



# PANORAMA

Quarterly Newsletter

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## IIM JAMMU PERMANENT CAMPUS INAUGURATION SPECIAL



Driven by its vision to develop global leaders and entrepreneurs, IIM Jammu is committed to the progress of U.T of Jammu and Kashmir and Ladakh, facilitating societal transformation, economic development, and thereby contributing to the nation's progress.



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## Director's Message

“As we reflect on the remarkable events and achievements that have shaped the journey of IIM Jammu throughout the past year, I am filled with immense pride and gratitude for the unwavering dedication and commitment each of you has demonstrated towards excellence.”

**Dear Members of the IIM Jammu Community,**

Our journey commenced with the inauguration of the Education Leadership Development Training Program for College Principals of Jammu and Kashmir, a significant milestone reaffirming our dedication to nurturing visionary leaders and fostering educational excellence in the region. Aligned with the National Education Policy 2020, this program stands as a testament to our resolve in empowering educational visionaries to contribute to the advancement of our nation's educational landscape. The successful conclusion of the Education Leadership Development Training Program further solidified our belief in the transformative power of education. Through immersive sessions and enriching interactions, participants were equipped with essential leadership skills, ensuring a brighter future for the students of the Union Territory of Jammu and Kashmir. Importantly, this program also played a pivotal role in fostering stronger relations between the people of Jammu and the IIM Jammu institute, fostering mutual understanding and collaboration for the betterment of the community.

In our commitment to inclusive growth and nation-building, we proudly launched the Business Accelerator Program for SC-ST Entrepreneurs in collaboration with esteemed partners. This initiative underscores our dedication to empowering marginalized sections and fostering a dynamic business ecosystem. Additionally, I am thrilled to announce the initiation of the Skill to Enterprise Model (STEM) - a fully-funded, one-year Entrepreneurship Training Program by IIM Jammu & SIDBI, targeted at the youth of UTs of J&K and Ladakh. STEM aims to foster innovation and entrepreneurship, provide practical training, mentorship, and networks, and ensure enterprise establishment and employment



generation. Such initiatives align with our mission to empower individuals and communities, driving socio-economic growth and development.

Our pursuit of meaningful collaborations was further strengthened through fruitful discussions with the National Institute of Fashion Technology (NIFT) Srinagar, exploring new avenues for interdisciplinary collaboration in fashion technology and management education. Such partnerships exemplify our belief in the power of collaboration to drive innovation and create lasting impact.

Additionally, the commencement of the Campus Immersion Module for the Executive Program in General Management marked another significant milestone in our journey towards excellence. Designed for working professionals seeking to enhance their managerial skills, this program reflects our unwavering commitment to lifelong learning and professional development.

We also had the privilege of hosting a global dialogue on academic research, convening distinguished academicians to address critical global challenges and foster collaborative solutions. Such initiatives underscore our dedication to fostering a culture of research excellence and innovation.

I extend my heartfelt thanks to our esteemed partners, faculty members, staff, students, and stakeholders for their unwavering support and commitment to our shared vision. Together, let us continue to inspire, innovate, and transform lives.

**Prof. B. S. Sahay**  
Director, IIM Jammu

## IIM Jammu Inaugurates Education Leadership Development Training Program for College Principals of Jammu and Kashmir

The Indian Institute of Management (IIM) Jammu, known for its commitment to academic excellence, has initiated a Faculty Development Programme (FDP) titled, “Education Leadership Development Training Program” for College Principals of Jammu and Kashmir. The program, organized under the aegis of the Executive Education and Consultancy Division, commenced from January 8th, and will continue till January 12th, 2024. The inaugural session commenced with the ceremonial lighting of the lamp, setting a



symbolic tone for the enlightening journey ahead. The programme consisted of 36 participants from the different colleges spread across Jammu and Kashmir.

In his address, Prof. B.S. Sahay, Director, IIM Jammu, highlighted that the Education Leadership Development Training Program underscores IIM Jammu's unwavering commitment to educational excellence. The program's focus on aligning with the National Education Policy 2020 (NEP 2020) and fostering innovation is crucial for our education system's growth. Empowering college principals and senior faculty is more than a program; it's a transformative journey towards shaping visionary leaders. He emphasized that Jammu is unique with three Institutes of National Importance—IIM, IIT, and AIIMS. Collaborations include programs like

B.Tech + MBA with IIT Jammu and MBA in Hospital Administration and Management with IIT and AIIMS, exemplifying NEP 2020. He mentioned that this initiative will play a pivotal role in shaping the region's education future, aligning with national priorities, and ensuring a brighter tomorrow for students in the Union Territory of Jammu and Kashmir.

Prof. Jabir Ali, Dean Academics, IIM Jammu, emphasized that the programme signifies our commitment to fostering educational leadership, empowering college principals to steer academic excellence in the U.T of Jammu and Kashmir. I would like to urge that educational institutes work together and collaborate for nation-building and global progress.



Dr. V. Raj Kumar, Programme Director at IIM Jammu, extended a warm welcome and provided insights into the program's objectives. Dr. Ateeque Shaikh, Chairperson, Executive Education and Consultancy (EE & C), IIM Jammu offered a brief overview of Executive Education & Consultancy at IIM Jammu. The inaugural event concluded with a vote of thanks by Dr Anuja Akhouri, Programme Director, followed by the national anthem and a group photo.

The program aims to equip Principals and Senior faculty of colleges with essential leadership skills, aligning their vision with contemporary educational trends and the evolving needs of students and the community. Key objectives include the implementation of the National Education Policy (NEP) in colleges, enhancing instructional leadership, fostering effective communication, promoting cultural competence, encouraging innovation and adaptability, and instilling data-informed decision-making skills.

The participants were given a tour of the Institute including the state-of-the-art Library at IIM Jammu.



## Empowering Educational Visionaries IIM Jammu's Education Leadership Training Programme Concludes on a High Note



The 'Education Leadership Development Training Programme,' conducted by the Executive Education and Consultancy (EE&C) division of the Indian Institute of Management (IIM) Jammu concluded on December 12, 2024, following five intense and knowledge-packed days of sessions. This programme, specially curated for College Principals of Jammu and Kashmir, aimed to equip participants with essential leadership skills to align their vision with contemporary educational trends and the evolving needs of students and the community. The proceedings commenced with the presentation of the Programme Report by Dr. Anuja Akhouri, Programme Director and Prof. Jabir Ali, Dean Academics gave a detailed overview into IIM Jammu and along with his inspirational address to all the participants. The participants shared their compelling narratives, detailing their enriching learning experiences over the course of the last five days.

Prof. B.S. Sahay, Director, IIM Jammu, reflected on India's remarkable economic journey, progressing from the 10th position to the 5th position today. He urged academicians to actively contribute to achieving the vision of Viksit Bharat @ 2047, as envisioned by Hon'ble Prime Minister Shri Narendra Modi. He highlighted the pivotal roles of youth and women in this transformative journey, citing examples such as "Beti Bachao Beti Padhao, Ujjwala Yojana, and Pradhan Mantri Awaz Yojana". Emphasizing key components such as cleanliness, youth empowerment, and the provision of quality education, he encouraged a shift towards becoming job creators rather than job seekers. He stressed the significance of dedication and commitment



in this pursuit. Lastly, he extended an invitation to everyone to actively participate in the upcoming Seminar on NEP 2020 scheduled to be organized at IIM Jammu in February 2024.

Prof. Yasmeen Ashai, Director Colleges, Higher Education Department, Govt of Jammu and Kashmir, expressed gratitude for the support extended by IIM Jammu and the Principal Secretary, Higher Education. Emphasizing the ongoing requirement for pedagogical innovations and efficient management of student-related matters, she underscored the importance of ensuring that the key insights from this program reach the students. Additionally, she reiterated the need for the youth to actively contribute to the Viksit Bharat Initiative proposed by our Hon'ble Prime Minister of India.

The key objectives of the program included the Implementation of the National Education Policy



(NEP) 2020, Enhancing Instructional Leadership, Fostering Effective Communication, Promoting Cultural Competence, Encouraging Innovation and Adaptability, and Instilling Data-Informed Decision-Making Skills.

The valedictory ceremony, held at the IIM Jammu campus, witnessed the distribution of certificates to all the enthusiastic participants who completed the programme. The event ended on a patriotic note with the rendition of the National Anthem, followed by a heartfelt vote of thanks. The event was a testament to the commitment of IIM Jammu towards fostering educational leadership and excellence in the region.



## Empowering Entrepreneurs: IIM Jammu Launches Second Batch of Business Accelerator Program for SC-ST Entrepreneurs in Partnership with Ministry of MSME, National SC-ST Hub, DICCI, and CII

Indian Institute of Management (IIM) Jammu in collaboration with Ministry of Micro, Small and Medium Enterprises (MSME), National SC-ST Hub, Dalit Indian Chamber of Commerce (DICCI) and Confederation of Indian Industry (CII) inaugurated the Business Accelerator Program for the SC-ST entrepreneurs in IIM Jammu Campus at Jagti on 15th Jan 2024. The Chief Guest of the programme was Ms. Mercy Epao, Joint Secretary, MSME Govt of India, and Guest of Honor Padma Shri Ravi Kumar Narra,



President, DICCI. The event was presided over by Prof. B.S. Sahay, Director, IIM Jammu, Shri Khurshid Dar, Head, CII, J & K and Ladakh, Dr. Mahesh Gadekar, Chairperson, Centre for Diversity and Inclusion, IIM Jammu and Shri K.K. Sharma, General Manager, National Small Industries Corporation Ltd. (NSIC), MSME, Govt. of India (Online Mode). The event commenced with the lamp lighting ceremony.

Chief Guest Ms. Mercy Epao Joint Secretary, Ministry of Micro, Medium and Small Enterprises (MSME), Govt. of India, lauded the collaboration



between IIM Jammu, National SC-ST Hub, MSME, DICCI, and CII, highlighting the crucial role of IIM Jammu in providing formal management training, access to industry mentors, and capacity-building interventions for the upliftment of marginalized sections. She emphasized MSME's commitment to fostering a vibrant business ecosystem, formalizing MSMEs, and empowering women, contributing to the nation's GDP. She urged participants to be ambassadors of MSME, discussing various ministry schemes and initiatives like Atmanirbhar Bharat, Skill India, Champion, Samadhaan, and Udyam for MSME growth. Acknowledging IIM Jammu's support, she appreciated their role in handholding the SC-ST community, contributing significantly to the nation-building exercise.

Guest of Honor Padma Shri Ravi Kumar Narra praised the collaborative efforts of IIM Jammu, MSME, and CII in launching the Business Accelerator

Program. He emphasized its aim to empower SC-ST entrepreneurs, fostering inclusive economic growth and inspiring success stories. Mr. Narra underscored DICCI's pivotal role in uplifting the SC-ST community through collaboration with academic institutions, government bodies, and Entrepreneurs. He highlighted the importance of staying grounded in their endeavours.

Prof. B.S. Sahay welcomed the second batch of the Business Accelerator Programme, highlighting the success of the first program that commenced on May 15, 2023, at Noida. He credited the dynamic standing of IIM Jammu, the youngest IIM, to Dr. Milind. P. Kamble, Chairman, Board of Governors, other Board Members, faculty, and staff, achieving the 15th position among all IIMs in the NIRF Rankings. Prof. Sahay acknowledged key initiatives, including the Center for Small Business Development and the unique Center for Diversity and Inclusion, inaugurated by Former President Shri Ramnath Kovind. Emphasizing IIM Jammu's commitment to India's growth and development, he reiterated the institute's role in realizing the vision of Viksit Bharat @2047, outlined by Shri Narendra Modi, The Hon'ble Prime Minister of India. Prof. Sahay highlighted that the Business Accelerator Program aims to promote entrepreneurship and create more opportunities for small and medium enterprises, playing a catalyst role in filling skill gaps across the country.



IIM Jammu is dedicated to transforming the lives of entrepreneurs from the SC & ST Entrepreneurs, providing them with an avenue to realize their hopes and aspirations. Established to enhance the lives of underprivileged Entrepreneurs, the Center for Diversity and Inclusion offers a safe environment for exploring and understanding the intricacies of entrepreneurship. The program features assistance from National SC-ST Hub and scholarship by IIM Jammu. The inaugural ceremony culminated with the National Anthem and vote of thanks by Dr. Vedika Saxena, Member, Center for Diversity and Inclusion, IIM Jammu.



## National Institute of Fashion Technology (NIFT) Srinagar Explores Collaboration with Indian Institute of Management Jammu

A delegation led by Dr. Javid Ahmed Wani, Director National Institute of Fashion Technology (NIFT), Srinagar visited Indian Institute of Management (IIM) Jammu Jagti for discussions on a potential Memorandum of Understanding (MoU). The visit was marked by the presence of key figures from both institutions, including Prof. B.S. Sahay, Director, IIM Jammu, Prof. Jabir Ali, Dean Academics, Dr. Muqbil Burhan, Chairperson Srinagar Campus, Dr. Nitin Upadhyay, Chairperson IT, and Cmdr Kesavan Baskaran, IIM Jammu.

The meeting aimed to explore new realms of collaboration between NIFT Srinagar and IIM Jammu, bringing together the expertise of both institutions in the fields of fashion technology and management education. Discussions centered around potential joint initiatives, academic partnerships, and collaborative research projects. The delegation was given a tour of the IIM Jammu Campus at Jagti.

Prof. B.S. Sahay, Director of IIM Jammu, expressed enthusiasm about the possibilities arising from the collaboration. He highlighted the importance of interdisciplinary collaborations in academia and emphasized the potential benefits for students and faculty members from both institutions.

Dr. Javid Ahmed Wani echoed these sentiments,

emphasizing the importance of fostering synergies between diverse educational domains. He stated, "This collaborative effort holds the promise of enriching the academic landscape and providing unique opportunities for our students and faculty members."

Prof. Jabir Ali, Dean Academics at IIM Jammu, expressed his optimism about the collaboration, stating, "This partnership is a testament to the power of interdisciplinary collaboration in the academic world. By combining the strengths of NIFT Srinagar and IIM Jammu, we aim to create a holistic learning experience for our students, blending the realms of fashion technology and management."

The delegation visits mark a significant step towards formalizing the partnership, with both institutions looking forward to the mutual benefits that will arise from this collaboration. The discussions focused on creating a framework that leverages the strengths of NIFT Srinagar and IIM Jammu to offer innovative programs and research endeavours.

As the dialogue progresses, both NIFT Srinagar and IIM Jammu anticipate a fruitful partnership that will contribute to the advancement of education and research in their respective domains.

## Empowering Entrepreneurs: IIM Jammu hosts the Valedictory Program for Second Batch of Business Accelerator Program for SC-ST Entrepreneurs in Partnership with Ministry of MSME, National SC-ST Hub, DICCI, and CII

Indian Institute of Management (IIM) Jammu in collaboration with Ministry of Micro, Small and Medium Enterprises (MSME), National SC-ST Hub, Dalit Indian Chamber of Commerce (DICCI) and Confederation of Indian Industry (CII) hosted the Valedictory Program for the Business Accelerator Program for the SC-ST entrepreneurs in IIM Jammu Campus at Jagti on 20th Jan 2024.

The event was presided over by Prof. B.S. Sahay,

Director, IIM Jammu, who joined online, and Dr. Mahesh Gadekar, Chairperson, Centre for Diversity and Inclusion, IIM Jammu. The event commenced by an address about the program by Dr. Mahesh Gadekar, Chairperson, Centre for Diversity and Inclusion, IIM Jammu where he welcomed the participants of the Business Accelerator Program stating the objective of this program, i.e., to help students understand the nuances of businesses via

the program consisting of various modules.

The Participants of the Business Accelerator Program talked about their experiences, praising the curriculum and the faculty's pedagogy at IIM Jammu, for helping them understand the teachings they were given, appreciating this initiative of IIM Jammu for offering such a comprehensive program for SCs and STs.

Shri K.K. Sharma, General Manager, SG (NSSH), NSIC, who joined the event virtually, commended the collaboration between IIM Jammu, National SC-ST Hub, MSME, DICCI, and CII. He emphasized the importance of this program in enhancing the competency of the budding entrepreneurs and avail themselves of the benefits of the National SC-ST Hub launched by our Honourable Prime Minister Narendra Modi.

Prof. B.S. Sahay, Director, IIM Jammu, stressed the significance of providing all program participants with the necessary assistance, inspiring them to persevere, pushing them to come up with more ideas, and guaranteeing that they will receive any help - financial or otherwise. He motivated the participants by stating, "You haven't lost; you possess all your potential. You have to move forward as you are the job creators, not the job seekers."

The Centre for Diversity & Inclusion at IIM Jammu is dedicated to transforming the lives of entrepreneurs from SC & ST Entrepreneurs, providing them with an avenue to realize their hopes and aspirations. Established to enhance the lives of underprivileged



Entrepreneurs, the Centre offers a safe environment for exploring and understanding the intricacies of entrepreneurship. The program features assistance from the National SC-ST Hub and a scholarship by IIM Jammu. The valedictory program culminated with the National Anthem and vote of thanks by Dr Mahesh Gadekar, Chairperson, Centre for Diversity and Inclusion, IIM Jammu.



## IIM Jammu commences Campus Immersion Module for the fourth batch of Executive Program in General Management Program



The Indian Institute of Management Jammu (IIM) Jammu commenced the Campus Immersion Module for Executive Program in General Management (EPGM) for the fourth batch through a formal inaugural ceremony. The program is designed for working professionals seeking to enrich their managerial skills. It promises a journey into various aspects of management education, from strategic planning to marketing, finance, human resources, and operations.

The ceremony was presided over by Prof. B. S. Sahay, the Director of IIM Jammu who joined online, Prof. Jabir Ali, Dean Academics, IIM Jammu, Dr. Ateeque Shaikh, Executive Education & Corporate Consulting (EE&C) Chairperson, Dr. Rambalak Yadav, Chairperson, Doctoral Program, IIM Jammu, Dr. Eshika Aggarwal, Program Director and Dr. Prakrit Silal, Program Director were in attendance during the session.

