/index.php/jpm/article/view/1975>

Abstract: Bitcoin is a newly created currency, which is also considered as “Digital Gold.” Whereas, Gold is a precious yellow metal. Bitcoins are more independent of the government than gold. Both gold and bitcoins are scanty resources, and thus, prices of both these assets appreciate or deteriorate depending on the demand and supply. An attempt was made to examine the association between prices of these two currencies. For this purpose, three different models were run: independent sample t-test, correlation analysis, and regression analysis. The outcomes of the independent sample t-test revealed that there exists a significant difference between the gold and bitcoin prices. However, the findings of correlation analysis show that movements in gold prices are statistically and positively linked to bitcoin prices. These findings indicate that gold prices move in the same direction as bitcoin prices. Further, the results of regression analysis also depicted that movement of bitcoin prices depends on movement of gold prices. Since its genesis, bitcoin prices have experienced around 37,418 appreciations, which make it an extraordinary currency. However, this study argued that bitcoin is establishing itself as an investment asset for the short term only because fluctuation in prices is very abnormal and unreliable in the long run. Moreover, robustness checks further show that gold prices are increasing at a steady rate, but increments are regular and trustworthy. Finally, the study found that bitcoin provides much higher returns to investors than gold. These results are crucial for the risk-taker investors who are looking for higher returns because bitcoins are getting growing public exposure day by day and attracting investments throughout the world.

Praveen Kumar. Does IFRS convergence affect the readability of annual reports by Indian listed companies? DOI: <https://doi.org/10.1108/JAAR-10-2022-0284>

Abstract: The purpose of this study is to investigate the influence of IFRS convergence on annual report readability in an emerging market context, with an emphasis on the contents of management discussion and analysis (MD&A), notes to the accounts (Notes) and the whole annual report.

Design/methodology/approach: The study performs firm-fixed effect regression on a sample of 143 Indian listed companies over a period spanning from 2012 to 2021 to examine the influence of IFRS convergence on readability. This assessment primarily focuses on broader spectrums of readability dimensions, namely annual report length and complexity, wherein complexity is measured using the Gunning Fog, Flesch Reading ease and Flesch-Kincaid grade index.

Findings: As Indian firms shift to IFRS reporting, the findings suggest that annual reports have become significantly lengthier and more complex, causing deterioration in readability. The Notes section, in particular, exhibits the most significant increase in length and complexity, followed by the entire annual report and MD&A section. Furthermore, the findings also indicate that the complexity of the Notes section is instrumental in the observed complexity growth of the whole annual report in the post-IFRS period.

Research limitations/implications: The current study employs readability indices rather than directly taking into consideration the opinions of actual users of annual reports to determine readability. As a result, the study does not provide direct evidence on how information in annual reports affects users' readability.

Practical implications: The findings provide insightful information to managers and policymakers about the difficulties stakeholders may encounter while reading IFRS-based annual reports, which ultimately impact their investment decisions. Thus, there is an important managerial implication from this, depending upon the severity of complexity corporations participate in while complying with IFRS in the post-IFRS period.

Originality/value: Analyzing the influence of exogenous information shock, such as IFRS convergence, on readability is critical, particularly for emerging markets like India, where a lack of financial literacy and weaker enforcement already have detrimental effects on the capital market. In light of this, the current study provides a comprehensive examination of the impact of IFRS convergence on annual report readability and contributes to the growing IFRS literature in the less explored emerging market context.

Rambabu Lavuri. Unveiling ways to examine the purchase intension of green products in emerging markets. DOI: <https://doi.org/10.1108/BIJ-06-2022-0379>

Abstract: This research study uses the theory of planned behavior to investigate the factors such as environmental concern, perceived control behavior and subjective norms that foster green purchasing intention in the developing market, with the moderating influence of environmental knowledge.

Design/methodology/approach: Convenience and purposive sampling were used to obtain data from 418 respondents, which were analyzed using structural equation modeling.

Findings: The findings revealed that environmental concern had a significant impact on the subjective norms, green attitude and perceived behavioral control; subjective norms had a positive impact on the green attitude, did not on perceived behavioral control and green purchase intention directly; perceived behavioral control had a significant impact on green attitude directly but did not green purchase intention; green attitude had a significantly impacted the green purchase intention. Environmental knowledge had a strong moderation association between green attitude and green purchase intention.

