







# PANORAMA

Quarterly Newsletter

October to  
December 2023

Volume 13







**हमारा संकल्प**  
**विकसित भारत**

**Ideas For The Vision**  
**VIKSIT BHARAT@2047**  
 I have shared my ideas for Viksit Bharat

**“Today the goal of the country is Viksit Bharat, Sashakt Bharat! We cannot stop until this dream of a developed nation is fulfilled.”**  
 Shri Narendra Modi, Hon’ble Prime Minister

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With great pleasure and a sense of fulfilment, I, the Director of IIM Jammu, extend my warm wishes to all of you. As we go through the changing landscape of management education, I'm happy to see our advancements in pursuing academic excellence, quality research, and holistic development. I am delighted to share that IIM Jammu has moved to its permanent campus at Jagti, which is a great achievement for us. Our existing and incoming batches will find that the state-of-the-art campus offers an ideal environment to pursue their academics and focus on their extracurricular aspirations to become future leaders. The new campus aims to give students a collaborative learning environment.

This is a time to reflect upon our past efforts as we stand at the beginning of a new year, and I am incredibly appreciative of the collective efforts of our faculty, staff, students, and alumni who contributed to the growth and success of our institute. Due to these initiatives, IIM Jammu has developed into a center for learning and innovation.

At IIM Jammu, we want to provide our students with a learning environment beyond textbooks and traditional classroom settings. Our commitment to providing an excellent education is reflected in the variety of academic programs we offer, including the MBA (Hospital Administration and Healthcare Management), one of the first of its kind programs jointly provided in collaboration with AIIMS Jammu. IIT Jammu, Dual Degree (B. Tech + MBA) offered with IIT Jammu, IPM (BBA + MBA), Executive MBA, EMBA (Corporate Affairs & Management), Ph.D., and other programs that demonstrate our institution's

## Director's Message

dedication to creating holistic leaders. The curriculum gives students the academic and practical information they require to achieve in the future and the abilities they need to overcome obstacles.

Research is one of our institute's main areas of interest. I'm happy to inform you that IIM Jammu has always been ahead in research and has progressed significantly this year. Our distinguished faculty members have actively participated in research projects that tackle contemporary issues and add to the corpus of management knowledge. Our faculty members have published research papers in numerous reputable publications, and their attendance at international conferences and our collaborations with industry are examples of our commitment to promoting innovation.

It gives me great pleasure to highlight the various extracurricular activities initiated on our campus by the student community. At IIM Jammu, clubs and committees allow students to explore their passions, show off their abilities, and gain practical skills that enhance their academic studies. Through these activities, their personalities are developed holistically, preparing them as professionals and as responsible and well-rounded individuals.

To assist current students and graduates, we are always trying to expand our alumni network by offering mentorship, information sharing, and cooperative projects. The upcoming programs and projects that will improve the academic environment at IIM Jammu excite me. Our primary focus is on innovation and entrepreneurship, and we are actively working with government agencies and industry professionals to establish an ecosystem that supports budding entrepreneurs.

I want every member of the IIM Jammu community to embrace the values of teamwork and lifelong learning as we begin this new year. Let's set goals for ourselves to accomplish, discover unexplored interests, and significantly impact the world around us. We shall keep working together to create a legacy of excellence and quality that reflects the mission and goals of IIM Jammu. I want to express my sincere regards to the whole IIM Jammu family for their constant dedication and support. IIM Jammu is a paradigm of excellence in management education.

I hope every one of you has a fruitful and prosperous academic year!

**Prof. B. S. Sahay**  
Director, IIM Jammu

## Observance of Gandhi Jayanti and Lal Bahadur Shastri Jayanti

Indian Institute of Management Jammu (IIM) Jammu proudly observed Gandhi Jayanti and Lal Bahadur Shastri Jayanti with a heartfelt tribute to the legacies of these two stalwart leaders. The event, held on 02nd Oct 2023 at IIM Jammu's state-of-the-art-campus Jagti, was a harmonious blend of reverence, culture, and artistic expression.

The event commenced with the offering of floral tributes to Mahatma Gandhi and Lal Bahadur Shastri by the Prof. B.S. Sahay, Director of IIM Jammu, Prof. Jabir Ali, Dean Academics, IIM Jammu, Dr. Ashish



Kumar, Chairperson, Student Affairs and Cmdr. Kesavan Baskaran (R), Chief Administrative Officer, IIM Jammu and other faculty, officers, staff and students at the Institute. Their participation underscored the institution's commitment to upholding the values and principles cherished by these iconic freedom leaders.

The Inaugural Address was delivered by Dr. Ashish Kumar, Chairperson Student Affairs at IIM Jammu. Dr. Ashish Kumar's enlightening words emphasized the enduring relevance of the teachings of Mahatma Gandhi and Lal Bahadur Shastri in today's world. His address served as an inspiration to the students and the audience alike.



Speaking on the occasion, Prof. B.S. Sahay, Director, IIM Jammu says, “Non-violence, truth, and sacrifice are the basic doctrines of Gandhian and Shastri Ji’s philosophy. The Mahatma, a great thinker, a philosopher, and the father of our nation, continues to be the epitome of great leadership, and simplicity. Shri Lal Bahadur Shastri Ji, a great statesman and second Prime Minister of India is always remembered for his slogan Jai Jawan! Jai Kisan! which reverberates even today through the length and breadth of the country. On the birth anniversaries of these Indian legends, I urge everyone present here to continue to derive inspiration from



these great personalities who left an indelible mark on the lives of every Indian. On this occasion, I urge each one of you to stand up and work towards the prosperity of the nation”.

Prof. Jabir Ali, Dean Academics, IIM Jammu mentioned that “We believe in nurturing not just future business leaders but responsible citizens who carry forward the ideals of leaders like Mahatma Gandhi and Lal Bahadur Shastri. Today’s celebration was a step in that direction.”

The cultural extravaganza featured mesmerizing music performances by the Bandish Club, IIM Jammu showcasing the rich musical heritage of India followed by mesmerizing dance performance by Groove Club, IIM Jammu and showcase of cultural diversity in Bharat by Dharohar Club, IIM Jammu.

This event was a testament to IIM Jammu’s commitment to holistic education, nurturing not only academic excellence but also fostering an appreciation for culture and values. The event was attended by the students, faculty, officers, and staff of the Institute and was followed by dinner.



## Shree Anna Mela-Millet Fair Cum Exhibition and Technical Conference organized by Ministry of Food Processing Industries and DICCI with IIM Jammu and Theta Foundation for Development as knowledge partners.

The Ministry of Food Processing Industries in association with Dalit Indian Chamber of Commerce (DICCI) organized and hosted the Shree Anna Mela (Jammu Millets Mela) and Technical Conference on 5th Oct 2023 at Radisson Blu, Jammu. Indian Institute of Management (IIM) Jammu and Theta Foundation for Development were the knowledge partners for this event. The event brought together a diverse group of stakeholders to celebrate the rich biodiversity and agro-ecological practices of the state and explore the potential of millets in transforming the agricultural landscape.

The Chief Guest for the event was Shrimati Indu Kanwal Chib, JKAS, Mission Director, JKRLM, J & K and Guest of Honor was Shri Arun Manhas, MD, J & K State Agro Industries Development Corporation Ltd J & K. The event was formally inaugurated in presence of Padmashree Shri R.K. Narra, National President,



DICCI, Prof. B.S. Sahay, Director, IIM Jammu, Prof. Jabir Ali, Dean, Academics, IIM Jammu, Ms. Neha Ganju, Manager, Ministry of Food Processing Industries, Shri Mohammed Farooq Dar, Secretary, Agriculture Production and Family Welfare, Shri Gaurav Gupta, Theta Foundation for Development, Cmdr. Kesavan Baskaran (R), Chief Administrative Officer, IIM Jammu, Dr. Vivek Sharma, CIO, IIM Jammu, and other dignitaries present on the occasion.

Padmashree Shri R.K. Narra, National President, Dalit Indian Chamber of Commerce (DICCI) in his welcome address mentioned that the Anna Mela (Jammu Millets Mela) is a unique platform for all stakeholders to connect on a common platform. In his address, he made a reference to age old healthy practice of using millets in their diet and having a healthy lifestyle. He said that Govt. Of India is now focusing on re-introducing health supplements having millets for promoting a healthy lifestyle among the masses.

Prof. B. S. Sahay, Director, IIM Jammu credited the Hon’ble Indian Prime Minister, Shri Narendra Modi, and Ministry of Food Processing Industries in popularizing the importance of millets worldwide.



He reiterated that IIM Jammu promotes increased millet consumption and ensured a full day meal made of millet once a week to help the students and faculty attain a healthier lifestyle. He urged the farmers, academia and the industry people present here to join hands and collaborate with the organizing team and offered to facilitate the farmers and entrepreneurs from the Institute end in areas ranging from marketing, branding, and pricing of millet. He also emphasized that IIM Jammu will always be eager to facilitate the interested farmers and industry geeks in their initiatives. Lastly, he urged everyone present to promote millet consumption as it is chemical free and a healthier alternative.

Guest of Honor Shri Arun Manhas, MD, J & K State Agro Industries Development Corporation Ltd. J & K in his special address suggested that the government incorporate it in public distribution system which will help to create increased awareness about millets in their daily diet. He also urged and emphasized the need to come together and contribute their part in increased awareness and usage of millets in our daily diet.



Chief Guest Shrimati Indu Kanwal Chib, JKAS, Mission Director, JKRLM, J & K in her special address mentioned that The Shree Anna Mela has been a testament to the potential of millets in enhancing food security, improving nutrition, and boosting the income of our farmers. She also spoke about various initiatives taken by JKRLM, J & K for promoting millet cultivation with women empowerment. The inaugural ceremony ended with the vote of thanks by DICCI.



One of the highlights of The Shree Anna Mela is the presentation on the Pradhan Mantri Formalization of Micro Food Processing Enterprises (PMFME) Scheme by Secretary, Agriculture Production and Family Welfare, Shri Mohammed Farooq Dar, shedding light on how this initiative can benefit local farmers and entrepreneurs.

The industry meet commenced with a presentation and promotional video by Dr. Neha Ganju, Manager, Ministry of Food Processing Industries briefing about the upcoming Food Expo 2023 and the plethora of opportunities and schemes for entrepreneurs from the food sector from the U.T of J & K. This was followed by addresses wherein Prof. B.S. Sahay mentioned that the industry, academia coming



together for creating a healthy business ecosystem for millets and also proposed the concept of having an industry meet at IIM Jammu. This was followed by address by Shri Arun Manhas, and Shrimati Indu Kanwal Chib, focusing on promoting collaboration and industry growth in the millet sector. The industry meet featured top-league entrepreneurs, industrialists from the Food sector in J & K. Towards the end there was an open house interaction with industry and experts.

The Shree Anna Mela -Millet Fair-cum-Exhibition was a day filled with innovation, learning, and networking opportunities, bringing together farmers, industry representatives, academia, experts, and enthusiasts under one roof. The event in a true sense showcased Jammu's agricultural heritage and the potential of millets in shaping the future of food processing.



## IIM Jammu Expands Global Horizons by inking a pact with National Central University, Taiwan for Academic and Research Exchange



In a momentous step towards fostering international academic cooperation, the Indian Institute of Management (IIM) Jammu signed a Memorandum of Understanding (MoU) with National Central University, Taiwan. The virtual signing ceremony took place on 06th Oct 2023, marking a significant

milestone in both institutions' commitment to enhancing educational opportunities and research collaborations. The MoU was signed by Prof. B.S. Sahay, Director, IIM Jammu, and Prof. Jin Huei Yeh, Dean, National Central University, Taiwan in online mode. Present on the occasion, were Prof.

Jabir Ali, Dean Academics, IIM Jammu, Dr. Wei Hsien Li, Associate Professor, National Central University, Taiwan, Dr. Sarbjit Singh, Chairperson, International Relations, Dr. Anuja Akhouri, Chairperson Corporate Communications, Dr. Rambalak Yadav, Chairperson, Research, and Dr. Niti Shekhar, Assistant Professor, IIM Jammu

Prof. B.S. Sahay, Director of IIM Jammu, expressed his happiness about this collaboration, saying, "This MoU with National Central University, Taiwan, represents a significant step towards strengthening our global network of academic partnerships. It opens exciting opportunities for our students and faculty exchange, to engage in international research and educational experience. We at IIM Jammu envision international standards of certification and quality in the various programmes offered through the collaboration. This MoU will be followed by joint collaborations with National Central University, Taiwan in the areas of Academic and Research Exchange".

Prof. Jin-Huei Yeh, Dean, National Central University, Taiwan mentioned, "We are delighted to partner with IIM Jammu, an institution known for its commitment to excellence in management education. This collaboration signifies a promising beginning of our joint journey towards



advancing knowledge and fostering global academic connections."

