

Sunday 21<sup>st</sup> July 2024

# गतिशील कारोबारी माहौल में नवाचार का बड़ा महत्व

## आईआईएम जम्मू के एमबीए छात्रों के ओरिएंटेशन कार्यक्रम का समापन

अमर उजाला कटरी



**ओरिएंटेशन कार्यक्रम में अपनी बात रखते एमबीए बलदेव प्रकाश।** संवाद

जम्मू। भारतीय प्रबंधन संस्थान (आईआईएम) जम्मू के एमबीए विद्यार्थियों के नवाचार के लिए ओरिएंटेशन कार्यक्रम का समापन हुआ। इस कार्यक्रम में नगर निगम जम्मू के अध्यक्ष गुरुदेव ने शहरी अर्थव्यवस्था में नवाचार, डिजिटल और परिवहन प्रबंधन पर प्रकाश डाला।

एसोसिएट डायरेक्टर और हेड संपर्क वें फाइनल, पीएसके मनय खेतान ने फास्ट-मूविंग कंज्यूमर गुड्स (एफएमसीजी) उद्योग में प्रमुख रूढ़ान, चुनौतियाँ और अवसरों पर चर्चा की। उन्होंने जम्मू-कश्मीर बैंक के एमडी बलदेव प्रकाश ने वर्तमान के गतिशील कारोबारी माहौल में अनुकूलनशीलता और नवाचार के महत्व पर प्रकाश डाला। शनिवार को ओरिएंटेशन कार्यक्रम के पहले सत्र में नगर निगम आयुक्त ने कहा कि आईआईएम जम्मू जैसा संस्थान विश्वीय मानक विकसित करने और आर्थिक दुनिया की समस्याओं से निपटने के लिए समाधान में महत्वपूर्ण भूमिका निभाता है।

उन्होंने कहा कि शहरी प्रबंधन पारलौ में आईआईएम जम्मू के सहयोग से लाभ होगा। एसोसिएट डायरेक्टर और हेड संपर्क वें फाइनल, पीएसके मनय खेतान ने एफएमसीजी के इभारे परिपूर्य में नवाचार, उपभोक्ता अंतर्दृष्टि और रणनीतिक योजना के महत्व पर जोर दिया। आईआईएम जम्मू के निदेशक प्रो. बीएस. सहाय ने अनुच्छेद 370 के बाद जम्मू-कश्मीर में महत्वपूर्ण बदलाव का जिक्र किया। उन्होंने चर्चकों की संख्या में वृद्धि पर प्रकाश डाला।

जम्मू-कश्मीर बैंक के एमडी बलदेव प्रकाश ने भविष्य को आकार देने में शिक्षा की भूमिका पर जोर दिया। उन्होंने छात्रों से नई तकनीकों को अपनाने, जोखिम उठाने और बदलाव साने के लिए प्रेरित किया। आर्थिक समस्याओं से निपटने, नवाचार बढ़ाने और समाज और उद्योग में योगदान देने के लिए आईआईएम को जम्मू-कश्मीर बैंक के साथ सहयोग करने के लिए आमंत्रित किया।

विजयचंद्र कुमार और केपीएल इस डाउट ऑनग आयल में डाउट आयल और कमांड सफल निमित



Sunday 21<sup>st</sup> July 2024-Web Version

## IIM Jammu's Orientation Program Culminates With Enriching Sessions

[JAMMUJAMMU AND KASHMIRTOP J&K NEWS](#)



By [Statetimes editor](#) Last updated Jul 21, 2024



### STATE TIMES NEWS

JAMMU: 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 insightful sessions on the fifth day and concluded the program for the new batches at its state-of-the-art in Jagti.

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Following this, Manay Khaitan, Associate Director and Head Supply Chain Finance, PepsiCo, delivered an engaging talk where he shared his experiences and insights into the fast-moving consumer goods (FMCG) industry, discussing key trends, challenges, and opportunities. Prof. B.S. Sahay, Director of IIM Jammu, addressed the valedictory ceremony of the orientation program by emphasizing the rigorous yet exciting journey at IIMs ahead for students. He urged students to prioritize the nation, asserting that 'Bharatvarsh' is one of the best places globally, and emphasized, "Nation comes first and we are all for the nation."

Baldev Prakash, MD & CEO of J&K Bank, emphasized the crucial role of education in shaping the future while addressing the new batch of MBA and Ph.D. students at IIM Jammu. He praised IIM Jammu's efforts under Prof. Sahay's leadership in fostering entrepreneurship, social innovation, and community engagement, significantly contributing to the region's growth.

<https://statetimes.in/iim-jammus-orientation-program-culminates-with-enriching-sessions/>



# STATE TIMES

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Prof. B.S. Sahay, Director of IIM Jammu honouring Baldev Prakash, MD & CEO of J&K Bank.

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# Greater Jammu

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"Stay in the center, and you will be ready to move in any direction."

Sunday 21<sup>st</sup> July 2024-Print Version

## IIM Jammu's five day Orientation Programme culminates

### GJ REPORT

**JAMMU, JUL 20:** The Indian Institute of Management (IIM) Jammu continued its comprehensive Orientation Programme 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 insightful sessions on the fifth day, culminating in a grand valedictory ceremony at its state-of-the-art campus in Jagti. The day, coordinated by Dr. Manu Bansal, was filled with enriching sessions.

The day began with a serene session on 'Maximize Happiness and Mindfulness,' led by Yoga

Guru Shri Sahil Mehra and coordinated by the Anandam Committee. This session aimed to instill mindfulness and well-being among the students, setting a positive tone for the day ahead.

