

B-SCHOOL SPECIAL DIRECTOR SPEAK

“OUR VISION IS TO PRODUCE LEADERS & ENTREPRENEURS”

B. S. Sahay, Director, Indian Institute of Management Jammu, discusses the unique aspects of the institution, its focus on creating leaders and entrepreneurs, the challenges it has overcome, and more

By Poonam Singh

What are the USPs of IIM Jammu that give it an edge in management education? How has it established its reputation as one of the foremost management institutions in the country today?

Our vision is to produce leaders and entrepreneurs. Today's world requires not only managers but also entrepreneurs. We want our graduates to start their own startups and offer jobs, positioning them as job creators rather than job seekers. At IIM Jammu, students' profiles have evolved with a focus on creating entrepreneurs.

Despite being the youngest IIM, we have consistently been ranked higher by the National Institutional Ranking Framework (NIRF). We completed our campus in record time and have a strong focus on creating entrepreneurs. We've also begun collaborations with institutes like IIT Jammu and AIIMS Jammu for dual-degree programmes.

IIM Jammu has several distinctive features. One key aspect is our focus on holistic education. We not only provide high-quality academic learning but also emphasise practical exposure through industry collaborations and projects. The beautiful and serene campus location is another advantage, providing a pollution-free environment conducive to learning and innovation. Additionally, our commitment to diversity, industry interaction, and community engagement sets us apart.



What are the key challenges that B-schools are facing today and how would you tackle them?

Challenges are an inherent part of life. We have transformed challenges into opportunities, focusing on transparency, inclusivity and societal impact. We've initiated unique programmes like the Centre for Diversity and Inclusion, Business Accelerator Programme and centres for Innovation and Entrepreneurship. Also, we have introduced a programme like MBA in hospital administration and healthcare management, adapting to the changing needs of the industry.

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Photograph courtesy: IIM Jammu



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How does IIM Jammu integrate industry exposure into its academic programme, and why is this considered essential for students?

Industry exposure is integral to our academic programme. We actively engage industry experts, practitioners, and professionals to teach 20 per cent of the syllabus across various subjects. This approach ensures that students not only grasp theoretical concepts but also understand their practical applications. We also introduced the position of 'professor of practice', bringing in experts from diverse fields, including industry, bureaucracy, and armed forces, to enhance students' understanding and applicability of knowledge.

You've taken a unique approach by having industry experts contribute significantly to the curriculum. Can you elaborate on the decision

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to introduce the 'Professor of Practice' role and how it is positively impacting the students?

The idea is to bring in professionals from diverse fields who are also pursuing Ph.D. This approach addresses the shortage of faculty. Also, we offer a hybrid mode for working professionals pursuing Ph.D, allowing them to attend classes online.


Could you elaborate on the unique initiatives taken by IIM Jammu to promote sustainability and environmental consciousness on the campus as well as surrounding communities?

We have adopted five government schools and are actively involved in various initiatives to support them. Moreover, we are expanding our outreach to include villages surrounding the campus, focusing on government schools and colleges. Our goal is to contribute to the holistic development of these areas. The emphasis on sustainability is evident in our efforts to create a green campus, utilising the natural beauty of the location and ensuring a positive impact on the environment.

How has technology and the increasing role of AI impacted education at IIM Jammu?

Technology, including AI, is a significant enabler in education. We recognise its importance and strive to keep pace with technological advancements. While we embrace hybrid learning models, we still emphasise the importance of in-person interaction with industry experts. The key is to strike a balance, leveraging technology for efficiency while maintaining the human touch in education. Our approach is to adapt and integrate technology without isolating ourselves from its benefits.

What advice would you give to educational leaders and aspiring students?

For educational leaders, my advice is to embrace disruptions, constantly innovate, and focus on delivering high-quality education. Stay attuned to global trends, leverage technology judiciously, and foster a culture of continuous improvement. For aspiring students, my advice is to be open to change, actively seek practical exposure, and choose institutions with a strong track record of quality education and research. Education is a lifelong journey, and the ability to adapt and learn continuously will be key to success. 

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