Prof. Jabir Ali, Dean Academics, IIM Jammu mentioned that "The signing of this MoU underscores IIM Jammu's commitment to global excellence and its dedication to fostering academic growth on an international scale. Both institutions are eager to commence joint initiatives that will contribute to the advancement of knowledge, cross-cultural understanding, and the creation of a brighter future."

Dr. Wei Hsien Li, Associate Professor and Director, International Relations, National Central University, Taiwan, stated that, "The collaboration between the two reputed Institutes will give a leading edge to the research output of National Central University, Taiwan. The collaboration between both Institutes will lead to meaningful outcomes in the interest of the stakeholders and pave the path for sustainable growth and development."

This collaboration between IIM Jammu and National Central University, Taiwan, is designed to foster academic and research cooperation across diverse domains ranging from Student exchange, faculty exchange, Exchange of academic information and materials organizing joint research programs, organizing joint conferences 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 ceremony was a testament to the commitment of both institutions to advancing international education and research endeavors. 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.

## Shri Gulam Ali Khatana Ji, Member of Parliament, Rajya Sabha interaction with IIM Jammu Fraternity

Indian Institute of management (IIM) Jammu hosted Shri Gulam Ali Khatana Ji, Member of Parliament, Rajya Sabha for an interaction with the faculty, officers and staff at its state-of-the-art permanent campus at Jagti. The event was graced by Prof. B.S. Sahay, Director, IIM Jammu, Prof. Jabir Ali, Dean Academics, IIM Jammu, Cmdr Kesavan Baskkaran, CAO, IIM Jammu, Dr. Nitin Upadhyay, Chairperson,

MBA, Dr. Ateeque Shaikh, Chairperson, IPM, along with all faculty, officers, and staff of the Institute. The interaction was followed by an engaging discussion with the faculty, officers, and staff of the Institute.

Shri Gulam Ali Khatana Ji, Member of Parliament, Rajya Sabha highlighted the significance of empowering the youth of the region with management skills,



acknowledging the pivotal role that institutions like IIM Jammu play in the development and progress of the rural areas of the U.T of Jammu and Kashmir. He reiterated the need to come together and urged the IIM Jammu fraternity to work in the interest of the U.T of Jammu and Kashmir and its brighter future by empowering the youth in areas of management, entrepreneurship, and skill development.



Prof. B.S. Sahay, Director, IIM Jammu, gave an overview into the academic, research and various other initiatives of IIM Jammu. In his address, he also mentioned about the Centre for Entrepreneurship, Innovation & Skill Development (CEISD) instituted at IIM Jammu with a motto to work towards the promotion of entrepreneurship and innovation at

the grass-root level across the length & breadth of Jammu & Kashmir. During his address, he mentioned about IIM Jammu setting up the first "The Diversity Cell" in India in association with the Dalit India Chamber of Commerce and Industry (DICCI) and Confederation of Indian Industries (CII) and being inaugurated by then Former Hon'ble President of India, Shri Ramnath Kovind, on 9th June 2022. He reiterated that the Institute believes in nurturing a culture of diversity and inclusion at IIM Jammu, ensuring that every individual, regardless of background, has the opportunity to excel.

Prof. Jabir Ali, Dean Academics IIM Jammu stressed on the need for creating a positive impact on the communities around the nearby regions near the campus. He mentioned that IIM Jammu aims to be a catalyst for regional development, providing resources, expertise, and opportunities to uplift the local economy.

The interaction of Shri Gulam Ali Khatana Ji, MP Rajya Sabha with IIM Jammu fraternity symbolized a significant step towards strengthening ties, fostering collaboration, and aligning efforts to empower the youth and promote development in the U.T of Jammu and Kashmir.



## International HR Pre-Conference

The International HR Pre-Conference, commenced on October 12th and will also continue 13th, 2023, at the state-of-the-art permanent campus of the Indian Institute of Management (IIM) Jammu, marking a significant step forward in equipping researchers and practitioners in the field of human resources with advanced tools and techniques. The event included a pre-conference workshop designed to enhance the skills and knowledge of participants in HR analytics and various research methods and tools like SPSS, R, SEM, PLS-SEM, and the psychometric test construction process.

Prof. B.S. Sahay, Director, IIM Jammu reiterated that, the International HR Pre-Conference reaffirmed its importance in promoting knowledge sharing, collaboration, and skill development within the HR community. He mentioned that the participants are



sure to leave the event with a deeper understanding of HR practices and the tools necessary to navigate the evolving landscape of the field.

Prof. Jabir Ali, Dean, Academics, IIM Jammu mentioned that International HR Pre-Conference served as a dynamic platform for HR researchers, academicians, and practitioners to come together and explore the ever-evolving landscape of human resources. We at IIM Jammu are committed to fostering a collaborative environment where knowledge sharing and skill development take centre stage, ultimately shaping the future of HR practices.

The first session by Dr. Ashish Kumar, Chairperson of Student Affairs, IIM Jammu, delved into the fascinating world of Bibliometric Analysis and

Visualization. Dr. Kumar's session provided attendees with valuable insights into the techniques and tools used in bibliometric analysis, allowing participants to explore patterns and trends in published research.

The second session, led by Dr. Rambalak Yadav, Chairperson, Research, IIM Jammu, focused on the intricacies of "How to Publish Articles in Quality Journals." Dr. Yadav shared valuable tips and strategies for researchers looking to navigate the often-complex process of getting their work published in reputable academic journals.

Dr. Jaganth.G, Assistant Professor at IIM Jammu, presented the third session, which covered the topic of "Network Analysis." His insights into network analysis techniques and applications offered a fresh perspective on the value of connections and relationships in the field of HR.

Another engaging session chaired by Dr. Amitabh Deo Kodwani, Professor at IIM Indore, who led a session on Case Study Writing and Workshop.

The session provided attendees with a practical understanding of how to develop, write, and analyse case studies, a valuable skill in both academic and business contexts.

Dr. Neeraj Kaushik, Associate Professor and Head of the Department of Business Administration at NIT Kurukshetra, delivered two sessions. The first session focused on "Structural Equation Modeling with R" providing attendees with a comprehensive understanding of this statistical method used for research and analysis. The second



session expanded on the topic, delving deeper into "Structural Equation Modelling with R," offering attendees an advanced perspective on the subject.

During the workshop, all the experts in their fields guided participants through the intricacies of HR

analytics and provided comprehensive training in various advanced tools and techniques. The International HR Pre-Conference provided participants with valuable insights and skills, setting the stage for a dynamic and informative "HR in Dynamic Business Environment" International Conference and Conclave scheduled from 14-15th Oct 2023.

The informative sessions at the International HR Pre-Conference brought together a diverse group of participants, providing them with the knowledge and skills necessary to excel in their respective fields. The conference emphasized the importance of sharing experiences, research, and insights within the HR community, ultimately fostering a collaborative and knowledge-driven approach to HR practices.



### International HR Pre-Conference-Valedictory

The International HR Pre-Conference, hosted at the Indian Institute of Management (IIM) Jammu, made significant strides in advancing the knowledge and skills of HR professionals, researchers, and practitioners during its two-day session. The Pre-Conference, which commenced on October 12th, 2023, and concluded on October 13th, 2023, provided participants with valuable insights into HR analytics, research methods, and various tools to enhance their proficiency. The event featured a pre-conference workshop designed to empower participants with the latest tools and techniques in the field of human resources. Topics covered during the Pre-Conference included SPSS, R, SEM (Structural Equation Modeling), PLS-SEM, and

the psychometric test construction process.

Dr. Guanpuanang Kahmei, the Conference Chair, and Dr. Anuja Akhouri, Co-Chairperson of the International HR Conference at IIM Jammu, graced the occasion with their presence. The administrative support and coordination for the event were efficiently managed by Dr. Nadeem Younus Zargar, the Administrative Officer at the Institute for Engineering Education & Certification, IIM Jammu.

A highlight of the second day of the Pre-Conference was an engaging session chaired by Dr. Amitabh Deo Kodwani, a distinguished Professor at IIM Indore, who conducted a session on "Case Study Writing and Workshop".

This session provided attendees with practical insights into the development, writing, and analysis of case studies, a vital skill for both academia and the business world.

Dr. Neeraj Kaushik, Associate Professor and Head of the Department of Business Administration at NIT Kurukshetra, delivered two enlightening sessions. The first session was focused on “Structural Equation Modeling with R,” offering participants a comprehensive understanding of this statistical method, widely used for research and analysis. In the second session, Dr. Kaushik delved deeper into the topic, providing attendees with an advanced perspective on “Structural Equation Modeling with R,” equipping them with enhanced skills and insights in this field.

Prof. Jabir Ali, Dean Academics, IIM Jammu distributed certificates to a group of accomplished students. He mentioned that “Learning is a continuous process, and your education does not end with the receipt of a certificate. In fact, it’s just the beginning of a lifelong journey,” stated Prof. Jabir Ali. “As you move forward in your careers and lives, remember that the more you learn, the more you have to share with the world. Knowledge becomes truly valuable when it is shared and used to make a positive impact on society.”



The International HR Pre-Conference at IIM Jammu has been a resounding success, bringing together a diverse group of HR professionals, researchers, and experts to share knowledge and best practices in the ever-evolving field of human resources. The participants have gained valuable insights and practical skills that will undoubtedly contribute to their professional growth.

During the workshop, all the experts in their fields guided participants through the intricacies of HR analytics and provided comprehensive training in various advanced tools and techniques. The International HR Pre-Conference provided participants with valuable insights and skills, setting the stage for a dynamic and informative “HR in Dynamic Business Environment” for the upcoming International Conference and Conclave scheduled from 14-15th Oct 2023.

The informative sessions at the International HR Pre-Conference brought together a diverse group of researchers, providing them with the knowledge and skills necessary to excel in their respective fields. The conference emphasized the importance of sharing experiences, research, and insights within the HR community, ultimately fostering a collaborative and knowledge-driven approach to HR practices.



## International HR Conference and HR Conclave 6.0 at IIM Jammu

### Day 1

The first day of HR Conclave 6.0, the signature event of the Indian Institute of Management (IIM) Jammu, was a resounding success, with industry experts sharing their insights on a plethora of topics related to the theme of the Conclave, “HR in a Dynamic Business Environment.” The day began with an inaugural ceremony presided over by Prof. B.S. Sahay, Director, IIM Jammu; Prof. Jabir Ali, Dean, Academics and Chairperson, Placements at IIM Jammu; and Dr. Baljeet Singh Sani, Co-Chairperson, Placements at IIM Jammu.



academia and industry will provide students with knowledge and value for their future endeavors ahead.

Prof. B.S. Sahay, Director, IIM Jammu, addressed and welcomed the audience to the HR Conclave 6.0. He mentioned that IIM Jammu has been a pioneer in introducing International HR Conference and Conclave to unite the academia and industry leaders on a common platform for exchange of ideas, knowledge sharing on HR and its adaptation to the ever-changing business environment.



The Chief Guest of the event was Prof. Pragati Kumar, Vice-Chancellor of Shri Mata Vaishno Devi University. Dr. Baljeet Singh Sani, Co-Chairperson (Placements), IIM Jammu, affirmed that HR Conclave 6.0 is an exceptional forum where human resources professionals from the industry convene to share insights, teach students how to navigate the challenges they will inevitably encounter on their path through the dynamic corporate world, and exchange ideas.

In his welcoming remarks, IIM Jammu Conference Chair Dr. Guangpuanang Kahmei provided an overview of the proceedings that were scheduled for the following two days.

In his address, Prof. Jabir Ali, Dean, Academics, IIM Jammu, provided the audience with an insightful overview of multiple programs in accordance with its mandate to cultivate transformational leaders. He also mentioned that this collaboration between





He mentioned that IIM Jammu, has a motto to cultivate leaders and entrepreneurs who serve both, within their local communities and on a global scale. He gave an overview into the fast-paced growth and journey of the Institution and reiterated that IIM Jammu has ascended to the fifteenth position among all IIMs. He emphasized that the Institute has integrated the value of happiness as a crucial component of existence, into each of its programmes. He mentioned that in pursuit of excellence, IIM Jammu is rapidly accentuating itself as a prominent B-school across the globe.

Prof. Pragati Kumar, Vice-Chancellor of Shri Mata Vaishno Devi University, the event's Chief Guest, conveyed his concerns and questions, which he hopes will be addressed at this conclave. He emphasized the advantages of technology and how it must be implemented to enhance an organization's operational capabilities. The advent of AI technology in the business world has generated jobs in a variety of unanticipated fields that businesses can target to their advantage. Before formulating an HR policy, he insisted that the human element of human resources and its management should never be neglected.



