

Press Release

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

JAMMU, 08th March 2024 – 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.

Captain D.K. Jena, in his address, extended warm wishes for Happy Shivratri and International Women's Day, expressing his desire for a safer planet for women. He commended Prof. B.S. Sahay, Director of IIM Jammu, for his gracious welcome and praised the institution's journey towards becoming a world-class institute within a year. He emphasized that his expedition is not just about covering kilometers, but about experiencing the rich diversity of India, including its food, culture, and linguistic variety. Advocating the theme of "*Shakari Bhojan, Behtaar Jeevan*," he highlighted the benefits of vegetarianism in building both body and mind while reducing pollution. He underscored the detrimental effects of non-vegetarian food and emphasized the advantages of cycling for health and the environment, advocating "*Burn Fat, Not Fuel*." He urged the audience, particularly students, to prioritize serving the nation and encouraged them to consider joining the Armed Forces if they aspire to contribute to the country's welfare effectively.

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.

Professor Jabir Ali, Dean Academics of IIM Jammu, also shared his thoughts, expressing that Captain Jena's journey embodies the spirit of adventure, determination, and commitment to a cause. He conveyed the institution's honor in hosting Captain Jena at IIM Jammu.

Cmdr. Kesavan Baskaran, CAO of IIM Jammu, reflected on the remarkable journey of Capt. D.K. Jena, highlighting his dedication to societal causes and nation-building. He noted Captain Jena's illustrious background as a popular Marathon Runner, with numerous participations in marathon competitions. He emphasized that Captain D.K. Jena's journey, which includes seeking blessings from the Swami Vivekanand Rock Memorial, signifies his esteemed status as a guest traveling from Kanyakumari to Kashmir. He stressed that Captain Jena's mission aims to propagate his ideas for nation-building and invites everyone to be a part of this transformative journey.

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.

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Glimpses from the Session of Capt. DK Jena at IIM Jammu











