

## IIM Jammu to Get New Website and Logo; Off-Campus Centre in Kashmir Soon

PTI | Jul 31 2019



**Jammu:** Union Human Resource Development Minister Ramesh Pokhriyal will unveil the new logo and website of Indian Institute of Management, Jammu (IIM-J), on Wednesday, officials said.

The IIM will soon have an off-campus centre in summer capital Srinagar, they said.

"The new logo and the official website will be inaugurated by Ramesh Pokhriyal 'Nishank', Minister of Human Resource Development, tomorrow at the conference room", an official of IIM Jammu said on Tuesday.

Chairman of Board of Governors, IIM Jammu, Milind Pralhad Kamble, Director of IIM Jammu professor B S Sahay among other officials and dignitaries will be present during the function, he said.

IIM Jammu is an institute of national importance. It was established by the Ministry of Human Resource Development on October, 13, 2016, becoming the twentieth IIM in the country.

The new logo is designed by National Institute of Design, Ahmedabad, he said, adding that the new website is more vivid, vibrant, and interactive.

The new website will be instrumental in furnishing details about the institute, administrative activities, programs conducted at IIM Jammu, faculties, achievements of the faculty, and the activities of student committees.

Further, the website has information on the various clubs at the institute and their scheduled events.

He said, "IIM Jammu is also setting up an off-campus centre at Srinagar soon."

## HRD minister unveils new logo, website of IIM Jammu

**SRINAGAR:** Union Human Resource Development Minister Ramesh Pokhriyal 'Nishank' unveiled new logo and website of Indian Institute of Management, Jammu in New Delhi on Thursday.

"The new logo has been designed by National Institute of Design, Ahmedabad which aptly portrays the core principles of IIM Jammu, depicting the dynamic and sharp leadership of a flying eagle," a PIB statement issued here said.

Speaking on the occasion, the minister said he is confident that IIM, Jammu will usher in new era of research with primary focus on regional development. He expressed happiness over the starting of off-campus of IIM, Jammu at Srinagar.

The minister reviewed the progress of the institute and the present infrastructure, maintenance and human resource related aspects. He gave assurance to the Director IIM Jammu to extend maximum support for the overall development of this "world class institution".

"The distinct quality of an eagle, of nurturing its young ones in a unique manner, relates to the philosophy of the insti-



tute. A young eagle is made to go through a tough, rigorous but rewarding training, which prepares it for the hardships of the real world. IIM Jammu too, follows a pedagogic approach that creates an environment filled with academic rigour, training their students to emerge as dynamic leaders, prepared to efficiently tackle the challenges of the world," the statement said.

IIM Jammu also launched its new official website on the same day.

"The new website is more vivid, vibrant, and much more interactive. It will be instrumental in furnishing details about

the institute, administrative activities, the programs conducted at IIM Jammu, faculties and the achievements of faculty, as well as the activities of student committees and clubs that take place or are scheduled to take place in the institute. This new website is another milestone that has been achieved towards the strategic vision of making IIM Jammu a world class B-school," the statement said.

Milind Pralhad Kamble, Chairman, Board of Governors, IIM Jammu, Prof B S Sahay, Director, IIM Jammu and senior officials as well as dignitaries were present on the occasion.

# IIM Jammu Gets A New Logo And Website

HRD Minister Ramesh Pokhriyal 'Nishank' unveils new logo and website of Indian Institute of Management, Jammu.



Published 15 hours ago on 1st August 2019

By League Education Desk 



**NEW DELHI:** Union Human Resource Development Minister Ramesh Pokhriyal 'Nishank' unveiled new logo and website of Indian Institute of Management, Jammu in New Delhi today.

The new logo has been designed by National Institute of Design, Ahmedabad, which aptly portrays the core principles of IIM Jammu, depicting the dynamic and sharp leadership of a flying eagle.

Speaking on the occasion, the Minister said that he is confident that IIM, Jammu will usher in a new era of research with a primary focus on regional development. He expressed his happiness over the starting of off-campus of IIM, Jammu at Srinagar.



The Minister reviewed the progress of the Institute. He also reviewed the present infrastructure, maintenance and human resource-related aspects. The Minister gave assurance to the Director of IIM Jammu to extend maximum support for the overall development of this world-class institution.

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IIM Jammu follows a pedagogic approach that creates an environment filled with academic rigour, training their students to emerge as dynamic leaders, prepared to efficiently tackle the challenges of the world.

The design of the logo is enriched with symbolism. The six elements represented in both the wings of the flying eagle are the six core values of IIM Jammu which includes:

## **Indian Ethos and Business Ethics, Excellence, Innovation and Entrepreneurship, Inclusiveness and Sustainable, Integrity, and Collaboration.**

The circle at the top represents the rising sun signifying new possibilities and beginnings for the graduates and alumni of IIM Jammu, the bold lettering reflects a firm foundation and rootedness, the blue colour signifies the endless sky and the rich maroon colour signifies fertility and growth, as well as rootedness in Indian culture.

The motto of IIM Jammu, in Sanskrit “साविद्यायामिमुक्तये” translates aptly to “It is knowledge that liberates”, imbibes the institution’s mission of serving the humanity, the society, the state and the nation for economic growth and prosperity through

outstanding value-based quality education, high quality research, executive education, consultancy and strong corporate as well as international linkages.

Along with that, IIM Jammu also launched its new official website on the same day. The new website is more vivid, vibrant, and much more interactive.

The new website will be instrumental in furnishing details about the institute, administrative activities, the programs conducted at IIM Jammu, faculties and the achievements of faculty, as well as the activities of student committees and clubs that take place or are scheduled to take place in the institute.

This new website is another milestone that has been achieved towards the strategic vision of making IIM Jammu a world-class B-school.

Milind Pralhad Kamble, Chairman, Board of Governors, IIM Jammu, Prof. B.S. Sahay, Director, IIM Jammu and senior officials, as well as dignitaries, were present on the occasion.

# IIM Jammu gets new brand identity by NID

News Intervention Bureau



Union Human Resource Development Minister Ramesh Pokhriyal 'Nishank' recently unveiled the new logo and website of Indian Institute of Management, Jammu in New Delhi. The new logo has been designed by National Institute of Design, Ahmedabad which aptly portrays the core principles of IIM Jammu, depicting the dynamic and sharp leadership of a flying eagle.

Speaking on the occasion, the Minister said that he is confident that IIM, Jammu will usher in new era of research with primary focus on regional development. He expressed his happiness over the starting of off-campus of IIM, Jammu at Srinagar. The Minister reviewed the progress of the Institute. He also reviewed the present infrastructure, maintenance and human resource related aspects. The Minister gave assurance to the Director of IIM Jammu to extend maximum support for the overall development of this world class institution.



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Also, present on the occasion were Milind Pralhad Kamble, Chairman, Board of Governors, IIM Jammu, Prof. B.S. Sahay, Director, IIM Jammu and senior officials as well as dignitaries.