Mr. Deepak Taduru, Northern Trust VP Talent Acquisition, the keynote speaker, encouraged students to study and learn throughout their lives. He asserted, with the aid of a video describing the Heineken recruitment process, as to what HR is all about. According to him, a well-defined strategy with all objectives, networking, and adding skills and experience to resumes are three things that students should take with them after graduation. He enforced the ideas ranging from effective management of the workforce, improving employee engagement, data-driven efficiency, cost optimization, employee development, performance management incentive programs, and employee healthcare and well-being.



Dr. Roy Kshemendra Sharma, Head of Communications & Customer Centricity, Tata AIA Life Insurance, the keynote speaker, outlined the 'TATANess' key characteristics as follows: one must be attuned to the ground, transparent, adept at handling grievances, employee-centric, proactive in their approach to HR reforms, opportunistic in their approach to reforms across all levels, and committed to maintaining a healthy work-life balance.

The International Conference on HR had an impressive start on its first day, featuring ten tracks, each chaired by esteemed experts in the field. These tracks offered various insights and discussions, setting the stage for a rich and informative conference. The first day included ten tracks chaired by Dr. Jatin Pandey, IIM Indore, Dr. Shrihari Sohani, IIM Indore, Dr. Manisha Singh, VIT Bhopal, Dr. Pallavi Pandey, KREA University, Dr. S.C. Das, Dr. Jaganth. G, IIM Jammu, Dr. Mamta Tripathi, IIM Jammu, Dr. Padmavathy Dhillon, IIM Sambalpur, Dr. Shikha Bhardwaj, IIM Sambalpur, Prof. Vidya M. Iyer, SOIL School of business design, Manesar. These tracks encompassed various paper presentations on a wide range of topics related to human resources, providing attendees with diverse insights into the



latest trends, developments, and challenges in the HR domain.

The first panel of the day, which was moderated by Dr. Mamta Tripathi, Faculty, IIM Jammu on the topic "Future Demands – HR Reskilling," the following individuals shared their insights on the subject matter: Mr. Deep Banerjee, Associate Vice President-HR, Godrej Agrovet Limited; Mr. Rupesh Gupta, Senior Director-Human Resources, Snapdeal; Mr. Paramveer Singh Narang, India Head of Talent Acquisition, Capital One; Ms. Tania Rauth, HR Lead, Hindustan Coca-Cola Beverages Ltd; and Ms. Manavi Pathak, Head - Learning and Organisational Development, Samsung R&D; Mr



Govind Singh Negi, Head of Talent, Europe and India, Delivery Centre Lead – India, 3Pillar Global. Key takeaways from this discussion were skill enhancement and the interconnection between job and skill experiences for lasting success. **They also highlighted the need for candidates who can handle volatile and uncertain situations in today's dynamic world and underlined the demand for agility and rapid growth through the versatile skills of today's generation.**

"Adapting to Changing Working Dynamics: Managing Workforce Through a Screen" was the topic of discussion for second panel, which was moderated by Dr. Muqbil Burhan, Faculty, IIM Jammu. Panelists examined the opportunities and challenges associated with managing a remote workforce. Ms. Ashwini Panwar, Vice President Workforce Management, Barclays; Mr. Ravi Rangaraju, Senior HR Business Partner, Thomson Reuters; Mr. Amanpreet Kaur, Senior HR Business Partner, Lenovo, and Mr.



Yogesh Luthra, Head of Talent Acquisition, IGT Solutions, Ms. Monika Diwan, HRBP Leader, GfK and Mr. Hemant Kumar Ravi, Head of Human Resources, Kantar, comprised the panelists. Key takeaways of this discussion were the emphasis on the importance of honesty, integrity, and knowledge in respective work domains. The panel members reiterated the importance of collaborating with technology, prioritizing professional development, and fostering open communication to build trust, respect, and unity within the workforce.

In "Metamorphosis in Business: Gearing Up for Transition in a Post-COVID World," the third panel of the day which was moderated by Dr. Ashish Kumar, Faculty, IIM Jammu, the role of HRs in assisting organizations through the transition to a new normal in the post-COVID era was examined. The panel consisted of the following individuals: Dr. Swarnpreet Singh, Head Campus Recruitment, Niva Bupa Health Insurance; Ms. Sirisha Tangirala, Human Resource Director, Greenway Health; Mr. Rollince Peter, Director HR, Thermo Fisher Scientific; Ms. Monika Garg, Senior Manager Global HR Operations Support, Fresenius Medical Care, and Mr. Chandrahas Shetty, President Human Resource,





Alembic Pharmaceuticals. The panel discussions illuminated the importance of ongoing training and recertification in fostering employee empowerment and organizational development. Panellists reiterated that it is vital to cultivate adaptable abilities to satisfy the ever-changing demands of the market. Panel members believed that networking is an asset when it comes to securing the ideal professional position.

The panel discussions and the International Conference on the first day of HR Conclave 6.0 were a vibrant exchange of ideas, brimming with potential and valuable insights. The panelists consistently introduced fresh perspectives and concepts throughout the event. Attendees left the conference feeling reinvigorated and enlightened, with a renewed sense of motivation and understanding.



## International HR Conference and HR Conclave 6.0 at IIM Jammu

The first day of International Human Resource Conference cum Conclave 2023 (IHRCC'23) was a resounding success, creating the basis for an exciting and informative next day of conversations about the future of HR.



## International HR Conference and HR Conclave 6.0 at IIM Jammu

### Day 2

Indian Institute of Management (IIM) Jammu commenced the second day of the HR Conclave with session chair and keynote Speakers Mr. Ashish Kaul, Director – Knowledge and Advisory & Business, Head, SHRM India, and Mr. Rohith Kumar, CHRO, McDonalds India.

Mr. Ashish Kaul, Director – Knowledge and Advisory & Business Head at SHRM India, highlighted the swift pace of change in the world. He emphasized that even in challenging economic times, there's a continued demand for skills. The key message is that academic achievements alone do not guarantee success in the business world.



served as a valuable platform for knowledge sharing, networking, and collaborative discussions among researchers, academicians, and practitioners.



Mr. Rohith Kumar, Chief Human Resources Officer, McDonald India emphasizes the need for HR professionals to go beyond surface-level understanding and understand the organization, especially in unique or challenging situations, in the ever-changing corporate landscape. Mr. Kumar also advises freshly hired corporate personnel to be ready for increasingly challenging responsibilities, even if they appear unappealing since they typically provide vital business insights.

The second day of the International Conference on HR brought an enriching and informative conclusion to the event, with an additional ten tracks, each chaired by experts from esteemed Institutions across the globe. These tracks provided valuable insights and discussions, further cementing the success of the conference. The International Conference on HR



The second day began with a fourth Panel Discussion on “Navigating Cross-Generational Dynamics in a Workplace,” moderated by Dr. Barnali Chaudhary, Faculty, IIM Jammu. Rahul Bagale, Group HR Head, Force Motors Ltd.; Jaya Lakshmi, People Partner, Google; Abhinav Iyer, GAR OD Director, Intel Corporation; and Rekha Manola, Talent Acquisition Manager & India TA DE&I Program Manager, HP, were



panelists. The key takeaways showed that HR goes beyond routine tasks to understand the organization and advocate for its employees. The focus is on learning culture and India's reverse mentorship practice.



The fifth panel discussion was on the topic, "Beyond Profits: Making a Difference in Communities We Touch," moderated by Dr. Gaana. J, Faculty, IIM Jammu. The panel featured Mr. Samuel Justus, Lead Talent Engagement – Campus at Diageo; Ms. Dipti Naidu, Manager- HRBP, Mastercard; Mr. Manoj Kumar Sharma, Head HR, Aaj Enterprises; Mr. Akshay Rakshit, Manager- HRBP, BMW Group, Mr. Shivendu Chatterjee,



Designation & Company: Global Lead -Learning and Development, IQanti. The key takeaways of this session were that HR personnel are portrayed as multifaceted role-players with various responsibilities beyond recruitment.

The sixth panel discussion was on the topic,



"Approaching an AI-Centric Workforce" moderated by Dr. V. Raj Kumar, Faculty, IIM Jammu. The session featured panelists ranging from Mr. Setu Shah, Global HCM Product Strategy Director, Oracle, Mr. Mibin Babichan, Associate Director HR operations, Cognizant, Mr. Yahya Rasheed, Global Head of L&D, HCL Tech, Mr. Andrews Simon, SVP TA, eClerx, Ms. Charitha Paramanandam, Head-Global HR Shared Services, Concentrix, Ms. Raeesa Naim, Director - People & Culture, Grant Thornton. The key takeaways of this session were that the speakers underlined the need for human connection in the fast-developing area of artificial intelligence (AI).



The seventh panel featured the topic, "The Role of HR in Patient-Centric Care: Building a Patient-Focused Workforce" moderated by Dr. Niti Shekhar, Faculty, IIM Jammu. The panelists for this session were Mr. Pankaj Phatak, Head TA, Talent & Performance Management - Global Manufacturing Operations, Dr. Reddy's Laboratories; Mr. Jayesh Vispute, Human Resource Head, Glenmark Pharmaceuticals and Ms. Mona Puri, Executive Director Human Resources India & Asia Pacific, Parexel International. Some major takeaways were that the healthcare sector demands tremendous patience and empathy due to every action's direct and far-reaching consequences on patients.

Prof. B.S. Sahay, Director, IIM Jammu reiterated that, "The valedictory ceremony of HR Conclave 6.0 and the International HR Conference marks the culmination of an enriching and insightful event. We are proud to have facilitated this platform for knowledge exchange, and I'm delighted to see such a diverse and engaged audience. He reiterated that the Idea of clubbing the International HR Conference and HR Conclave was to bring together academic experts and industry professionals and that the success of a conference and conclave depends not only on the panelists but also on the audience."



The valedictory ceremony was graced by Prof. B.S. Sahay, Director, IIM Jammu, Prof. Jabir Ali, Dean Academics and Chairperson, Placements, Dr. Baljeet Singh Sani, Co-Chairperson, Placements, IIM Jammu, Dr. Guangpuanang Kahmei, Chairperson,

Conference- Co-Chair, IIM Jammu, Dr. Anuja Akhouri, Conference Co-Chair and Chairperson Corporate Communications.

The best paper awards in the online and offline categories presented during the International Conference received certificates from Prof. B.S. Sahay, Director, IIM Jammu. The event culminated with the national anthem followed by the vote of thanks.

The second day of the International Conference and

HR Conclave 6.0 at IIM Jammu brought together leading HR professionals, scholars, and industry experts for a day of rich discourse, learning, and networking. The event succeeded in its mission to foster knowledge sharing and inspire the next generation of HR leaders.



**IIM Jammu Honors Distinguished Visitor: Shri Shriram Dandekar, Former Chairman, Board of Governors and Vice-Chairman and Executive Director, Kokuyo Camlin Ltd.**



The Indian Institute of Management Jammu (IIM Jammu) was privileged to host Shri Shriram Dandekar, Former Chairman, Board of Governors, Vice-Chairman and Executive Director, Kokuyo Camlin Ltd. in a special visit that commemorated his significant contributions to the institute. The event brought together faculty, staff, and students to express gratitude and celebrate Shri Dandekar's pivotal role in shaping the vision and direction of IIM Jammu.

Shri Shriram Dandekar served as the Chairman of the Board of Governors at IIM Jammu, providing steadfast leadership during a crucial period of growth and development for the institute. His visit was marked by interactions with faculty members, discussions on the institute's progress, and a reflection on the milestones achieved under his guidance.

Prof. B.S. Sahay, Director, IIM Jammu, expressed his appreciation for Shri Dandekar's leadership and the enduring impact of his tenure. "Shri Shriram Dandekar

has been a pillar of support for IIM Jammu, steering us through critical phases of our journey. His visit is a moment of reflection and gratitude for the profound influence he has had on our institution's development," stated Prof. Sahay.

During the visit, Shri Shriram Dandekar engaged in discussions with faculty members, sharing insights and perspectives that showcased his commitment to academic excellence and institutional growth. The event also provided an opportunity for him to interact with current students, offering valuable advice and inspiration based on his rich experience in the corporate and academic realms.

Shri Shriram Dandekar's visit to IIM Jammu was a poignant moment for the institute, symbolizing the continuity of a shared vision for academic excellence and leadership. The faculty, staff, and students expressed their gratitude for his contributions and looked forward to continuing the journey he played a crucial role in shaping.

**Rashtriya Ekta Diwas Celebrated with Fervor and Enthusiasm at IIM Jammu**

The Indian Institute of Management Jammu (IIM Jammu) paid tribute to the 'Iron Man of India,' Sardar Vallabhbhai Patel, on his birth anniversary by celebrating Rashtriya Ekta Diwas. The event, organized with great zeal and enthusiasm, brought together students, faculty, and staff in a spirit of unity and patriotism.