The event commenced with the lighting of the lamp, followed by a welcome address by Dr. Eshika Aggarwal, Program Director, IIM Jammu. She extended a heartfelt welcome, underscoring the program's unique features, and mentioned, "We pave the way for



participants in the General Management Program by emphasizing hands-on experiences like case studies and class participation, guiding them to chart a new course in their management journey."

Prof. B. S. Sahay, Director, IIM Jammu, addressed the

participants, highlighting IIM Jammu's ongoing contribution as a premier management institute. His words echoed the commitment to providing high-quality education, reflecting the institute's vision and mission. He urged participants to actively engage in learning and make the most of the opportunity by actively

engaging with faculty and fostering connections with peers to enhance their learning journey. "Residing on campus provides an authentic experience of the program, far superior to remote class settings like hotel rooms, offering a profound immersion in the educational atmosphere."

Prof. Jabir Ali, Dean Academics, IIM Jammu addressed the program participants with his valuable insights and thoughts. He emphasized that the inauguration of GMP Batch IV is a significant milestone in IIM Jammu's journey. He delved into the importance of executive education and reiterated, "As we embark on a journey of continuous improvement and growth, we extend a warm welcome to the inaugural residents of our MDP residence. Emphasizing the value of peer learning, we believe face-to-face interactions foster a more enriching educational experience compared to online classes, ensuring mutual benefit and collaborative growth."

Dr. Ateeque Shaikh, Chairperson, Executive Education & Corporate Consulting (EE&C), shared the institute's unwavering commitment to delivering high-quality executive education. He highlighted the program's noteworthy features and IIM Jammu's role in nurturing the leaders of tomorrow. He further mentioned, "We evolve with purpose, tailoring leadership development for corporate and government entities. From specialized functional programs like AI and machine learning, we adapt to meet diverse industry needs, ensuring a dynamic and relevant educational landscape."

Dr. Prakrit Silal, the Program Director, IIM Jammu proposed the vote of thanks. The inaugural program culminated with the National Anthem, followed by a group photo, leaving behind a shared sense of purpose and the anticipation of a transformative learning journey for all participants in GMP Batch IV.



## IIM Jammu Marks the Culmination of EPGM Batch IV with Valedictory Ceremony



The Indian Institute of Management Jammu (IIM Jammu) celebrated the valedictory ceremony of the Executive Post Graduate Program in Management (EPGM) Batch IV, a significant milestone in the academic journey of the participants. The event, graced by esteemed dignitaries, was held at the institute's premises. The program was designed for working professionals seeking to enrich their managerial skills. It promises a journey into various aspects of management education, from strategic planning to marketing, finance, human resources, and operations.



Dr. Eshika Aggarwal, Program Director, and Dr. Prakrit Silal, Program Director, along with Dr. Rambalak Yadav, Chairperson, Doctoral Programme, IIM Jammu, attended the ceremony, honouring the achievements of the participants who successfully completed the EPGM program.

The ceremony commenced with the distribution of certificates to all the participants, symbolizing the successful completion of the program. This marked the formal acknowledgment of their dedication, hard work, and commitment to academic excellence.

Dr. Eshika Aggarwal, Program Director, expressed her heartfelt congratulations to the graduating participants, commending their perseverance and dedication throughout the program. She highlighted the importance of continuous learning and how it contributes to personal and professional growth.

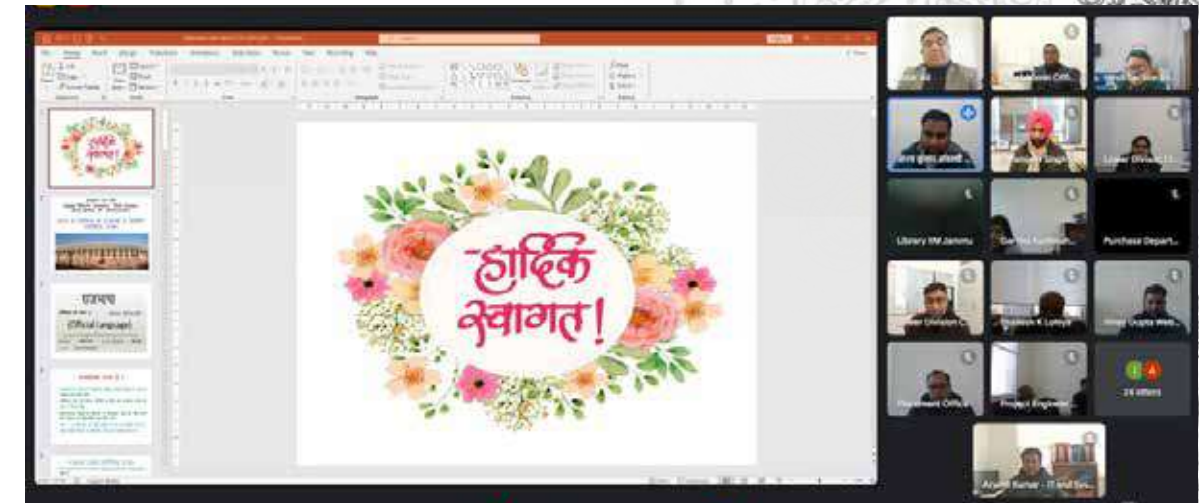
Dr. Prakrit Silal, Program Director, shared insights into the program's journey, emphasizing the key learnings and transformative experiences gained by the participants. He encouraged them to leverage the knowledge acquired during the program in their professional endeavors.

Dr. Rambalak Yadav, Chairperson, Doctoral Programme, IIM Jammu, congratulated the participants on their academic accomplishments and encouraged them to embrace a spirit of lifelong learning. He commended their resilience in

overcoming challenges and adapting to the dynamic business environment.

The valedictory ceremony concluded on a patriotic note with the singing of the national anthem, symbolizing the unity and pride associated with academic accomplishments. IIM Jammu takes pride in nurturing and empowering individuals through its diverse programs, and the valedictory ceremony of EPGM Batch IV stands as a testament to the institute's commitment to excellence in management education.

## IIM Jammu Hosts Online Expert Lecture on "Rajbhasha Ke Baare Me Jagrukta"



The Rajbhasha Samiti at the Indian Institute of Management Jammu (IIM) Jammu organized an enlightening Online Expert Lecture on the topic "Rajbhasha Ke Baare Me Jagrukta" (Awareness about the Official Language). The event, conducted virtually, aimed to deepen the understanding of the significance of the official language in our daily lives. Prof. Jabir Ali, Dean Academics, IIM Jammu welcomed Shri. Jagdish Ram Pauri, Joint Director Rajbhasha, Ministry of Education, Govt. of India for online lecture session.

Chaired by Mr. Jagdish Ram Pauri, Joint Director Rajbhasha, Ministry of Education, Govt. of India, the lecture provided valuable insights and knowledge on the importance of promoting and using the official language effectively in day-to-day work. Mr. Pauri, with his vast experience in the field, shared perspectives that highlighted the critical role of the official language in fostering effective communication and national cohesion. Mr. Jagdish Ram Pauri's engaging discourse delved into the nuances of promoting

and utilizing the official language to strengthen our cultural roots and ensure seamless communication across diverse sectors of society.

Prof. Jabir Ali, Dean of Academics at IIM Jammu, commended the initiative and mentioned that the Online Expert Lecture underscores the importance of language in preserving our cultural heritage. IIM Jammu is committed to promoting linguistic diversity and creating a platform for informed discussions on such vital topics.

Prof. B.S. Sahay, Director of IIM Jammu, mentioned that IIM Jammu believes in fostering an inclusive environment that celebrates linguistic diversity. This event has not only reinforced our commitment to the preservation of language and cultural heritage but has also served as a significant stride toward a prosperous and inspiring future where language becomes a bridge connecting diverse horizons.

The event witnessed active participation from students, faculty, staff, and members of the public,



reflecting a shared interest in understanding and appreciating the cultural and linguistic diversity encapsulated in the official language. Shri Shailesh K Lohiya, Librarian, IIM Jammu proposed the vote of thanks and expressed gratitude to Mr. Jagdish Ram Pauri for his valuable contributions and thanked all participants for their active engagement in making the event a grand success. The event was coordinated by Rajbhasha Samiti, IIM Jammu.



## IIM Jammu Spearheads Global Dialogue on Academic Research



The Indian Institute of Management (IIM) Jammu conducted an insightful workshop on Research in the Academic Sector, which brought together a distinguished delegation led by renowned academicians ranging from Prof. Amrik Sohal, Monash University, Australia, Professor Julie Davies, University College London, UK, and Prof. Chris Hicks, Newcastle University, UK. The workshop was presided by Prof. B.S. Sahay, Director, IIM Jammu, and Prof. Jabir Ali, Dean Academics, IIM Jammu who facilitated discussions that identified crucial global challenges and emphasized collaborative



research solutions. The event commenced with a warm welcome and introduction of the delegates by Dr. Nitin Upadhyay, Chairperson, IT, IIM Jammu.” The global challenges identified during the workshop spanned a spectrum of issues. The workshop extensively deliberated on the profound impacts of identified challenges, with a focused commitment to addressing them swiftly. Emphasizing the urgency of solutions, the discussions highlighted the imperative of publishing research outcomes in prestigious journals to amplify their influence and contribute significantly to the global academic dialogue. The event also delved into the realm of Academic research, recognizing its pivotal role in addressing contemporary challenges and fostering innovative solutions.

Prof. Amrik Sohal, Monash University, Australia, reiterated the imperative of fortifying collaborations between Monash University and IIM Jammu across various domains, including research programs, seminars, and teaching initiatives. During his address, he drew insightful parallels with global crises such as COVID-19 and Climate Change, highlighting the transformative impact that collaborative efforts can have in addressing pressing challenges and finding sustainable solutions. He

emphasized the shared responsibility of academic institutions in contributing to societal well-being through impactful research and collaborative educational initiatives.

Prof. B.S. Sahay, Director, IIM Jammu underscored the limitless scope of research and emphasized the value of collaborative endeavours. Encouraging active participation, he urged attendees to glean insights from faculty members and forge meaningful connections to enrich their educational voyage. He highlighted the unparalleled advantages of on-campus learning, surpassing the limitations of remote settings. He rallied participants to collectively explore avenues for advancing this partnership in the best interests of the academic community.

Professor Julie Davies, University College London, UK, delivered an insightful address underscoring the critical need for closer collaboration in alignment with the India-UK 2030 roadmap. Drawing parallels from successful collaborations, she shared notable advancements in the field of Medical Sciences witnessed in Saudi Arabia. Prof. Davies elaborated on the potential avenues for joint research initiatives and academic partnerships, emphasizing the reciprocal benefits such collaborations can



bring to both nations. Her presentation provided a nuanced understanding of the opportunities for transformative contributions to medical research and Academic practices through international cooperation.

Prof. Chris Hicks, Newcastle University, UK, offered a comprehensive overview of his pivotal role, shedding light on his dedication to enhancing quality, efficiency, and resource optimization. He emphasized the transformative power

of collaboration across diverse industry domains, illustrating the continuous efforts made in the public interest. Prof. Hicks delved into specific strategies and approaches employed in his professional journey, showcasing a commitment to driving positive change and fostering impactful outcomes. His insights provided valuable perspectives on the intersection of academia and industry, contributing to a broader understanding of the challenges and opportunities within the Academic sector.

The event saw active participation from faculty members, research scholars, fostering an



environment of shared learning and collaboration. The identified global challenges will serve as focal points for future research endeavours at IIM Jammu, contributing to the institute's commitment to addressing societal issues through impactful research. Participants online and offline engaged in group activities, guided by senior faculty mentors, providing a hands-on experience in tackling Academic research issues. This was followed by Q & A session. The workshop at IIM Jammu proved to be a significant milestone in fostering collaboration between IIM Jammu and global institutions, laying the foundation for impactful research in the Academic sector.



## Shaping Tomorrow's Leaders: IIM Jammu Inaugurates Education Leadership Development Training Program for College Principals of Jammu & Kashmir

The Indian Institute of Management (IIM) Jammu, known for its commitment to academic excellence, has initiated a Faculty Development Programme (FDP) titled, "Education Leadership Development Training Program" for College Principals of Jammu and Kashmir. The program, organized under the aegis of the Executive Education and Consultancy Division, commenced from January 29th, and will go on till Feb 2nd, 2024.

The inaugural session started with the ceremonial lighting of the lamp, symbolizing the enlightening journey that lies ahead. Dr. Archana Sharma, Program Director, extended a warm welcome and elucidated on the program's objectives. Dr. Ateeque Shaikh, Chairperson of the Executive Education



and Consultancy (EE & C) at IIM Jammu, provided a concise overview of the institute's role in Executive Education and Consultancy, IIM Jammu and Prof. Jabir Ali, Dean Academics, IIM Jammu briefing about the fast paced journey of IIM Jammu and urging everyone to work together for nation-building and global progress.

Prof. B.S. Sahay, Director, IIM Jammu, shed light on the transformative journey of the Education Leadership Development Training Program. Aligned with the National Education Policy 2020 (NEP 2020), he emphasized that it transcends being merely a program; it signifies a profound commitment to educational excellence and innovation. He mentioned that with Jammu serving as a city of temples and an education hub, hosting three Institutes of National Importance, it provides a fitting backdrop for this transformative initiative. He encouraged the participants to articulate their expectations, ensuring fulfillment by the program's conclusion. During his address, he delved into detailed insights into the IIM system, highlighted the realization of responsibilities, and stressed the importance of active participation during classroom sessions. He expressed optimism that such initiatives will pave the way for a brighter future in education, aligning with national priorities.

The participants were given a tour of the Institute. The program aims to equip Principals and Senior faculty of colleges with essential leadership skills, aligning their vision with contemporary educational trends and the evolving needs of students and the community. Key objectives include the implementation of the National Education Policy (NEP) in colleges, enhancing instructional leadership, fostering effective communication, promoting cultural competence, encouraging innovation



and adaptability, and instilling data-informed decision-making skills. The inaugural event concluded with a vote of thanks by Dr. Vedika Saxena, Program Director, followed by the national anthem and a group photo.

### Patriotism Unfurls: IIM Jammu Marks 75th Republic Day with Zeal



The Indian Institute of Management Jammu (IIM Jammu) marked the historic 75th Republic Day with an inspiring celebration at its permanent campus in Jagti. The event was graced by the esteemed presence of Prof. B. S. Sahay, Director, IIM Jammu, Prof. Jabir Ali, Dean Academics, IIM Jammu, and Cmdr Kesavan Baskkaran, Chief Administrative Officer, IIM Jammu.

The ceremony commenced with the unfurling of the tricolour National Flag by Prof. B. S. Sahay, Director, IIM Jammu accompanied by the resonating notes

of the national anthem, invoking a profound sense of pride and patriotism among the audience.

Prof. B.S. Sahay, Director, IIM Jammu, underscored the remarkable milestones achieved by India, not only in space exploration but also in various other domains. Providing insights into the nation-building aspect, he stressed the role of sports in fostering discipline and resilience. He shared an inspiring vision with the young audience, stating, "Seated here, the young generation will witness India's transformation from a developing nation to a developed one. Committed to the vision of Viksit Bharat, India is poised to become an economic powerhouse, excelling in industrial growth, manufacturing, automobiles, pharma, tourism, and the IT sector. As our nation progresses and attains significant milestones, academic institutions like IIM Jammu play a pivotal role in shaping the future leaders."



establishing itself as an economic powerhouse, and achieving noteworthy milestones globally. Today's celebration is a testament to our dedication to actively contribute to this remarkable journey, highlighting the institute's role in cultivating future leaders who will actively contribute to the nation's socio-economic development."

Cmdr Kesavan Baskkaran, Chief Administrative Officer, IIM Jammu, extended the vote of thanks, emphasizing the vital role of the defence forces in ensuring the nation's sovereignty. He expressed gratitude to the armed forces for their unwavering commitment and sacrifices. The event concluded with the resonant notes of the national anthem, instilling a renewed sense of patriotism and unity among the IIM Jammu fraternity.



Prof. Jabir Ali, Dean Academics, IIM Jammu, delivered an insightful address, acknowledging the crucial role citizens play in shaping the nation's future. He emphasized, "India is currently undergoing a transformative journey under the visionary leadership of the current Government. Across all sectors, we observe the nation realizing the vision of Viksit Bharat,





### IIM Jammu's Education Leadership Training Programme for the College Principals of Jammu and Kashmir (II<sup>nd</sup> Batch) Concludes on a High Note

The 'Education Leadership Development Training Programme,' conducted by the Executive Education and Consultancy (EE&C) of the Indian Institute of Management (IIM) Jammu for the second batch of College Principals of Jammu and Kashmir concluded on 2nd Feb 2024, following five intense and knowledge-packed days of sessions. This programme, specially curated for College Principals of Jammu and Kashmir, aimed to equip participants with essential leadership skills to align their vision with contemporary educational trends and the evolving needs of students and the community. The proceedings commenced with the presentation of the Programme Report by Dr. Vedika Saxena, Programme Director. Subsequently, participants shared their compelling narratives, detailing their enriching learning experiences over the course of the last five days.

Prof. B.S. Sahay, Director at IIM Jammu, expressed his

delight in joining his peer group of academicians. Focusing on crucial aspects such as cleanliness, youth empowerment, entrepreneurship and the delivery of quality education, he advocated for a paradigm shift toward fostering job creators rather than job seekers. He underscored the importance of dedication and commitment in their respective endeavours, emphasizing the noble nature of the teaching profession. He urged college principals to inspire their students to pursue academic courses in prestigious institutions like IITs and IIMs. Assuring unwavering support, he encouraged everyone to find joy in their work, ensuring that resources should never be a constraint. He highlighted the need for continuous collaboration and emphasized to the participants for politeness in all their interactions, fostering a conducive learning environment.