The day concluded with a grand valedictory session. Students shared their reflections and feedback on the five-day holistic orientation program, followed by an address by Prof. B.S. Sahay, Director of IIM Jammu. Prof. Sahay highlighted IIM Jammu's rapid growth, commitment to excellence, and transformative role in the region. He mentioned the significant transformation of Jammu and Kashmir post Article 370, noting the influx of two crore tourists and the natu-

ral branding for the institute from the one crore annual travelers to Katra. He emphasized IIM Jammu's prime location in close vicinity to Mata Vaishno Devi Shrine, underscoring the institute's commitment to excellence with divine blessings. He encouraged students to enjoy their journey, take risks, register their companies with the Centre for Entrepreneurship, Innovation & Skill Development (CEISD) at IIM Jammu's assistance, and choose to be job creators and not job seekers. He urged students to prioritize the nation, asserting that 'Bharatvarsh' is one of the best places globally, and emphasized, "Nation comes first and we are all for the nation."

# JOURNEY *Line*

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SUNDAY, JULY 21, 2024

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**JL NEWS SERVICE**

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Dr. Vivek Sharma, Chief Innovation Officer (CIO), IIM Jammu, spoke passionately about the importance of fostering a vibrant startup culture. He stated that the journey of a startup begins with a simple idea, with the ultimate goal of offering a successful Initial Public Offering (IPO) and going public. He emphasized that nurturing this entrepreneurial spirit is crucial for the growth of the nation and its citizens. By encouraging innovation and providing the necessary support, IIM Jammu aims to contribute significantly to the development of new businesses that can drive economic progress and societal well-being.

Sunday 21<sup>st</sup> July 2024



## **IIM Jammu's Orientation Program Culminates with Enriching Sessions and Grand Valedictory Ceremony**

- [Campus Updates](#)

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He was joined online by Dr. Muqbil Burhan, Chairperson, Centre for Entrepreneurship, Innovation & Skill Development (CEISD). He welcomed the new batch of students and provided an overview of the CEISD and its various activities. He elaborated on the roles and responsibilities of the CEISD cell, highlighting its commitment to fostering entrepreneurship, innovation, and skill development among the students.

The afternoon sessions began with Ms. Sushmita Sinha, Head of Talent Acquisition and Internal Committees at Jubilant FoodWorks Ltd, sharing her expertise in a session coordinated by Dr. Sarbjit Singh and Dr. Yashoda Devi, faculty, IIM Jammu. She provided students with a profound understanding of the critical role that talent acquisition plays in the success of modern businesses. She highlighted the importance of identifying and nurturing talent to drive organizational growth, emphasizing how strategic talent acquisition can significantly impact a company's performance and competitive edge in today's dynamic business world.

Following this, Shri Manay Khaitan, Associate Director and Head Supply Chain Finance, PepsiCo, delivered an engaging talk coordinated by Dr. Baljeet Singh and Dr. Praveen Kumar, faculty, IIM Jammu. He shared his experiences and insights into the fast-moving consumer goods (FMCG) industry, discussing key trends, challenges, and opportunities. He emphasized the importance of innovation, consumer insights, and strategic planning in the evolving landscape of FMCG, underscoring how these elements are essential for building successful careers in the industry.

The day concluded with a grand valedictory session. Students shared their reflections and feedback on the five-day holistic orientation program, followed by an address by Prof. B.S. Sahay, Director IIM Jammu.

Prof. B.S. Sahay, Director of IIM Jammu, addressed the valedictory ceremony of the orientation program by emphasizing the rigorous yet exciting journey at IIMs ahead for students. He highlighted IIM Jammu's rapid growth, commitment to excellence, and transformative role in the region. He mentioned the significant transformation of Jammu and Kashmir post-Article 370, noting the influx of two crore tourists and the natural branding for the Institute from the one crore annual travellers to Katra. He emphasized IIM Jammu's prime location in close vicinity to Mata Vaishno Devi Shrine, underscoring the institute's commitment to excellence with divine blessings. He encouraged students to enjoy their journey, take risks, register their companies with Centre for Entrepreneurship, Innovation & Skill Development (CEISD) at IIM Jammu's assistance, and choose to be job creators and not job seekers. He urged students to prioritize the nation, asserting that 'Bharatvarsh' is one of the best places globally, and emphasized, "Nation comes first and we are all for the nation."

Shri Baldev Prakash, MD & CEO of J&K Bank, emphasized the crucial role of education in shaping the future while addressing the new batch of MBA and Ph.D. students at IIM Jammu. He praised IIM Jammu's efforts under Prof. Sahay's leadership in fostering entrepreneurship, social innovation, and community engagement, significantly contributing to the region's growth.



Highlighting the importance of adaptability and innovation in today's dynamic business environment, Shri Prakash urged students to embrace new technologies, take risks, and drive change. He also stressed the need for sustainable business practices and invited IIM Jammu to collaborate with J&K Bank to tackle real-world problems, driving innovation and contributing meaningfully to society and industry.

A Q&A session was organised where Shri Baldev Prakash, MD & CEO, J&K Bank interacted with the new batches of IIM Jammu and engaged in an insightful knowledge giveaway. The session concluded with a vote of thanks by Dr. Parvathy B, Chairperson, MBA, IIM Jammu followed by the national anthem

The day ended with a Hi-Tea and Networking session. IIM Jammu's orientation program stands as a testament to its commitment to providing a supportive and enriching environment for its students. The institute eagerly anticipates the contributions and achievements of the new batches in the coming years. With a robust foundation laid during the orientation, IIM Jammu remains dedicated to fostering academic excellence and holistic development, ensuring that each student thrives and excels in their endeavours.

<https://www.campusvarta.com/article/iim-jammus-orientation-program-culminates-with-enriching-sessions-and-grand-valedictory-ceremony>



Sunday 21<sup>st</sup> July 2024

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### **Details**

Written by: JK Monitor News Network

Category: [Headlines](#)

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