Originality/value: The study explores the complex relationships between various factors, including environmental concern, subjective norms, perceived behavioral control, green attitude and environmental knowledge, and their impact on green purchase intention which can provide a more nuanced understanding of the drivers for sustainable consumption. Additionally, the study's finding on the moderating effect of environmental knowledge on the relationship between green attitude and green purchase intention may be a novel contribution to the existing literature.



Rambabu Lavuri. Role of virtual reality authentic experience on affective responses: moderating role virtual reality attachment DOI: <https://doi.org/10.1080/14724049.2023.2237704>

Abstract: The aim of the study is to examine the role of virtual reality authentic experience on affective responses (enjoyment, emotional involvement, and a flow state) towards visit intention in virtual reality with moderation of virtual reality attachment, using the stimulus organism response framework. Purposive sampling was used to collect primary data from 273 Indian sample. Results revealed that virtual reality authentic experience had a strong impact on enjoyment, emotional involvement, and a flow state. Similarly, enjoyment, emotional involvement, and a flow state had a positive impact on the visit intention of the respondents, and virtual reality attachment had a strong moderation relationship between the enjoyment, emotional involvement, and a flow state and visit intention. This research provides insight into the motivations of would-be visitors to visit VR-presented locations, and it will be helpful for tourism agencies and businesses looking to increase visitor numbers via virtual reality.

Rambabu Lavuri. Havocs of social media fake news! Analysing the effect of credibility, trustworthiness, and self-efficacy on consumer's buying intentions DOI: <https://doi.org/10.1080/0965254X.2023.2253801>

Abstract: The purpose of the study is to examine the influence of social media factors (credibility, trustworthiness, source credibility and self-efficacy) on consumer buying intention towards the branded product, with mediating (brand trust) and moderating effect (Persuasion knowledge) using Uses and Gratifications Theory. A total of 512 original samples were collected through purposive sampling methods and analyzed through structural equation modelling. The results reveal that credibility, trustworthiness, source credibility, and self-efficacy significantly impact brand trust,

and trustworthiness, credibility; While self-efficacy played a significant role in the social media news to build strong brand trust. The brand trust had a positive and a robust mediating effect on consumer buying intention; and Persuasion knowledge positively moderates' credibility, trustworthiness, source credibility, self-efficacy and consumer buying intention. This study provides important implications from marketing perspective as it applies and extends the gratification theory and persuasion knowledge. Our findings are beneficial for key stakeholders of a brand that are facing serious advertising concerns due to widespread fake news.

Vedika Saxena. Corporate Cash Holdings and Share Buyback: Evidence from Emerging Markets DOI: <https://doi.org/10.1177/09726527231184555>

Abstract: This study evaluates corporate cash holdings (CCHs) as a determinant of share buyback for three emerging economies, India, Malaysia, and South Korea, from 2002 to 2020. We find CCH as a significant determinant of share buyback for our sample nations. Our results suggest that share buyback is a flexible way for firms to distribute excess cash across our sample nations. Our study also documents the impact of different country-level investor protection frameworks on buybacks. A favorable relationship between a strong investor protection environment (good governance) and buyback explains the effective role of buyback in resolving agency conflicts compared to dividends.



Pratik Maheshwari. Resilient healthcare network for simultaneous product allocations during supply chain disruptions. DOI: <https://doi.org/10.1080/16258312.2023.2238669>

COVID-19 is responsible for medical emergencies, and uncertainty in healthcare supply chain (HSC). The HSC is struggling against the massive disruption due to the pandemic; thus, this alarming trend reinforces the need for a resilient HSC and a unique dynamic, responsive plan. The pandemic has strained hospitals and quarantine centres, necessitating crisis management for resource allocation. Addressing HSC issues, we've meticulously analysed vehicle routing problems (VRP) and devised solutions. The proposed methodology is exploring the dynamic programming (DP) for resilient HSC. The study offers a single-vehicle routing strategy with simultaneous loading and unloading of items between the depot and N nodes (hospitals and quarantine centres) to alleviate the vulnerability of commodities and recovery of items. The implication of this work is to provide dynamics of special purpose vehicle (SPV) with two storage facilities, one dedicated to fresh healthcare products (depot to nodes) and the second dedicated to old/recyclable/disposable healthcare products (nodes to depot). Finally, utilising the DP and particle swarm optimisation introduces an innovative strategy that compares efficient routing and allocation decisions for resilient HSC. It offers practitioners guidance on optimal operational sequences, optimal cost, and computational times for SPV, enhancing HSC response capabilities during crises.



