

IIM Jammu, Institute of National Importance

The Indian Institute of Management (IIM) reflects a brand synonymous with innovation, talent, zeal for success, and contribution to management. Building on this legacy, IIM Jammu was established in the beautiful union territory of Jammu and Kashmir, by the Government of India in 2016. Presently, IIM Jammu operates from the Old University Campus, Canal Road, Jammu, with a new off-campus being set up in Srinagar. The proposed 200 acres state-of-the-art campus is coming up at Jagti, 14 Kms from Jammu City. The new Academic session 2023-24 will start from the new campus, a blissful mix of modern architecture, culture, and heritage of Jammu and Kashmir.



NIRF Ranking
In a short span of time, IIM Jammu is ranked 15th as per NIRF India Rankings 2022 among all IIMs and is ranked 36th overall in India Rankings 2022 in the Management category.

G20 University Connect, National Conference jointly organized by IIM Jammu, IIT Jammu & AIIMS Jammu along with DICCI and Govt. of J&K

IIM Jammu, IIT Jammu, AIIMS Jammu, DICCI, and Govt. of J&K, organized one day National Conference on India's G20 University Connect: Priorities, Prospects, and Way Forward for "Creating Inclusive and Sustainable Society" on 26th April 2023 at the Convention Centre, Jammu.

The Chief Guest for the Inaugural ceremony was Shri Manoj Sinha, Hon'ble Lt. Governor of J&K, and the Guest of Honour was Dr. Arun Kumar Mehta, Chief Secretary, J&K. The Chief Guest for the valedictory ceremony was Shri Jugal Kishore Sharma, Hon'ble MP and Guest of Honour, Shri R.R. Bhatnagar, Advisor to Hon'ble, Lt. Governor, J&K.

The session was addressed by Dr. Milind P. Kamble, Chairman, BoG, IIM Jammu, Prof. (Dr.) Y.K. Gupta, President, AIIMS Jammu, Dr. Sharad K. Saraf, Chairman, BoG, IIT Jammu, Prof. B.S. Sahay, Director, IIM Jammu, Prof. (Dr.) Shakti Gupta, Executive Director & CEO, AIIMS Jammu, and Prof. Manoj Singh Gaur, Director, IIT Jammu, and Shri Sanjiv Dangi, Vice-President, DICCI.

Academic Programs at IIM Jammu

Indian Institute of Management Jammu is an 'Institute of national importance' incorporated by the Indian Institutes of Management Act, 2017.

Our vision is to develop leaders and entrepreneurs who can perform globally to make a valuable difference in Society and the Corporate world. IIM Jammu offers the following Academic programmes:

- o Master of Business Administration (MBA)
- o Doctor of Philosophy (Ph.D.)
- o MBA (Hospital Administration & HealthCare Management) with AIIMS Jammu and IIT Jammu
- o Five Years Integrated Program in Management (IPM) (BBA + MBA)
- o Dual Degree Program (B. Tech + MBA) with IIT Jammu
- o Executive MBA (EMBA) (Blended Mode)
- o Executive MBA (Corporate Affairs and Management) (Blended Mode)

IIM Jammu offers the other Academic programmes:

- o Executive Education
- o Open Programmes
- o In-company Programmes
- o Advance Management Programmes
- o On-line Certificate Programmes
- o Faculty Development Programs
- o Academic Leadership Programme
- o Faculty Development Programme
- o Quality Improvement Programme

Center for Small Business Development under MSDE Provides business incubation services for growing small businesses in the country

The Centre for Small Business Development at IIM Jammu nurtures the potential of the existing entrepreneurs by providing them with a one-stop business solution. It helps to develop "Job Creators" rather than "Job Seekers" in the country.

Considering the importance of small businesses for employment generation, livelihood support, and boosting the national economy, it is imperative to create an ecosystem for promoting micro and small enterprises through proper policy support.

There is a requirement to provide integrated support to small businesses, from identifying business ideas to handholding the businesses for survival and growth. This project aims at creating 75 Small Business Development Units (SBDUs) in India under the Ministry of Skill Development and Entrepreneurship (MSDE) to mark India@75 years of Independence. The SBDUs created under the MSDE will help build the capability of small informal entrepreneurs to transform their enterprises into formal ones.

IIM Jammu Centre for Entrepreneurship, Innovation & Skill Development

The Centre for Entrepreneurship, Innovation & Skill Development (CEISD) has been established at IIM Jammu to work towards the promotion of entrepreneurship and innovation at the grass-root level across the length & breadth of J&K while seeking and nurturing partnerships with the local as well as central government, towards this aim.

- o Nurturing entrepreneurship through formal business incubation.
- o Understanding the challenges of the region and developing solutions for the same.
- o Undertaking research into the resources/challenges of the region with a view to suggesting policy guidelines regarding the same.
- o Promoting a culture of entrepreneurship among the students of the region.