Prof. Jabir Ali, Dean Academics, IIM Jammu, highlighted that the training programme served as a mutual learning experience for all participants. He emphasized that this program does not mark the end but rather the initiation of a new relationship, driven by an appetite for continuous learning, as valuable insights often emerge from challenging experiences. He encouraged all participating colleges to foster collaboration, unite, and actively contribute to nation-building. Furthermore, he underscored the importance of disseminating the knowledge gained from this training programme among their students, thereby ensuring a wider impact on the educational community.

Present on the occasion was Dr. Archana Sharma, Program Director, IIM Jammu. The key objectives of the program included the Implementation of the National Education Policy (NEP) 2020, Enhancing Instructional Leadership, Fostering Effective Communication, Promoting Cultural Competence, Encouraging Innovation and Adaptability, and Instilling Data-Informed Decision-Making Skills.

The valedictory ceremony, held at the IIM Jammu



campus, witnessed the distribution of certificates to all the enthusiastic participants who completed the programme. IIM Jammu expressing gratitude to all participants and supporters. The event was

a testament to the commitment of IIM Jammu towards fostering educational leadership and excellence in the region. The event was coordinated by EE &C, IIM Jammu.

### Unlocking the Power of Mindfulness: Indian Institute of Management, Jammu Hosts Enlightening Session on the Art, and Science of Attention by Pravrajika Divyanandaprana



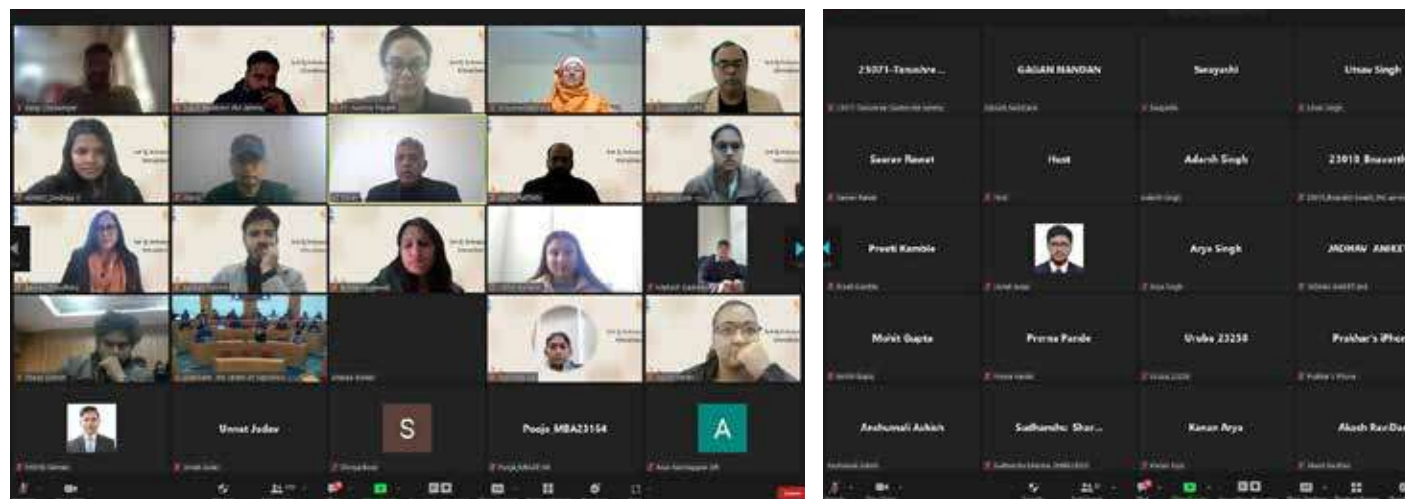
The Indian Institute of Management, Jammu (IIM Jammu), through its Anandam, Centre of Happiness orchestrated a transformative session titled "The Art and Science of Attention." This enlightening event featured Pravrajika Divyanandaprana (Mata) Ji, a distinguished monastic member of Sri Sharada Math and an expert in Yoga-Vedanta. Held virtually, the session brought together students, faculty, staff, and distinguished guests for a profound exploration of mindfulness.

The virtual event was graced by Prof. B. S. Sahay, the Director, IIM Jammu, who joined online. Dr. Mamta Tripathi, Chairperson, Anandam, The Center for Happiness, IIM Jammu, Dr. Eshika Agarwal, Co-Chairperson of Anandam, Center of Happiness, IIM Jammu, and Dr. Apurva Yadav, Co-Chairperson of Student Affairs, IIM Jammu, were also present during the session. Dr. Mamta Tripathi welcomed the esteemed guest and provided a brief introduction. The virtual gathering saw eager participants from diverse backgrounds entering the virtual meeting room, setting the

stage for an engaging and enlightening experience.

Speaking on the occasion, Professor B.S. Sahay, Director of IIM Jammu, shared invaluable insights into the discipline, emphasizing its profound impact on life stability. Acknowledging India's position as a Vishwa Guru, he highlighted the cultural richness retained despite obstacles. He provided a detailed overview of Anandam-The Centre of Happiness, inaugurated by Spiritual Guru Sri Sri Ravi Shankar, The Art of Living, Shri Ramesh Pokhriyal, the then Hon'ble Minister of Education, and Shri Manoj Sinha, Lieutenant Governor of U.T of Jammu and Kashmir. Recognizing the challenges faced by students in





today's competitive world, he emphasized the role of Anandam in cultivating happiness. He referenced initiatives like "Pariksha Pe Charcha" by the Hon'ble Prime Minister, underlining the importance of yoga, asanas, meditation, and their integration into students' lives.

Pravrajika Divyanandaprana (Mata) Ji, Member of Sri Sharada Math, shared profound insights into mindfulness. She highlighted the significance of daily meditation, disciplined living, and positive thinking for achieving mental happiness. Drawing from personal anecdotes and timeless teachings, Mata Ji underscored the transformative power of conscious thought and the pivotal role of yoga in enhancing attention and awareness.

Mata Ji captivated participants with the interesting story of a Zen master from Japan, illustrating the profound impact of mindfulness and meditation on goal orientation and personal growth. Through practical insights and actionable steps, she elucidated the science of attention, empowering attendees to cultivate greater awareness and focus on their daily

lives. She urged everyone to lead a regulated and disciplined life, along with spending five minutes daily reading uplifting content from the Bhagavad Gita, Upanishads, or Swami Vivekananda, and engaging in community service once a month.

The session concluded with a Q&A session, offering participants an opportunity to delve deeper into the principles discussed. Dr. Apurva, Co-Chairperson, Student Affairs, IIM Jammu, extended a heartfelt vote of thanks, expressing gratitude to Pravrajika Divyanandaprana (Mata) Ji's for her invaluable contribution.

As a symbol of unity and reverence for the nation, participants joined in singing the National Anthem. Inspired and enlightened, attendees departed with a renewed sense of purpose and a commitment to integrating mindfulness into their lives. This event exemplifies IIM Jammu's dedication to fostering holistic development and nurturing future leaders equipped with the tools for success in both academia and beyond.



## IIM Jammu holds a Discussion on Budget 2024

Indian Institute of Management, Jammu (IIM), Jammu, recently conducted an insightful session on the Financial Budget 2024. Prof. B.S. Sahay, Director, IIM Jammu, presided over the event. The event featured distinguished speakers, Prof. Dipankar Sengupta from the University of Jammu and Shri Manjul Raizada, Income Tax Officer, Jammu. Faculty members Dr. Sarbjit Singh, Assistant Professor, Economics & Business Environment, Dr. Bijoy Rakshit, Assistant Professor, Economics & Business Environment, and Dr. Malaya Ranjan Mohapatra, Assistant Professor, Finance And Accounting were also present. The session witnessed active participation from faculty, officers, staff members, and students at the institute.

Prof. B.S. Sahay, Director of IIM Jammu, emphasized the crucial role of the budget in mirroring the nation's dynamics. He underscored the significance of basing the budget on facts and figures, appreciating the government's confidence and past achievements. He praised the budget

as a guiding roadmap for India's development until 2047, lauding the government's dedication to social justice, especially for women, youth, and farmers. He commended the innovative Direct Benefit Transfer (DBT) and substantial allocations for welfare schemes, research, and infrastructure. Highlighting IIM Jammu's commitment to gender diversity, he noted the remarkable 43% enrollment of females in STEM courses. Additionally, he touched upon diverse budget allocations, including investments in solar power, medical benefits, and Ayodhya's development. Emphasizing India's global growth ambitions to become the third-largest economy, he concluded by stressing the importance of honesty, assistance to the needy, and making challenging decisions for the nation's prosperity. He expressed his contentment with the budget, highlighting its role in establishing a sturdy foundation for the country's growth.

Prof. Dipankar Sengupta from the University of Jammu delivered a compelling analysis of the Indian Budget 2024. He focused on economic growth and price



stability, noting a shift towards monetary policy expansion over fiscal measures. Stressing the significance of common sense in economic management, he commended the government's adept handling of the COVID-19

crisis and provided nuanced insights into healthcare and infrastructure spending. Concluding with a thought-provoking perspective, he characterized the budget as interim, challenging its traditional categorization. He urged stakeholders to recognize the underlying strategies shaping the national budget.

**Shri Manjul Raizada, Income Tax Officer, Jammu, declared, "India is sitting in front of me," encapsulating the essence of each citizen's responsibility in contributing to the nation's growth. He emphasized taxation's critical role in shaping India's future within the current fiscal landscape. He underscored the importance of taxation and its symbiotic relationship**



**with key sectors such as infrastructure, railway, healthcare, renewable energy, agriculture, and aquaculture. Recognizing the government's significant investments in education, health, and infrastructure, he addressed young leaders, urging them to envision a "Viksit Bharat" (Developed India) by 2047, emphasizing the pivotal role of taxation in realizing this vision.**

He highlighted the importance of tax payments for securing a prosperous future, encouraging individuals to recognize themselves as pillars of the country.



The session aimed to provide valuable insights into the critical aspects of the Financial Budget for the year 2024. The valuable insights during the session contributed significantly to our understanding of the financial landscape. Such engagements empower our community with knowledge beyond the conventional boundaries of education.

The event was an enriching experience for all participants, fostering a deeper understanding of the financial landscape and its implications on various sectors. The engaging discussion explored diverse facets of the budget, providing a platform for

knowledge exchange and informed discourse. The participation of faculty, officers, staff, and students highlighted the broad interest and relevance of the Financial Budget, aligning with IIM Jammu's commitment to holistic education and awareness of contemporary issues. This session is part of IIM Jammu's ongoing efforts to facilitate learning beyond the traditional curriculum, ensuring that the institute's



community stays abreast of current developments in the financial domain. The institute remains dedicated to providing its stakeholders a comprehensive and well-rounded educational experience.

commenced with the ceremonial lighting of the lamp, followed by a warm welcome address by Dr. Kulwinder Kaur, setting the tone for the day's discussions.

This workshop was a pivotal component of the ICSSR-sponsored short-term empirical research project, that delved into the theme of "Promoting Sustainable Agriculture and Nutrition through Millet Promotion: A study of selected areas of North-west. Dr. Kulwinder Kaur, Project Director and Assistant Professor, IIM Jammu stated that the primary objective of the workshop was to analyse the impact of the Government Initiative on sustainable agriculture and nutrition, and its role in shaping the future of food security and nutrition.

Prof. B.S. Sahay, Director, IIM Jammu, provided a comprehensive overview of IIM Jammu's initiatives and underscored the strategic leadership of the Hon'ble Prime Minister in emphasizing the importance of millets. He emphasized the

significance of shifting dietary patterns towards millets, citing their medicinal, nutritional, and anti-inflammatory properties. He stressed the need to leverage branding and marketing strategies to popularize millets as a superfood and promote its consumption. As a proactive measure, he announced that IIM Jammu promotes increased millet consumption by providing a full-day meal made of millet once a week to students and faculty, promoting a healthier lifestyle on campus. He urged farmers to contribute to this endeavour and join hands in making the new campus of IIM Jammu environmentally friendly. He underlined the profound significance of the workshop and the collaborative efforts aimed at fostering sustainable development in the region. He articulated how initiatives such as the Year of Millets 2023 Government Initiative serve as catalysts for positive change, not only in promoting sustainable agriculture but also in enhancing nutritional security and fostering economic prosperity in the region. He extended an invitation to farmers, academia, and industry stakeholders to collaborate with IIM Jammu in initiatives related to millet marketing, branding, and pricing. He assured support from IIM Jammu in facilitating farmers and entrepreneurs in their endeavours.



Dr. B.N. Tripathi, Vice-Chancellor of SKUAST, delivered a compelling address highlighting the significance of millets in achieving food security and nutrition goals. He shed light on the initiatives undertaken by the Government of India, spearheaded by Prime Minister Narendra Modi, to declare 2023 as the "International Year of Millets" (IYoM). He emphasized the government's efforts to





**Workshop on Assessment of Year of Millets 2023  
— Government Initiative —  
Promoting Sustainable Agriculture and Nutrition  
through Millets Promotion**

Sponsored by  
**Indian Council of Social Science and Research**  
15<sup>th</sup> February 2024



**IIM Jammu in collaboration with ICSSR Hosts Insightful Workshop on Government Initiative: Assessment of Year of Millets 2023**

Indian Institute of Management (IIM) Jammu, in collaboration with the Indian Council of Social Sciences Research (ICSSR), organized a thought-provoking workshop centered on the "Assessment of Year of Millets 2023 Government Initiative" on 15th Feb 2024 at its Jagti Campus. The event



for experts to share insights and create a healthy ecosystem for millet promotion.

The vote of thanks was proposed by Dr. Vivek Sharma, Chief Innovation Officer, IIM Jammu



extended heartfelt gratitude to all participants, speakers, and collaborators for their invaluable contributions to the workshop's success, reaffirming IIM Jammu's commitment to advancing research and fostering sustainable development. The inaugural ceremony culminated with the National Anthem.

The workshop proceeded with insightful sessions by esteemed speakers, including Prof. Vinod Gupta, Professor, Agricultural Extension Education, SKUAST-Jammu, Dr. Pawan Kumar Sharma, Associate Professor (Agricultural Economics) at SKUAST-Jammu, who presented on "Dynamics of Improving farmers livelihood through millets cultivation," and Dr. Meenakshi, Professor (Agronomy) at SKUAST-Jammu, who assessed the impact of millets cultivation on farmers' prosperity. Ms. Swati Basotra, Founder of Shakti Maa Agriculture and Skills Development Co-op Society Ltd., Jammu, provided valuable insights into consumer perceptions surrounding millets promotion.

The workshop concluded with a stimulating panel discussion and interactive Q&A session, fostering collaboration and knowledge exchange among participants.

incorporate millets into the public distribution system, aiming to raise awareness about their nutritional benefits along with the inclusion of Millet delicacy in the recently concluded G20 Summit. Drawing attention to inspiring examples, he shared the stories of Raimati Ghiuria, a tribal farmer from Odisha's Koraput district, who has preserved 30 varieties of millets, and Dr. Khader Vali, also known as the Millet Man of India, a Padma Shri awardee renowned for his sustainable agricultural practices. He underscored the importance of reviving millet consumption, emphasizing that millets were widely consumed before the Green Revolution. He urged farmers to collaborate with institutions such as IIM Jammu, ICSSR, and SKUAST to promote millet cultivation and consumption. He emphasized the value of workshops like the one hosted by IIM Jammu, providing a platform



## Glimpses from the IIM Jammu's Inaugural Ceremony





Hon'ble Prime Minister Shri Narendra Modi Ji inaugurated the state-of-the-art campus of the Indian Institute of Management Jammu (IIMJ) on February 20th, 2024, during his visit to Jammu.

Spread across 200 acres of land in Jagti, the campus reflects the Institute's commitment to providing high-quality management education and fostering inclusivity. The momentous occasion was graced by the esteemed virtual presence of the Honourable Prime Minister Shri Narendra Modi Ji during his visit to Jammu, along with Dr. Jitendra Singh Ji, Hon'ble Minister of State, Ministry of Science and Technology,



Department of Space and Department of Atomic Energy, Shri Manoj Sinha, Hon'ble Lt. Governor of the Union Territory of Jammu and Kashmir, Shri Jugal Kishore Sharma, Hon'ble Member of Parliament, Shri Ghulam Ali Khatana, Hon'ble Member of Rajya Sabha and distinguished guests. This event symbolizes a significant milestone in the Institute's unwavering pursuit of academic excellence and inclusivity.

A short film on the "Making of IIM Jammu: Brick by Brick," was shown. The inaugural ceremony commenced with the ceremonial lighting of the lamp, symbolizing enlightenment, and auspiciousness,



followed by a soul-stirring rendition of Saraswati Vandana by artists from JKAACL, invoking the blessings of the goddess of knowledge, wisdom, and the arts.

Padmashri Dr. Milind K Kamble, Chairman of the Board of Governors, eloquently captured the significance of this momentous occasion with his profound words, emphasizing, "The inauguration of IIM Jammu's permanent campus marks a monumental leap forward in our collective pursuit of fostering excellence in management education."

He also emphasized the collaborative efforts with Shri Dharmendra Pradhan, Hon'ble Minister of Education, Skill Development, and Entrepreneurship, to propel IIM Jammu into the top ten B-schools in the country. He reiterated his vision of creating world-class infrastructure, affirming that the institute has made significant strides towards this goal. He assured that in the times to come, the institute will continue to strive for academic excellence and overall institutional brilliance.

Shri Deepak Mukadam, Former Member, Board of Governors, IIM Jammu fondly reminisced about the humble beginnings of IIM Jammu, reflecting on the initial days when the land was allotted. As he spoke, attendees couldn't help but marvel at the remarkable transformation that has taken place over the years. What once was a humble hilltop has now evolved into a world-class institute, rapidly gaining recognition on the international stage. The journey of IIM Jammu is a testament to perseverance, dedication, and the unwavering pursuit of excellence.

