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Press Release

Empyrean 2024: A Magnificent Celebration of Artistic Brilliance and Inspiration

Jammu, 4th March 2024 – Indian Institute of Management (IIM) Jammu, under the leadership of Prof. B.S. Sahay, Director, conducted its annual cultural and management extravaganza, "EMPYREAN'2024" from March 1st to 3rd, 2024. The event was formally inaugurated by Chief Guest Shri R.R. Swain, IPS, Director General of Police (DGP), Jammu and Kashmir, on 1st March 2024. As IIM Jammu unfolded three action-packed days fest during Empyrean 2024, its annual cultural extravaganza, attendees experienced a diverse range of events and performances. The second and third days of the cultural fest showcased captivating acts, leaving an indelible mark on all attendees.

Prof. B.S. Sahay, Director, IIM Jammu: "*Empyrean, the annual cultural festival of IIM Jammu, was an event that brought together a diverse group of individuals to celebrate and appreciate the various cultures represented within the institute. The event has been an extraordinary showcase of talent, creativity, and teamwork. I am immensely proud of our students for organizing such a spectacular event that has brought together the entire campus community in celebration.*"

Prof. Jabir Ali, Dean Academics, IIM Jammu: "*The performances and events during Empyrean 2024 have been truly outstanding, reflecting the incredible talent and diversity of our student body. Empyrean 2024 was a memorable experience that brought the community together and showcased some of the best artistic talents from India and abroad.*"

Dr. Ashish Kumar, Chairperson, Student Affairs, IIM Jammu: "*Empyrean 2024 has been a resounding success, thanks to the tireless efforts of our students, faculty, officers and staff. Their dedication and passion have made this event a memorable experience for everyone involved.*"

The second day of Empyrean 2024 featured a dynamic lineup of events designed to engage and entertain participants. The day kicked off with IPL Auction 2.0, followed by the thrilling Leadership Challenge, where students showcased their oratory skills combined with leadership skills and problem-solving abilities and judged by an esteemed panel of media experts featuring Shri Pardeep Datta, Senior Editor at Times Now, and Shri Sominder Koul, Senior Journalist, ANI, Jammu along with Dr. Apurva Yadav, Co-Chairperson, Student Affairs, and Dr. Gaana.J, Faculty, IIM Jammu.

The day further continued with the Solo Singing Competition, where talented vocalists mesmerized the audience with their melodious renditions. The highlight of the evening was the Envie Fashion Show, where students strutted the runway in stunning ensembles, showcasing their creativity and flair for fashion.

On this momentous occasion of Empyrean 2024, the Institute recently hosted its annual alumni meet, "समागम—The Annual Alumni Reunion," at its Jagti campus. Themed "*Reconnect, Reunite, Revive!*", the event brought together distinguished alumni, current students, and faculty members for enriching interactions. Prof. B.S. Sahay, Director of IIM Jammu, emphasized the importance of alumni networking, joined by esteemed faculty members. The reunion celebrated shared experiences and aspirations, reinforcing the institute's commitment to lifelong connections and alumni development.

The second day concluded on a high note with a mesmerising performance by Bollywood sensation Shri Ankit Tiwari, known for his hit songs "*Sun Raha Hai Tu*" and "*Teri Galliyen*," entrancing the audience with his soulful voice and magnetic stage presence. The third day of Empyrean 2024 kicked off with mesmerizing performances by popular Bollywood singer Ms. Aditi Sharma, known for her hits like "*Dilli*" and "*Golmaal*." With exhilarating music and electrifying beats, Ms. Aditi Sharma kept the energy levels soaring, captivating the audience, and creating an unforgettable experience.

The scale of Empyrean 2024 is a testament to the dedication and hard work of the students of IIM Jammu. From selecting and coordinating with artists to budgeting, execution, operations, and marketing, every aspect of the festival was meticulously planned and executed by the student body (Student Affairs Office), showcasing their passion, creativity, and organizational skills. As Empyrean 2024 draws to a close, IIM Jammu looks forward to building on this momentum and continuing to foster a vibrant culture of creativity, innovation, and excellence on campus.

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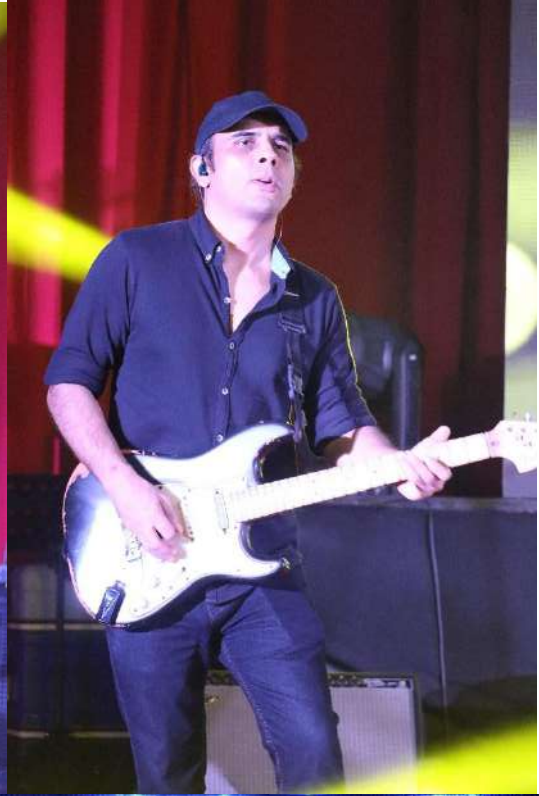
Glimpses from Day 2 -IIM Jammu Empyrean 2024













Day 3-IM Jammu Empyrean 2024