To fulfill these objectives of the CEISD, IIM Jammu has formalised IIM Jammu Foundation for Entrepreneurship, Innovation & Skill Development (IIMJ-FEISD), a Section 8 company registered by and at IIM Jammu, to encourage, promote and sustain activities & programs promoting/nurturing Innovation, Entrepreneurship and Skill development in the region.

"Be Job Creators than Job Seekers": Prof. B.S. Sahay, Director, IIM Jammu

How was your experience with IIM Jammu as the founding Director of the Institute?

Directorship is not new to me, since this is my 19th year as a Director as I was associated with IIM Raipur, MDI Gurgaon, and IIMT Ghaziabad. It is just a coincidence that I am the founding Director of IIM Jammu and IIM Raipur. The work of the founding Director is to build everything from scratch, like taking care of a baby. As you might be aware that IIM Jammu is the youngest among the 20th IIMs in the country. The Ministry of Education, Govt. of India established IIM Jammu in 2016. I came on board on Oct 2018, those days I remember there was only one academic programme that is MBA. There were only 60 students in the first year and 60 students in the second year. **What will be your advice to the aspirants appearing for the CAT exam?**

I would like to let you know that the CAT has been conducted over the years, and students are aware of its pattern. So, qualifying for the written test is very important. You will be happy to know that we at IIM Jammu announce our admission policy one year in advance on our IIM Jammu website. I would like to tell them that they should prepare for the CAT exams nicely and speak out frankly in the interview rather than cooking stories. They must

always remember the process is for selection and not for rejection so my message to all the students is to stay positive. Is there a counselling section at IIM Jammu for students of J&K for future career counselling? I would like to let you know that we have undertaken a summer school programme for aspiring students of class 10th-12th for further studies. The programme was done online mode. It was week-long programme, free of cost, and more than 2500 students participated in this programme from all over India and the response to this programme was phenomenal. We have invited applications for Summer Internships with regard to aspiring students from the U.T of J&K. The students can apply to this programme wherein they will be given free training for two months. Once they get enrolled, they will have to follow the discipline of IIM Jammu.

How is IIM Jammu facilitating aspirants wanting to pursue research?

Research is a major mandate for all of us at IIM Jammu. We believe in excellence in academics and high-quality research, and you will be happy to know that the faculty of IIM Jammu publishes their research papers in top-class journals. We at IIM Jammu have identified top journals worldwide and classified them into AA**, A*, A, and B and we



LG of J&K Manoj Sinha lighting the lamp during the National Conference on G20 University Connect

The first Centre for Diversity & Inclusion in India for underprivileged communities



IIM Jammu Diversity Cell was inaugurated by then President of India, Ram Nath Kovind, on 9th June 2022

IIM Jammu has set up the first "The Diversity Cell" in India in association with the Dalit India Chamber of Commerce and Industry (DICCI) and Confederation of Indian Industries (CII). The Diversity Cell was inaugurated by then Hon'ble President of India, Shri Ram Nath Kovind, on 9th June 2022, in the august presence of the Hon'ble Minister of State (Independent Charge), Dr. Jitendra Singh; Hon'ble Lt. Governor of U.T. of J&K, Shri Manoj Sinha; Dr. Milind Kamble, Chairman, BoG, IIM Jammu and other dignitaries. The Diversity Cell has been converted into a full-fledged "Centre for Diversity and Inclusion". The Centre for Diversity & Inclusion is being set up to improve the lives of underprivileged communities of society by offering them a safe environment to explore and understand the nuances of entrepreneurship.

IIM Jammu records 100% Final Placements

IIM Jammu became one of the preferred campuses for recruiters. The placement scenario at IIM Jammu has been on the rise with over 135 companies visiting for final placements. A total of 239 students of the 6th Batch of MBA (2021-23) appeared for the final placements. IIM Jammu saw new opportunities coming its way as the students secured roles in domains like Product Management, Marketing, Consulting, Finance, and General Management. The highest domestic CTC INR is 64 LPA with a top 10 percentile INR of 32.4 LPA. The top quartile CTC INR of 24.5 LPA. The average and median CTC INR of 16.43 LPA and 15.25 LPA respectively.

Some of our prominent recruiters are, Microsoft, Mekinsey and Company, EXL, Brillio, Cognizant, Zycus, Amazon, Target, Reliance Retail, Aditya Birla Fashion and Retail, State Street, ICICI Bank, SBI Capital Markets, Yes Bank, Kotak Mahindra Bank, Mahindra, Mercedes Benz, Maruti Suzuki, Anara Raja Group, EY, KPMG, Deloitte, CRISIL, Kantar, Affinity Global, JLL, Shobha Realty, Vedanta, Tata Power, AM/NS, Adani Group, Carlsberg, DS Group, Bombay Shaving Company, BenQ, Wildcraft amongst others.



