

## Press Release

### Fostering Collaboration and Learning: IIM Jammu Welcomes NIFTEM MBA Students for Immersion Program

**JAMMU, April 15, 2024** - IIM Jammu, under the leadership of Prof. B.S. Sahay, Director, IIM Jammu organized an enriching Immersion Program for MBA Students of the National Institute of Food Technology, Entrepreneurship and Management (NIFTEM), Sonapat, Haryana. The program, spanning from April 15th to 19th, 2024, aimed to foster collaborative learning and industry exposure among the budding management professionals.

The Inaugural event commenced with the symbolic lighting of the lamp, symbolizing the enlightenment that comes with knowledge. Dr. Sarbjit Singh, Program Director, IIM Jammu, warmly welcomed the participants and provided an insightful overview of the program's objectives. Dr. Anupama Panghal from NIFTEM shared her perspectives on the immersion program, setting the tone for an engaging and fruitful experience ahead.

Dr. Ateeque Shaikh, Chairperson of Executive Education and Consultancy (EE &C) at IIM Jammu, emphasized the institution's dedication to delivering comprehensive learning experiences that transcend conventional academic boundaries. He underscored the significance of Executive Education in equipping students with practical skills and industry insights, essential for navigating the dynamic business landscape. Through Executive Education initiatives, IIM Jammu aims to empower students with the tools and expertise needed to excel in their professional endeavors, fostering a culture of continuous learning and innovation.

Prof. Jabir Ali, Dean Academics at IIM Jammu, delivered the inaugural address, providing a glimpse into the institution's rapid growth trajectory and its pivotal role in shaping future business leaders. He emphasized the institute's belief in nurturing not just competent managers, but visionary leaders capable of navigating the complexities of the ever-evolving business landscape. He highlighted that the Immersion Program symbolizes IIM Jammu's commitment to providing a platform for collaborative learning and industry exposure, essential for the holistic development of NIFTEM students. Through initiatives like this, the institute aims to equip the students with the skills and knowledge necessary to excel in their professional journeys.

During the Immersion Program, the students from NIFTEM took the opportunity to formally introduce themselves and share their aspirations for the five-day program ahead. Each student articulated their background, interests, and career aspirations, setting the stage for a dynamic exchange of ideas and experiences. Their eagerness to participate and engage demonstrated their enthusiasm for learning and their commitment to maximizing the opportunities provided by the program. As they embark on this journey of collaborative learning and industry exposure, the students from NIFTEM expressed their hopes of gaining valuable insights, honing their skills, and networking with professionals to further their academic and professional endeavors.

The event concluded with a vote of thanks by Dr. Pradeep Kumar Tarei, Program Director at IIM Jammu, expressing gratitude to all stakeholders for their support and participation. The gathering culminated with the rendition of the national anthem, symbolizing unity, and patriotism. The five-day program structure crafted specially for the MBA students of NIFTEM includes discussions on various management and business aspects ranging from Introduction to International Business, Forex Markets, A Marketer's Toolkit, Content Marketing and Branding Strategies, to Exploring Generative AI in Digital Marketing, and much more.

The Immersion Program at IIM Jammu stands as a testament to the institute's dedication to nurturing talent and fostering industry-academia collaboration. Through such initiatives, IIM Jammu continues to set new benchmarks in management education and contribute significantly to the development of future-ready leaders.

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Glimpses from the Inaugural Ceremony of Immersion Program for MBA Students of NIFTEM

























