



# INDIAN INSTITUTE OF MANAGEMENT JAMMU



**INTEGRATED  
PROGRAM IN  
MANAGEMENT (IPM)**  
**BROCHURE 2023**

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# BOARD OF GOVERNORS



## Chairman, Board of Governors

### Dr. Milind Pralhad Kamble, Padma Shri

CMD, MPK Group of Companies &  
Founder of DICCI



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### Mr. Anand Kripalu

Managing Director & CEO, Member  
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Ex. Managing Director & CEO,  
Acer Ltd.

### Mr. Ranjit Singh

Ex. Managing Director  
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### Dr. Shalini Lal

Founder  
Infinity OD

### Mr. Lalit Kumar Naik

Director  
Noveltech Feeds Pvt. Ltd.

### Mr. Vijay Gambhire

Managing Director & CEO  
CEAT Specialty Tyres Ltd.

### Prof. B. S. Sahay

Director  
IIM Jammu

## MESSAGE FROM THE DIRECTOR



Adhering to the motto, "It is the Knowledge that Liberates", IIM Jammu strives to provide our students an environment filled with academic rigor and training so that they emerge as great leaders, prepared to tackle the challenges of the world effectively.

Welcome aspirants!

India is turning out to be a significant force to reckon with Global Economy, and the world has become a tiny place. The landscape of competent and contemporary management education has been transformed. Besides, the frontiers of knowledge and scholarship is expanded every day by the stellar accomplishments. In this era of Globalization of education, quality education is the evident and prime focus.

Indian Institute of Management Jammu (IIM Jammu) began its tryst by launching its flagship program of MBA in 2016. In 2020, IIM Jammu also started the Ph.D. program for Management. Now, IIM Jammu plans to expand its learning horizon by starting the 5 Year Integrated Program in Management. It is very needful to prevent the outflow of bright and talented students from the country and provide them a learning environment according to the global standards in India, itself. This has been the prime driving force in designing a course like the 5 Year Integrated Program in Management. Our

students learn the joy and rigors of discovery and acquire inquiry, evaluation, and communication skills that provide a foundation for the subsequent phases of their careers and lives.

Adhering to the motto, "It is the Knowledge that Liberates", IIM Jammu strives to provide our students an environment filled with academic rigor and training so that they emerge as great leaders, prepared to tackle the challenges of the world effectively. Our students go through a rigorous admission procedure, and our curriculum puts them into challenging situations that carve the best out of them.

Let me congratulate you on your decision to further your education. I invite you to connect with us. Again, congratulations on the start of a journey that will transform your career and enhance your life.

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

“

From the very beginning, IIM Jammu has set high standards for outstanding value-based quality education, high-quality research, executive education, consultancy and strong corporate as well as international linkages.



# ABOUT IIM JAMMU

The Indian Institute of Management (IIM) brand has now become synonymous with innovation, talent, zeal for success and contribution in management. Building on this legacy, IIM Jammu was established in the beautiful state of Jammu and Kashmir, by the Government of India in 2016. From the very beginning, IIM Jammu has set high standards for outstanding value-based quality education, high-quality research, executive education, consultancy and strong corporate as well as international linkages. The Institute also encourages, and subtly emphasizes contemporary research - concentrating on regional, national and global issues alike.

Presently, IIM Jammu operates from the Old University Campus, Canal Road, Jammu, with a new off-campus being set up in Srinagar very soon. The proposed 200 acres state-of-the-art campus is coming up at Jagti, 14 Kms from Jammu City, about 16 km from Jammu Railway Station and 18 km from Jammu Airport. The new Campus will be a blissful mix of modern architecture, culture and heritage of Jammu and Kashmir.



## Srinagar Off-Campus

IIM Jammu inaugurated its transit Satellite campus at Srinagar on January 24, 2020. The campus was inaugurated by Hon'ble Minister of HRD Shri Ramesh Pokhriyal 'Nishank' in the presence of Mr. K.K. Sharma, Advisor to Hon'ble Lt Governor J&K, Prof. B.S. Sahay, Director IIM Jammu and dignitaries from Center and Govt. of J&K. Srinagar is the summer capital of J&K and the campus is located in the heart of the Srinagar city, on NH1 Nowgam which is at a distance of 10 Kms from the Sheikh ul Alam international airport Srinagar. The transit campus has in-campus residence facilities and is built as a center of excellence in the area of executive education and Entrepreneurship. The transit campus will also have an incubation center promoting entrepreneurship in the region. Kashmir is known as Switzerland of Asia and Srinagar as 'Heaven on Earth'. The picturesque city, located on the banks of river Jhelum, offers its visitors the best experience of time. IIM Jammu Srinagar Campus leverages the locational importance of Srinagar city by offering a blend of high-quality training with a touch of heavens.

The IIM Jammu Srinagar Off-Campus has a focus on Management Development Centre for Capacity Building and Setting up Centre for Innovation and Entrepreneurship (Incubation Centre).