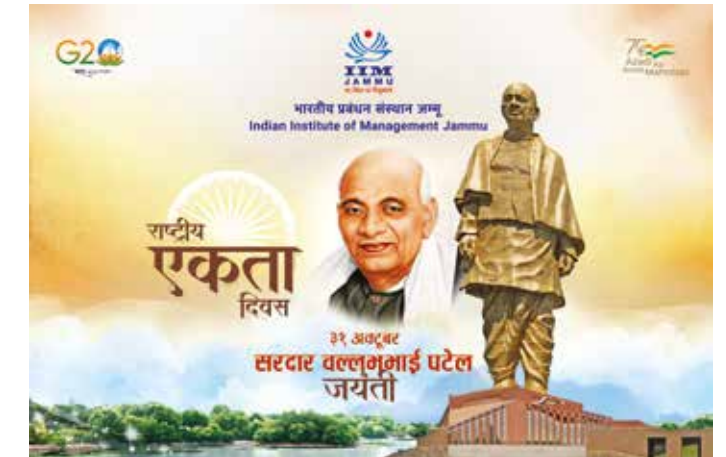


Rashtriya Ekta Diwas, celebrated on October 31st each year, commemorates the birth anniversary of Sardar Vallabhbhai Patel, a visionary leader who played a pivotal role in integrating princely states into a unified India. The event at IIM Jammu began with a marathon run in the morning,

symbolizing the determination, endurance, and commitment that Sardar Patel embodied throughout his life.

On the occasion, the Rashtriya Ekta Diwas pledge was administered by all and floral tributes were offered to Sardar Vallabhbhai Patel. Prof. B.S. Sahay, Director, IIM Jammu, Prof. Jabir Ali, Dean Academics, IIM Jammu and Cmdr. Kesavan Baskkaran, CAO, IIM Jammu along with students, faculty, officers and staff, paid their respects to the 'Iron Man of India,' recognizing his immense contributions to the country's unification of 562 princely states and his tireless efforts in building a strong, united nation

Prof. B.S. Sahay, Director of IIM Jammu, expressed his sentiments on the occasion, saying, "Sardar Vallabhbhai Patel's unwavering dedication to the unity and integrity of our nation is an inspiration to us all. He was the architect of India, known for implementing of Indian Administrative Services and governance with his sheer determination. Rashtriya Ekta Diwas is an opportunity for us to remember



and celebrate his legacy, and I am proud of the enthusiasm shown by the IIM Jammu community in this regard. I on this momentous occasion urge all the faculty, staff and students to keep the Nation first and contribute to the progress of the nation and society at large."

Prof. Jabir Ali, Dean Academics, IIM Jammu added, "Sardar Patel's role in uniting India's diverse regions is a testament to the power of determination and leadership. Celebrating Rashtriya Ekta Diwas is a fitting tribute to this visionary statesman."

The event was coordinated by the Student Affairs Office of IIM Jammu, ensuring its smooth execution and active participation from the entire IIM Jammu community. The Rashtriya Ekta Diwas celebration at IIM Jammu was not only a tribute to Sardar Vallabhbhai Patel but also a call for continued unity, integrity, and progress in India. The celebration of Rashtriya Ekta Diwas at IIM Jammu highlighted the institute's commitment to fostering a sense of unity, integrity, and patriotism among its students and staff.



## Observance of Vigilance Awareness Week (30th Oct-05th Nov 2023)

The Indian Institute of Management Jammu (IIM Jammu) observed the Vigilance Awareness Week from 30th October to 5th November 2023, fostering a culture of integrity, ethical governance, and transparency at the Institute. This year, the theme of the Vigilance Awareness Week is 'Say No to Corruption; Commit to the Nation'. The week-long program aimed to raise awareness about the importance of vigilance and to encourage collective efforts to combat corruption. The integrity pledge was administered on this occasion by all the faculty, officers, staff and students at the Institute.



Cmdr. Kesavan Baskaran, Chief Administrative Officer (CAO), IIM Jammu, addressed the gathering and underscored the role of vigilant administration in upholding the institution's reputation and values.

Dr. Mahesh Gadekar, Chairperson of the Centre for Diversity and Inclusion and Centre for Small Business Development Units (SBDU), IIM Jammu, shed light on the involvement of students in such a crucial discourse and thereby nurturing the next generation of responsible citizens and leaders.

Students of IIM Jammu also took the stage to share their perspectives on vigilance, ethics, and the role of the

youth in shaping a transparent and accountable future. The programme culminated with the National Anthem, symbolizing unity and the collective

Students of IIM Jammu also took the stage to share their perspectives on vigilance, ethics, and the role of the youth in shaping a transparent and accountable future. The programme culminated with the National Anthem, symbolizing unity and the collective



The session began with the inaugural address by Shri Shailesh Lohiya, Chief Vigilance Officer (CVO) and Librarian, IIM Jammu who mentioned in detail about the importance of ethics in an organization.

Prof. B.S. Sahay, Director IIM Jammu, delivered a thought-provoking address, reaffirming the institute's commitment to ethical and transparent practices in all its endeavors. He urged the faculty, officers, staff and students to incorporate integrity, honesty and sincerity as a part of their daily routine for creation of an enlightened society thereby paving the path for a corruption free society. He also reiterated to everyone to constantly work in the interest of the people and the nation.

Prof. Jabir Ali, Dean Academics at IIM Jammu, emphasized the importance of instilling ethical values within the faculty, officers, and staff and students, as these values are integral to an organization's success and progress. He mentioned that everyone should join hands to meet the objectives of Govt by taking corrective actions wherever possible to fight any form of corruption and setting an ideal example of transparent system of functioning.



commitment to fostering a corruption-free society. Vigilance Awareness Week at IIM Jammu was an inspiring and informative event that reinforced the institution's dedication to upholding ethical values

and transparent governance. The week's activities aimed to create a vigilant, informed, and proactive community that will work together to prevent corruption and promote good governance.

## Collaboration with SIDBI to launch Two Batches of Skill to Enterprise Module (STEM) for Youth of J&K and Ladakh

**INDIAN INSTITUTE OF MANAGEMENT JAMMU**

**sidbi**

Honing Skills for Enterprise Creation

**SKILL TO ENTERPRISE MODEL (STEM)**

A One Year Training Program in Hybrid Mode  
jointly offered by IIM Jammu & SIDBI  
for the Youth from UTs of J&K and Ladakh

30 Days Classroom training + Online Sessions

1 year incubation support

Academic & Industry Mentorship to handhold/ guide

Receive certification from IIM Jammu

Access to Financial Support under Credit-connect

Exposure visits to industry clusters/ startups

LAST DATE TO APPLY 31 DECEMBER 2023

TO FILL STEM APPLICATION FORM, SCAN HERE or GO TO <https://tinyurl.com/45xtr8kd>

For any Programme related Queries, Please Call: +91 90556 60000

In today's fast-paced world, the youth of our country have shown remarkable potential and proficiency in various technical fields. However, a significant challenge faced by them is the lack of basic knowledge and training in entrepreneurship. Despite graduating from various good institutes including ITIs and polytechnics, they often struggle to convert their skills into successful enterprises. To bridge this gap between skill and entrepreneurship, Indian Institute of Management Jammu (IIM) Jammu and Small Industries Development Bank of India (SIDBI) collaborated to offer specialized 1 yearlong Skill to Enterprise Module (STEM) program for youth of J&K and Ladakh.

The program is designed to equip the youth with the necessary knowledge and guidance to start and grow their own businesses. The program will provide comprehensive 4 weeks residential training with 8 weeks virtual training to help the participants develop understanding of business management, compliance, finance, planning and strategic aspects of business. The candidates will be selected by the experts based on the readiness of their ideas and will be provided guidance through industry mentorship and incubation. There will be two batches of STEM commencing from 4th Dec and 19th Dec 2023 at IIM Jammu's Srinagar and Jammu campuses.

While launching the program, Prof. B.S. Sahay, Director, IIM Jammu, who conceived this idea for the youth of J&K and was instrumental in creating this collaboration with SIDBI shared his views as, "The Skill to Enterprise Programme is a much-needed initiative that will enable

our youth to become successful entrepreneurs. It will help them realize their full potential, create job opportunities for themselves and others, and contribute to the economic growth of our nation. STEM is a joint collaboration between IIM Jammu and SIDBI and designed to provide entrepreneurs with the necessary knowledge and skills to start and manage their businesses successfully. The program aims to foster innovation and entrepreneurship in J&K by providing practical training, mentorship, and access to networks of business professionals." He encouraged the youth of J&K to leverage this opportunity and create success stories for other youth to follow

The program will be particularly beneficial for those who have completed a technical course and possess a valuable skillset but lack the resources and knowledge to start their own business. The trained candidates will be connected to financial institutions through credit connect schemes.

The Skill to Enterprise program will be conducted by experienced professionals with a background in business management and entrepreneurship. The program will consist of classroom lectures, case studies, and practical assignments that will enable the participants to apply the concepts and skills learned in real-world scenarios.

The STEM program is a joint initiative of IIM Jammu and SIDBI and a total of 60 selected participants will be trained over a period of 1 year and the participants will not be charged any fee.



### SIDBI delegation led by Chairman and MD, SIDBI at its IIM Jammu Srinagar Campus

The Indian Institute of Management (IIM) Jammu hosted a delegation from the Small Industries Development Bank of India (SIDBI) at its Srinagar Campus. The visit included Shri Sivasubramanian Ramann, Chairman & Managing Director, SIDBI, Dr. Subhransu Acharya, Chief General Manager, SIDBI, Shri. Balbir Singh, General Manager, SIDBI and several other key officials from SIDBI. The SIDBI team was received and welcomed by Prof. B.S. Sahay, Director, IIM Jammu along with his IIM Jammu's Srinagar team.

On the occasion, Prof. B.S. Sahay, Director, IIM Jammu, and Shri Sivasubramanian Ramann, Chairman and Managing Director, SIDBI released the brochure and the posters of Skill to Enterprise Module (STEM). During the visit, Prof B.S. Sahay, Director, IIM Jammu, and Shri Sivasubramanian Ramann, Chairman and Managing Director, SIDBI discussed the ongoing collaborations, possible future collaborations, including joint research projects, skill development programs, and outreach activities to empower aspiring entrepreneurs. The meeting resulted in fruitful and productive discussion around future collaborations and joint efforts to propagate entrepreneurship and start up culture in the country.

Expressing his enthusiasm, Prof. B.S. Sahay, Director, IIM Jammu, stated, "IIM Jammu is committed to

nurturing entrepreneurial talent and contributing to the economic development of the region. Our partnership with SIDBI is a significant step towards fostering innovation and supporting the growth of small businesses, which are the backbone of our economy."

Shri Sivasubramanian Ramann, Chairman & Managing Director, SIDBI, remarked on the importance of academia-industry partnerships, saying, "I am delighted to visit IIM Jammu and witness the enthusiasm for entrepreneurship and innovation among the students and faculty. Collaborations like these are essential to bridge the gap between academia and industry, fostering a holistic approach to business development."

IIM Jammu and SIDBI recently collaborated to launch Skill to Enterprise Module (STEM) which is a one-year long extensive program on entrepreneurship exclusively for youth of J&K and Ladakh. The

program with 4-week residential training with 8-weeks virtual training is designed to equip the youth with the necessary knowledge of business management, compliance, finance, planning and strategic aspects of business. The candidates for the upcoming programme will be selected by the experts based on the readiness of their ideas and will be provided guidance through industry mentorship and incubation. There will be two batches of STEM commencing from 4th December 2023 and 19th December 2023 at IIM Jammu's Srinagar and Jammu campuses.

The vote of thanks was delivered by Dr. Muqbil Burhan, Chairperson Srinagar campus IIM Jammu. This collaborative effort between IIM Jammu and SIDBI is poised to contribute significantly to the development of a vibrant entrepreneurial ecosystem in the region, aligning with the Government's vision of promoting economic growth through Small and Medium enterprises.



### IIM Jammu Celebrates "Janjatiya Gaurav Diwas" to honor tribal legacy.

Indian Institute of Management Jammu (IIM) Jammu celebrated "Janjatiya Gaurav Diwas 2023" with a week-long series of activities aimed at commemorating the birth anniversary of the revered tribal leader, Bhagwan Birsa Munda, and honoring the invaluable contributions of tribal freedom fighters. Floral tributes were paid to commemorate Janjatiya Gaurav Diwas 2023. The event was attended by Prof. B.S. Sahay, Director, IIM Jammu, Prof. Jabir Ali, Dean Academics, IIM Jammu, Dr. Ashish Kumar, Chairperson, Student Affairs, IIM Jammu along with faculty, officers, and staff of the Institute.





