

Press Release

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

Jammu, 04th March 2024: 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.

For any media-related queries, pls contact:

 : pro@iimj.ac.in

 : +91-8000121616

Glimpses from the Session