# WHY IIM JAMMU?



IIM Jammu, the youngest addition in the IIM fraternity is established by the Ministry of Human Resource Development. We share the same curricula and academic rigour as top IIMs in the country which transforms budding managers into business leaders par excellence. All our programs have all the salient features of the world-class management education delivered using andragogy by the best faculty of the nation.



## Academic Rigor

One of the most rigorous curricula across IIMs

- Harvard case study pedagogy
- Excellent academic projects
- Class Presentations and Group Projects



## Inclusive Electives and Workshops

IIM Jammu works for developing contemporary skills through workshops and interactive sessions which include Data Analytics, Digital Marketing, Leadership through Literature, Soft-Skills, and whatnot.



# THE IPM PROGRAM

## IPM at a glance

The Five Year Integrated Program in Management (IPM) aims to prepare young professionals full of managerial and decision-making capabilities using an ultra-modern academic pedagogy of global standards based on a Holistic and Multidisciplinary Curriculum. The Five Year Full-time Residential Integrated Program is strategically designed with a blend of science, social science, and management courses. The program's ultimate aim is to integrate management education with Science, Technology, Engineering, and Mathematics (STEM). This program aims to prepare young professionals to start their career at any point in time by exiting from the program. According to NEP 2020, a holistic and multidisciplinary curriculum would aim to develop all capacities of human beings- intellectual, aesthetic, social, physical, emotional, and moral in an integrated manner.



### The program objectives are as follows:

- ▶ To enable students to understand India and the globe's socio-economic, technological, ecological, and political environment.
- ▶ To impart knowledge & skills to students for their easy absorption at the entry-level managerial roles in the varied management functions across different industries.
- ▶ To equip students with required conceptual and interpersonal skills for managerial decision making in structured/unstructured environments.
- ▶ To build their leadership & team skills to enhance their performance in a cross-cultural environment.
- ▶ To develop socially responsible and ethical business leaders who can perform without compromising integrity, honesty, and fairness.
- ▶ To develop the ability to take risks and be entrepreneurial.
- ▶ To empower students to use relevant business knowledge, analyze data, think critically, solve problems, communicate well, be adaptable to the changing business needs and make decisions ethically and professionally.



# IPM COURSE STRUCTURE

The duration of the IPM Program is five years, where the first three years of the IPM program would be based on the semester system and the last two years would be based on the trimester system (as per the prevailing MBA course structure). At the end of 1st year, students will undertake Boot Camp at Ladakh. In the 2nd Year, students will complete a Social and Corporate internship. During the 3rd year, the students will enroll in an international exchange program with one of the partner institutions based on merit and course norms. Additionally, in the 3rd Year of the program, students will have the option to select a sector-specific specialization. The course structure after the sixth semester will be merged with the flagship MBA program of the Institute and students will be required to meet the academic rigor of the MBA program. The tentative curriculum\* for the first three years is as follows:

## COURSES OFFERED

### 1st Year

#### Semester-I

- Economics for Business I
- Accountancy
- Business Mathematics I
- Principles and Practices of Management
- Principles of Computational Thinking
- Introduction to Sociology
- Business Communication I
- Indian and World History
- Happiness and Mental Wellness
- Physical Training and Sports

#### Semester-II

- Economics for Business II
- Cost Accounting
- Business Mathematics II
- Marketing Management I
- Critical Thinking and Problem Solving
- Introduction to Psychology
- Business Communication II
- Management Information System
- Performing Arts
- Physical Training and Sports

### 2nd Year

#### Semester-III

- Indian and Global Economy
- Marketing Management II
- Financial Management
- Introduction of HRM
- Indian and World Geography
- Introduction to Data Analytics
- Creativity and Innovation
- Foreign Language I
- Visual Arts

#### Semester-IV

- Consumer Behavior
- Financial Systems and Markets
- Business Research Methods
- Emerging Technologies in Business
- Environmental Science
- Indian Polity
- Introduction to Operations Management
- Digital Culture

### 3rd Year

#### Semester-V

- Developmental Economics
- Branding & Advertising
- Business Ethics and Values
- Supply Chain Management
- Industrial Relations and Labour Laws
- New Venture Planning
- Organizational Behavior
- Foreign Language II

#### Semester-VI

- Talent and Leadership Development
- Business Laws
- Public Policy
- Elective 1
- Elective 2
- Elective 3
- Elective 4
- Elective 5

Course Structure \*

# ELECTIVE COURSES

## Marketing

- Sales & Distribution
- Integrated Marketing Communication
- B2B
- Product & Brand Management
- Pricing
- Services Marketing
- Retail Management
- E-Commerce & Digital Marketing
- Relationship Marketing
- Digital Marketing and Social Media

## Economics

- Agriculture Economics
- Mathematical Economics
- History of Economic Thought
- International Economics
- Industrial Economics
- Basic Econometrics
- Monetary Economics

## OB & HRM

- Industrial Psychology
- Managing Organizational Change
- Managing Self and career
- Performance Management and Reward System
- Motivation
- Conflicts and Negotiations
- Psychological & Psychometric Testing
- HR Analytics and Information System

## Finance & Accounting

- Taxation Management
- Bank Management
- Working Capital Management
- Security Analysis and Portfolio Management
- Project Appraisal and Finance
- International Finance
- Business Analysis and Valuation
- Financial Derivatives