Prof. B.S. Sahay, Director of IIM Jammu, expressed that today marks a momentous occasion as IIM Jammu is inaugurated by Hon'ble



Prime Minister Narendra Modi Ji. He expressed gratitude to key stakeholders, including Shri Dharmendra Pradhan, Hon'ble Minister of Education and Skill Development and Entrepreneurship, Government of India, Dr. Jitendra Singh, Minister of State (Independent Charge), and Shri Manoj Sinha, Hon'ble Lt. Governor of Jammu and Kashmir, for their unwavering support and guidance to IIM Jammu. He also acknowledged the contributions of the Forest Department of Jammu and Kashmir and the Department of Higher Education, Government of Jammu and Kashmir. He extended heartfelt gratitude to Dr. Milind Kamble Ji, Chairman, Board of Governors, IIM Jammu, for his invaluable contribution to the institution. On this occasion, he also expressed his gratitude to Shiram Dandekar, Former Chairman, BoG, IIM Jammu, and Shri Shri Deepak K Mukadam, Former Member, Board of







Governors, IIM Jammu. Driven by its vision to develop global leaders and entrepreneurs, he mentioned that IIM Jammu is committed to the progress of U.T of Jammu and Kashmir and Ladakh, facilitating societal transformation, economic development, and thereby contributing to the nation's progress.

On this occasion, team members of IIM Jammu, Central and Public Works Department (CPWD), and Agency were facilitated on the occasion. The vote of thanks

was proposed by Prof. Jabir Ali, Dean Academics, IIM Jammu. Following the inauguration, a cultural program was presented by the Jammu & Kashmir Academy of Arts & Culture (JKAACL). Grounded in the principles of innovation, inclusivity, and progress, IIM Jammu is poised to make significant contributions to India's educational landscape and societal development.



## IIM Jammu's HULT Prize 2024 Ushers in a New Wave of Global Innovation and Collaboration



The Indian Institute of Management Jammu (IIM) Jammu hosted its highly anticipated HULT Prize event today, ushering in a new wave of global innovation and collaboration to address pressing global challenges. This prestigious event witnessed the convergence of 82 teams in Round 1, with 15 teams advancing to present their groundbreaking ideas to the esteemed panel of judges in the finale round.

The panel of judges, comprised of professionals from diverse backgrounds, lent their expertise to evaluate and recognize the most promising solutions. Mr. Gurulingappa Koppa – Project Director at Nature Conservancy, Mrs. Cherryn Dogra – Chief Marketing Officer at Bharti Real Estate, and Dr. Ajeet Sharma – Assistant Professor at IIT Jammu, provided invaluable insights and guidance throughout the event, shaping the trajectory of the competition and inspiring participants to think beyond boundaries.

Prof. B.S. Sahay, Director, IIM Jammu mentioned, "The HULT Prize event at IIM Jammu signifies our commitment to fostering innovation and collaboration on a global scale. It's inspiring to see young minds

come together to address pressing challenges and drive positive change."

Prof. Jabir Ali, Dean Academics, IIM Jammu, mentioned, "The HULT Prize event serves as a platform for students to showcase their creativity and problem-solving skills. It's a testament to the potential of youth to make a meaningful impact on society."



Dr. Sarbjit Singh, Chairperson of the International Relations Committee in his welcome address mentioned, "The HULT Prize event underscores the importance of global cooperation in addressing complex issues. It's heartening to witness the dedication of participants in finding innovative solutions for a better world."

Following the captivating presentations and intense deliberations, Dr. Somu Gorai, Co-Chair of the International Relations Committee, delivered a heartfelt vote of thanks, expressing gratitude to all participants, judges, and attendees for their unwavering support and dedication to the cause of social impact.



The HULT Prize 2024 event encapsulated the spirit of collaboration and innovation, serving as a beacon of hope for a brighter, more sustainable future. Through dynamic exchanges and visionary solutions, participants reaffirmed their commitment to driving positive change and shaping a world that is inclusive, equitable, and resilient.

As the curtains draw on the HULT Prize 2024 event, IIM Jammu remains committed to nurturing the spirit of innovation and collaboration, empowering future leaders to drive positive change on a global scale.



## IIM Jammu Hosts Meeting of Partner Institutions for LEAD Initiative as part of Nation Building



Indian Institute of Management (IIM) Jammu hosted a meeting at its Jagti Campus for, The LJK Economic Growth and Development Dialogue (LEAD) with its esteemed partner institutions on 22nd Feb 2024.

Prof. B.S. Sahay, Director IIM Jammu, extended heartfelt best wishes to LEAD for its future endeavours. Assuring unwavering cooperation and support, he

reiterated the Institute's steadfast commitment to driving positive change and innovation within the region. He on the momentous occasion stated, "It is a momentous occasion for IIM Jammu to host this gathering of esteemed partners for the LEAD initiative. As an institution committed to the growth, development, and socio-economic progress of the



Union Territories of Jammu, Kashmir, and Ladakh, we are proud to play a pivotal role in fostering collaboration and driving sustainable development in the region."

During the session, Shri Manish Ahluwalia, Director of LEAD, presented a comprehensive review of the remarkable events held in the preceding year, highlighting impactful initiatives such as the Youth Conclave, Homestay Business Workshop, InnoLEAD Startup Masterclass, Seminar on Cooperative Sector, and the grand Mahotsav 2023. These endeavours underscored LEAD's unwavering commitment to catalysing sustainable growth across diverse sectors within the region. A significant announcement was made regarding the upcoming SUYOG: The LJK Opportunity Summit, aimed at showcasing opportunities available for youth across various sectors. The inaugural event, focusing on the Tourism sector, is scheduled for March 21st and is poised to be a beacon of inspiration and empowerment for aspiring young entrepreneurs and seekers.

Prof. S. K. Mehta, Vice-Chancellor of the University of Ladakh, pledged the university's unwavering support toward advancing research initiatives, fostering innovation, and nurturing talent to address the region's evolving needs.

Furthermore, discussions on research initiatives to capitalize on opportunities within the Union Territories of Ladakh, Jammu, and Kashmir were held, emphasizing the role of academic institutions in spearheading these initiatives. To take this further, LEAD and the University of Ladakh signed an MoU at IIM Jammu for collaboration in areas of investment promotion, sustainable development, and economic growth in the U.T of Jammu, Kashmir and Ladakh.

LEAD, a pioneering platform, is a citizen's initiative of like-minded individuals and professionals working on the promotion of business investments towards the sustainable development of the Union Territories of Ladakh and Jammu & Kashmir. LEAD also provides a forum for constructive dialogue on various issues related to the growth and development of the region. Members of the LEAD Core Team, including Shri Surinder Mohan Gupta, Shri Rajesh Gupta, Shri Sat Sharma, Shri Harinder Gupta, Shri Rajeev Gupta, and other sector coordinators, were present during the session.

A short film on the "Making of IIM Jammu: Brick by Brick," was shown. The inaugural ceremony As IIM Jammu continues its journey, it remains dedicated to fostering leadership, innovation, and societal transformation.



## Empowering Tomorrow's Education: IIM Jammu, UGC, and Dept. of Higher Education, Govt. of Jammu and Kashmir hosts a National Conference on NEP 2020 Implementation in HEIs of Jammu & Kashmir and Ladakh

Education in India reached a significant milestone as leaders convened in Jammu & Kashmir to discuss NEP 2020 implementation strategies on Feb 23, 2024. Hosted by IIM Jammu in collaboration with UGC and the Dept of Higher Education, Govt. of Jammu and Kashmir, the conference brought together over 400 participants which included including Vice-Chancellors, Deans, Principals, and Heads of Departments from HEIs across Jammu, Kashmir, and Ladakh. Inaugurated by Prof.



Mamidala Jagadesh Kumar, Chairman, UGC, and Shri Alok Kumar, Principal Secretary, the event was presided over by Prof. B.S. Sahay, Director, IIM Jammu.

Prof. Mamidala Jagadesh Kumar, Hon'ble Chairman, UGC, highlighted the significance of the conference, emphasizing our collective commitment to fostering innovation, inclusivity, and excellence in higher education. Aligning efforts with NEP 2020 principles unlocks new opportunities and empowers learners. He noted a remarkable increase in CUET applications by a factor of 7 in Jammu and Kashmir, with efforts to ensure ample exam centers. Enthusiastic about NEP 2020's

innovative solutions, he urged establishment of Centers of Excellence and stressed accreditation's importance for rapid growth and innovation in education.

Shri Alok Kumar, IRS, Principal Secretary of Higher Education, Govt. of Jammu & Kashmir, and Member, Board of Governors, IIM Jammu highlighted NEP 2020's significance in shaping the region's education future. He expressed happiness at IIM Jammu's new auditorium and magnificent campus, stressing the establishment of Research Hubs for researcher empowerment



Grants Commission (UGC) in alignment with NEP 2020 was also shown on this occasion.

Prof. Mamidala Jagadesh Kumar, Chairman, UGC, planted a sapling at IIM Jammu, emphasizing green initiatives. He later engaged in dialogue with students, fostering insights. A press conference on NEP 2020 implementation in Jammu & Kashmir and Ladakh followed, drawing active media attention from national and local media. Thematic brainstorming sessions covered key NEP 2020 areas, leading to presentations and discussions. Prof. Kumar lauded attendees' optimism, pledging support for educational progress.

and experiential learning. The Department of Higher Education, Jammu and Kashmir, provides mentorship and facilities for experiential learning. He reiterated the Department's commitment to NEP 2020 goals, advancing education standards, and contributing to UT of Jammu and Kashmir's development.

Prof. B.S. Sahay, Director of IIM Jammu, expressed enthusiasm for collaboration with UGC and the Department of Higher Education, Government of Jammu and Kashmir. He stressed the importance of working together to leverage NEP 2020's full potential in transforming education in the UT of



The collaborative efforts and insightful discussions that unfolded during these sessions underscored the commitment of the academic community towards realizing the objectives outlined in NEP 2020. The event concluded on a note of optimism, with participants expressing a renewed sense of purpose and commitment towards advancing the educational landscape in Jammu & Kashmir and Ladakh in alignment with the principles outlined in NEP 2020.

Jammu, Kashmir, and Ladakh. Highlighting IIM Jammu's collaborations with AIIMS and IIT Jammu, he emphasized the commitment to quality education. He urged academicians to organize student visits to the IIM Jammu Campus for exposure to new educational facets, aligning with NEP 2020 objectives.

The vote of thanks was proposed by Prof. Jabir Ali, Dean Academics, IIM Jammu. The event culminated with the national anthem. During the inaugural ceremony, attendees were showcased a short film on IIM Jammu. Additionally, a film highlighting the various initiatives undertaken by the University



## Empyrean 2024: A Magnificent Celebration of Artistic Brilliance

Indian Institute of Management (IIM) Jammu, under the leadership of Prof. B.S. Sahay, Director, conducted its annual cultural and management extravaganza, “EMPYREAN’2024” from March 1st to 3rd, 2024. The event was formally inaugurated by Chief Guest Shri R.R. Swain, IPS, Director General of Police (DGP), Jammu and Kashmir, on 1st March 2024. As IIM Jammu unfolded three action-packed days fest during Empyrean 2024, its annual cultural extravaganza, attendees experienced a diverse range of events and performances. The second and third days of the cultural fest showcased captivating acts, leaving an indelible mark on all attendees.

Chief Guest, Shri R.R. Swain, IPS, DGP Jammu and Kashmir, commended the state-of-the-art infrastructure at IIM Jammu Campus. Inaugurating Empyrean 2024, He expressed anticipation for a strong alliance between IIM Jammu and Police Security, where he urged the students to delve into response management, operations, and thereby strengthening the comprehensive functions of the police force along with people’s grievances management.



Prof. B.S. Sahay, Director, IIM Jammu: “Empyrean, the annual cultural festival of IIM Jammu, was an event that brought together a diverse group of individuals to celebrate and appreciate the various cultures represented within the institute. The event has been an extraordinary showcase of talent, creativity, and teamwork. I am immensely proud of our students for organizing such a spectacular event that has brought together the entire campus community in celebration.”



Prof. Jabir Ali, Dean Academics, IIM Jammu: “The performances and events during Empyrean 2024 have been truly outstanding, reflecting the incredible talent and diversity of our student body. Empyrean 2024 was a memorable experience that brought the community together and showcased some of the best artistic talents from India and abroad.”

Dr. Ashish Kumar, Chairperson, Student Affairs, IIM Jammu: “Empyrean 2024 has been a resounding success, thanks to the tireless efforts of our students, faculty, officers and staff. Their dedication and passion have made this event a memorable experience for everyone involved.”

The Kavi Sammelan, hosted as part of the Hindi Rajbhasha Committee on the inaugural ceremony of “Empyrean 2024”, IIM Jammu showcased the timeless allure of poetry in Indian culture, reminding audiences of the profound impact of words on the human spirit. Renowned Hindi Poets including Shri. Shambhu Shikhar, Shri. Dinesh Bawra, Ms. Manika Dubey, Ms. Padmini Sharma, Prof. Sartaj Ul Hasan, Shri Swayam Shrivastava, and Prof. Deepak Swami graced the stage, weaving tales of emotion and insight that resonated deeply with the audience. Their eloquent delivery and intricate play of words left an indelible mark, evoking applause, and heartfelt appreciation. This activity was coordinated by Hindi Rajbhasha Committee, IIM Jammu.

Following the Kavyanjali Kavi Sammelan, the festivities continued with a soul-stirring performance by Shri Aseem Sharma and Band on the Main Stage, captivating the audience with melodious renditions and dynamic stage presence. As Empyrean 2024 unfolds, attendees



can anticipate a diverse lineup of engaging events and performances that promise to captivate, inspire, and unite individuals from all walks of life. With each event building upon the success of the last, there is anticipation and excitement surrounding the remaining festivities of the festival.

The second day of Empyrean 2024 featured a dynamic lineup of events designed to engage and entertain participants. The day kicked off with IPL Auction 2.0, followed by the thrilling Leadership Challenge, where students showcased their oratory skills combined with leadership skills and problem-solving abilities and judged by an esteemed panel of media experts featuring Shri Pardeep Datta, Senior Editor at Times Now, and Shri Sominder Koul, Senior Journalist, ANI, Jammu along with Dr. Apurva Yadav, Co-Chairperson, Student Affairs, and Dr. Gaana.J, Faculty, IIM Jammu.

The day further continued with the Solo Singing



Competition, where talented vocalists mesmerized the audience with their melodious renditions. The highlight of the evening was the Envie Fashion Show, where students strutted the runway in stunning ensembles, showcasing their creativity and flair for fashion.



On this momentous occasion of Empyrean 2024, the Institute recently hosted its annual alumni meet, “ —The Annual Alumni Reunion,” at its Jagti campus. Themed “Reconnect, Reunite, Revive!”, the event brought together distinguished alumni, current students, and faculty members for enriching interactions. Prof. B.S. Sahay, Director of IIM Jammu, emphasized the importance of alumni networking, joined by esteemed faculty members. The reunion celebrated shared experiences and aspirations, reinforcing the institute’s commitment to lifelong connections and alumni development.

The second day concluded on a high note with a mesmerising performance by Bollywood sensation Shri Ankit Tiwari, known for his hit songs “Sun Raha Hai Tu” and “Teri Gallian,” enthraling the audience with his soulful voice and magnetic stage presence. The third day of Empyrean 2024 kicked off with mesmerizing performances by popular Bollywood singer Ms. Aditi Sharma, known for her hits like “Dilli” and “Golmaal” With exhilarating music and electrifying beats, Ms. Aditi Sharma kept the energy levels soaring, captivating the audience, and creating an unforgettable experience.

The scale of Empyrean 2024 is a testament to the dedication and hard work of the students of IIM Jammu. From selecting and coordinating with artists to budgeting, execution, operations, and marketing, every aspect of the festival was meticulously planned and executed by the student body (Student Affairs Office), showcasing their passion, creativity, and organizational skills. As Empyrean 2024 draws to a close, IIM Jammu looks forward to building on this momentum and continuing to foster a vibrant culture of creativity, innovation, and excellence on campus.



## Fostering Civic Responsibility: IIM Jammu Encourages Voting Awareness with ‘Mera Pehla Vote, Mere Desh Ke Liye’ Campaign



The Indian Institute of Management (IIM) Jammu, in its ongoing commitment to nurturing responsible citizenship, hosted the “Mera Pehla Vote, Mere Desh Ke Liye” campaign, urging students and faculty alike to recognize and exercise their right to vote for the betterment of the nation. The event, held in the Vivekananda Classroom, saw robust participation from the IIM Jammu community, reaffirming their dedication to active civic engagement. A series of videos focusing on the power to vote were showcased on the occasion.

Prof. B.S. Sahay, Director of IIM Jammu, underscored the importance of voting in shaping the future of the nation. He emphasized, “Voting is not just a right but a responsibility bestowed upon us as citizens of this great nation. By exercising our right, we contribute to the democratic process and pave the way for a brighter future for generations to come.”

Prof. Jabir Ali, Dean Academics at IIM Jammu, emphasized the significance of understanding one’s duties as citizens and the power of collective action, drawing parallels with the impactful “Jaago Re” campaign by Tata Tea. He urged everyone to pledge their commitment to vote, stating, “In a democracy, our duty goes beyond casting a vote; it involves actively participating in the democratic process. Let us pledge to exercise our vote and lead by example for a better tomorrow.”

Cmdr. Kesavan Baskaran, Chief Administrative Officer of IIM Jammu, mentioned about the economic implications of voting by citing the GDPs of India,

China, and the USA. He urged everyone present to realize the power of their vote in driving the nation towards progress, stating, “For a developed India by 2047, it is essential for each one of us to exercise our right to vote. Let us make use of this opportunity to contribute towards the growth and prosperity of our nation.”

Dr. Ashish Kumar, Chairperson of Student Affairs at IIM Jammu, shared his personal experiences and urged students to recognize their duty towards the nation. He emphasized, “Each vote cast is a voice heard, and it is imperative for every citizen to understand the significance of their vote. Voting is not merely a choice but a responsibility that empowers us to shape the destiny of our country.”