“Janjatiya Gaurav Diwas”, is observed annually on the occasion of Bhagwan Birsa Munda’s birth anniversary, is a testament to IIM Jammu’s commitment to recognizing and celebrating the rich cultural heritage of our tribal communities. This year’s celebration was marked by a diverse range of activities that showcased the Institute’s dedication to fostering a spirit of inclusivity and appreciation for tribal culture.

Speaking on the occasion, Prof. B.S. Sahay, Director, IIM Jammu, said, “IIM Jammu takes pride in celebrating the cultural diversity of our nation. Janjatiya Gaurav Diwas is an opportunity for us to reflect on the rich heritage of our tribal communities and pay homage to their leaders and freedom fighters. It provides a moment to reflect on the exemplary leadership of Bhagwan Birsa Munda and the sacrifices made by tribal freedom fighters. The success of the events organized throughout the week reflects the Institute’s dedication to creating an inclusive and supportive academic environment.”

Prof. Jabir Ali, Dean Academics, IIM Jammu,



understanding of tribal traditions. Students and faculty actively participated in these events, creating an atmosphere of unity and appreciation for the unique contributions of tribal communities to our nation’s history.

One of the highlights of the celebration was the distribution of certificates for academic excellence to the three students ranging from MBA, MBA ( HA & HM) and IPM programme. This recognition



not only acknowledges the hard work and dedication of the students but also underscores IIM Jammu’s commitment to nurturing talent and fostering academic achievement among its diverse student body.

The celebration concluded with a sense of pride and accomplishment with the national anthem, with the IIM Jammu community looking forward to future initiatives that promote cultural diversity, inclusivity, and academic excellence. The event was coordinated by Student Affairs Office, Administration and Students of the Institute.

emphasized the educational aspect of the day, stating, “As an academic institution, it is our duty to educate and create awareness about the rich cultural heritage of our tribal communities. Janjatiya Gaurav Diwas serves as a platform to not only pay homage but also to learn and understand the diversity that makes our nation unique.”

The week-long celebration featured engaging events such as debates, cultural programs, and interactive sessions that aimed to promote awareness and



## IIM Jammu signs a MoU with Indra Gandhi National Centre for Arts (IGNCA)

Indian Institute of Management (IIM) Jammu signed a Memorandum of Understanding (MoU) with the Indra Gandhi National Centre for the Arts (IGNCA) for its regional centre in Jammu and Kashmir at its office located at Old Janpath, New Delhi on 30th Nov 2023. The memorandum of Understanding (MoUs) was signed by Prof. B.S. Sahay, Director, IIM Jammu, and Dr. Sachchidanand Joshi, Member Secretary, IGNCA. Present on the occasion were Dr. Priyanka Mishra (IPS), Director, Admin. IGNCA, Ms. Shruti Awasthi Regional Director, Regional Centre, Jammu and Kashmir and senior officials of IGNCA.

Prof. B.S. Sahay, Director, IIM Jammu, expressed enthusiasm about the partnership, saying, “This collaboration with IGNCA marks the beginning of a five-year artistic journey. We are committed to promoting research in art and Indian ethos, creating a unique intersection between academia and cultural exploration.”



Dr. Sachchidanand Joshi, Member Secretary, IGNCA, stated that, “IGNCA is thrilled to join hands with IIM Jammu. Our collaboration is geared towards fostering a deep understanding of Indian art and culture, providing a platform for scholarly research and exploration.”



The partnership between IIM Jammu and IGNCIA is set to create a vibrant platform for the exchange of ideas, research, and artistic endeavors over the next five years. The collaboration aims to promote a deeper understanding and appreciation of India's rich cultural heritage within academic and research circles.

During the event, IGNCIA also inked a significant MoU with AIIMS Jammu, further amplifying collaborative efforts in the region. Prof (Dr.) Shakti Gupta,

Executive Director, AIIMS Jammu, participated in the occasion remotely, marking the commencement of an innovative collaboration.

This collaboration marks a significant step towards interdisciplinary engagement and underscores the commitment of both Institutions involved to contribute meaningfully to both academic and societal realms. As the partnerships unfold, they are expected to open new avenues for research, creativity, and community development.

## Board of Governors Meeting and Jagti Campus Visit: A Confluence of Vision and Progress

The Indian Institute of Management Jammu (IIM Jammu) was honored to host the distinguished Board of Governors Meeting on December 2, 2023, marking a pivotal moment in the institute's journey. The meeting, held at the Jagti Campus, brought together esteemed board members, each a luminary in their respective fields, to deliberate on the strategic direction and future initiatives of IIM Jammu.

Chaired by Padmashri Dr. Milind P. Kamble ( Online), the Chairman of the Board of Governors, the meeting saw the participation of key figures such as Prof. B.S. Sahay, Director, IIM Jammu; Dr. Vijaysinh S. Gambhire; Shri Lalit Naik; Ms. Soma Mondal; Shri Indraneel Chitale; Prof. Jabir Ali; and Cmdr. Kesavan Baskaran. The collective expertise and diverse

perspectives of the board members contributed to insightful discussions and decisions that will shape the trajectory of IIM Jammu.

Prof. B.S. Sahay, Director of IIM Jammu, expressed his gratitude for the unwavering support of the Board in advancing the institute's mission of academic excellence, innovation, and leadership development.

Post the productive session, the Board Members were given an exclusive tour of the Jagti Campus, experiencing firsthand the state-of-the-art facilities and the vibrant academic atmosphere that defines IIM Jammu. The Jagti Campus, with its picturesque surroundings, served as a fitting backdrop for discussions on the institute's continued growth and commitment to nurturing future leaders.



The Board Members, then proceeded to visit the Permanent Campus, where they witnessed the ongoing construction and development activities. This visit reinforced the commitment of the Board to provide IIM Jammu with the infrastructure and resources necessary to maintain its position as a premier institution of management education.

As the Board of Governors Meeting concluded, it left an indelible mark on the collective vision for IIM Jammu's future. The institute looks forward to implementing the decisions and insights garnered from the meeting, as it continues to strive for excellence in management education and research.

## Management Development Programme for PNB Metlife India- Valedictory Ceremony

The Indian Institute of Management Jammu (IIM Jammu) marked the valedictory ceremony of the Management Development Programme (MDP) for PNB MetLife India Insurance Company Limited at its permanent campus at Jagti. The event showcased the culmination of a transformative five-month program designed to enhance managerial acumen among Life Insurance Professionals.

The event was graced by Prof. B.S. Sahay, Director, IIM Jammu, Prof. Jabir Ali, Dean Academics, IIM Jammu, Shri Mohit Bahugana, Business Head, PNB Metlife, Shri Anjan Jyoti Talukdar, Associate Director and L&D Channel Head, PNB Metlife, Ms. Rashmi Verma, Associate General Manager, Learning and Development, PNB Metlife, Dr. Kriti Khurana, Manager-Content Development Learning & Development, PNB Metlife The Program Directors for this training program are Dr. Ashish Kumar, Dr. Manu Bansal, Dr.



Pratik Maheshwari, and Dr. Niti Shekhar, IIM Jammu. Dr. Ashish Kumar, Program Director, presented the program report followed by learnings from the program put forward by Shri Mohit Bahugana, Business Head, PNB Metlife along with



complementing the unique program put forward by the best brains from IIMs and PNB MetLife.

In his address, Prof. B.S. Sahay, Director of IIM Jammu, mentioned that the valediction of the PNB MetLife MDP is a testament to the commitment and diligence of the participants. During his address, he reiterated on creating a position of Professor of Practice in the Institute for industry leaders along with sending faculty of IIM Jammu for industry interaction leading to a unique two-way blend of academia and industry. He mentioned IIM Jammu remains steadfast in its mission to provide industry-relevant education, empowering professionals to navigate the complexities of the business landscape. We believe that the skills and knowledge acquired during this MDP will not only benefit the individuals but also contribute to the growth and success of the rapidly growing insurance industry.

Prof. Jabir Ali, Dean Academics, IIM Jammu stated that IIM Jammu is committed to providing education



that goes beyond traditional boundaries. The MDP for PNB MetLife exemplifies our dedication to creating programs that not only equip professionals with essential skills but also foster a deeper understanding of industry dynamics. He mentioned that valedictory session does not mean the closure but it the start of the new journey and emphasized on the need to



have peer competition, collaborating for knowledge accumulation, sharing, and taking the key takeaways from the session for their journey ahead. Lastly, he extended his congratulations to the participants on their successful completion of this transformative journey.

The program, led by the faculty of IIM Jammu, aimed to equip participants with essential skills in entrepreneurship, finance, strategy, design thinking, innovation, and communication. The valedictory ceremony featured insights from participants and program directors, highlighting the value gained from the comprehensive curriculum. The participants expressed gratitude for the practical knowledge and strategic insights provided during the course. This was followed by certificate distribution.

The vote of thanks was proposed by Dr Pratik Maheshwari, Co-Chairperson, Executive Education and Consultancy, (EE &C), IIM Jammu. The success of this MDP further solidifies IIM Jammu's commitment to fostering industry-relevant learning experiences. The institute continues to play a pivotal role in shaping the next generation of leaders in various sectors. The entire program was coordinated by Executive Education and Consultancy (EE &C), IIM Jammu.



### Inspiring Leadership: Ms. Soma Mondal, Member, Board of Governors, IIM Jammu, A Trailblazer in India's Corporate Landscape

Ms. Soma Mondal, a Board of Governors Member at the Indian Institute of Management Jammu (IIM) Jammu, has attained a noteworthy achievement by being recognized as one of the four most influential women in India, as per Forbes. This acknowledgment is not only a personal triumph for Ms. Soma Mondal but also a source of inspiration for aspiring women leaders across the country. This acknowledgment highlights her outstanding leadership in the corporate realm and her pioneering position as the top of the league Women Business Leaders across the globe.

Ms. Soma Mondal had been at the helm of SAIL since Jan 2021 to April 2023, making history as its first woman Chairperson. Ms. Soma Mondal has the distinction of not only being the first woman Functional Director of SAIL, but she is also the first woman Chairman of the company. Currently, she is serving as Member, Public Enterprises Selection Board, (PESB).

Born in the city of temples, Bhubaneswar, she laid the foundation for her illustrious career by graduating in Electrical Engineering in 1984 from National Institute of Technology, Rourkela. With over 35 years of experience in the metal industry, Ms. Soma Mondal began her journey at NALCO, where she steadily climbed the ranks, eventually becoming the Director (Commercial). In 2017, she took on the challenge of leading SAIL, one of India's largest steel producers. Her visionary leadership has not only propelled SAIL to new heights but has also shattered gender barriers in a traditionally male-dominated sector.

Beyond her remarkable corporate achievements,

Ms. Mondal holds the esteemed position of Chairperson of SCOPE (Standing Conference of Public Enterprises), a testament to her influence and impact on the public sector in India. Her commitment and leadership were further acknowledged when she was honoured as 'CEO of the Year' at the ETPrime Women Leadership Awards in 2023, recognizing her exceptional contributions to the corporate world.

As a Member of the Board of Governors, IIM Jammu, Ms. Soma Mondal brings her wealth of experience and leadership insights to contribute to the institution's vision of nurturing the next generation of business leaders. Her inclusion in Forbes' prestigious list further reinforces the significance of her role in shaping India's corporate landscape and guiding IIM Jammu in the growth as premium Institute of the Nation.

Ms. Soma Mondal's journey is a testament to the power of resilience, dedication, and visionary leadership. Her achievements continue to inspire and pave the way for more women to break barriers and leave an indelible mark in the corporate world.

**IIM Jammu takes pride in having Ms. Soma Mondal as a distinguished member of its leadership, contributing to the Institute's commitment to excellence.**



## Bharat Bhasha Utsav Diwas at IIM Jammu: A Cultural Extravaganza Enriched by Linguistic Diversity

IIM Jammu proudly hosted the Bharat Bhasha Utsav Diwas, a celebration that unfolded as a vibrant tapestry of India's linguistic diversity. "Bharatiya Bhasha Diwas" was celebrated on the Janma Jayanti of Mahakavi Subramania Bharati, a multi-linguist and freedom fighter on 11th December 2023 at its IIM Jammu permanent Campus. The event was graced by Prof. B.S. Sahay, Director, IIM Jammu, Prof. Jabir Ali, Dean Academics, IIM Jammu, Cmdr. Kesavan Baskkaran, CAO, IIM Jammu, and Dr. Apurva Yadav, Co-Chairperson Student Affairs, IIM Jammu.