## IT Systems & Analytics

- Fundamentals of Business Intelligence
- Basics of E-Commerce
- Advanced Programming
- All for Business
- Business Data Mining & Machine Learning
- Digital Business Model
- Advanced Analytics
- IT Strategy

## Operations, Supply Chain & Decision Sciences

- Project Management
- Operations Strategy & Technology Management
- Supply Chain Modelling
- Logistics Management
- Service Operation Management
- Revenue Management & Dynamic Pricing
- Production & Inventory Control
- Strategic Service Management

\*Course structure subject to change. The elective course will be offered based on the course registration norms

## Important Dates

- **Online Registration Begins for JIPMAT-2023:** 1<sup>st</sup> April, 2023 (Tentative)
- **Registration Ends for JIPMAT-2023:** 30<sup>th</sup> April, 2023 (Tentative)
- **Date of Examination for JIPMAT-2023:** 28<sup>th</sup> May, 2023 (Tentative)
- **For more details regarding About the Program:** [Click here](#)



## Social Internship

Each student must complete an internship of prescribed duration in any social sector organization (Non-Government Organizations [NGOs]/ Corporate Social Responsibility [CSR]) of his/ her choice, subject to approval by the Chairperson (Placements). This internship would be completed at the end of Semester III.



## Corporate Internship

Each student must complete a business internship of prescribed duration with a business enterprise of his/ her choice, subject to approval by the Chairperson (Placements). This internship would be completed at the end of Semester IV.



## Boot Camp at Ladakh

At the end of 1st year, students will undertake Boot Camp at Ladakh. The boot camp program aims to provide an immersive experience to the culture and historical dimension.



## International Exchange Programme (IEP)

During the 3rd year, the students will enroll in an international exchange program with one of the partner institutions based on merit and course norms. The international exchange program will provide global exposure to the student to study in the international partner institutions subject to the course norms.



## Exit Options

Students would be provided an exit option with a BBA degree/ certificate subject to completing the required norms. This program has been strategically designed to allow the students to exit from the program after completing each year up to the third year as per the New Education Policy 2020.

### One Year

After successful completion of 1st year students will be awarded with **Certificate in Basics of Management**

### Two Years

After successful completion of 2nd year students will be awarded with **Advanced Certificate in Management**

### Three Years

After successful completion of 3rd year students will be awarded with **BBA**

Multiple exit options in the IPM



## Eligibility to continue into the MBA program:

A minimum CGPA of 6.00 would be required to continue into the MBA program. The fourth and fifth years will be merged with the flagship MBA program of the Institute and students will be required to meet the academic rigor of the MBA program.



# IPM PEDAGOGY

The pedagogy at IIM Jammu varies for different courses that takes into consideration the theoretical understandings of students and their individual needs. Course Curriculum uses various teaching methodologies such as case studies, group and individual projects, student presentations, simulation exercises, business games, role play, field visits, etc. Many courses bring in industry experts to integrate classroom learning with industry practice.

The teaching pedagogy will help develop well-rounded individuals that possess critical 21st century capacities, including increased creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more in-depth learning and mastery of curricula across fields, increases in social and moral awareness, besides general engagement and enjoyment of learning.

# STUDENT EXCHANGE PROGRAM

Globalization has submerged international boundaries across the globe. International firms operating in the present era need young and enthusiastic managers well-versed in the nuances and technicalities of the changing world.

IIM Jammu seeks to equip its students with a globally-inclusive management education that covers all aspects of the management of institutions of the future. The International Relations Office, IIM Jammu, is building academic relationships with institutions all over the world to facilitate numerous exchange programs for students as well as faculty to ensure a deep comprehension of the various geopolitical, economic and cultural facets that drive efficient functioning of global enterprises. Fuelled by the necessity to confront challenges and getting out of the comfort zone, this exchange of faculty and students among institutions of the world encourages mutually beneficial knowledge transfer that is not only desired but also required to be a successful leader who is mature enough to depict the social poise.

# STUDENT COMMITTEES



## Student Council

The Student Council at IIM Jammu shoulders the responsibility of promoting students' welfare concerns. Students' Council is responsible for maintaining discipline in the campus, optimum usage of the institute's facilities, address concerns of the students, preside over all the clubs and committees functioning and maintain a stable relationship between authorities and students of the institute.



## Sports Committee

Sports not only help in maintaining physical fitness and well-being but also inculcate important traits of being a team player. These traits guide students in handling stressful environments in professional and personal domains. The Sports Committee has been instrumental in providing a platform to the student community to nurture their enthusiasm for sports. The Sports Committee Organizes sports events throughout the year, such as Inter hostel events – Games during festivals, matches between batches, between students and faculty and between students and staff. This year the sports committee was successful in organizing IIM Jammu's biggest auction-based sports event – FUNATHON. Moreover, Gymnasium was made functional from this year onwards. Sports committee not just helped witness a great level of participation but also helped us discover great talents in various sports.