Alumni Corner

“

The decision to join IIM Jammu was a tough one for me, given I was taking a break from a fulfilling career in IT Services for close to 8 years. Today, I believe it was the right decision, given the immense learning that I have acquired, experiences that I have gained, and memories that I will treasure for life. As an alumni of IIM Jammu, I firmly believe that in the coming years, IIM Jammu will be recognized as one of the finest business schools globally.

Sri Harsha Kuchibhotla

BATCH: 03 IIM Jammu

OnePlus, Lead- India Strategy Projects

“

Every B-school talks big game when it comes to rigor, diversity, and opportunities. Before I joined IIM Jammu, I knew all three of these elements would be there; what I did not know was how intense they were going to be. The demanding coursework and unwavering faculty standards taught me to grasp concepts, dissect problems, and master them. Engaging with sharp-minded individuals with diverse backgrounds challenged my perspective. And to top it all off, the institute not only educated but also opened doors. Because of the brand name of the institute and the combination of skillset and values it instilled in me, I ended up working at the top firms in the most sought after roles. I strongly believe that without the resources, knowledge, and experience I have gained at IIM Jammu, I wouldn't be where I am now.

Anant Singh, BATCH: 04 IIM Jammu

Investcorp, Analyst- Private Equity

Student Testimonial

“



Rajpal Singh Rao

MBA23181

Beyond academics, IIM Jammu offers a plethora of extracurricular activities and clubs catering to various interests. Whether it's participating in sports, joining a cultural club, or engaging in community service, there is something for everyone. These activities have not only helped me develop as a well-rounded individual but have also allowed me to form lasting friendships.

IIM Jammu has been nothing short of life-changing. The academic rigor, the nurturing environment, and the opportunities for personal and professional development have prepared me to face the world with confidence and competence. I am proud to be part of the IIM Jammu family and excited to see where this journey takes me.

Beyond academics, IIM Jammu offers a plethora of extracurricular activities and clubs catering to various interests. Whether it's participating in sports,



Khushi Arya

MBA23114

interests through various clubs, committees, and other extracurricular pursuits. A notable characteristic of this institution is its diverse and all-encompassing community. Interacting with peers from varied backgrounds has expanded my horizons and enriched my perspective.

“

IIM Jammu is a transformative place. The institution has provided an unparalleled crucible for both my personal and professional development. The academic regimen here stands as a testament to excellence. The faculty's unwavering commitment to fostering intellectual acumen and cultivating critical thinking has served as an enduring wellspring of inspiration. Moreover, beyond academics, IIM Jammu's steadfast dedication to holistic development has allowed me to delve into my varied

Faculty Speak



“

Pratik Maheshwari
Ph.D. NITIE Mumbai

Assistant Professor,
Operations & Supply Chain

Established in 2016, IIM Jammu has quickly risen to prominence as one of India's premier business schools. Located in the picturesque city of Jammu, I am proud to be a part of an institute that places a strong emphasis on academic rigor, innovation, and industry relevance. Our commitment to nurturing future leaders is unwavering, and we endeavor to create an environment where knowledge meets practice, fostering well-rounded professionals. Our faculty members are deeply committed to conducting research that addresses real-world challenges. Our research has a tangible impact on business practices and policymaking. We encourage our students to participate in this journey of knowledge creation, fostering a culture of inquiry and discovery. At IIM Jammu, we believe in nurturing leaders who not only drive business growth but also contribute positively to society. We are excited about the challenges and opportunities that lie ahead and are confident that our students will emerge as leaders who can thrive in an ever-changing business landscape.

”



Student Activities





INDIAN INSTITUTE OF MANAGEMENT JAMMU
Jagti, NH-44, PO Nagrota, Jammu (J&K) - 181221

E-mail : info@iimj.ac.in
Phone No. : 0191-2741400