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Press Release

IIM Jammu's Orientation Program Culminates with Enriching Sessions and Grand Valedictory Ceremony

20th July 2024 (Saturday): The Indian Institute of Management (IIM) Jammu continued its comprehensive Orientation Program for the 5th Batch of Ph.D. (2024-28), the 3rd Batch of Ph.D. (WP) (2024-28), the 9th Batch of MBA (2024-26), the 3rd Batch of MBA (HA&HM) (2024-26), and the 4th Batch of EMBA (2024-26), with a series of insightful sessions on the fifth day and concluded the program for the new batches at its state-of-the-art in Jagti. The day, coordinated by Dr. Manu Bansal, faculty, IIM Jammu was filled with enriching sessions and culminated in a grand valedictory ceremony. The day began early with a serene session on '*Maximize Happiness and Mindfulness*' led by Yoga Guru Shri Sahil Mehra, coordinated by the Anandam Committee. This session aimed at instilling mindfulness and well-being among the students, setting a positive tone for the day ahead.

The series of sessions began with Shri Rahul Yadav, IAS, Commissioner, Jammu Municipal Corporation (JMC), who highlighted the significant potential in urban-based management, solid waste management and transportation management. He emphasized that a reputed institute like IIM Jammu plays a crucial role in developing financial models and devising solutions to tackle real-world problems. He expressed confidence that collaboration with IIM Jammu would greatly benefit urban management initiatives, leading to more effective and innovative approaches to address the challenges faced by cities today.

Dr. Vivek Sharma, Chief Innovation Officer (CIO), IIM Jammu, spoke passionately about the importance of fostering a vibrant startup culture. He stated that the journey of a startup begins with a simple idea, with the ultimate goal of offering a successful Initial Public Offering (IPO) and going public. He emphasized that nurturing this entrepreneurial spirit is crucial for the growth of the nation and its citizens. By encouraging innovation and providing the necessary support, IIM Jammu aims to contribute significantly to the development of new businesses that can drive economic progress and societal well-being.

He was joined online by Dr. Muqbil Burhan, Chairperson, Centre for Entrepreneurship, Innovation & Skill Development (CEISD) He. welcomed the new batch of students and provided an overview of the CEISD and its various activities. He elaborated on the roles and responsibilities of the CEISD cell, highlighting its commitment to fostering entrepreneurship, innovation, and skill development among the students.

The afternoon sessions began with Ms. Sushmita Sinha, Head of Talent Acquisition and Internal Committees at Jubilant FoodWorks Ltd, sharing her expertise in a session coordinated by Dr. Sarbjit Singh and Dr. Yashoda Devi, faculty, IIM Jammu. She provided students with a profound understanding of the critical role that talent acquisition plays in the success of modern businesses. She highlighted the importance of identifying and nurturing talent to drive organizational growth, emphasizing how strategic talent acquisition can significantly impact a company's performance and competitive edge in today's dynamic business world.

Following this, Shri Manay Khaitan, Associate Director and Head Supply Chain Finance, PepsiCo, delivered an engaging talk coordinated by Dr. Baljeet Singh and Dr. Praveen Kumar, faculty, IIM Jammu. He shared his experiences and insights into the fast-moving consumer goods (FMCG) industry, discussing key trends, challenges, and opportunities. He emphasized the importance of innovation, consumer insights, and strategic planning in the evolving landscape of FMCG, underscoring how these elements are essential for building successful careers in the industry.

The day concluded with a grand valedictory session. Students shared their reflections and feedback on the five-day holistic orientation program, followed by an address by Prof. B.S. Sahay, Director IIM Jammu.

Prof. B.S. Sahay, Director of IIM Jammu, addressed the valedictory ceremony of the orientation program by emphasizing the rigorous yet exciting journey at IIMs ahead for students. He highlighted IIM Jammu's rapid growth, commitment to excellence, and transformative role in the region. He mentioned the significant transformation of Jammu and Kashmir post-Article 370, noting the influx of two crore tourists and the natural branding for the Institute from the one crore annual travellers to Katra. He emphasized IIM Jammu's prime location in close vicinity to Mata Vaishno Devi Shrine, underscoring the institute's commitment to excellence with divine blessings. He encouraged students to enjoy their journey, take risks, register their companies with Centre for Entrepreneurship, Innovation & Skill Development (CEISD) at IIM Jammu's assistance, and choose to be job creators and not job seekers. He urged students to prioritize the nation, asserting that '*Bharatvarsh*' is one of the best places globally, and emphasized, "*Nation comes first and we are all for the nation.*"

Shri Baldev Prakash, MD & CEO of J&K Bank, emphasized the crucial role of education in shaping the future while addressing the new batch of MBA and Ph.D. students at IIM Jammu. He praised IIM Jammu's efforts under Prof. Sahay's leadership in fostering entrepreneurship, social innovation, and community engagement, significantly contributing to the region's growth. Highlighting the importance of adaptability and innovation in today's dynamic business environment, Shri Prakash urged students to embrace new technologies, take risks, and drive change. He also stressed the need for sustainable business practices and invited IIM Jammu to collaborate with J&K Bank to tackle real-world problems, driving innovation and contributing meaningfully to society and industry.

A Q&A session was organised where Shri Baldev Prakash, MD & CEO, J&K Bank interacted with the new batches of IIM Jammu and engaged in an insightful knowledge giveaway. The session concluded with a vote of thanks by Dr. Parvathy B, Chairperson, MBA, IIM Jammu followed by the national anthem

The day ended with a Hi-Tea and Networking session. IIM Jammu's orientation program stands as a testament to its commitment to providing a supportive and enriching environment for its students. The institute eagerly anticipates the contributions and achievements of the new batches in the coming years. With a robust foundation laid during the orientation, IIM Jammu remains dedicated to fostering academic excellence and holistic development, ensuring that each student thrives and excels in their endeavours.

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Glimpses from the fifth day of the Orientation Program AND Valedictory Ceremony for the 5th Batch of Ph.D., 3rd Batch of Ph.D. (WP), 9th Batch of MBA, 3rd Batch of MBA (HA&HM), and 4th Batch of EMBA Students