## Corporate Communications Committee

Corporate Communication Committee (CCC) seeks to brand IIM Jammu in the long run. It looks after all internal and external communications & publications and also serves as an official spokesperson for the Institute. By ensuring the Institute's strong presence in social networking platforms as well as digital and press media, the Committee enhances publicity of the multifarious events that unfold within. CCC maintains a close-knit community of media relations cells in other institutes for external communication. Apart from this, the team also provides assistance in the induction of new batches by addressing queries of prospective candidates and facilitating the smooth conduct of the whole admission process by timely dissemination of information.



## Cultural Committee

The Cultural Committee attempts to capture the skills of the students by offering them a platform to portray their inner creativity. The committee aims to provide experiences for the students to appreciate the multi-cultural diversity of our great society. Various exciting and entertaining events are organized, for which IIM Jammu has a strong and dedicated team.



## Infrastructure Committee

Infrastructure Committee of IIM Jammu acts as a bridge between the students and administration of the institute. The committee aims to make the campus feel like a second home to the students. Its members work 24\*7 with the administration to ensure the security, hygiene, and cleanliness of the campus, and all issues related to infrastructure are well-taken care in advance so that students can focus on their studies and enjoy their campus life.

## Disha Placement Preparation Committee

The development of professional competencies and diversified skills are the cornerstones of any career ladder. Adhering to the same, this committee organizes career-proliferation programs where the students are taught excellent CV writing skills, effective communication and active participation in group discussions or mock interviews which helps the students to hone their placements, and eventually makes them ready to beat the competitive world.

## Academic Committee

The committee is the voice of students in all academic-related matters. It acts as a mediator between the students and faculty members. The committee provides valuable recommendations to the PGP office regarding the scheduling of various academic activities. It keeps the students aware of upcoming academic activities and associated rules. It also oversees the library facilities and fosters a healthy academic environment.

## Social Responsibility Committee

The Social Responsibility Committee lays its emphasis on the continuous amelioration of society. Our vision is to disseminate the values of sustainable development among the students and make them aware of their moral responsibilities towards society. We strongly believe that as a socially responsible individual we can make a happier and healthy nation.

## Placement Committee

Providing benchmark education to the student is the core focus of IIM Jammu which is assured through the vetted PGP curriculum and innovative pedagogy. However, we feel that when students join the educational institution they have an aspiration to be placed in reputed organizations preferably through campus recruitments. In this context, the placement committee of IIM Jammu strives the best possible and contributes optimally to the aspirations of students.



## Industry Interaction Committee

The committee works to explore and establish relations between Corporates and IIM Jammu. It organizes guest lectures, leadership talk-series and several other programs which enhances the placement opportunities for the students.



## Alumni Committee

Strong Alumni Bond is the testimony of success for any elite institute. The Alumni Committee of IIM Jammu operates to strengthen the bond between the institute, current PGP students and the Alumni. The purpose of the committee is to foster a mutually beneficial relationship between existing students and alumni. It maintains and updates information and contacts of the current alumni batch and conducts alumni programs and services. The committee aims to position a culture that will maintain and enhance a highly engaged and vibrant community of alumni right from the start.

## Mess Committee

The mess committee works to contribute to the institute, its students and staff members by providing safe and nutritious food. We coordinate with our Mess suppliers and ensure the highest quality of food is served.



## International Relations Committee

We believe it is important for aspiring business leaders to gain both international exposure and perspective. The IRC facilitates the Student Exchange Program (STEP) for both incoming and outgoing students ensuring that the program is a success. It works for the establishment of new academic alliances with universities of global eminence and strengthening ties with existing partners, thereby developing a good partner network. It ensures that the students are exposed to a highly enriching international business culture.

# STUDENT CLUBS



## The Finance Club- VITT

VITT - The Finance Club of IIM Jammu is a student-driven initiative with a focus on placements and careers. The primary objective of the club is to develop interests in various areas of finance through guest lectures, seminars, workshops and professional opportunities. The activities are focussed to help students gain knowledge about various activities going on and help them learn newer tools and technologies being developed. Through various simulation games and competitions, the club aims to develop practical understanding amongst students. The club is instrumental in preparing students for placement opportunities for the Finance domain.



## Marketing Club- VIPRAN

Vipran, the Marketing Club of IIM Jammu works endlessly in order to serve IIM Jammu students to participate in activities that enrich student's exposure to marketing in the "real world" and keep them abreast with the latest happenings in the said domain. It provides a platform that serves as a center for creativity, excellence for all those who have an unwavering passion and love for marketing.

The Marketing Club meets every Monday where we organize competitions, knowledge sessions by industry experts, and share the latest trends in Marketing, facilitating a profound understanding of the domain.



## Operations Club- OPSCAPE

OpScape, the Operations, and Supply Chain Club aim to promote knowledge and awareness in the field of Operations Management and Supply Chain among the student community. OpScape conducts events specifically designed to spread awareness about the fact that Operations Management forms a vital part of every sector, not just the shop floor. The club conducts popular simulation games, case study competitions, and certification programs focused on operations and supply chain.