Following the insightful speeches, a pledge for “Mera Pehla Vote, Mere Desh Ke Liye” was undertaken by all faculty, officers, staff members, and students of IIM Jammu, reaffirming their commitment to upholding the democratic values of the nation. In a democracy, the act of voting is not just a right but a solemn duty that empowers citizens to shape the future of the nation.

Through initiatives like “Mera Pehla Vote, Mere Desh Ke Liye,” Campaign, IIM Jammu strives to instill a sense of civic duty and encourage meaningful participation in the electoral process among its students and faculty. The event served as a platform for fostering awareness and dialogue surrounding the importance of voting, reinforcing the institute’s commitment to nurturing responsible citizenship and contributing positively to society. The event culminated with the rendition of the national anthem, symbolizing unity, and patriotism. The event was coordinated by Student Affairs Office.



## IIM Jammu Welcomes Solo Cyclist Captain (IN) DK Jena on his Extraordinary Expedition from Kanyakumari to Kashmir

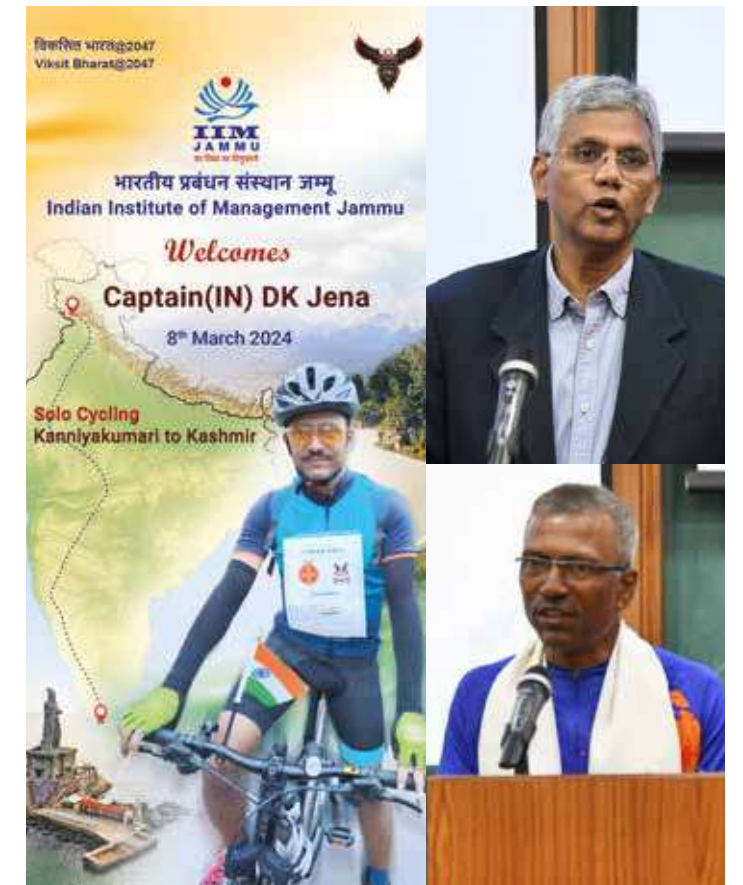


The Indian Institute of Management (IIM) Jammu welcomed Captain (IN) DK Jena, Indian Naval Officer, at the main gate of its campus. Captain Jena is currently undertaking an extraordinary solo cycling expedition from Kanyakumari to Kashmir, covering a remarkable distance of approximately 3900 kilometers. As an Institution of National Importance



dedicated to excellence, IIM Jammu is deeply honored to welcome and celebrate the remarkable achievements of Captain Jena. His courage, determination, and spirit exemplify the values of resilience and perseverance that our institution strives to instill in its community. A short video showcasing the journey of Captain D.K. Jena was also showcased on this occasion by the students of IIM Jammu.

“In his address, Captain D.K. Jena extended warm wishes for Happy Shivratri and International Women’s Day, expressing his aspiration for a safer planet. He lauded Prof. B.S. Sahay, Director of IIM Jammu, for the warm welcome and acknowledged the institution’s rapid progress towards excellence within a year. He emphasized that his expedition transcends mere kilometres, aiming to explore India’s



diverse food, culture, and languages. Advocating ‘Shakari Bhojan, Behtaar Jeevan,’ he extolled the virtues of vegetarianism in enhancing physical and mental well-being while mitigating pollution. He highlighted the adverse effects of non-vegetarian food and championed cycling to promote health and environmental sustainability, advocating ‘Burn Fat, Not Fuel.’ Urging students to prioritize national service, he encouraged them to consider joining the Armed Forces for meaningful contributions to the nation’s welfare. Additionally, he advocated for the incorporation of cycling culture.

Prof. B.S. Sahay, Director, IIM Jammu, warmly welcomed Capt. D.K. Jena and reminisced about hosting Dr. Kiran Seth, Founder of SPIC Macay, who embarked on a similar expedition from Kanyakumari to Srinagar at the age of 75. He highlighted the inspiring nature of cycling across the country and advocated for vegetarian food as a path to both physical and mental well-being, echoing the sentiment of “Burn Fat, Not Fuel” emphasized by his own family. He elaborated on the campus layout, designed to promote physical fitness by encouraging students to walk between various points in the Campus. He stressed the importance of service to the nation, quoting the Hon’ble Prime Minister’s vision of making

India a developed nation by 2047 and emphasized the need to uplift the entire society. He expressed confidence in India's potential to achieve this goal by taking everyone along. Urging students to embrace their role as future leaders, he commended Capt. D.K. Jena for accepting the invitation and serving as a role model for the IIM Jammu community, encouraging all to contribute to the nation's growth and development.



Present on the occasion were Prof. Jabir Ali, Dean Academics, IIM Jammu, and Cmdr. Kesavan Baskaran, CAO, IIM Jammu. The IIM Jammu community, comprising faculty, staff, and students, extends a warm welcome to Captain Jena upon his arrival at the main gate of the campus. A felicitation program was organized at the Vivekananda Classroom to honor Captain Jena's extraordinary achievement. The entire IIM Jammu community participated in the felicitation program, showing their

support for Captain Jena's remarkable feat. Following the felicitation, a Q&A session took place. Let us unite to celebrate his exceptional accomplishment and reaffirm our commitment to promoting a healthy and environmentally conscious lifestyle. The event was meticulously coordinated by the Sports Committee and Student Affairs Office.

## Setting the Course for Educational Excellence: IIM Jammu Inaugurates Leadership Training Program for College Principals of Jammu and Kashmir

The Indian Institute of Management (IIM) Jammu, known for its commitment to academic excellence, has initiated third batch of the Faculty Development Programme (FDP) titled, "Education Leadership Development Training Program" for College Principals of Jammu and Kashmir at its Srinagar Campus. The program, organized under the aegis of the Executive Education and Consultancy Division, commenced from 11th March 2024 will go on till 15th March 2024.

Prof. B.S. Sahay, Director, IIM Jammu, illuminated the transformative journey of the Education Leadership Development Training Program, aligning it with the National Education Policy 2020 (NEP 2020). He emphasized that this program transcends mere coursework; it symbolizes a deep-rooted commitment to educational excellence and innovation. He urged participants to articulate their expectations, ensuring fulfillment by the program's conclusion. Furthermore, he motivated college principals to encourage students to take

competitive exams such as NEET, GATE, JEE, and CAT. During his address, he provided detailed insights into the IIM system, emphasizing the realization of responsibilities and the importance of active participation in classroom sessions. He expressed optimism that such initiatives would contribute to a brighter future in education, aligning with national priorities. He urged faculty members to actively participate in NIRF Rankings and collaborate on joint research programs with IIM Jammu. He assured full support from the institute, emphasizing its dedication to nation-building.



Dr. Muqbil Burhan, Chairperson, Srinagar Campus, IIM Jammu, addressed the participants, shedding light on IIM Jammu and its dynamic activities. He emphasized the institute's commitment to excellence in education and leadership development, underscoring its role in shaping future leaders.

This was followed by introduction to the Participants. Key objectives include the implementation of the National Education Policy (NEP) in colleges, enhancing instructional leadership, fostering effective communication, promoting cultural competence, encouraging innovation and adaptability, and instilling data-informed decision-making skills. The inaugural event concluded with a vote of thanks by Dr. Yashoda Devi, Program Director, followed by the national anthem and a group photo.



## IIM Jammu's Education Leadership Training Program for the College Principals of Jammu and Kashmir (3<sup>rd</sup> Batch) Concludes on a High Note



The 'Education Leadership Development Training Program' hosted by the Executive Education and Consultancy (EE&C) division of Indian Institute of Management (IIM) Jammu, culminated on 15th March 2024, marking the successful completion of its intensive five-day schedule. Tailored specifically for the College Principals of Jammu and Kashmir, this program aimed at enriching participants with essential leadership skills crucial for navigating contemporary educational landscapes and meeting

the evolving needs of students and communities.

Dr. Yashoda Devi, Program Director at IIM Jammu, commenced the proceedings with a comprehensive presentation of

the program report, setting the stage for participants to share their enriching learning experiences. Dr. Rashmi Ranjan Parida, Chairperson of Admissions at IIM Jammu, and Dr. Muqbil Burhan, Chairperson of the Srinagar Campus, addressed the participants, underscoring the significance of the program and IIM Jammu's commitment to educational excellence in the region.

Prof. B.S. Sahay, Director, IIM Jammu, expressed

his pleasure in engaging with fellow academicians and emphasized key aspects such as youth empowerment, entrepreneurship, and the delivery of quality education. He advocated for a shift towards nurturing job creators and encouraged participants to inspire students to pursue academic excellence in esteemed institutions like IITs and IIMs. He assured unwavering support and emphasized the importance of collaboration and politeness in fostering a conducive learning environment.

Prof. Jabir Ali, Dean Academics, IIM Jammu highlighting the program's significance, stressed the importance of continuous learning and collaboration among participating colleges. He urged the participants to disseminate the knowledge gained to their students, contributing to the broader educational community and nation-building efforts.

The program aimed to achieve various objectives, including the implementation of the National Education Policy (NEP) 2020, enhancing instructional leadership, fostering effective communication, promoting cultural competence, encouraging innovation and adaptability, and instilling data-informed decision-making skills.

The valedictory ceremony, held at the IIM Jammu



Srinagar campus, saw the distribution of certificates to all participants who successfully completed the program. Dr. Sundar Rengasamy, Program Director at IIM Jammu, extended gratitude to all participants and supporters, marking the event's conclusion with the national anthem.

The event was a testament to IIM Jammu's dedication to fostering educational leadership and excellence in the region. Coordinated by the EE&C division, it reflected the institute's commitment to driving positive change in the educational landscape of Jammu and Kashmir.

## Empowering Viksit Bharat & Fostering Technological Excellence: IIM Jammu Joins Hand in India's Techade Mission



The Indian Institute of Management Jammu (IIM) commemorated India's Techade initiative titled "Chips for Viksit Bharat" at its Jagti Campus Mandapam auditorium on 13th March 2024. Aligned with the national agenda of technological advancement and self-reliance, the event witnessed the laying of the foundation stone for three semiconductor facilities,

graced by the virtual presence of Hon'ble Prime Minister Shri Narendra Modi. Prof. B.S Sahay, Director of IIM Jammu, presided over the event.

The live telecast of Hon'ble PM Shri Narendra Modi's address served as a beacon of inspiration, igniting fervor and enthusiasm among attendees. His articulation of the vision behind India's Techade



initiative emphasized the transformative potential of semiconductor technology, captivating the audience with his vision for a digitally empowered nation. The foundation stones were laid for three crucial semiconductor projects: the Semiconductor Fabrication Facility at the Dholera Special Investment Region (DSIR) in Gujarat, the Outsourced Semiconductor Assembly and Test (OSAT) facility in Morigaon, Assam, and another OSAT facility in Sanand, Gujarat.

Hon'ble Prime Minister Shri Narendra Modi, addressing the youth of the country through video conferencing on the laying of the foundation stone of semiconductor facilities in Dholera, Sanand in Gujarat, and Morigaon in Assam, said that in the technology-driven 21st century, designing and manufacturing semiconductor chips in India will create significant capability in leading India towards self-reliance and modernization. It will also lead the fourth industrial revolution.

Dr. Parveen K. Bangotra, ISRO addressed the students during the inauguration, emphasizing the vital role of semiconductors in modern life. He highlighted that the inauguration of three new semiconductor facilities in India will propel the nation towards global leadership in this essential technology.

Prof. B.S. Sahay emphasized India's transition from small-scale to mega-scale endeavors, aligning with the ethos of "Make in India, Made for the World." Recognizing the pivotal role of semiconductors, he announced a significant shift towards self-reliance with the laying of the foundation stone for three semiconductor manufacturing plants. This initiative promises to benefit Indian industries and citizens, bolstering the economy and positioning India as a global hub for high-tech industries. He expressed confidence in India's ability to become a developed nation by 2047, underlining the nation's determination for significant socio-economic progress. By harnessing initiatives like semiconductor manufacturing, India is advancing towards self-reliance and long-term development objectives. He mentioned that IIM

Jammu's role as the nodal center for E-governance and the signing of an MoU with the Government of Jammu and Kashmir in the days to come.

Various presentations ranging from "Impact of Semiconductors in Health Care Industry", "Semiconductors in the Indian economy" & "India: Rise of Semiconductor Giant" were delivered covering the impact of semiconductors in different sectors by students of IIM Jammu. The event witnessed the participation of over 500+ students, faculty, officers, and staff, showcasing a convergence of ideas and visionary leadership. The vote of thanks was proposed by Dr. Sudip Das, Faculty, IIM Jammu and culminated with the national anthem.

More than 60,000 colleges, universities, and educational institutes, including IITs, IIMs, NITs, IISER, IISc, Central Universities, and other top institutes, were associated with today's event. Additionally, leaders from Taiwan reportedly joined the program virtually, underscoring the significance of the semiconductor plant in India. This event underscored IIM Jammu's role as a catalyst for innovation and collaboration, laying the groundwork for leveraging semiconductor technology for the benefit of Viksit Bharat. Through such initiatives, IIM Jammu reaffirms its dedication to advancing the nation's technological prowess and contributing to its journey towards self-reliance.





## Empowering Entrepreneurs: IIM Jammu Launches Third Batch of Capacity Building Program in Collaboration with DICCI and Ministry of Skill Development & Entrepreneurship, Govt. of India



The Indian Institute of Management (IIM) Jammu under the aegis of the Ministry of Skill Development & Entrepreneurship (MSDE), Government of India, in collaboration with Dalit Indian Chamber of Commerce (DICCI), proudly commenced the third batch of the Capacity Building Program on Small Business Development Units (SBDUs). The inauguration took place at the picturesque IIM Jammu Jagti Campus, heralding a new chapter in entrepreneurial empowerment. The event was inaugurated by Prof. B.S. Sahay, Director of IIM Jammu. The third batch comprised 35 participants hailing from various parts of the country, including individuals from the Union Territory of Jammu and Kashmir.

Among the notable attendees were Prof. Jabir Ali, Dean Academics, IIM Jammu, Dr. Mahesh Gadekar, Chairperson of the Centre for Small Business Development, IIM Jammu, Dr. Vivek Sharma, Chief Innovation Officer (CIO) at the Centre for Entrepreneurship and Innovation, IIM Jammu and Shri Naren Karunakaran, Consultant at the Centre for Diversity Cell and Inclusion, IIM Jammu. The ceremony commenced with the ceremonial lighting of the lamp, symbolizing the enlightenment and empowerment that the program seeks to instill.

Prof. B.S. Sahay, Director, IIM Jammu extended a warm welcome to all the participants, emphasizing the significance of discipline in entrepreneurial

endeavours. He urged the participants to articulate their expectations and fully engage with the program, leveraging the resources provided by the government. Stressing the importance of peer learning and collaboration, he highlighted the program's role in bridging skill gaps and nurturing 'Job creators' instead of 'Job seekers'. He expressed gratitude to the Ministry of Skill Development and Entrepreneurship, Government of India, Ministry of Education, Government of India, Government of Jammu & Kashmir, and DICCI for their invaluable support.

Dr. Mahesh Gadekar, Chairperson of the Centre for Small Business Development, IIM Jammu in his welcome address, provided an overview of the program, followed by an address by Prof. Jabir, Ali, Dean Academics, IIM Jammu on IIM Jammu. The ceremony also witnessed brief introductions from the participants, offering insights into their backgrounds and aspirations, further enriching the diverse tapestry of the program. The event concluded with the rendition of the national anthem, symbolizing unity, and collective aspirations.

Through this project, handholding mechanism for local small businesses and aspiring entrepreneurs in the vicinity of U.T of Jammu, Kashmir and Ladakh where 20 SBDUs will be established in the U.T of Jammu & Kashmir. 2 SBDUs will also be established in Ladakh. This integrated intervention will be helping the skill development of the potential entrepreneurs in starting a new venture and help them in survival and growth.

### The key objectives of the transforming Informal Businesses through the SBDUs project are to Create small business development units (SBDUs) in



## academic/skill institutions located in the U.T of Jammu and Kashmir and Ladakh upgradation of Skill Hubs under the Skill Hub Initiatives of PMKVY 3.0.

The Capacity Building Program on Small Business Development Units by IIM Jammu sets the stage for transformative growth, empowering aspiring, and existing entrepreneurs to realize their dreams and contribute meaningfully to the socio-economic development of the nation.



## Empowering Voices IIM Jammu Fostering a Safe and Inclusive Environment by Conductive POSH Workshop

The Indian Institute of Management (IIM) Jammu marked a significant stride in its dedication to creating a safe and inclusive environment by hosting the Prevention of Sexual Harassment (POSH) workshop. The workshop, tailored for the faculty members, staff, officers, and students of the institute, was inaugurated on 18th March, 2024. The second half of this essential session is scheduled to continue on the following day, the 19th of March 2024, further reinforcing the institute's commitment to fostering a culture of respect and awareness.