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

do not go beyond this category. Our yardstick of measurement is very high, wherein we motivate our faculty to present their papers in international forums. We want our faculty to have international exposure and for this, we support them financially. So, any research scholar or faculty belonging to domains ranging from marketing, finance, HR, OB, Operations, Strategy, Business Economics, and IT systems from J&K wanting to collaborate with us, are most welcome and we assure all possible support to them.

How can a business community of J&K benefit from IIM Jammu?

I would urge CII, FICCI, PHD Chamber of Commerce, and other bodies to closely work with IIM Jammu. The students at the Institute can provide free consultancy to such aspiring business units and they can work closely with such bodies. As you are aware that to formalize a business from an informal to a formal one, we need to follow the modern practices of management. So, all those in the family-owned business wanting to expand their business, need to get it professionally managed, and IIM Jammu can assist them in this regard.

Can aspiring entrepreneurs associated with the Cooperative Society also connect with IIM Jammu? The participant's experience ranged from small enterprises, and start-ups to people with partial or no exposure but the feedback from the training programme were extremely promising. As you are aware the future is entrepreneurship. You know that when you do a job, you live just for yourself and your family but when you start your own work, you are the source of livelihood for so many families. As you are aware, all IT Giants ranging from Amazon to Google started on a small scale, who could predict that they will become the giants of tomorrow? I am confident our students are knowledgeable, the only thing they need to brush up their knowledge and they can make it big. At IIM Jammu we are always available to provide any kind of assistance to all aspiring entrepreneurs from J&K.

What is your message to the youth of Jammu and Kashmir?

IIM Jammu International Relations and Collaborations



IIM Jammu is on the path of developing into an institution of boundless learning. IIM Jammu has established an international exchange program for both students and faculty. The objectives of this program are to develop collaborative relationships towards developing academic curricula, exchange of students/faculty to gain international experiences, and organizing events of research dissemination and executive training. We have a total of 19 international academic partners for student and faculty exchanges and five international partners have been added this year. The partnering Institutes are as follows:

1. Alba Graduate Business School, Greece
2. CENTRUM PUCP Business School, Peru
3. Deakin University, Australia
4. Duale Hochschule Baden-Württemberg Lörrach, Germany
5. ESC Clermont Business School, France
6. IHEM Business School, Morocco
7. Instituto de Estudios Superiores de Administración, Venezuela
8. Kazan National Research Technical University, Russia
9. Liverpool John Moores University, UK
10. Montpellier Business School, France
11. School of Management - University of Bradford, UK
12. SolBridge International School of Business, South Korea
13. The University of The South Pacific, Fiji
14. University of Scranton, USA
15. The University of Alabama at Birmingham
16. EGADE Business School Tecnológico de Monterrey Mexico
17. Estonian Business School, Estonia
18. Warsaw University of Technology Business School, Poland
19. IE University, Spain

IIM Jammu signed MoUs with various Indian Institutions

IIM Jammu signed MoU with the following organizations to enhance academic outreach within the country:

1. The Institute of Chartered Accountants of India
2. The Institute of Cost Accountants of India
3. The Institute of Company Secretaries of India
4. Indian Institute of Technology Jammu
5. All India Institute of Medical Sciences Jammu
6. Talent Edge
7. Anbedkar International Centre
8. National Stock Exchange Academy
9. Dalit Indian Chamber of Commerce & Industry
10. Department of Skill Development, Govt. of J&K
11. Times PRO
12. Indian Institute of Corporate Affairs
13. University of Ladakh
14. Shri Mata Vaishno Devi University, Katra

Mahatma Gandhi National Fellowship

The two years Mahatma Gandhi National Fellowship (MGNF) features 600 fellows across the country and this programme is being jointly conducted by 9 IIMs, and IIM Jammu is one among them. This programme includes districts of Jammu and Kashmir; districts of Ladakh, Chandigarh, Pondicherry, and West Bengal where our fellows work closely with the district administration.

People in J&K are infused with a lot of energy, and they are good human beings. I will urge everyone to contribute to the progress and development of J&K and in turn do their bit towards nation building. I would like to reiterate that these three Institutes of national importance will change the economy and the whole face of J&K. I will urge them to make maximum usage of all three Institutes of National Importance in the interest of J&K. You will be happy to know in the recently concluded National Conference on G20 University Connect organized by IIM Jammu, IIT Jammu, AIIMS Jammu, DICCI and Govt. of J&K, there were 500 participants in person and 500 participants on online mode. We did not keep any registration fees. I would once again like to announce through your medium that we are here to provide all assistance, counselling to the youth of Jammu and Kashmir. Recently we conducted a weeklong community leadership executive course for the youth from Kishtwar district. We will also be adopting five villages; five schools and converting them into model schools. So, we will urge you to support us through Media since you have a vast reach, and you can reach the people. For those students who want to learn about IIM Jammu, higher education, IIT Jammu, and AIIMS Jammu, we will be more than happy to provide them with all the information. So, we will urge each one of you to visit the state-of-the-art permanent campus at Jagti, since it is a matter of pride not only for the U.T of J&K but also for the entire nation.