## Vakta Club

Vakta Club, as the name signifies, is the official literary club of IIM Jammu. It aims to create and sustain a campus culture of various literary oriented activities such as public speaking, debating, impromptu speaking, JAM session, etc. among the students. The club, throughout the year, organizes interactive sessions that exceed the domain of rigorous MBA curriculum and thus open the possibility to put your creative foot forward. Vakta is all about celebrating the spirit of language and indulging in the wonder of using it.



## HR Club

HR Club is an initiative of HR enthusiasts of IIM Jammu. The club provides a platform to help students to interact on the latest HR events in corporate and academics. HR club helps students in preparation for interview and career guidance. Since inception, the club has taken many initiatives like midnight sessions, guidance sessions, etc.



## Entrepreneurship Development Cell

The objective of this cell is to develop the spirit of entrepreneurship among the students. ED Cell wants to present a platform to the students of IIM Jammu where they can nurture their entrepreneurship skills and perform entrepreneurial activities, where they can interact with the entrepreneurs of today and learn from their experiences; so that they can groom themselves into a responsible and skilled leader, rather than just a management graduate.



## Quantalytics Club

Quantalytics, the quant, and analytics club aim to promote knowledge and awareness in the field of Quant and Analytics among the student community. Quantalytics conducts events specifically designed to spread awareness about the role played by Quants and Data analysis in effective decision making. The club conducts workshops and discussions focused on the application of Quant and Data Analysis concepts on business scenarios.



## Consulting Club- CONSULENZA

Cosulenza is a student-driven club of IIM Jammu. The club aims to equip the students with a structured approach to make informed decisions on management consulting careers, which is going to help them in building successful careers in consulting domain and opportunities to promote their all-round development. It aspires to help students develop an understanding of the profession by bringing avenues of industry interaction, panel discussions, live projects, case competition, and organizing events.

The club anchors these efforts by creating forums for aspirants to learn and imbibe skills and best practices from industry experts and harnessing initiatives that enable students to apply the theoretical learning into practical applications.



# STUDENT LIFE

The Programs at IIM Jammu offers a practical approach to learn various skills. The institute has an eminent faculty that focuses on inculcating critical thinking, creativity and innovation, in a more comprehensive manner.

The institute has a top-notch campus and is located at the heart of the city. Furthermore, by the year 2021, the institute will be privileged with 200 acres of land that may cater to more amenities like technologically advanced classrooms, hostels and faculty residences.

Due to its geographical advantage and having Kashmir in the intimate vicinity, the students have an opportunity to explore the mesmerizing serene, lush-green picturesque beauty, within a reach of just a few kilometers.

# FACULTY



**B. S. Sahay**  
Ph.D., IIT Delhi  
Operations & Systems



**Jabir Ali**  
Ph.D., AMU, Aligarh; GloColl,  
Harvard Business School  
Economics and Business Environment



**Prateek Jain**  
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**Archana Sharma**  
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**Ateeque Shaikh**  
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**V. Raj Kumar**  
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**Rambalak Yadav**  
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**P. Praveen Vijaya Raj**  
National University of Science  
and Technology in Taiwan  
Operations & Supply Chain



**Sundar Rengasamy**  
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**Sudip Das**  
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**Mahima Raina**  
Ph.D., IIT Delhi  
OB & HRM



**Anuja Akhouri**  
Ph.D. IIT Patna  
OB & HRM

# EVENTS AT IIM JAMMU

## 1<sup>ST</sup> LEADERSHIP SUMMIT 2020



IIM Jammu conducted its first leadership summit during February 7-8, 2020. With the theme “Leading India through Innovation, Growth and Diversity” – and a vision to seek answers pertaining to the Indian economy, which aspires to be five trillion by 2024, more than 21 eminent speakers from various walks of life such as corporate and academia shared their experiences on the selected themes during the two-day event that attracted a huge audience.

### The distinguished speakers included

#### Mr. Anand Kripalu

MD, CEO & Member,  
Diageo Global Executive  
Committee

#### Mr. Vijay Gambhire

MD & CEO, CEAT Specialty  
Tyres Ltd.

#### Mr. Mukund Walvekar

Ex. MD & CEO, Acer Ltd.,  
Bengaluru

#### Mr. Rohit Kansal

Principal Secretary, Govt.  
of J&K

#### Ms. Anita Bhogle

Chairperson,  
Prosearch Consultants

#### Mr. Ranjit Singh

Ex. MD Kalpataru Power  
Transmission Ltd.

#### Mr. Lalit Kumar Naik

Director,  
Noveltech Feeds Pvt. Ltd.

#### Mr. Sandip Das

Member of the Advisory  
Board of Sterlite  
Technologies, Ex MD &  
CEO Reliance Jio

#### Prof. Manoj Kumar Dhar

Vice Chancellor,  
University of Jammu

#### Prof. Ashok Aima

Vice Chancellor, Central  
University Jammu

#### Prof. Anju Bhasin

Vice chancellor, Cluster  
University Jammu  
and many more.