The Bharat Bhasha Utsav Diwas was a celebration that transcended linguistic boundaries, bringing together students, faculty, and staff in a shared celebration of

India's rich cultural heritage. The event featured a myriad of activities, performances, and interactive sessions that showcased the linguistic tapestry of the country. All the Student participants presented mesmerizing performances, recitations, and skits in various Indian languages, offering a kaleidoscope of linguistic talent

Prof. B.S. Sahay, Director, IIM Jammu, expressed, "Bharat Bhasha Utsav Diwas exemplifies the cultural richness that arises from the mosaic of Indian languages. Our diversity is our strength, and this celebration serves as a reminder of the unique identity each language contributes to our national tapestry. Since IITs, IIMs, AIIMS have students, faculty, and staff from across India, it is a shining example of Mini India. We should always be proud of our regional language and promote it."

Highlighting the significance of linguistic diversity within premier educational institutions, Prof. B.S.



Sahay, continued, "On the momentous launch of Viksit Bharat @2047 by the Hon'ble Prime Minister of India, I urge the students to come forward, contribute by giving their ideas, and play their part in making India a developed nation by 2047."

Prof. Jabir Ali, Dean Academics, IIM Jammu mentioned that "Language is the heart of culture, and Bharat Bhasha Utsav Diwas beautifully showcased the linguistic heartbeat of our nation. This event is a testament to the unity that arises from embracing our linguistic diversity."

Cmdr. Kesavan Baskkaran, CAO, IIM Jammu, mentioned, "Bharat Bhasha Utsav Diwas reflects the essence of our cultural heritage. It underscores the importance of



preserving and cherishing our languages as vehicles of cultural expression and identity."

Dr. Apurva Yadav, Co-Chairperson Student Affairs, IIM Jammu mentioned "In celebrating Bharat Bhasha Utsav Diwas, we celebrate the voices that make our nation diverse. This event provides a platform for students to connect with their linguistic roots and appreciate the beauty of India's linguistic kaleidoscope."

The enthusiastic participation of the IIM Jammu community made Bharat Bhasha Utsav Diwas a resounding success, reinforcing the institute's commitment to fostering an inclusive and culturally rich learning environment.





### Viksit Bharat@2047: A Nationwide Call for Ideas Unveiled by Hon'ble Prime Minister Narendra Modi



Viksit Bharat@2047 marked a historic moment with its 'Voice of Youth' Consultation Programme, an event aimed at channeling the ideas and aspirations of the youth towards the vision of a developed India by 2047. The Hon'ble Prime Minister, on a momentous occasion, launched the Viksit Bharat@2047 Ideas Portal and delivered an inspiring Special Address via Video Conferencing and webcast. The event commenced with the welcoming of Hon'ble Prime Minister of India, Shri Narendra Modi for the launch of Viksit Bharat@2047 Ideas Portal by Shri Dharmendra Pradhan, Hon'ble Minister of Education, Govt. of India.

According to Hon'ble Prime Minister, Shri Narendra Modi, "The 'Viksit Bharat @ 2047: Voice of Youth' workshop is a wonderful platform for the Yuva Shakti to actively engage and contribute in the journey towards a developed India."

Shri Dharmendra Pradhan, Hon'ble Minister of Education, Govt. of India mentioned, "I

am confident our universities, colleges and educational institutions will add new momentum to this initiative. Guided by the mantra of Sabka Prayas as coined by our Hon'ble Prime Minister of India Shri Narendra Modi, let us work to create an environment that inspires our Amrit Peedhi and citizens towards accomplishment of the goal of developed India."



The Rajbhawan witnessed the convergence of distinguished personalities, including Prof. B.S. Sahay, Director, IIM Jammu, and Prof. Jabir Ali, Dean Academics, IIM Jammu, who graced the event in the esteemed presence of Shri. Manoj Sinha, Hon'ble Lt. Governor of the Union Territory of Jammu and Kashmir. The Institute's faculty, officers, staff, and students participated enthusiastically in large numbers, joining the event at the Permanent Campus of IIM Jammu through the webcast, showcasing the widespread engagement of the IIM Jammu community on this occasion.

Hon'ble Lt. Governor, Jammu and Kashmir, Shri Manoj Sinha emphasized the importance of empowering the youth and applauded the initiative for providing a platform for their voices. He stated, "Viksit Bharat@2047 exemplifies the commitment to harnessing the potential of our youth, ensuring their active participation in shaping the future of our nation."

Prof. B.S. Sahay, Director, IIM Jammu, emphasized on the pivotal role of youth in shaping the nation's destiny. He remarked, 'The youth are the architects of our future, and initiatives like Viksit Bharat@2047 pave the way for their ideas to be heard and integrated into our nation's progress.'



IIM Jammu is committed to contributing to the economy and thereby actively working towards making India a developed nation."



From the Union Territory of Jammu and Kashmir, a total of 19 institutes, encompassing prestigious entities such as IIT, IIM, IIMC, AIIMS, NIFT, NIT, along with 161 colleges from the region, actively participated. During the event held at Rajbhawan, 310 participants representing various institutes were present, while an additional 35,000 participants joined virtually from different locations across the Union Territory of Jammu and Kashmir through online conferencing.



Viksit Bharat@2047, through its Ideas Portal and Consultation Programme, aims to galvanize the youth, fostering a sense of ownership in the nation-building process. The Institute looks forward to sustained collaboration with educational institutions, organizations nationwide, encouraging a collective effort toward a progressive and inclusive India.

**Prahas - Fit India Week 2023 (08th Dec to 10th Dec 2023)**



IIM Jammu celebrates Prahaar - a three day event for Fit India Week 2023 commencing from 08th Dec to 10th Dec 2023, to foster a more active and fit community at IIM Jammu.

The Fit India Movement, started by Honorable PM Narendra Modi, aims to make fitness a regular part of our lives.

The campaign focuses primarily on promoting wellness and healthy living habits and encourages people to get involved in spreading awareness about being fit. With precision and dedication,

thee campus of IIM Jammu transformed into a playground of diversity, featuring a kaleidoscope of sports that ignited the flames of healthy competition and teamwork. Each sporting arena became a canvas upon which the values of discipline, teamwork, and individual excellence were painted.

The event was a resounding success—a testament to our commitment to fostering a culture of fitness, resilience, and communal bonding through sports.

**Insightful NPS Subscriber Awareness Program**

Indian Institute of Management (IIM) Jammu conducted highly informative and engaging National Pension System (NPS) Subscriber Awareness Program on the 13th of December 2023. The program was conducted by Shri Sunny Gonsalves, Manager at Protean eGov Technologies Ltd-NSDL E Governance, aimed at enhancing the understanding of NPS among the faculty, officers, and staff of the Institute.

The event took place at the Chanakya Classroom of the IIM Jammu Permanent Campus and witnessed a significant turnout, with attendees eager to gain insights into the intricacies of the National Pension



System. Shri Rajat Jain, FA-CAO, IIM Jammu, graced the occasion, further emphasizing the importance of financial literacy and retirement planning. The presence of Shri Rajat Jain added a special dimension to the event, underscoring the commitment of IIM Jammu to the financial well-being of its community.

Shri Sunny Gonsalves, an expert in the field, delivered an insightful presentation, covering various aspects of the NPS, including its features, benefits, and the procedure for enrollment. The program was designed to empower the participants with the knowledge required to make informed decisions about their retirement planning and financial security. Expressing his enthusiasm about the program,

Shri Sunny Gonsalves said, “Financial literacy is crucial, and understanding the National Pension System is an integral part of planning for a secure future. I am delighted to have had the opportunity to share insights on NPS with the esteemed faculty and staff of IIM Jammu.”

The interactive session allowed participants to pose questions and engage in discussions, fostering a dynamic learning environment. IIM Jammu continues to prioritize initiatives that contribute to the holistic development of its stakeholders. The NPS Subscriber Awareness Program is another testament to the institute’s dedication to providing valuable knowledge and resources to its faculty, officers, and staff.

**MBA HA and HM First Year Students Gain Insightful Industry Exposure at Narayana Hospital**

On the 16th of December 2023, first-year students pursuing MBA in Health Administration (HA) and Hospitality Management (HM) at the Indian Institute of Management Jammu (IIM Jammu) embarked on a valuable industry visit to Narayana Hospital. The visit aimed to provide students with practical insights into the operations and management of a leading healthcare facility.

Accompanied by Dr. Rajkumar V, faculty member, and Dr. Atanu Dutta, Placement Officer at IIM Jammu, the students were welcomed at Narayana Hospital for a comprehensive tour and interactive sessions with industry experts. The visit served as a bridge between classroom learning and real-world application, offering students a firsthand understanding of the complexities and challenges faced by healthcare and hospitality sectors.

The students had the opportunity to interact with key personnel at Narayana Hospital, including administrators, doctors, and support staff. These

interactions facilitated a deeper understanding of the day-to-day operations, management practices, and the importance of delivering quality services in healthcare and hospitality settings.

The visit to Narayana Hospital was not only educational but also inspirational, as it exposed the students to the dedication and commitment required in these critical sectors. The MBA HA and HM students left the facility with a newfound appreciation for the complexities of managing health and hospitality services.

This industry visit aligns with IIM Jammu’s commitment to providing holistic education, integrating practical experiences to prepare students for successful careers in their respective fields. Such initiatives contribute to the overall development of students, equipping them with the skills and knowledge needed to excel in the dynamic and competitive healthcare and hospitality industries.





### “Margdarshan” Alumni Speak Series Creates a Resonant Blend of Wisdom and Inspiration

Commencing with a warm welcome address by Prof. Jabir Ali, Dean Academics, IIM Jammu, the event highlighted the paramount importance of alumni interactions. Prof. Jabir Ali stated, “Alumni play a pivotal role in shaping the institute’s image. Their experiences foster relatability and catalyze the current batch’s accelerated learning and growth.”

The Alumni Speak Series featured insightful contributions from Shri Mayank Chandna, National



The Indian Institute of Management Jammu (IIM) Jammu hosted its highly anticipated alumni event, “Margdarshan,” featuring the Alumni Speak Series at its Jagti and Canal Road Campus. The gathering brought together distinguished alumni, current students, and faculty members for an enriching reunion. Notable attendees included Ms. Sfruti Patkar, Strategic Executive Assistant at the MD’s office, Mercedes Benz Financial Service; Ms. Vasundara Gupta, Application Performance Manager at Maximl Labs; and Shri Mayank Chandna, National Key Account Manager at Zomato. The event also saw the esteemed presence of Professor Jabir Ali, Dean Academics; Dr. Pradeep K Tarei, Chairperson Alumni Relations; and Dr. Jaganth. G., Co-Chairperson, Alumni Relations, IIM Jammu.

The “Margdarshan” Alumni Speak Series served as a vibrant platform for the exchange of ideas, experiences, and insights, fostering a sense of community and collaboration among the IIM Jammu alumni network. Attendees shared anecdotes of their journeys, underscoring the transformative impact of their IIM Jammu education.



Key Account Manager at Zomato, Ms. Sfruti Patkar, Strategic Executive Assistant at the MD’s office, Mercedes Benz Financial Service, and Ms. Vasundhara Gupta, Application Performance Manager at Maximl Labs. Their valuable insights added depth to the discourse, resonating with the audience and providing a rich source of inspiration and guidance.

The vote of thanks was presented by Dr. Jaganth. G, Co-Chairperson, Alumni Relations Committee. The Alumni Speak Series, encapsulated by Margdarshan, reaffirms IIM Jammu’s commitment to nurturing a dynamic learning environment that seamlessly

integrates academia with real-world experiences. These interactions serve as bridges, connecting the rich legacy of the institute with the aspirations of its current and future stakeholders, building a robust community of leaders and changemakers.

### IIM Jammu Hosts Workshop on Women Empowerment with Dr. Rashmi Singh, IAS

Indian Institute of Management Jammu (IIM) Jammu organized a workshop on Women Empowerment, featuring Dr. Rashmi Singh, IAS, Commissioner, State Taxes Department, Jammu and Kashmir, and Executive Director, National Mission for Empowerment of Women at the Ministry of Women and Child Development, Government of India on 21st Dec at its permanent campus at Jagti. The workshop focused on addressing gender stereotyping, gender discrimination, and promoting the significant role of women in driving development, in line with the vision outlined by the Hon’ble Prime Minister of India Shri Narendra Modi. The event was graced by Prof. B.S. Sahay, Director, IIM Jammu, faculty members, officers, staff, and students at the institute.

Dr. Rashmi Singh, IAS, Commissioner, State Taxes Department, Jammu and Kashmir, Government of India delivered a compelling address on the challenges faced by women and the need to break free from gender stereotypes. Drawing on her extensive experience, she emphasized the importance of Women Lead Development, a concept championed by the Hon’ble Prime Minister of India Shri Narendra Modi. She encouraged participants to challenge stereotypes, embrace diversity, and actively support initiatives that promote gender equality.

Prof. B.S. Sahay, Director, IIM Jammu reiterated that Empowering women is not just a societal duty; it is the cornerstone of sustainable progress. At IIM Jammu, we are committed to cultivating leaders who understand the importance of gender equality and actively contribute to building a future where every individual has equal opportunities to thrive.