The workshop sessions were expertly conducted by Ms. Mahalakshmi Rajagopal, a Holistic Wellness Professional with over 30+ years of experience dedicated to the mental health and wellness of children, adolescents, and adults. The initial session was held in the morning and was attended by the

The morning session of the workshop began with a warm welcome address by Dr. Yashoda Devi, Chairperson of the Internal Complaints Committee (ICC) at IIM Jammu. She extended a gracious welcome to the esteemed faculty members, staff, and officers gathered for this vital event. She also extended a special welcome to Ms. Mahalakshmi Rajagopal, acknowledging her expertise and the importance of her presence. On the occasion, she said, "Today, we take a crucial step towards fostering a culture of respect and safety within our institute. I invite you all to engage in open, enlightening discussions, because it is through understanding and awareness that we can create a truly inclusive community."

During her session, Ms. Mahalakshmi Rajagopal shed light on the critical need for organizations



esteemed faculty members, officers, and staff of IIM Jammu. Following its success, the workshop reconvened in the afternoon, where it was actively participated in by the vibrant student body of the institute.



and higher education institutions to have robust Prevention of Sexual Harassment (POSH) guidelines in place. She emphasized that such measures

are essential to prevent any form of harassment from occurring within the workplace or academic environment. Ms. Rajagopal also underlined the importance of creating a supportive atmosphere where both male and female members feel empowered to speak up and report incidents of harassment. On this issue, she spoke, “Even when no one speaks up, sexual harassment could still be happening quietly. It’s up to us to be the voices in our circles, standing up against it and supporting those who need us.” Her insights resonated strongly with the audience, reinforcing the significance of proactive measures in ensuring the safety and well-being of all individuals within the institute.

The workshop witnessed enthusiastic participation and engaging discussions among the faculty members,



staff, and officers, alongside Ms. Mahalakshmi Rajagopal. The success of the initial session paved the way for an equally impactful second leg, which unfolded within the newly inaugurated Auditorium of IIM Jammu, Mandapam. The second session of the workshop began with a student at the institute warmly welcoming Ms. Mahalakshmi Rajagopal onto the stage. The Auditorium of IIM Jammu, Mandapam was filled with the students from MBA Batch 07, Batch 08, and PhD scholars, who greeted her with resounding applause. This enthusiastic reception set a positive tone for an insightful and impactful continuation of the workshop, highlighting the institute’s commitment to fostering a culture of respect and awareness among its student community.



## Fostering Academia, Innovation, and Development: Indian Institute of Management (IIM), Jammu Inks MoU with Sheri-e-Kashmir University of Agriculture, Science and Technology, Kashmir (SKUAST-K)



: In a significant step towards fostering academic collaboration and advancing regional development initiatives, Indian Institute of Management (IIM), Jammu and Sheri-e-Kashmir University of Agriculture, Science and Technology Kashmir (SKUAST-K) joined hands through the signing of a Memorandum of Understanding (MoU) on 21st March 2024. The historic agreement was formalized at a ceremony held at the Srinagar Campus of SKUAST-K.

The MoU was signed between Prof. B.S. Sahay, Director of IIM Jammu, and Prof. Nazir Ahmad Ganai, Vice Chancellor of SKUAST-K. The MoU signing witnessed the presence of key dignitaries including Prof. Jabir Ali, Dean Academics of IIM Jammu, Dr. Muqbil Burhan, Chairperson of Srinagar Campus, Cmdr Kesavan Baskaran, Chief Administrative Officer of IIM Jammu, along with other officials from SKUAST-Kashmir and IIM Jammu.



Prof. B.S. Sahay, Director of IIM Jammu, expressed enthusiasm about the collaborative opportunities presented by the MoU, stating, “This partnership signifies a pivotal moment for both institutions, as we embark on a journey of knowledge exchange and collaborative growth. By joining forces with SKUAST-K, we aim to leverage our respective strengths in research, education, and innovation to address pressing societal challenges and foster holistic development in the region. This MoU not only facilitates academic and research collaborations but also underscores our commitment to nurturing entrepreneurial talent and promoting sustainable development. Together, we envision creating a transformative impact that transcends boundaries and empowers communities.

Prof. Nazir Ahmad Ganai, Vice Chancellor of SKUAST-K, emphasized the transformative potential of the collaboration, stating, “This partnership opens new avenues for interdisciplinary research, skill development, and entrepreneurial initiatives. Together, we can address pressing challenges and contribute to the socio-economic progress of Jammu & Kashmir and Ladakh. By leveraging our combined expertise and resources, we can drive innovation, promote sustainable development, and empower the youth with the skills and knowledge needed to thrive in today’s dynamic world. This collaboration embodies a broader vision of regional prosperity and underscores our shared commitment to fostering excellence in education, research, and entrepreneurship.”

Prof. Jabir Ali, Dean Academics of IIM Jammu, highlighted the holistic approach envisaged through this collaboration, stating, “By synergizing our academic resources and expertise, we aim to create inclusive opportunities for students, faculty, and the wider community. This MoU lays the foundation for a dynamic partnership focused on fostering innovation, knowledge exchange, and sustainable development.”

The MoU between IIM Jammu and SKUAST-K marks a significant step towards establishing a comprehensive partnership focusing on Research and Development, Executive Education & Consultancy, Faculty Development Programmes, Skill Development Programmes, Advisory Services and Consulting, Innovation and Entrepreneurship, Inclusive and Sustainable Development, and Massive Open Online Courses (MOOC). Notably, the agreement facilitates the sharing of term credits in the MBA program as per NEP 2020, allowing students from SKUAST-K to enrol in term courses at IIM Jammu with credit transfer.

The MoU will also foster collaborative initiatives such as joint course offerings, interdisciplinary

research promotion, and educational resource exchange. Moreover, it promotes workshops, seminars, and short-term education programs to enhance research and teaching collaborations. The partnership also emphasizes providing research and consultancy services to governmental bodies, joint research endeavours, and active participation in cultural exchange programs, boot camps and sports activities. Additionally, the MoU prioritizes internship opportunities, credit exchange, and the promotion of entrepreneurship, innovation, and skill development through state-of-the-art incubation facilities. Together, IIM Jammu and SKUAST-K aim to cultivate an environment conducive to academic excellence, research innovation, and societal impact.

The MoU between IIM Jammu and SKUAST-K sets the stage for a collaborative journey aimed at advancing knowledge, promoting entrepreneurship, and driving growth in the Union Territory of Jammu, Kashmir and Ladakh. Both institutions are poised to embark on joint initiatives that promise to create lasting impact and contribute to the socio-economic development of the region.

## Fostering Leadership Excellence: IIM Jammu launches Nurturing Future Leadership Program, Under the Aegis of The Malaviya Mission Teacher Training Programme, Ministry of Education, Govt. of India

The Indian Institute of Management (IIM) Jammu launches the Nurturing Future Leadership Program, Under the Aegis of, “The Malaviya Mission Teacher Training Programme” in an inaugural session held at its permanent campus in Jagti. The leadership training program is one of the unique residential programs designed to develop the leadership skills of educators at different levels and create a pool of potential leaders for generational transition. The program will be conducted by the faculty of IIM Jammu from March 18th to 22nd, 2024, with the aim of enabling institute administration to assess the leadership quality of their faculty members. Prof. B. S. Sahay, the Director of IIM Jammu, presided over the inaugural ceremony. The first batch consisted



of 25 participants is fully funded by Ministry of Education, Govt. of India.

Prof. B. S. Sahay, Director of IIM Jammu, addressed the participants, emphasizing the institute’s distinguished contribution as one of the premier management institutions in the country. He encouraged active engagement in the program’s sessions and discussions, fostering connections with fellow educators and IIM Jammu faculty, and reiterating their commitment to excellence, innovation, and leadership in education.



He remarked, “Today marks a significant milestone in our journey towards educational excellence and leadership development. As we gather here to unveil this program, as initiated by the Ministry of Education, we embark on a transformative initiative aimed at cultivating academic leaders who serve as catalysts for positive change.”

Further, he also highlighted the achievements of the IIM system, including the institute’s consistent ranking among the top 15 IIMs in the NIRF Rankings for two consecutive years. He expressed aspirations for IIM Jammu to emerge as a leading business

school nationally and globally. Reflecting on the institute’s journey, he recounted the challenges and milestones, such as the increase in student intake and the significant rise in female representation. He emphasized the collaborative efforts among institutes of national importance in Jammu (IIM, IIT & AIIMS), particularly in implementing programs like MBA HA-HM and B.Tech + MBA, aligning with the objectives of the National Education Policy 2020. He also highlighted IIM Jammu’s commitment to supporting research scholars through its generous scholarship program and outlined the institute’s revenue model.

The event commenced with the lighting of the lamp and a welcome speech from Dr. Kulwinder Kaur, Program Director. Dr. Pratik Maheshwari, Co-chairperson, Executive Education & Corporate Consulting (EE&C), shared the institute’s unwavering commitment to delivering high-quality executive education by means of such leadership training and development programs. Present on the occasion were Dr. Praveen Kumar, Program Director, IIM Jammu.

The residential training program will be divided into four broad themes, such as leadership, communication, skill development, and recent government initiatives, and will feature four sessions each for the next five days. These sessions will include lectures, interactive workshops, group discussions, case studies, role-plays, and practical exercises to ensure active engagement and application of concepts. Participants will also have the opportunity to network with other educators and IIM Jammu faculty. Dr. Vaseem Akram, Program Director, concluded the event by extending a vote of thanks to everyone involved with the program. Finally, the inaugural program culminated with the National Anthem, followed by a group photo.



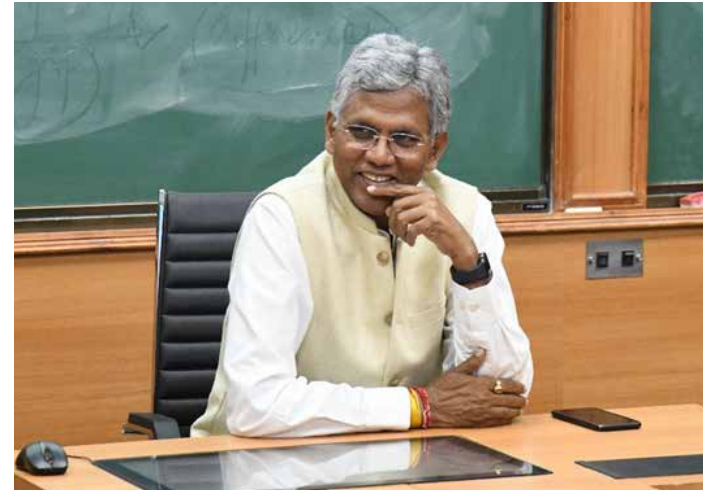
## Nurturing Future Leadership” Program at IIM Jammu Ends on a Grand Note, Empowering Educators for Tomorrow



The Indian Institute of Management (IIM) Jammu concluded the Nurturing Future Leadership Program, conducted under the aegis of the Malaviya Mission Teacher Training Programme, Ministry of Education, Govt of India, with a grand valedictory ceremony held at

Bharat Classroom, Jagti Campus. The program, spanning from 18th March to 22nd March 2024, aimed at equipping educators with the necessary skills and knowledge to become effective leaders in their respective domains. The valedictory ceremony was graced by the esteemed presence of Prof. B.S. Sahay, Director of IIM Jammu.

He also commended the Ministry of Education, Government of India for coming up with such an initiative and highlighted the importance of aligning the program’s purpose with national educational objectives. During his address, he shared news about his recent visit to Srinagar and the signing of a Memorandum of Understanding (MoU) between IIM Jammu and SKUAST-K. He emphasized the significance of collaboration and partnerships in advancing educational initiatives. Engaging with the participants, he shared his rich experiences and encouraged them to continue their professional development journey beyond the program. He reiterated that the valedictory ceremony marked not the end, but the beginning of a new chapter in their leadership development. He expressed



**Speaking on the occasion, Prof. B.S. Sahay, Director of IIM Jammu, emphasized the critical role that educators play in shaping the future and invited suggestions for further enhancing the program’s objectives.**

happiness for the energy and enthusiasm in participants in all the five days of the program and wished the participants good luck in their future endeavors. He expressed confidence in



their ability to make a positive impact in the field of education and urged them to continue striving for excellence. He reiterated the institute’s commitment to supporting educators in their journey towards becoming effective leaders and change-makers in the field of education.

The event commenced with a comprehensive summary of the program by Dr. Kulwinder Kaur, Program Director at IIM Jammu. Dr. Kaur provided insights into the various modules and activities undertaken during the Nurturing Future Leadership Program, highlighting the key learnings and experiences shared by the participants.



Following Dr. Kaur’s program summary, Dr. Pratik Maheshwari, Co-Chairperson of Executive Education at IIM Jammu, delivered an insightful address. Dr. Maheshwari underscored the importance of continuous learning and professional development in today’s rapidly evolving educational landscape. Present on the occasion was Dr. Vaseem Akram, Program Director, IIM Jammu.



This was followed by the distribution of certificates to all the participants, recognizing their successful completion of the Nurturing Future Leadership Program. The certificates serve as a testament to their dedication and hard work throughout the program.

Dr. Praveen Kumar, Program Director at IIM Jammu, proposed the vote of thanks. The valedictory ceremony culminated with the rendition of the national anthem. The successful conclusion of the Nurturing Future Leadership Program reaffirms IIM Jammu’s commitment to nurturing future leaders in the field of education. Through initiatives like these, the institute continues to empower educators with the knowledge, skills, and confidence to make a meaningful impact on society.

## Empowering Educators: IIM Jammu Inaugurates Leadership Training Program (IVth Batch) for College Principals of Jammu and Kashmir

The Indian Institute of Management (IIM) Jammu, known for its commitment to academic excellence, has initiated fourth batch of the Faculty Development Programme (FDP) titled, “Education Leadership Development Training Program” for College Principals of Jammu and Kashmir at its Srinagar Campus. The program, organized under the aegis of the Executive Education and Consultancy Division, commenced from 18h March 2024 will go on till 22nd March 2024.

Prof. B.S. Sahay, Director, IIM Jammu, illuminated the transformative journey of the Education Leadership

Development Training Program, aligning it with the National Education Policy 2020 (NEP 2020). He emphasized that this program transcends mere coursework; it symbolizes a deep-rooted commitment to educational excellence and innovation. He urged participants to articulate their expectations, ensuring fulfillment by the program’s conclusion. Furthermore, he motivated college principals to encourage students to take competitive exams such as NEET, GATE, JEE, and CAT. During his address, he provided detailed



insights into the IIM system, emphasizing the realization of responsibilities and the importance of active participation in classroom sessions. He expressed optimism that such initiatives would contribute to a brighter future in education, aligning with national priorities. He urged faculty members to actively participate in NIRF Rankings and collaborate on joint research programs with IIM Jammu. He assured full support from the institute, emphasizing its dedication to nation-building.

Dr. Muqbil Burhan, Chairperson, Srinagar Campus, IIM Jammu, addressed the participants, shedding light on IIM Jammu and its dynamic activities. He emphasized the institute's commitment to excellence in education and leadership development, underscoring its role in shaping future leaders. He highlighted the innovative initiatives undertaken by IIM Jammu and their impact on the educational landscape. He encouraged program participants to engage actively with the institute's offerings and contribute to its growth and success.

The inaugural session commenced with the ceremonial lighting of the lamp, setting a symbolic tone for the enlightening journey ahead. Dr. Parvathy. B, Program Director, IIM Jammu, extended a warm welcome and provided insights into the program's objectives.

This was followed by introduction of the Participants. Key objectives include the implementation of the National Education Policy (NEP) in colleges, enhancing instructional leadership, fostering effective communication, promoting cultural



Prof. Jabir Ali, Dean Academics, IIM Jammu, emphasized that the program signifies our commitment to fostering educational leadership, empowering college principals to steer academic excellence in the U.T of Jammu and Kashmir. I would like to urge that educational institutes work together and collaborate for nation-building and global progress.



competence, encouraging innovation and adaptability, and instilling data-informed decision-making skills. The inaugural event concluded with a vote of thanks by Dr. Rambabu Lavuri, Program Director, followed by the national anthem and a group photo. The entire programme is being coordinated by office of EE&C, IIM Jammu.



## IIM Jammu's Education Leadership Training Program for the College Principals of Jammu and Kashmir (IV Batch) Concludes on a High Note

The 'Education Leadership Development Training Program' hosted by the Executive Education and Consultancy (EE&C) division of Indian Institute of Management (IIM) Jammu, culminated on 22nd March 2024, marking the successful completion of its intensive five-day schedule. Tailored specifically for the College Principals of Jammu and Kashmir, this program aimed at enriching participants with essential leadership skills crucial for navigating contemporary educational landscapes and meeting the evolving needs of students and communities.

Dr. Rambabu Lavuri, Program Director, IIM Jammu, commenced the proceedings with a comprehensive presentation of the program report, setting the stage for participants to share their enriching learning experiences. Dr. Muqbil Burhan, Chairperson of the Srinagar Campus, addressed the participants, underscoring the significance of the program and IIM Jammu's commitment to educational excellence in the region.

Prof. B.S. Sahay, Director, IIM Jammu, joining on online mode expressed his pleasure in engaging with fellow academicians and emphasized key aspects such as youth empowerment, entrepreneurship, and the delivery of quality education. He advocated for a shift towards nurturing job creators and encouraged participants to inspire students to pursue academic excellence in esteemed institutions like IITs and IIMs. He assured unwavering support and emphasized the importance of collaboration and politeness in fostering a conducive learning environment.

Prof. Jabir Ali, Dean Academics, IIM Jammu highlighting the program's significance, stressed the importance



of continuous learning and collaboration among participating colleges. He urged the participants to disseminate the knowledge gained to their students, contributing to the broader educational community and nation-building efforts.

The program aimed to achieve various objectives, including the implementation of the National Education Policy (NEP) 2020, enhancing instructional leadership, fostering effective communication, promoting cultural competence, encouraging innovation and adaptability, and instilling data-informed decision-making skills.