The summit was attended by students, faculty members, government officials, and various industry stalwarts. The event witnessed insightful and engaging panel discussions by eminent corporate and public sector leaders from across the country on a wide range of topics which were divided into four broad subthemes

- ‘**Inclusive Growth: How to ensure the Economic System to work for all?**’,
- ‘**Disruptions in the Indian Market**’,
- ‘**Circular Economy for Sustainable Development: The Role of Corporate India**’ and
- ‘**Emerging Role of Academia in Knowledge Economy**’.

The event turned out to be an excellent platform for exchanging ideas between the corporate stalwarts and the students, the leaders of tomorrow.

## Leadership Summit 2.0, 2021

IIM Jammu organized the 2nd edition of the Leadership Summit on 26th - 27th February, 2021. The main theme for this year was centred around “Conquering the Crisis: Shifting Paradigms and the Way Forward” with primary focus on how to shape the future leaders to be prepared for a crisis of bigger magnitudes to create a self-sufficient nation. Due to COVID Pandemic, the Summit was conducted virtually on a digital platform. However, the students in the campus joined physically. The screening of the summit and inauguration took place at the IIM Jammu campus with all COVID protocols followed. Distinguished speakers from diverse set of fields joined through digital platform and discussed six interesting sub-themes namely, “Post crisis world: Opportunity to create a self-reliant India”, “Green economy – Sustainable vision for an emergent India”, “Leadership and Women Empowerment”, “The alchemy of leadership: Art and source of Inspiration”, “Breaking the Glass Ceiling: I was born to lose, but I chose to win” and “New Leadership paradigms – Foundation for a better future”, during the two days of full packed lively sessions. The invitation and registration links were shared with all the universities and national institutes in India and students from all across India joined the summit through the digital platform and participated through discussions during the summit.



## Management Conclave

IIM Jammu launched its first-ever Management Conclave “Nakshatra” which hosted corporate trailblazers across different management domains. The Conclave was an effort to give students a holistic understanding of various management domains ranging from Marketing to Finance to Operations to Human Resources. This would, thereby, help them in charting their future career paths. The event kickstarted with an inauguration ceremony on 30th January 2021 and spanned two weekends.

The Conclave comprised of 8 panels - 2 panels each from the four above-mentioned domains. The renowned panellists shared their insights on various contemporary issues, building a deeper sense of understanding in students.

The Marketing panels comprised of CMOs and top Marketing executives from giants like TCS, Jio, Syska Group, BPCL, Infosys, IBM, Baskin Robbins, etc. The Marketing professionals shared their views on topics: “Change In Consumer Preferences And Evolving Business Model In Post-COVID World” and “Role Of Marketing In Transforming Businesses In The Digital Era”.

## HR Conclave

IIM Jammu kickstarted the 3rd edition of the HR Conclave in a virtual format. It resonated with the Institute's vision to develop leaders and entrepreneurs who can perform globally to make a valuable difference to Society and the Corporate World. Carrying forward the legacy from the 2nd edition of HR Conclave, this year the event was conceptualized around the theme ‘Rethinking and Rebooting Corporate’. The HR conclave witnessed well-known business leaders, industry experts, and visionaries from across the corporate fraternity where ingenious and innovative expertise was shared on the virtual platform. Mr. Harjeet Khanduja, Vice President, HR, Reliance Jio, was the Chief Guest for the event. He addressed how society has evolved and adapted itself in unprecedented times. The HR Conclave spanned across five chapters with a first-ever Women Panel and an International Panel.

## Nav Samvaad

Industry Interaction Cell, Indian Institute of Management Jammu takes immense pride in the successful completion of 60 webinars of its Flagship Nav Samvaad series. This initiative was aimed to be a unique effort to bridge the Industry-academia gap in the present uncertain and unprecedented scenario. It has now opened up avenues of opportunities for students to learn and grow. Students were exposed to insightful interactions with speakers to gain knowledge of the actual work culture of today's corporates and on ways to deal with challenges.

The students of IIM Jammu were fortunate to hear from professionals from organizations like Diageo India, BPCL, DLF Ltd., TATA Power, Big Basket, Emami Ltd., DTDC Express Ltd., Flipkart, Cisco, Baker Hughes, MetLife, Rapido, GoAir, Britannia, Jio Studios, Havells, Ernst Young, Motilal Oswal, Hyundai Motors India Ltd., Standard Chartered, Deloitte India, DCB Bank, Crescendo Global, etc.

## International Conference

First International Conference on Circular Economy:  
Theme: Responsible Management for Circularity and Sustainability

In collaboration with School of Management, University of Bradford, UK during December 14-15, 2020

Indian Institute of Management Jammu in collaboration with School of Management, University of Bradford organised First International Conference on Circular Economy: Responsible Management for Circularity and Sustainability as part of the Memorandum of Understanding signed between the two institutions. The conference was well received by more than 300 participants from 20 countries. About 20 industry and academic speakers from 5 different counties delivered their expert talk to provide their insights on the importance of the circular economy across different sectors.