The workshop provided a platform for meaningful discussions, shedding light on the challenges faced by women in various spheres and exploring strategies to create a more inclusive society. Attendees actively engaged in the dialogue, sharing perspectives and insights on how to contribute to the empowerment of women in their respective roles and fields. The Guest Speaker’s words resonated with the audience, leaving a lasting impact, and inspiring a collective commitment to fostering a more equitable and inclusive community.

The workshop on Women Empowerment at IIM Jammu exemplifies the institute’s dedication to shaping socially responsible leaders who contribute to the betterment of society. By hosting events that tackle important issues like gender equality, IIM Jammu continues to foster a learning environment that goes beyond academics to address the broader challenges and opportunities of the world.





### IIM Jammu hosts Jawahar Navodaya Vidyalaya, Gharota Village Jammu Students for Insightful Career Guidance



Prof. B.S. Sahay, Director, IIM Jammu reiterated, “Hosting students from Jawahar Navodaya Vidyalaya aligns seamlessly with our commitment to social responsibility and education outreach. At IIM Jammu, we believe in contributing to the broader community by providing valuable insights and guidance to young minds. This initiative is not just an academic exercise; it is a CSR activity that reflects our dedication to fostering educational opportunities for students from diverse backgrounds.”



Jawahar Navodaya Vidyalaya, Gharota village, Jammu students were welcomed at the Indian Institute of Management Jammu (IIM) Jammu for an enlightening visit focused on career guidance. The students were hosted at the Institute by the esteemed faculty members, including Dr. Barnali Chaudhary, Faculty, IIM Jammu, Dr. Rashmi Ranjan Parida, Chairperson, Admissions, IIM Jammu, Dr. Ashish Kumar, Chairperson, Student Affairs, IIM Jammu and Shri Arup Bhattacharya, AO Academics, IIM Jammu. A total of 72 students accompanied by four teachers visited the IIM Jammu Campus at Jagti.

The visit aimed to provide the young minds from Jawahar Navodaya Vidyalaya, Jammu with valuable insights into career options and educational pathways, particularly in the field of management. The students participated in engaging sessions conducted by the expert faculty members, who shared their knowledge and experiences to guide and inspire the visiting students.

Dr. Barnali Chaudhary, Faculty, IIM Jammu, during her session, emphasized the importance of pursuing education with passion and purpose. Dr. Rashmi Ranjan Parida, Chairperson Admission, IIM Jammu spoke about the diverse opportunities in the field of management and how it opens doors to a wide array of industries and roles. Dr. Ashish Kumar, Chairperson, Student Affairs, IIM Jammu addressed the students, shedding light on the significance of holistic development. Shri Arup Bhattacharya, AO Academics, IIM Jammu, provided an orientation

into the IIM system, giving the students an overview of the academic structure and the unique aspects that set IIMs apart in the realm of management education.

The students were also treated to a grand lunch followed by a campus tour, allowing them to witness firsthand the world-class facilities and vibrant academic environment at IIM Jammu. Throughout the

visit, the faculty members addressed the students’ questions, providing guidance and encouragement to help them make informed decisions about their future educational and career paths. The Jawahar Navodaya Vidyalaya students left IIM Jammu with a deeper understanding of the possibilities that lie ahead and a sense of inspiration to pursue their aspirations with determination.

### Donating Drops of Hope: IIM Jammu’s Blood Donation Camp Garner Strong Community Participation



The Indian Institute of Management (IIM) Jammu in collaboration with J&K Thalassemia Welfare Society, GMC, Jammu organized a Blood Donation Camp at its Medical Centre Sanjeevani at Jagti and at its Canal Road Campus at Jammu, exemplifying the Institute’s commitment to community welfare. Coordinated by Kartavya, the Student Club at IIM Jammu, the event saw enthusiastic participation from students, faculty, and staff, making a significant contribution to the noble cause of saving lives through blood donation. A total of 119 students, faculty and staff participated from Jagti and Canal Road.

The blood donation camp, held at the institute’s premises, received overwhelming support from the IIM Jammu community, highlighting the spirit of altruism

and social responsibility among its members. The event aimed not only to meet the immediate need for blood but also to promote awareness about the importance of regular blood donation.

Prof. B.S. Sahay, Director, IIM Jammu, expressed his gratitude for the active involvement of the IIM Jammu community in this benevolent initiative. He remarked, “The success of the Blood Donation Camp is a testament to the compassionate and socially conscious ethos that defines IIM Jammu. The Blood Donation Camp is not just a one-time initiative; it reflects our ongoing commitment to societal well-being. At IIM Jammu, we believe in instilling values of empathy and responsibility in our students, preparing them to be socially responsible leaders who contribute meaningfully to society.”



The Kartavya club’s members played a pivotal role in mobilizing resources, raising awareness, and ensuring the smooth execution of the blood donation camp. The blood collected during the camp will be donated to J&K Thalassemia Welfare Society, GMC, Jammu ultimately benefiting those in need of lifesaving transfusions. The success of this initiative underscores IIM Jammu’s dedication to fostering a culture of compassion and social responsibility, transcending traditional boundaries of education.



Glimpses from the Blood Donation Drive at IIM Jammu (Jagtiand Canal Road Campus)



## Section Wars 3.0



IIM Jammu’s much-awaited sports event- “Section Wars” was inaugurated at the Canal Road Campus, marking the start of a thrilling sports saga among its students.

The event began with an invigorating inaugural speech made by the students of the IPM Sports Committee and the IPM sports representative.

The inaugural ceremony was graced by Dr. Ashish Kumar, Chairperson Student Affairs and Dr. Jai Kamal, Assistant Professor, IIM Jammu, who initiated the torch lighting ceremony setting ablaze the spirit of competition while inspiring a culture of sportsmanship and team spirit.

In their empowering address, they stressed the essence of playing with integrity, leaving behind any animosity on the field. They interacted with the students and initiated the first serve of the event.

The event culminated with the grand trophy unveiling ceremony, which ignited fervor and passion among the participants, fueling their determination to claim victory.

The first and second day of The Section Wars captured the array of sportsmanship where sections across programs competed against each other. Diverse sports unfolded on this platform, showcasing the multifaceted talents within our academic community.

As sections vie for victory, the event echoes with the spirit of competition, emphasizing the importance of teamwork and skill across various athletic disciplines and stands as a testament to our commitment to fostering a holistic and inclusive environment.





### IIM Jammu Commemorates Veer Bal Diwas with patriotic fervor



The Indian Institute of Management Jammu (IIM) Jammu observed the Veer Bal Diwas at Its Jagti Campus and paid homage to the sacrifices made by Sri Guru Gobind Singh's sons Sahibzadas Baba Zorawar Singh Ji and Baba Fateh Singh Ji. On the day of the Prakash Purab of Sri Guru Gobind Singh Ji, the Hon'ble Prime Minister Shri Narendra Modi announced that 26th December will be observed as 'Veer Bal Diwas', to mark the martyrdom of Sri Guru Gobind Singh's sons Baba Zorawar Singh Ji and Baba Fateh Singh Ji.

The event was graced by Prof. B.S. Sahay, Director, IIM Jammu, Dr. Ashish Kumar, Chairperson, Student Affairs, IIM Jammu, Cmdr Kesavan Baskkaran, CAO, IIM Jammu and Shri Arup Bhattacharya, AO Academics, IIM Jammu, staff, and students actively participated in the event to pay tribute to the spirit of Veer Bal Diwas.

The institute organized a special event, filled with patriotic spirit, to pay homage to the courage and sacrifice of these young warriors. The institute, in line with the significance of "Veer Bal Diwas", hosted a series of activities that showcased the patriotic spirit embedded in the historical narrative. Veer Bal Diwas, a day dedicated to the memory of the young warriors, holds immense significance in Sikh history. The sons of Sikh Guru Guru Gobind Singh Ji, displayed unparalleled courage and sacrifice during a tumultuous period, becoming a source of inspiration for generations to come.

Prof. B.S. Sahay, Director, IIM Jammu, expressed his admiration for the courage and sacrifice of Sikh Guru Guru Gobind Singh Ji's sons. He highlighted the importance of remembering and imbibing the values exhibited by these young heroes in today's challenging times and underscoring the importance of acknowledging and celebrating the contributions of these young warriors in shaping the course of history of India.

Dr. Ashish Kumar, Chairperson, Student Affairs, Cmdr Kesavan Baskkaran, CAO, IIM Jammu and Shri Arup Bhattacharya, AO Academics, IIM Jammu, shared insights into the historical context of Veer Bal Diwas and emphasized the significance of preserving and passing on the rich heritage of sacrifice to the younger generation.

The event also featured a patriotic movie screening that resonated with the theme of Veer Bal Diwas and aimed to inspire the IIM Jammu community to uphold the values of courage, righteousness, and selfless service. IIM Jammu remains dedicated to fostering an environment that values cultural heritage and instills a sense of responsibility and leadership in its students.

### Hon'ble Minister of Education and Skill Development & Entrepreneurship Dharmendra Pradhan's Visionary Discourse at IIM Jammu ignites young minds for Viksit Bharat @ 2047



The Indian Institute of Management Jammu (IIM) Jammu hosted Shri Dharmendra Pradhan, Hon'ble Minister of Education and Skill Development & Entrepreneurship, Govt. of India, for a momentous visit that included a comprehensive review of ongoing construction activities. In a transformative discourse at the Indian Institute of Management Jammu (IIM Jammu), Shri Dharmendra Pradhan, Hon'ble Minister of Education and Skill Development & Entrepreneurship, Govt. of India, set ablaze the vision for Viksit Bharat @ 2047. The event, held on December 28, 2023, marked a historic occasion as the Hon'ble Minister engaged in a comprehensive review of ongoing construction activities, reinforcing IIM Jammu's commitment to academic excellence and innovation.

Presided over by Padmashri Dr. Milind. P. Kamble, Chairman, Board of Governors, IIM Jammu, Prof. B.S. Sahay, Director, IIM Jammu, Prof. Jabir Ali, Dean Academics, Cmdr Kesavan Baskkaran, Chief Administrative Officer, IIM Jammu, along with officials from the Ministry of Education and Skill Development and Entrepreneurship, faculty, officers, staff, and students, the event showcased the institute's dedication to fostering a conducive and inclusive learning environment. On the occasion, Shri Dharmendra Pradhan planted a Rudraksha sapling, symbolizing growth and prosperity, in the permanent campus during the visit, commencing the event with a traditional lamp lighting ceremony.



Addressing the gathering, Shri Dharmendra Pradhan, Hon'ble Minister of Education and Skill Development and Entrepreneurship, delved into the ideas shaping Viksit Bharat @ 2047. He emphasized Hon'ble Prime Minister Shri Narendra Modi's governance philosophy, the approach of uplifting those at the bottom of the pyramid, the Sabka Saath—Sabka Vikas model, and the need for promoting education in the mother tongue. Drawing pride, inspiration, and confidence from Bharatiyata, he stressed the government's commitment to quality education and the importance of artificial intelligence in holistic development. Furthermore, he highlighted India's significant contribution to global digitalized payment systems. He urged the



IIM Jammu fraternity to examine and present case studies on the unique propositions and possibilities for the Union Territory of Jammu & Kashmir.

Prof. B.S. Sahay, Director of IIM Jammu, expressed his gratitude to the Hon'ble Minister of Education and Skill Development and Entrepreneurship Shri Dharmendra Pradhan for his unwavering support and continuous guidance, instrumental in shaping IIM Jammu into an epitome of knowledge. He emphasized IIM Jammu's commitment to the successful implementation of NEP 2020, unveiling innovative programs, including MBA (HA & HM) in collaboration with IIT Jammu, AIIMS Jammu, and the B.Tech + MBA (Dual Degree) with IIT Jammu. These initiatives align seamlessly with the visionary goal of Viksit Bharat @ 2047.

The Hon'ble Minister of Education and Skill Development and Entrepreneurship Shri Dharmendra Pradhan engaged with students, discussing the Viksit Bharat initiative, the bottom-of-the-pyramid approach, and the significance of imparting knowledge in local languages, long-term



vision of the government and its several initiatives, aligning the educational landscape with the overall broad goals of the nation. The discussion with students revolved around this where he emphasized on the bottom of the pyramid approach of the government to prosper inclusive economic growth and the importance of imparting knowledge in the local language.

The interaction at IIM Jammu served as a platform for collaboration, innovation, and the co-creation of educational pathways. The event culminated with the national anthem, resonating with pride and patriotism.



