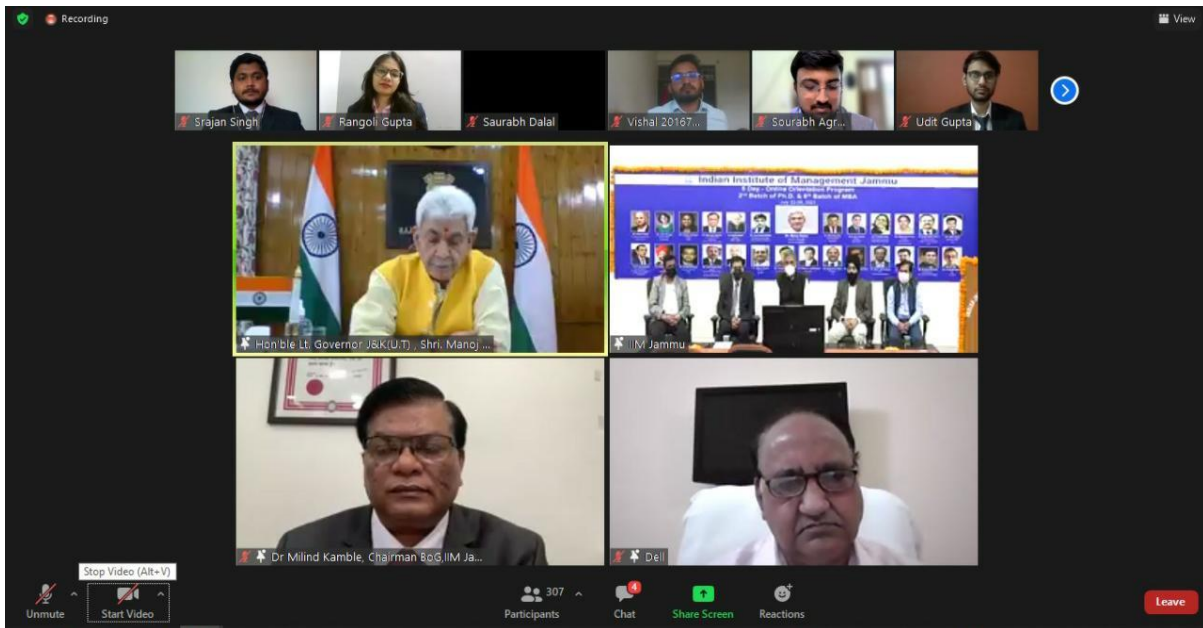


IIM Jammu Welcomes the 2nd Batch of Ph.D. and 6th Batch of MBA



Thursday, 22nd July: IIM Jammu inaugurated its Orientation Program for the 2nd Batch of Ph.D. and 6th Batch of MBA on Thursday 22nd July 2021. The five-day orientation program was kickstarted by a session on 'Maximize Happiness and Mindfulness' by Mr. Nitin Kumar Varada, Yoga and Meditation Trainer.

With Shri Manoj Kumar Sinha Hon'ble Lt. Governor, Jammu & Kashmir presiding over as the Chief Guest, the inaugural event was graced by eminent personalities like Prof. Shakti Gupta, Director AIIMS Jammu, and Dr. Milind Kamble, Chairman, Board of Governors, IIM Jammu.

In his address, the Lt. Governor, Shri Manoj Sinha emphasized the need for post-pandemic business solutions. He stressed that people-centric business culture and cross-functional collaborations are the keys to a healthy economy. He has stated that the government is committed to developing the industries in J&K and is currently inviting OEMs and Design manufacturers to set up industries here.

The Guest of Honour, Dr. Shakti Gupta, Director AIIMS Jammu, emphasized the importance of research and gave insights on the MoU with IIM Jammu which is geared towards providing management expertise to medical professionals.

Dr. Milind Kamble, Chairman, Board of Governors, IIM Jammu highlighted the importance of data in the current economy. With 57% of the incoming batch being Engineers, he said that the Institute aims to create a diverse environment for learning.

Prof B. S. Sahay, Director, IIM Jammu, gave insights on the various MoUs to be signed between IIM Jammu with esteemed institutes and organizations like EDII, ICAI, AIIMS, and IITs. He also stated that the Institute is ready to welcome students to the campus soon. Reflecting on the importance of Atmanirbhar Bharath, he cited how the Institute is committed to creating strong business leaders that will contribute to the country's development.

The event resumed post-lunch with a session by Mr. Prahlad Kakar, Ad Guru, and renowned Indian Ad Film Director. He talked about keeping the spirit of risk-taking and the importance of adding value to the world so as to create a personal brand. He also asserted that in order to be a changemaker, one needs to explore their passion, be a unique thinker, and put one's day-to-day learning to practice. According to him, success is not just about making money, but about the respect, one earns by standing up for their conviction. He endorsed his insights by showing short Ad Films, discussing the ideas and reasons of their origin, and thereby lessons learned from them.

After that, students were briefed about the Academic Rigor and Pedagogy by Prof. Manoj Kumar, the Chairperson MBA, IIM Jammu. He emphasized that the students should rigorously follow the academic timeline of IIM Jammu and keep abreast with the latest educational tools which are made available to them.

The event concluded with an open session wherein the students of Ph.D. and MBA interacted with the faculty members and the seniors of their Institute.

Dr. Pankaj K Agarwal, Chairperson, Executive Education, IIM Jammu delivered the vote of thanks.