# CONVOCATION OF BATCH 2020-22

## International Partners



Alba Graduate Business School, Greece



Centrum PUCP, Peru



University of Bradford, UK



ESC Clermont Business School, France



Montpellier Business School, France



Instituto de Estudios Superiores de Administración (IESA), Venezuela



The University of the South Pacific, Fiji



Kazan National Research Technical University, Russia



HEM Business School, Morocco



SolBridge International School of Business, South Korea



MoU Signing ceremony for ESC Clermont, France



MoU signing ceremony with Montpellier Business School, France

# ALUMNI TESTIMONIALS



My journey with IIM Jammu has been one of a kind. When I look back, I feel that my decision to take a break from my professional life to give a new direction to my career led to an ever-fulfilling experience at IIM-J. The institute has helped me realize my strength, explore new avenues and come out victorious from challenging situations. Apart from the continual support and guidance from the esteemed faculty, the learnings from my peers have been instrumental in shaping up my journey of "MBA-morphosis". Today, I am a proud alumnus of IIM Jammu, realizing my dream role of Product Manager and I give due credit to the rich IIM pedagogy for this.

**Madhumanti Banerjee**



The decision to join IIM Jammu has been a tough one for me, given I was taking a break from a fulfilling career in IT Service Management for close to 8 years. And today I believe it was the right thing to do given the immense learning that I have acquired, experiences that I faced and will treasure the memories for life. IIM Jammu has all the required ingredients to be one of the finest business schools globally in the coming few years.

The batch is a truly diverse blend of educational backgrounds, work experiences and skillsets, which challenged me in developing into a better version of myself with every passing day. The institute has been instrumental in helping me further my quest for newer avenues in form of support from the esteemed professors, knowledge resources and repositories. On a very personal front, I was able to let go of my inhibitions and participated in several competitions, like the Hult Prize and represented our institute competing with participants from various countries. Learning from my peers is irreplaceable and helped me gain a much-needed perspective of looking at things. Today, as a member of the IIM Jammu family, I am a braver and much open to criticism, and well equipped for the business world, owing to the pedagogy and the peers.

**K P R SriHarsha**



IIM Jammu did not only provide me with a platform to develop a varied set of skills but also a platform to interchange ideas with a diversified pool of people. Starting from the intellectual batchmates to the eminent persons from different domains and industries, each one of them gave some valuable insight that has enriched my thought process. The international exposure through IIP at ESCP Berlin gave me hands-on experience with diversity and inclusivity. Moreover, it gave me a better understanding of organizations and business acumen on an international level. The last two years at IIM-J have brought out a fine personality in me by enhancing my knowledge, and confidence. At the same time, the place has taught me to be humble whatsoever. I will preserve and cherish all the learnings (professional as well as personal) from my stay at IIM-J throughout my life. I will always be indebted to the Institute for all my future endeavors.

**Simran Verma**



IIM Jammu has not just been an experience but a lifestyle that provided an overall enrichment. My stay in IIM-J has carved out a fine personality in me coupled with knowledge, confidence and audacity to face the real-world business challenges and come up with ingenious solutions. As an alumnus of IIM Jammu, I'm a proud individual for being a part of the fraternity and able to learn and grow in multitude. After a few years of experience in the corporate world, I decided to join IIM-J. Having shared my space and moments with amazingly brilliant people all around for the past 2 years, I feel it has exposed me to explore new horizons, broadened my thought process and curated an entrepreneurial mindset which I'll celebrate and cherish for life through my work and achievements!

**Arjab Sarkar**



# TESTIMONIALS OF PROMINENT SPEAKERS



On the 28th of January, 2020, late evening, I was in IIM Jammu on an Industry Interaction Program and I have been quite impressed with the quality of the students. The level interaction and the quality of the questions that were being raised are very mature and are of a very high level. The students were well versed with the management concepts and their application and they demonstrated that all of them are future leaders of India Inc and all of them are ready to take up challenging assignments. I also got an opportunity to interact with their Director and some of their faculty who are highly qualified and Industry experience and helping the students to transform into future leaders.

**Subir Hazra**

VP and Head-Strategic Planning,  
GMR Group



The students were interactive and vocal during the presentation and I appreciated all their questions. They showed an interest in the industry in general and the company in particular. The students are inquisitive, engaged, eager to grasp and understand. They seem like bright bunch who have the potential to be Industry leaders in the times to come. My best wishes to them in every endeavor they venture out in the world for.