## Student Activities



## Research Publications/Papers

### **Sudip Das. Data Analysis of Factors Contributing to the Adoption of Green Hydrogen**

Name of the Journal: <https://doi.org/10.1177/10704965231211588>

Abstract: Green hydrogen is gaining popularity as a clean fuel, and India is one of the countries exploring its potential. The paper analyses the factors contributing to the adoption of green hydrogen in India. The government's policies to encourage clean energy usage and reduce carbon dioxide emissions are key factors driving the adoption of green hydrogen in India. Additionally, the accessibility of renewable energy resources, the growing demand for hydrogen in various industrial applications, and the development of supportive infrastructure and policies contribute to expanding the green hydrogen sector. The study did a comprehensive literature survey to determine 21 variables that contribute to the green hydrogen development in India, which have been categorized under four blocks, namely, varied incentives, government support measures, R&D landscape, and green mandate. These blocks can be utilized to articulate and upgrade the green hydrogen policy.



### **Rashmi Ranjan Parida and Mahesh Gadekar. A qualitative exploration to understand consumers' meat preferences in an emerging market through the TPB model**

Name of the Journal: <https://doi.org/10.1108/BFJ-06-2023-0476>

Abstract: This paper investigates the factors and how they lead to meat choice decisions based on preferred slaughter practices. The literature has established the role of psychological factors and morality perception in meat choice decisions. However, it explores how consumers' behavioral intention is impacted towards alternative meat when consumer guilt is activated in different cultural settings.



### **Rambabu Lavuri. Sustainable consumption behavior: Mediating role of pro-environment self-identity, attitude, and moderation role of environmental protection emotion**

Name of the Journal: <https://doi.org/10.1016/j.jenvman.2023.119106>

Abstract: This study aims to examine how these factors—egoistic and altruistic values and social consumption motivation—stimulus



factors—influence sustainable consumption behavior (response factor), the mediating role of pro-environmental self-identity and attitude (organism factor), and the moderating effect of environmental protection emotion. We used the stimulus organism response theory to gain a solid and holistic understanding. We collected 328 original surveys from Indian customers who recently purchased sustainable products via convenience and purposive sampling, and we analyzed the data using structural equation modeling. Intriguingly, the results show that (a) stimulus factors, such as egoistic and altruistic values and social consumption motivation, had a positive influence on pro-environment self-identity and attitude and sustainable consumption behavior; (b) pro-environment self-identity had a positive effect on attitude; (c) mediation factors (pro-environment self-identity and attitude) had a significantly positive mediation relationship between stimulus and response factors; and (d) environmental protection emotion significantly moderated the relationship between stimulus, organism factors, and response factors. The study contributes to the current body of knowledge in sustainable marketing by examining the rapidly growing behavior phenomenon.

### **Praveen Kumar. Does Carbon Pricing Matter? An Exploratory Study Based on International Data**

Name of the Journal: <https://doi.org/10.1057/s41272-023-00449-3>

Abstract: In this article, I have assessed whether carbon pricing effectively controls international CO2 emissions. For this purpose, I run a panel data regression analysis by utilizing Per Capita CO2 emissions as a dependent variable and Carbon Tax initiatives as an independent variable in the presence of five control variables. Unlike other studies, my research sample included not only all the countries for the sample period 2019–2021 but also the effectiveness of all Carbon taxes and ETSs operating worldwide. The outcomes show that carbon tax has a statistically significant and negative impact on CO2 emanations. The mitigation impact of a carbon tax is powerful and depicts that all 64 Carbon Tax/Pricing initiatives operating internationally are helping the world to reduce national and international CO2 emissions. These findings are also consistent with the argument raised in this study that once a carbon tax is applied or is under consideration, a reduction in CO2 emissions follows. This study provides policymakers with significant implications of the country's Carbon Tax initiatives in the best interests of the world's stakeholders.



# IIM Jammu in Media

October to December 2023



**Excelsior**  
Tuesday 03<sup>rd</sup> Oct 2023-Print Version

**Tribute paid to Gandhi, Shastri on their birth anniversaries**

Indian Institute of Management Jammu celebrated Gandhi Jayanti and Lal Bahadur Shastri Jayanti and paid rich tributes to these great personalities.

Prof. B.S. Sahay, Director IIM Jammu, Prof. Jaijit Ali, Dean Academics, IIM Jammu and others underscored the commitment of the Institute to uphold the values and principles cherished by these great leaders of freedom.



**जागरण**  
Friday, 06 October 2023

**आइआईएम के श्री अन्न मेले में यशार मोटे अनाज के लाभ**



**Business News**  
Sunday 10<sup>th</sup> Dec 2023

**Lead - IIM Jammu Entrepreneur Conclave Swazalamban Se Swadhishan: A Grand Celebration of Entrepreneurship, Culture and Unity in Jammu, Kashmir and Ladakh**



**THE TIMES OF INDIA**  
Education

**IIM Jammu Inks a pact with NCU, Taiwan for Academic and Research Exchange**

Samsat Khazana 10th Oct 7, 2023, 09:09 AM

Prof. B.S. Sahay, Director of IIM Jammu, expressed his happiness about this collaboration and said, "This MoU with National Central University, Taiwan, represents a significant step towards strengthening our global network of academic partnerships."



**BW BUSINESSWORLD**

**OUR VISION IS TO PRODUCE LEADERS & ENTREPRENEURS**

By Poojan Singh



**SCHOOL SPECIAL**  
DIRECTOR SPEAK

**IIM Jammu to launch STEM programme for youth in J&K, Ladakh**



**INDIA TODAY**  
Tuesday 14<sup>th</sup> Nov 2023

**IIM Jammu to launch STEM programme for youth in J&K, Ladakh**

IIM Jammu and the Small Industries Development Bank of India (SIDBI) have collaborated to present an exclusive one-year Skill to Enterprise Module (STEM) programme designed for students in the regions of Jammu and Kashmir and Ladakh.



**Greater Jammu**  
Tuesday 07<sup>th</sup> Nov 2023



**Greater Jammu**  
Tuesday 07<sup>th</sup> Nov 2023

**IIM Jammu celebrates Rashtriya Ekta Diwas with fervour and enthusiasm**



**Business Standard**  
Tuesday, November 14, 2023 | 08:40 AM IST

**IIM Jammu, SIDBI to launch STEM programme for youth in J-K, Ladakh**



**अमर उजाला**  
Friday, 13 October 2023

**आइआईएम में दो दिवसीय कार्यक्रम शुरू**



**STATE TIMES**  
Friday 13<sup>th</sup> Nov 2023-Print Version

**IIM Jammu hosts SIDBI delegation led by Chairman and MD, SIDBI**



**the northlines**  
Thursday 03<sup>rd</sup> Nov 2023

**IIM Jammu celebrates 'Janjatiya Gaurav Diwas'**



**ITALY 24 NEWS**  
Thursday 03<sup>rd</sup> Nov 2023

**IIM Jammu inks a pact with NCU, Taiwan for Academic and Research Exchange**



**Greater Jammu**  
Wednesday 08<sup>th</sup> Oct 2023

**Management Development Programme for PHD Metlife India ends at IIM Jammu on a grand note**



**Business Standard**  
Tuesday, November 14, 2023 | 08:40 AM IST

**IIM Jammu, SIDBI to launch STEM programme for youth in J-K, Ladakh**



**Greater Kashmir**  
Monday 05<sup>th</sup> Nov 2023

**IIM Jammu promotes ethical governance, transparency**



**BW EDUCATION**  
Sunday 03<sup>rd</sup> Dec 2023

**IIM Jammu Inks MoU With IGNC**



**the northlines**  
Thursday 07<sup>th</sup> Dec 2023

**More City news on Page-8**



**STATE TIMES**  
Monday 12<sup>th</sup> Dec 2023

**IIM Jammu's Blood Donation Camp garners strong community participation**



**HT MEDIA GROUP**  
Wednesday 27<sup>th</sup> Dec 2023

**IIM Jammu Commemorates Veer Bal Diwas With Patriotic Fervor**



**Earth News**  
Tuesday, 12 December 2023

**IIM Jammu community joins for Vileit Bharat (2017): A Nationwide call for ideas unveiled by PM Modi**



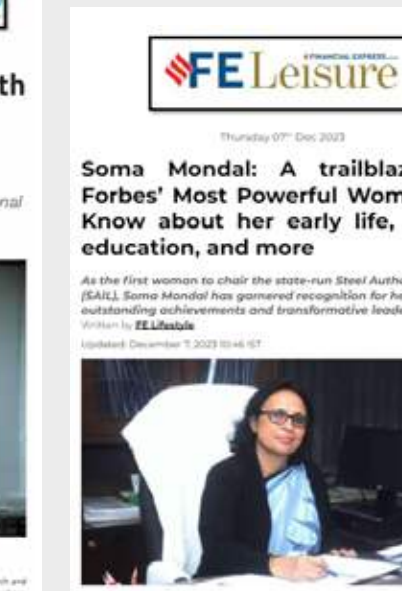
**BW EDUCATION**  
Sunday 03<sup>rd</sup> Dec 2023

**IIM Jammu Inks MoU With IGNC**



**FE Leisure**  
Thursday 07<sup>th</sup> Dec 2023

**Soma Mondal: A trailblazer on Forbes' Most Powerful Women list; Know about her early life, career, education, and more**



**HT MEDIA LIMITED**  
Thursday 14<sup>th</sup> Dec 2023

**IIM Jammu's 'Margdarshan' Alumni Speak Series Creates A Resonant Blend Of Wisdom And Inspiration**



**HT MEDIA LIMITED**  
Thursday 14<sup>th</sup> Dec 2023

**IIM Jammu's 'Margdarshan' Alumni Speak Series Creates A Resonant Blend Of Wisdom And Inspiration**

## Alumni Corner



“ I am proud to be an alumnus of IIM Jammu. The close-knit community within our small cohort fostered strong personal connections, reaching beyond fellow students to include faculty and administrative staff. The sense of ‘liberty’ at IIM Jammu, whether in academics or extracurriculars, allowed me to fully explore and realize my potential. The abundance of resources enriched learning and empowered us to be resourceful individuals. Located within beautiful surroundings, the overall charm of IIM Jammu makes me reflect on what more one could desire from an institute!

**Ruchit Kevadiya**  
MBA 04, IIM Jammu  
**Deloitte**  
Solution Advisor, Business Valuation

## Student Testimonial



“ Two years of rigorous curriculum brought out the best in me, enhancing my resilience, focus, and result-oriented approach and preparing me for bigger challenges. I express my gratitude to our professors for the lectures, case studies, and frameworks; I now see the real application of those lessons. In addition to providing a good education, they instilled the value of modesty. Learning alongside peers from diverse backgrounds was amazing and challenging, pushing the bar higher. Despite tough competition, we supported each other during exam preparations and placements, fostering a collaborative environment.

**Vasundhara Gupta**  
MBA02, IIM Jammu  
**Maximl Labs**  
Associate  
Product Manager



## Student Testimonial



**Kusha Agrawal**  
MBA23125

“ Joining IIM Jammu wasn’t just about getting an MBA degree but about being a pioneer. I’m part of the eighth batch, and together, we’re creating the history of this institute. Being pioneers comes with challenges, but it also means we can shape a legacy and be part of something truly transformative.

These past few months have been a rollercoaster of learning and growth. Various voices participate in lively discussions in class that push me to my limits. Our professors, industry experts, and guest speakers aren’t just educators but mentors, sparking new ideas and making us rethink business. Those case studies? They’re not just exams, but real-world problems waiting to be solved. And those group projects? They’re not just about grades; they’re like beautiful tapestries woven from our strengths, creating solutions as diverse as our team.

But IIM Jammu is more than just textbooks and lectures. It’s a vibrant community. I’ve made friends from all over India, sharing chai-fueled study sessions and weekend treks amidst the mountains. It’s about building bonds that last a lifetime and learning from each other’s unique stories and dreams. It’s about going beyond the classroom, lending a hand in workshops, conferences, and social initiatives, and leaving our mark on the world.

Being a first-year at IIM Jammu isn’t just about gaining knowledge; it’s about belonging to something bigger. We’re the architects of this institute’s future, the voices defining its character. This isn’t just an MBA program; it’s a revolution in the making, and I wouldn’t trade it for anything.”

## Faculty Speak



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**Dr. Sarbjit Singh**  
Chairperson,  
International  
Relations

I am pleased to share two of the important teachings of the great Dr. A.P.J. Abdul Kalam from the Pathways to Greatness wherein the teachers can contribute by delivering education with a good value system and creating capacities for nation-building.

The diverse credentials of the faculty and their innovative ways of teaching are helping the future leaders of our nation by equipping them with critical thinking and problem-solving skills. The students are also provided with opportunities to learn from multicultural and globally inclusive management education through the International Student Exchange Program.

As part of the IIM Jammu fraternity for about five years, I found an environment filled with plentiful learning and expertise-enhancing opportunities, making me proud to be working here and interacting with talented minds.



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