

**Press Release**

**Day Four of IIM Jammu Orientation Shines with Industry Insights and Keynote Presentations**

**19<sup>th</sup> July 2024 (Friday):** The Indian Institute of Management (IIM) Jammu continued its comprehensive Orientation Program for the 5th Batch of Ph.D. (2024-28), the 3rd Batch of Ph.D. (WP) (2024-28), the 9th Batch of MBA (2024-26), the 3rd Batch of MBA (HA&HM) (2024-26), and the 4th Batch of EMBA (2024-26), with a series of engaging and insightful sessions on the fourth day. These activities were meticulously designed to enhance mindfulness, provide industry insights, and foster a strong sense of community among the new students. The day's program commenced with a session titled '*Maximize Happiness and Mindfulness*,' conducted by esteemed Yoga Guru Shri Sahil Mehra and coordinated by Team Anandam at IIM Jammu; this session set a positive and mindful tone for the day ahead.

Following the yoga session, Shri Anshul Garg, CEO of Shri Mata Vaishno Devi Shrine Board, delivered an enlightening talk on the '*Temple Economy*.' He highlighted a significant achievement, noting, "We are the first to put underground cables in Jammu and Kashmir, a project worth 86 Cr." Emphasizing the importance of giving back to society, he remarked, "*It's our duty to give it back to society; that's where welfare economics comes into the picture.*" Coordinated by Dr. Kulwinder Kaur and Dr. Pradeep Kumar Tarei, this session offered unique insights into the economic aspects of temple management. Group B then participated in outbound activities organized by the Office of Student Affairs to promote teamwork and camaraderie among the students. Simultaneously, Group A attended sessions by industry speakers.

Mr. Deven Kanade, Director of Industry Solutions at Oracle, discussed '*Consulting Sales*,' emphasizing the importance of finding a purpose in life to achieve goals and understanding problems to create better solutions. He stressed that the motive of an advertisement should be to reach the right audience at the right time and place, advising participants to "look for solutions, not just innovations." Meanwhile, Ms. Kavita Kurup, Global Head, Human Resources and Corporate Communication, IIM Jammu, spoke on '*Navigating Mergers and Acquisitions: HR's Role in Ensuring Success*,' encouraging resilience by saying, "*If something doesn't work out for you, don't be disheartened; there is something big waiting for you at the end.*" She added, "*Don't worry about small things. They always keep coming,*" highlighting that "*impact is not built by your tenure in the organization but by your work.*" Dr. Sudeep Das and Dr. Naveen Goyal, faculty, IIM Jammu coordinated these sessions.

Group A continued with a session on '*Campus to Corporate and Evolution of HR*,' presented by Ms. Dipti Naidu, Manager, HR Business Partner at Mastercard Technology Private Limited. Coordinated by Dr. Eshika Aggarwal and Dr. P. Praveen Vijay Raj, faculty, IIM Jammu, the session emphasized the importance of creating visibility in the right places and the necessity of upskilling for both employees and organizations. She encouraged participants to be authentic and confident, reassuring them that organizations would want to hire them. She also advised attendees to be ready to upskill themselves to navigate their careers successfully.

In the afternoon, various MBA sections participated in '*Teaching through Case*' sessions led by faculty members ranging from Dr. Nitin Upadhyay (MBA Section A), Dr. Ateeque Shaikh (MBA Section B), Dr. Niti Shekhar (MBA Section C), Dr. Mahesh Gadekar (MBA Section D), and Dr. Parvathy B. (MBA (HA&HM)).

Following these sessions, Shri Shiv Kumar Sharma, Secretary at the Federation for World Academics (FWA) and Founder & Facilitator of Education Post, addressed the students. He shared his journey of establishing a publication in the niche segment of education, overcoming numerous challenges to transition his newspaper into a successful magazine. Shri Sharma initiated the Indian Institutional Ranking Framework (IIRF) rankings, which significantly enhanced his company's profile and consultancy achievements. He highlighted how the IIRF ranking has created numerous opportunities, emphasizing that the sky is the limit. He underscored the importance of networking for achieving success and elaborated on the Federation for World Academics, a robust network of academicians and industry professionals dedicated to promoting collaboration and growth. This session, coordinated by the Accreditation Team and Dr. V. Raj Kumar, provided students with valuable insights into academic and professional development.

Following this discussion, Mehul Oza, Vice President – HR at NSE, delivered a session titled "*Charting a Path in HR: My Journey and Key Lessons Learned*." He emphasized how integrating AI with HRM has enhanced recruitment efficiency and candidate retention. Oza highlighted the importance of adaptability, continuous learning, and strategic thinking in HR, covering areas such as talent acquisition, employee engagement, and organizational development. He discussed leveraging technology and data analytics to improve HR processes and shared career anecdotes that underscored effective communication, leadership, and fostering a positive culture. Coordinated by Dr. Malay Ranjan Mohapatra and Dr. Guangpuanang Kahmei, faculty, IIM Jammu the session included an interactive Q&A, providing students with practical insights and advice from a seasoned HR professional.

Subsequently, Mr. Dinesh Pandey from the Leadership Team of Founder's Office, Mu Sigma, engaged the students in a dynamic session coordinated by Dr. Prakrit Silal and Dr. Gaana J, faculty, IIM Jammu. He emphasized that AI focuses on accuracy, robustness, and problem-solving but cannot predict the future. Highlighting the Ayushman Bharat program as a successful initiative, he encouraged students to innovate and develop new solutions. He stressed the importance of addressing stakeholders' needs and solving problems effectively. He urged students to utilize technology tools such as Power-based SaaS, AI, and Python to enhance their efficiency and work outcomes.

Prof. B.S. Sahay, Director, IIM Jammu, encouraged students to take pride in their institute, reflecting on its journey from 47 students in the old transit campus to 1000 students and consistently achieving the 15th position among IIMs for two years. He invited suggestions from the new batch of students on branding IIM Jammu as the finest institute globally and stressed that there will be no compromise in academics, urging sincere effort and active participation in all events. He also narrated the success of reposting a video of the Nalanda Library, which garnered 1,90,000 impressions despite his own follower count being 20,000. He credited this learning to his daughter, thereby emphasizing social media as an effective tool for elevating the institute's brand. Further during his address, he highlighted the mandate for each student to plant 10 trees, contributing to 10,000 trees to offset the 16,000 trees cut during construction. Emphasizing the institute's no-VIP culture and design, which promotes fitness through a 6 km daily walk, he underscored the importance of multitasking in daily life. The institute will soon recognize students contributing to its growth by converting their efforts into grades, to be incorporated shortly. "Your dedication will shape IIM Jammu's future as you are the brand ambassadors of this institute," he asserted. "Create a conducive environment, as this is your own institute—make it a great place."

This was followed by a vibrant cultural program performed by first-year students, coordinated by the Office of Student Affairs. The eventful day concluded with a dinner, providing an opportunity for new students to relax and connect with their peers and faculty members in an informal setting. IIM Jammu continues to uphold its dedication to offering a comprehensive and enriching orientation program, ensuring students are well-prepared for their academic and professional paths ahead.

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**Glimpses from the fourth day of the Orientation Program for the 5th Batch of Ph.D., 3rd Batch of Ph.D. (WP), 9th Batch of MBA, 3rd Batch of MBA (HA&HM), and 4th Batch of EMBA Students.**

## Indian Institute of Management Jammu ORIENTATION PROGRAM

6 20th July 2024

MBA 9th Batch (2024-26)	MBA (HA&HM) 3rd Batch (2024-26)	EMBA 4th Batch (2024-26)
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## Cultural Performances by First Year Students of IIM Jammu