The valedictory ceremony, held at the IIM Jammu Srinagar campus, saw the distribution of certificates to all participants who successfully completed the program. Dr. Parvathy. B, Program Director, IIM Jammu, extended gratitude to all participants and supporters, marking the event's conclusion with the national anthem.

The event was a testament to IIM Jammu's dedication to fostering educational leadership and excellence in the region. Coordinated by the EE&C division, it reflected the institute's commitment to driving positive change in the educational landscape of Jammu and Kashmir.



## LEAD and IIM Jammu hosts SUYOG'24 JK Tourism Summit

The 1st Edition of SUYOG: LJK Tourism Summit was organized by Lead and co-hosted by IIM Jammu at its Jagti Campus on 27th March 2024. The LEAD-SUYOG-LJK Tourism Summit brought together various stakeholders, including academicians, sector experts, policymakers, entrepreneurs, investors, and youth representatives, to engage in meaningful dialogue on tapping employment opportunities in the tourism sector. It is set to become a collective call to action for all participants in the transformative journey of the region. The Chief Guest of the event was Ms. Yasha Mudgal, IAS, Commissioner Secretary Tourism Jammu and Kashmir (J&K). The event was presided over by Prof. B.S. Sahay, Director, IIM Jammu. The event commenced with the lighting of the lamp followed by the welcome of guests by Shri Raman Suri, Lead, followed by



Sh. Rajesh Gupta (Board Member, LEAD) giving an overview of the Concept & Introduction - SUYOG 24.

Chief Guest Ms. Yasha Mudgal, IAS, Secretary, Commissioner Secretary, Tourism J&K; spoke about the various tourism-related opportunities and mentioned the socio-economic impact of the changing tourism scenario in the U.T of Jammu and Kashmir. She emphasized engaging activities for tourism development along with ease of doing business and spoke about Promotion 5 Pillar Strategy. She addressed various topics with regard to tourism ranging from current gaps and intervention.

Prof. B. S. Sahay, Director of IIM Jammu, in his inaugural address, spoke about the rapid transformation of the U.T of Jammu, Kashmir, and Ladakh. He mentioned the economy of Jammu and

Kashmir being dependent on tourism and gave an overview of the immense potential of the U.T of Jammu, Kashmir, and Ladakh. He emphasized that tourism is an extremely promising sector that can make one an entrepreneur and emphasized the collaboration and working together among the three Institutes of national importance in Jammu. He highlighted Jammu as not only the city of temples but also as the city of education, urging participants to explore unexplored tourist destinations and put them on the global map. He

encouraged everyone to conduct a SWOT Analysis and visit the Ministry of Tourism, Government of India website to download the report. He advocated for affordable and economically viable tourism, mentioning the tradition of "Atithi Devo Bhava" and the need for foreign investment. He stressed tourism growth and promotion in the U.T of Jammu, Kashmir, and Ladakh.

Shri Arun Kumar Manhas, JKAS, Director, Industries and Commerce, Jammu, spoke about the U.T of Jammu, Kashmir, and Ladakh boasting immense



potential and diversity. He gave an overview of the various schemes and incentives offered by the Government and reiterated about empowering women. He urged all participants to encourage their friends to invest in the U.T of Jammu and Kashmir due to the great returns on investment.

This was followed by Technical Sessions by Dr. Bharti Gupta, Assistant Professor, Tourism

Department, Central University of Jammu, Dr. Anil Gupta, Head of Department, School of Hospitality and Tourism Management, University of Jammu, and Sh. Rajinder Kumar Sharma (JKAS), Director, Entrepreneurship Development Institute.

This was followed by thought leaders and visionaries from diverse backgrounds sharing profound insights on key sectors and initiatives that can propel the region towards holistic and sustainable growth. Through this seminar, participants gained valuable perspectives on how to align their aspirations with the unfolding opportunities, contributing meaningfully to the region's progressive journey while building a bright future for themselves. The key objectives of the seminar were knowledge dissemination, youth engagement and empowerment, networking, and collaboration. The event was coordinated by Center for Entrepreneurship, Innovation and Skill Development, IIM Jammu.



## Viksit Bharat Ambassador Meet Up Jammu: Shri Anurag Singh Thakur, Hon'ble Minister of Information, Broadcasting, Youth Affairs and Sports, Government of India Addresses Students at IIM Jammu

The Viksit Bharat Ambassador Meet Up Jammu witnessed a momentous occasion as Shri Anurag Singh Thakur, Hon'ble Minister of Information, Broadcasting, Youth Affairs and Sports, Government of India, graced the event with his presence at the IIM Jammu Jagti Campus. The event aimed to shed light on India's epochal journey towards becoming a developed nation,



under the visionary leadership of the Hon'ble Prime Minister Narendra Modi.

The event commenced with Ms. Kritika Padode introducing the audience to the Viksit Bharat Ambassador Program, followed by the arrival of Shri Anurag Singh Thakur, Hon'ble Minister of Information, Broadcasting, Youth Affairs and Sports, Govt. of India who was warmly welcomed by Prof. B.S. Sahay, Director of IIM Jammu. A walk around the campus and a plantation ceremony added a symbolic touch to the occasion, culminating in the planting of a Rudraksh sapling at the IIM Jammu Campus.



the importance of skilling India's youth population and praised initiatives like the Jal Jeevan Mission for positively impacting millions of households.

Acknowledging the role of technology and Agri-tech startups in modernizing agriculture, he highlighted initiatives which empower entrepreneurs and boost economic growth. He lauded India's strides in infrastructure development, public sector project execution, and tax reduction to attract foreign investment. The success of initiatives like the Khelo India Initiative and India's progress in gender equality were also celebrated during his address.

Prof. B.S. Sahay, Director, IIM Jammu, delivered the

welcome address on the Viksit Bharat Ambassador meet up. He welcomed Shri Anurag Singh Thakur Hon'ble Union Minister for Information & Broadcasting and Youth Affairs & Sports, Govt. of India. He commended the exponential progress

of the nation in all fields including but not exclusive to infrastructure development, education, energy,



In his address to the students, Shri Anurag Singh Thakur, Hon'ble Minister of Information, Broadcasting, Youth Affairs and Sports, Govt. of India, highlighted India's remarkable progress over the past decade, emphasizing its emergence as the third-largest startup ecosystem globally. "From sports to space, infrastructure development, manufacturing and science to startups, it is India's decade." He stressed on the exceptional performance of the Indian youth in the last ten years. He proudly emphasized how we have come far from the fragile five to the leading five economies across the globe. He urged the youth to contribute towards India's upward trajectory, envisioning a prosperous 'Viksit Bharat' (Developed India). The minister underscored



women empowerment, and healthcare including focus on environmental sustainability, economic development. He reiterated the commitment of the Hon'ble Prime Minister to transforming India into a developed nation (Viksit Bharat) by 2047.

The event also featured a Q&A session with Shri Anurag Singh Thakur, providing an opportunity for students to engage directly with the Hon'ble Minister of Information, Broadcasting, Youth Affairs and Sports, Government of India. The event concluded with a vote of thanks, marking the end of a truly enriching and insightful gathering.



## Indian Institute of Management (IIM) Jammu, in association with DICCI under the aegis of Ministry of Skill Development & Entrepreneurship (MSDE), Govt. of India, Concludes third Batch of Capacity Building Programme on Small Business Development Units



Sharma, CIO, IIM Jammu and Shri Naren Karunakaran, Consultant - Diversity, Sustainability & Small Business Development., IIM Jammu. The second batch, comprising 35 participants from diverse backgrounds from across the country, including participants from the U.T of Jammu and Kashmir. Dr. Mahesh Gadekar presented the highlights of the program, emphasizing its significance in nurturing the entrepreneurial spirit and fostering economic growth.

Speaking on the occasion, Prof. Jabir Ali, Dean Academics, IIM Jammu emphasized the concerted efforts invested in formulating the program. With a steadfast focus on Skill Development and Entrepreneurship, aligned with the vision of the Ministry of Skill Development and Entrepreneurship, Government of India, they have endeavored to create an ecosystem conducive to fostering entrepreneurship and supporting business aspirations. The program signifies not merely an end but rather the commencement of a promising new journey. The mandate has been clear - to facilitate the metamorphosis of informal businesses into formal enterprises through comprehensive capacity development, personalized guidance, and provision of business incubation services. He also mentioned that SIDBI will be joining hands with IIM Jammu in this endeavor, opening new avenues for all budding entrepreneurs. With the establishment of 22 SBDUs in the Union Territories of Jammu and Kashmir, and Ladakh, the aim is to draw participation

The Indian Institute of Management (IIM) Jammu under the aegis of the Ministry of Skill Development & Entrepreneurship (MSDE), Government of India, in collaboration with Dalit Indian Chamber of Commerce (DICCI) concluded the third batch of the Capacity Building Programme on Small Business Development Units (SBDUs). The valedictory ceremony, held on 30th March 2023 at its Jagti Campus, marked the culmination of a five-day program aimed at empowering small business owners across the country.

The valedictory ceremony witnessed the presence of esteemed dignitaries including Prof. Jabir Ali, Dean Academics, IIM Jammu Dr. Muqbil Burhan, Chairperson, Srinagar Campus, IIM Jammu and Dr. Mahesh Gadekar, Chairperson of the Centre for Small Business Development, IIM Jammu, Dr. Vivek



from entrepreneurs across the nation, thereby contributing significantly to the progress of these regions. Together, let them embark on this journey of growth and prosperity, leveraging the support and resources provided through this program to realize their collective vision for a thriving entrepreneurial landscape.

The valedictory ceremony also featured a presentation session by the participants, followed by an interactive session with Prof. Jabir Ali, Dean Academics, IIM Jammu, allowing for valuable feedback and insights. Dr. Mahesh Gadekar, Chairperson of the Centre for Small Business Development, IIM Jammu, expressed gratitude on behalf of the institute, concluding the program on a positive note.

The Project of Transforming Informal Businesses through SBDUs (SBDUs) under the Ministry of Skill Development and Entrepreneurship (MSDE), Government of India, has been envisaged to

strengthen institutions to deliver quality initiatives for entrepreneurship development across identified locations i.e. 22 SBDUs to be established across the UTs of Jammu & Kashmir and Ladakh. The program aims to identify existing/ aspiring entrepreneurs to provide the necessary skills and knowledge for business development and create an environment that will enable them to transform informal businesses into formal businesses through capacity development and handholding. The integrated intervention will help the skill development of the potential entrepreneurs in starting a new venture and help them survive and growth.

The Capacity Building Program on Small Business Development Units by IIM Jammu DICCI, and MSDE sets the stage for transformative growth, empowering aspiring, and existing entrepreneurs to realize their dreams and contribute meaningfully to the socio-economic development of the nation.





## Research Publications/Papers

**Rana, R. & Ali, J. (Jan 2024).**

**The Interdependence between Foreign Aid, Technology and Employment in India.**

Name of the Journal: **Journal of Economic Research**, 29(1), 27-58. (ABDC).

DOI: <http://doi.org/10.17256/jer.2024.29.1.002>



Abstract: This article examines, in Indian context, the interdependence of three important economic elements viz. 'foreign aid' (FA); and the resultant 'technological innovation' (TI) and 'entrepreneurship and employment generation' (E&E). FA is essentially a structural concept that embodies the other two elements. The concept is frequently presumed to exist and is rarely attempted to be defined. The article attempts to define it and extend our thoughts at the intersection of foreign assistance, technology and employment. The complex nexus mainly concludes the existence of two interdependent flow processes. The processes are differentiated based on mediation of any of the resultant scenarios of FA i.e., TI and E&E. Although interdependence is found among almost all of the variables under study, the major findings are FA affects domestic entrepreneurship; medium and high-tech exports in the country are provided by both foreign and domestic investors; and such exports can create job opportunities in the service sector.

**Ali, J. & Khan, W. (Feb 2024).**

**Demographic, social and economic factors affecting the adoption of green toilets among rural households in India. Environment, Development and Sustainability.**

DOI: <https://doi.org/10.1007/s10668-023-02927-5>

Abstract: This study investigates the demographic, social and economic factors as key determinants of green toilet adoption among rural households in India. The Rural Impact Survey data of the World Bank have been used for this study, covering 2731 rural households from Bihar, Madhya Pradesh, and Uttar Pradesh. The chi-square test and regression analysis with marginal estimate have been used to analyze the data. Result of the analysis indicates that about 36.2 percent surveyed rural households have reported access to green toilets having proper effluent discharge systems as per the environmental norms. Further, there is a significant association between the adoption of green toilets and demographic, social and economic characteristics of rural households. Finally, the regression analysis indicates that a number of demographic, social and economic factors i.e., age, education, income, social category, access to information, access to drinking water, and asset ownership have a significant marginal effect on the adoption of green toilets in rural India. Considering the importance of ensuring total sanitation and commitment under the Sustainable Development Goals

(SDGs) of the United Nations for eradicating open defecation for all by 2030 in the country, the results of the study provide useful policy directions for enhancing the adoption of green toilets among the rural households in India.

**Singh, S., Ali, J. & Arora, R. (Feb 2024).**

**Linkage between forest cover and trade in forest products: an empirical evidence from BRICS and EU nations.**

Name of the Journal: **European Journal of Forest Research**, 143, 19-31. (SCI/SSCI/ESCI)

DOI: <https://link.springer.com/article/10.1007/s10342-023-01603-7>

Abstract: The present research aims at analyzing the determinants of trade in forest products across BRICS and EU nations by using forest cover as one of the determining factors. For this purpose, a gravity model has been utilized for the country panel of BRICS and EU from 1996 to 2020. Five product categories corresponding to the forest trade (at HS-2 level) have been considered for the analysis. Further, Poisson pseudo maximum likelihood method has been used to estimate the gravity model. The study found that the forest cover of the trading nations from BRICS and EU has affected bilateral exports of primary wood products, wood pulp products, and related items significantly. The control variables included in the gravity model have resonated the results of existing literature. The study provides good policy insights on promoting trade in forest products by adopting appropriate forest conservation policies and other interventions that can help countries in increasing their respective forest covers.

**Kamble, A., Upadhyay, N. & Abhang, N. (Feb 2024).**

**Navigating the Learning Landscape – Social Cognition and Task-Technology Fit as Predictors for MOOCs Continuance Intention by Sales Professionals.**

Name of the Journal: **The International Review of Research in Open and Distributed Learning**, 25(1), (SCI/SSCI/ESCI)

DOI: <https://doi.org/10.19173/irrodl.v25i1.7567>



Abstract: Massive open online courses (MOOCs) have gained popularity among sales professionals who use them for self-directed learning and upskilling. However, research related to their intentions to continue learning is scarce. Drawing from the social cognition theory, this research aimed to address this gap by investigating the role of task-technology fit, self-development, and social recognition in sales professionals' continued use of MOOCs. The study hinged on empirical research and used a survey to collect data from 366 sales professionals. The results suggest that task-technology fit, self-development, and social

recognition play a significant role in sales professionals' continued use of MOOCs. The study has practical implications for organizations promoting employee learning and development. The findings provide valuable information for MOOC designers and providers to develop more effective courses that meet the needs of sales professionals.

**Akram, V. & Mukherjee, R. (Feb 2024). Housing price convergence: new evidence from Indian cities.**

Name of the Journal: *Journal of Economic Studies*, 51(2), 424-436.

DOI: <https://www.emerald.com/insight/content/doi/10.1108/JES-02-2023-0100/full/html>



Abstract: The main purpose of this paper is to examine the convergence hypothesis of House Price Index (HPI) in the case of 18 major Indian cities for the period 2014–2019.

**Ali, J., Naaz, I. & Ali, T. (March 2024). Does corporate social responsibility improve value-added intellectual capital efficiency in food and agribusiness firms in India?**

Name of the Journal: *International Journal of Disclosure and Governance*, 21(1), 93-106

DOI: <https://doi.org/10.1057/s41310-023-00196-2>

Abstract: This study empirically investigates the implications of corporate social responsibility (CSR) on the value-added intellectual capital efficiency of food and agribusiness firms in India. This study uses the firm-level data collected from the Prowess database of the Center for Monitoring Indian Economy for 362 food and agribusiness companies in 2019. The study contributes to the theoretical and managerial practices by assessing the causal relationship between the value-added intellectual capital (VAIC) and CSR for food and agribusiness firms in an emerging economy, i.e., India. The results suggest a significant mean difference in the key characteristics of firms with and without CSR expenditure. Further, there is a significant relationship between CSR and Value-Added Intellectual Capital Efficiency in the Indian food and agribusiness firms. Finally, the regression analysis indicates that CSR expenditure has a positive and significant implication on value-added intellectual capital ( $\beta=0.119$ ,  $p<0.01$ ), including all the dimensions of firm's capital efficiency except structural capital; i.e., capital employed ( $\beta=0.095$ ,  $p<0.01$ ), human capital ( $\beta=0.145$ ,  $p<0.01$ ) and intellectual capital ( $\beta=0.124$ ,  $p<0.01$ ). However, CSR does not seem to have significant implications on structural capital standalone ( $\beta=0.044$ ,  $p>0.10$ ), implying that the structural capital efficiency of the firms does not get affected by CSR expenditure. The findings of the study provide a good reason for implementing mandatory CSR, which goes beyond the performance of firms, as there is a positive and significant impact of CSR on the Value-Added Intellectual Capital of the firms. This paper contributes

to the existing literature by providing extended understanding on the relationship between CSR and VAIC among food and agribusiness firms.