**Kirti Srivastava**

Chief of staff to COO  
Delhivery

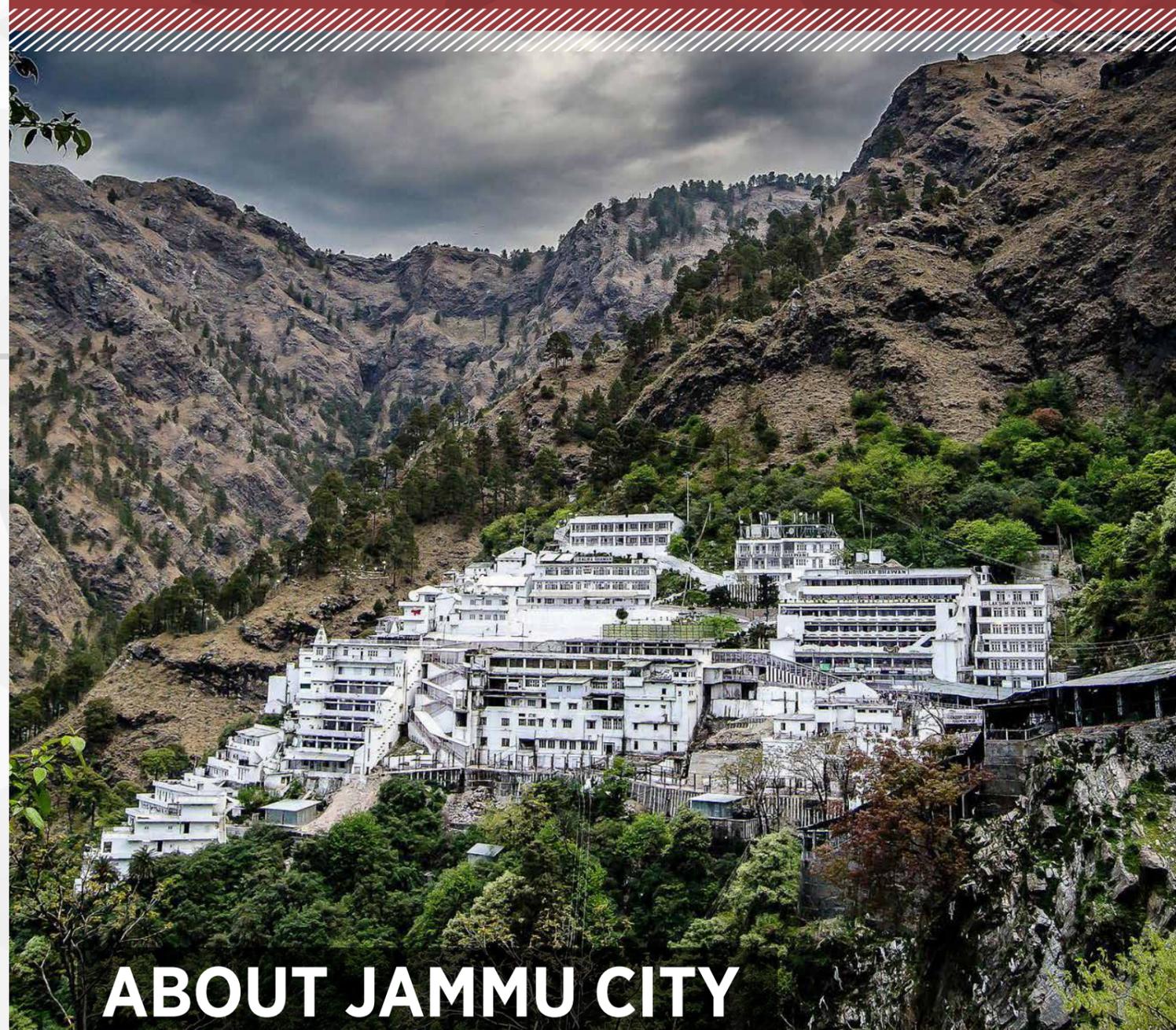


As part of the IIM Jammu Industry Interaction Program, I visited Jammu on a foggy morning during the month of December. Due to tight schedule on both the side, date 15th December was finalized on a Sunday, and when I entered the class every bench in the class was filled with students which showed the commitment of students as well as Institute culture.

The topic for the day "AI & Data Strategy" and its adoption by fortune 500 firms was discussed with rapt attention and curiosity. Though Data Strategy has caught the attention of C-Suites in the industry in the last few years, what really impressed me about the students was the ability to absorb the concepts, ask questions that impact the industry & what new problems arise with the growth of data. Overall at the end of the session, it is the two-way interaction that makes you realize how indeed students were able to grasp and realize the new world which we are entering with the growth of Data and AI.

**Ranjan Relan**

Technology Strategy Consultant,  
ZS Associates



## ABOUT JAMMU CITY

Jammu is an important administrative division of J&K. It consists of several districts such as Doda, Jammu, Kathua, Ramban, Rajouri, Reasi, Poonch and Samba. Most of the land in Jammu city is hilly with mountain ranges. Jammu city also includes the very popular Pir Panjal range. This range separates Jammu city from Kashmir valley. Jammu city is also known as Jammu-Tawi.

Jammu city is the second-largest city of the state in terms of growing urban agglomerations and in the race of booming infrastructure.



## HOW TO REACH

Jammu is the largest city in the Jammu Division and the winter capital of the state of J&K, situated on the banks of the Tawi River.

**By Railway:** Jammu is a very well connected city. Jammu Tawi is the nearest railway station. It is just 15 mins away from the IIM Jammu.



**By Air:** IIM Jammu campus is just 20 mins away (5 Kms) from Jammu city airports. It has daily direct flights from Srinagar, Delhi, Amritsar, Chandigarh, Mumbai and Bengaluru.



## INDIAN INSTITUTE OF MANAGEMENT JAMMU

### IPM ADMISSION OFFICE

IPM related admissions queries, please write to

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