**kautish, P., Lavuri, R. & roubaud, D. (March 2024)**

**Electric vehicles' choice behavior: An emerging market scenario.**

Name of the Journal: *Journal of Environmental Management*, (ABDC)

DOI: <https://www.sciencedirect.com/science/article/abs/pii/S0301479724002366>



Abstract: Worldwide, the adoption of electric automobiles is gaining momentum, owing to a steady rise in customers' sustainability consciousness. So far, electric vehicle-related studies have investigated consumer motives, attitudes, and intentions toward adoption. However, empirical research on enablers and inhibitors of electric vehicle choice behaviour has not been fully explored, particularly in an emerging market context, (e.g., India). The present study employed a judicious mix of three notable theoretical lenses of dual-factor theory, innovation resistance theory, and the stimulus-organism-response model to empirically scrutinize electric vehicle adoption enablers and inhibitors by analysing data collected from 391 young Indian sustainability-oriented electric vehicle users. The sample was gathered via the purposive sampling method, and the data was analysed employing structural equation and PROCESS macro modelling. The research posits that consumer sustainability consciousness (CSC) is a stimulus with a positive influence on enablers (e.g., personal motives, social motives, and incentive policy) as well as inhibitors (e.g., usage, value, and risk barriers). Additionally, product involvement and perceived marketplace influence significantly moderate the relationship between choice behaviour and facilitators and inhibitors. The research offers a few useful strategic decision-making insights for electric vehicle manufacturers, green marketers, and policymakers from emerging markets.

**Kumar, P. (March 2024).**

**Corporate disclosure and firm value: do audit quality & foreign listing matter?**

Name of the Journal: *Journal of Accounting & Organizational Change*, (ABS, ABDC, SCI/SSCI/ESCI, Scopus)

DOI: <https://www.emerald.com/insight/content/doi/10.1108/JAAR-11-2022-0302/full/html>



Abstract: This article investigated whether the executives' compensation and corporate governance attributes are aligned with stakeholders' demands for higher corporate voluntary disclosures. Moreover, the study also examined the moderating role of the auditor's reputation in the direction of association among executive compensation, corporate governance attributes, and voluntary disclosures.

**Kumar, P. (March 2024).**

**The impact of executives' compensation and corporate governance attributes on voluntary disclosures: does audit quality matter?**

Name of the Journal: *Journal of Applied Accounting Research*, 25(2), 240-263.  
(ABS,ABDC,SCI/SSCI/ESCI,Scopus),,

DOI: <https://doi.org/10.1108/JAAR-11-2022-0302>

Abstract: This article investigated whether the executives' compensation and corporate governance attributes are aligned with stakeholders' demands for higher corporate voluntary disclosures. Moreover, the study also examined the moderating role of the auditor's reputation in the direction of association among executive compensation, corporate governance attributes, and voluntary disclosures.

**Yadav, R., Chatterjee, S. & Giri, A. (March 2024).**

**Understanding the factors influencing the continuous usage intention of healthcare apps: analysing the moderating impact of psychological distance and health consciousness.**

Name of the Journal: *Behavior and Information Technology*, 1-19.  
(ABDC),

DOI: <https://doi.org/10.1080/0144929X.2024.2333945>

Abstract: The present research explores the factors influencing consumers' continuous usage intention (CUI) of healthcare apps with the help of IS continuance theory and commitment trust theory. This study also explores how psychological distance and health consciousness moderate the relationship between consumer satisfaction with healthcare apps and their CUI. Using a survey approach, 386 responses were received. An analysis was performed using a sequential approach with SEM and fsQCA. The findings showed that perceived usefulness, perceived confirmation, trust, satisfaction, affective commitment and calculative commitment directly or indirectly affect the CUI for healthcare apps. A combination of trust, satisfaction, perceived confirmation and calculative commitment achieved outcome sufficiency and resulted in high CUI levels for healthcare apps. Health consciousness positively moderated the association between satisfaction and CUI, whereas psychological distance negatively moderated it. The research findings shed light on marketers/policymakers for wider adoption and continued usage of healthcare apps.



## Alumni Corner



**Karthik Janipalli**  
MBA 06, IIM Jammu  
Current Company:  
**IDBI BANK**  
Designation:  
**Assistant Manager  
Treasury Marketing  
Officer**

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Studying at IIM Jammu for my MBA from 2021 to 2023 was an enriching journey filled with invaluable experiences. The faculty at IIM Jammu imparted not just theoretical knowledge but practical insights that have been instrumental in shaping my career. Working in the International Relations Committee and Pratibha - The HR club provided me with hands-on experience in organizational dynamics and leadership skills.

Moreover, engaging in sports activities not only helped in maintaining a healthy lifestyle but also taught me the importance of teamwork t was transformative, equipping me with the skills, knowledge, and networks essential for success in the dynamic business world.



**Paritosh S**  
MBA 06, IIM Jammu  
Current Company:  
**Affinity Global Inc**  
Designation:  
**Sr Specialist  
Ad Operations**

“

My time at IIM Jammu was unforgettable. The first year was a whirlwind of assignments, projects, and parties, forging strong bonds with my peers amidst the chaos. The second year brought a laid-back atmosphere and memorable moments, from late-night badminton games to impromptu project brainstorming sessions.

Throughout, I was impressed by the quality of the academic curriculum and the dedication of the faculty. The picturesque Canal road campus provided the perfect backdrop for my college journey, though I left dreaming of the main campus.

Reflecting on my time at IIM Jammu, I'm grateful for the transformational experiences and lifelong friendships. Armed with knowledge and skills, I transitioned seamlessly into the corporate world, ready for the next chapter. It was a journey of self-discovery, academic excellence, and unforgettable moments that I'll always cherish.



## Faculty Speak



**Dr. Vedika Saxena**  
Assistant Professor  
Finance and Accounting

Coming from a family of educators, a passion for academics permeated my upbringing, fostering a deep respect for the sacred teacher-student bond. In this age of narcissism, I find immense fulfillment in a career that prioritizes student growth. Reflecting on my journey at IIM Jammu fills me with gratitude and pride. At IIM Jammu, I've witnessed firsthand the misconception surrounding accounting – a subject often portrayed as dry and sleep-depriving. Every year, I often face the challenge of dispelling this myth by fostering a dynamic learning environment that makes accounting engaging and enjoyable. As a Gen Z faculty member, I believe I can connect with students on a deeper level, bridging the gap between traditional pedagogy and contemporary learning styles. I am incredibly grateful to IIM Jammu for the unwavering support of colleagues, the enthusiasm of students, and the nurturing environment that has facilitated my growth as a young faculty. As I continue to grow and evolve as an educator, I carry the invaluable lessons and experiences gained during my time at IIM Jammu.



## Student Testimonial



**Devashish Ahuja**  
MBA23069



Being a part of such a prestigious institute as IIM has been gratifying. Regardless of one's initial mindset upon entering the college, the institution undeniably raises the bar for individuals in all aspects. My journey at IIM has been enlightening; it taught me the importance of discernment in pursuing opportunities that align with one's goals.

The teaching methodology at IIM is distinctively immersive, involving discussions on real-life scenarios with industry experts and renowned mentors. This approach equips us to tackle challenges as future managers, fostering a deeper understanding of business dynamics.

This phase of my life stands out as the pinnacle of my academic journey. Beyond academics, IIM offers abundant opportunities for personal growth and development. Being part of an environment that nurtures holistic growth and prepares us to excel in the corporate world is a privilege.



## Student Activities



# IIM Jammu in Media

January to March 2024

## IIM Jammu Launches Leadership Programme

*IIM Jammu Inaugurates Education Leadership Development Training Programme for College Principals of Jammu and Kashmir from 8th of January to 12th January 2024*

**10 January, 2024 | BW Online Version**

The Indian Institute of Management (IIM) Jammu has initiated a Faculty Development Programme (FDP) titled, 'Education Leadership Development Training Programme'...

## IIM Jammu launches second batch of Business Accelerator Program for SC-ST entrepreneurs

Indian Institute of Management (IIM) Jammu in collaboration with Ministry of Micro, Small and Medium Enterprises (MSME), National SC-ST Hub, Joint Indian Chamber of Commerce (JICC) and Confederation of Indian Industry (CII) inaugurated the Business Accelerator Program for the SC-ST entrepreneurs in IIM Jammu Campus at Jugal on 15th Jan 2024. The Chief Guest of the programme was Mr. Mercy Egan, Joint Secretary, MSME Govt of India, and Guest of Honor Padma Shri Ravi Kumar Narra, President, JICC. The program features assistance from National SC-ST Hub and scholarship by IIM Jammu.

## Political, traders, other organizations celebrate - 74th Republic Day with patriotic fervour

**entrepreneurs part of Business Accelerator Program**

Prof. DS Sahay, Director, IIM Jammu, stressed the significance of providing all programme participants with the necessary assistance...

**At IIM Jammu | (P) IIM Jammu**

## IIM Jammu, SIDBI inaugurates skill to enterprise module programme for J-K, Ladakh youths.

The one-year STEM programme of IIM Jammu and SIDBI aims to equip participants with the knowledge and guidance to initiate and expand their businesses.

**NEW DELHI.** The Indian Institute of Management (IIM) Jammu in collaboration with the Small Industries Development Bank of India (SIDBI) inaugurated the skill to enterprise module (STEM) programme. SIDBI and IIM Jammu have collaborated for a one-year-long STEM programme, especially designed for students in Jammu and Kashmir and Ladakh.

The programme aims to equip participants with the knowledge and guidance to initiate and expand their businesses in the future. It also aims at bridging the gap between skill and entrepreneurship. The programme will provide an opportunity for participants to gain financial independence and create a positive impact in their communities through entrepreneurship.

SIDBI deputy general manager (DGM) Subhendu S Acharya was the chief guest and DGM Rishi Pandey was the guest of honour at the inaugural ceremony. IIM Jammu Director DS Sahay presided over the ceremony.

IIM Jammu CEO chairperson Madul Bhatnagar gave a brief overview of STEM during the inaugural address. The STEM programme will provide four weeks of residential training coupled with eight weeks of virtual training. The curriculum of the programme is designed to provide participants with a thorough understanding of business management, compliance, finance, planning, and strategic aspects of running a business.

## PM Modi to inaugurate IIM Jammu campus tomorrow. Details here

Prime Minister Narendra Modi will inaugurate the newly constructed campus of the Indian Institute of Management (IIM) in Jammu tomorrow, February 20. The new campus is located in Jugal across a sprawling area of 200 acres, and at a project cost of Rs 500.91 crore.

**PM Modi set to inaugurate IIM Jammu campus on February 20**

## IIM Jammu: PM Modi inaugurates ₹500 crore, 200-acre campus in Jammu

Prime Minister Narendra Modi inaugurated the new campus of the Indian Institute of Management (IIM) in Jammu on February 20, during his visit to Jammu.

Spread across 200 acres of land in Jugal, the campus reflects the IIM Jammu's commitment to providing high-quality management education and fostering technology.

Along with the Prime Minister, several other dignitaries, including Dr. Brijendra Singh, Minister of State, Ministry of Science and Technology; Manoj Kumar, I.A. Government of the Indian Territory of Jammu and Kashmir; Jagat Kishore Shrivastava, Minister of Parliament; Chandrajit Khattar, Minister of Jammu Jammu, were present at the inauguration.

## IIM Jammu hosts Online Expert Lecture on Rajbhasha Ke Baare Me Jagrukta

The virtual event aimed to deepen the understanding of the significance of the official language in our daily lives. Professor Jugal K. Dewan, Academics, IIM Jammu welcomed English from Punjab, Joint Director Rajbhasha, Ministry of Education, Government of India for online lecture session.

## Institutes of education and research celebrate R-Day

The IIM Jammu marked the 75th Republic Day with an inspiring celebration at its permanent campus in Jugal. Prof. D S Sahay, Director, IIM Jammu, unfurled the National Flag and addressed the gathering. The event witnessed active participation from faculty, officers, staff members and students of the institute.

## IIM Jammu hosts session on 'Art & Science of Attention'

The session was held on the 23rd of February 2024. The session was held in a virtual mode. The session was held in a virtual mode. The session was held in a virtual mode.

## IIM Jammu hosts meeting of Partner Institutions for LEAD Initiative as part of Nation Building

The meeting was held on the 23rd of February 2024. The meeting was held in a virtual mode. The meeting was held in a virtual mode.

## प्रदेश में इस बार सीयूईटी के लिए पर्याप्त परीक्षा केंद्र बनेंगे

राज्यीय परीक्षक बोर्ड, राष्ट्रीय शिक्षा नीति से नए अवसर खोजे

## IIM Jammu hosts HULT Prize 2024

Ushers in new wave of global innovation, collaboration

## IIM Jammu hosts Online Expert Lecture on Rajbhasha Ke Baare Me Jagrukta

The virtual event aimed to deepen the understanding of the significance of the official language in our daily lives. Professor Jugal K. Dewan, Academics, IIM Jammu welcomed English from Punjab, Joint Director Rajbhasha, Ministry of Education, Government of India for online lecture session.

## IIM Jammu's Education Leadership Training Programme for College Principals concludes

The programme was held from 8th to 12th January 2024. The programme was held in a virtual mode. The programme was held in a virtual mode.

## IIM Jammu holds discussion on Budget-2024

The discussion was held on the 27th of February 2024. The discussion was held in a virtual mode. The discussion was held in a virtual mode.

## Management fest 'Empyrean 2024' begins at IIM Jammu

The fest was held on the 22nd of March 2024. The fest was held in a virtual mode. The fest was held in a virtual mode.

## 'सेने IIT-IIM की बात की भी, बाप पूरा किया', जम्मू-काश्मीर में बोले PM नोटें

जम्मू की 100 वीं जयंती के तहत PM ने 20 वीं जे.ए.ए. में जम्मू काश्मीर के युवाओं को संबोधित किया।

## IIM Jammu and WIT Strategy Forge Alliance for Innovation at Bharat Tax 2024

The alliance was signed on the 14th of February 2024. The alliance was signed in a virtual mode. The alliance was signed in a virtual mode.

# IIM Jammu in Media

January to March 2024

**अमर उजाला**  
Tuesday, 12 March 2024

**शैक्षिक उत्कृष्टता और नवाचार के उद्देश्य से आईआईएम का संकाय विकास कार्यक्रम शुरू**

आगरा, 12 मार्च। भारतीय प्रबंधन संस्थान (आईआईएम) जम्मू ने संकाय विकास कार्यक्रम का शुभारंभ किया। कार्यक्रम का उद्देश्य शैक्षिक उत्कृष्टता और नवाचार को बढ़ावा देना है। कार्यक्रम में 11 से 13 मार्च तक 'परिचय' कार्यक्रम का आयोजन किया जाएगा।

**NEWS CAREERS 360**  
Tuesday 05th March 2024

**IIM Jammu management fest 'Empyrean 2024' concludes; bollywood singers performed**

IIM Jammu held the Empyrean 2024 from March 3 to March 5. The event featured performances by Bollywood singers and a variety of cultural activities.

**STATE TIMES**  
Wednesday 20th March 2024

**IIM Jammu Fostering A Safe And Inclusive Environment By Conductive POSH Workshop**

IIM Jammu organized a workshop on the Prevention of Sexual Harassment (POSH) to create a safe and inclusive environment for all employees.

**Greater Jammu**  
Saturday 16th March 2024

**IIM Jammu organizes workshop to promote Hindi Rajbhasha**

IIM Jammu organized a workshop to promote Hindi as the Rajbhasha, aiming to foster linguistic inclusivity and cultural pride among its staff and students.

**NEWS CAREERS 360**  
Tuesday 19th March 2024

**IIM Jammu to train 25 educators under the Nurturing Future Leadership Programme**

IIM Jammu is organizing a teacher training programme under the Malaviya Mission Teacher Training Programme of the education ministry.

**The Tribune**  
Tuesday 19th March 2024

**World paying heed to India's advances in digital sphere: Anurag Thakur**

Union Minister Anurag Thakur addressed the 'Vishat Bharat' ambassadors at the IIM Jammu on Wednesday, PTI.

**Aabp LIVE**  
Monday 20th Feb 2024

**PM Modi To Inaugurate New IIM Jammu Campus On February 20**

The IIM Jammu's new campus spread across 200 acres of land in Jagti, and has been brought to life with a project cost of Rs 500.91 crore.

IIM Jammu held the Empyrean 2024 from March 3 to March 5. The event featured performances by Bollywood singers and a variety of cultural activities.

**Greater Jammu**  
Thursday 14th March 2024

**IIM Jammu joins Techade initiative**

IIM Jammu has joined the Techade initiative, a government program aimed at promoting technology and innovation in the state.

**Greater Kashmir**  
Tuesday 18th March 2024 Print Version

**A day at IIM Jammu**

A day at IIM Jammu was filled with various activities, including a tour of the campus and a meeting with the faculty.

**THE TIMES OF INDIA**  
Wednesday 21st Feb 2024

**PM Narendra Modi Inaugurates IIM Jammu Campus, Marking a Milestone in Education**

Prime Minister Narendra Modi inaugurated the new IIM Jammu campus, marking a significant milestone in the institution's history.

Prime Minister Narendra Modi inaugurated the new IIM Jammu campus, marking a significant milestone in the institution's history.

**DAILYEXCELSIOR.COM**  
Tuesday 05th March 2024

**IIM Jammu: Pioneering Excellence**

IIM Jammu is a pioneer in providing world-class education and research in the region.

**The Government**  
Thursday 28 March 2024

**Vishat Bharat Ambassadors meet: IIM minister explains how Digital India Training up country's rise across world**

The IIM minister explained the role of Digital India in training and developing the country's workforce.

**NEWS 18**  
Tuesday 19th March 2024

**IIM Jammu, NIFT Srinagar sign MoU to boost entrepreneurship in J-K**

IIM Jammu and NIFT Srinagar have signed a Memorandum of Understanding (MoU) to promote entrepreneurship in the region.

**DL**  
Sunday 07 Feb 2024

**Prime Minister Narendra Modi set to inaugurate new IIM Jammu campus**

Prime Minister Narendra Modi is set to inaugurate the new IIM Jammu campus.

**GULISTAN**  
Thursday 28th March 2024

**IIM Jammu signs MoU with SKUAST Kashmir, aiming Research and Development**

IIM Jammu has signed a Memorandum of Understanding (MoU) with SKUAST Kashmir for research and development.

**LEAD, IIM Jammu host JK Tourism Summit 'SUyOG'**  
Monday 11th March 2024

LEAD, IIM Jammu hosted the JK Tourism Summit 'SUyOG', focusing on the growth of the tourism sector in the state.



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