

Press Release

Fostering Collaboration and Learning: IIM Jammu's Immersion Program for NIFTEM MBA Students Culminates with Valedictory Ceremony

JAMMU, 19th April 2024 - The valedictory ceremony of the Immersion Program hosted by IIM Jammu for MBA Students of NIFTEM, Sonapat, Haryana, took place today at Bharat Classroom at Jagti Campus, marking the successful conclusion of an enriching and transformative journey. The ceremony, held with great fervor and enthusiasm, served as a testament to the collaborative efforts and dedication of all involved in making the program a resounding success.

Dr. Sarbjit Singh, Program Director, IIM Jammu graced the occasion and presented a comprehensive report highlighting the key achievements and key takeaways, insights gained, and the overall impact of the program on the participating students. His insightful analysis provided a glimpse into the invaluable experiences garnered during the immersive learning journey.

Prof. B.S. Sahay, Director of IIM Jammu, emphasized the importance of excelling in every endeavor, regardless of its scale, during his address. Reflecting on the recent inauguration of the new IIM Jammu campus by Hon'ble Prime Minister of India, Shri Narendra Modi, he reminded students that their journey is just beginning and encouraged them to strive for excellence in all their pursuits. He highlighted the government's increased focus on agriculture and agricultural-based products, underscoring the potential for entrepreneurship and job creation in these sectors. He stressed the importance of cultivating a mindset of being job creators rather than mere job seekers, encouraging students to aspire to become top-notch entrepreneurs. He instilled in them the belief that with passion and determination, nothing is impossible, and every goal can be achieved. Furthermore, he expressed satisfaction with the outcomes of the Immersion Program, noting its role in providing students with practical exposure, fostering collaboration, and promoting innovation. He reiterated IIM Jammu's commitment to delivering transformative learning experiences that equip students to thrive in today's dynamic business landscape.

Prof. Jabir Ali, Dean Academics at IIM Jammu, commended the students' dedication and enthusiasm throughout the program, noting its role in bridging theoretical knowledge with practical application. He highlighted how the Immersion Program has enhanced their problem-solving abilities and decision-making skills, preparing them for real-world challenges. He expressed confidence that the experiences gained will significantly contribute to the students' personal and professional growth. He emphasized the need for a change in mindset, acknowledging the long journey ahead, and urged students to seize this unique opportunity to open new avenues. He stressed the importance of hard work as the key to success in their endeavors.

Dr. Anupama Panghal from NIFTEM shared her reflections on the program, emphasizing its significance in providing a unique platform for students to gain practical insights and industry exposure. She highlighted the value of collaborative efforts between IIM Jammu and NIFTEM in enriching the learning experience and preparing students for future leadership roles. She spoke about the shared values and rich IIM Jammu culture and acknowledged Prof. Jabir Ali, Dean Academics, IIM Jammu for his support.

The event progressed with the certificate distribution ceremony, where all participants were recognized for their participation and successful completion of the program. Dr. Pradeep K. Tarei, Program Director, IIM Jammu extended his heartfelt gratitude to all participants, faculty members, and staff members for their unwavering support and contributions. He emphasized the importance of collaborative efforts in creating impactful learning experiences and expressed optimism for future collaborations between IIM Jammu and NIFTEM. Present on the occasion was Dr. Pratik Maheshwari, Co-Chairperson of Executive Education at IIM Jammu. The event culminated with the National Anthem. The event was coordinated and executed by Executive Education and Consultancy, (EE & C), IIM Jammu.

The valedictory ceremony concluded with a sense of accomplishment and camaraderie, as participants reflected on their journey and looked forward to applying their newfound knowledge and skills in their future endeavors. The five-day program structure crafted specially for the MBA students of NIFTEM included power-packed discussions on various management and business aspects ranging from Introduction to International Business, Forex Markets, A Marketer's Toolkit, Content Marketing and Branding Strategies, to Exploring Generative AI in Digital Marketing, and much more. The completion of the Immersion Program at IIM Jammu stands as a testament to the institute's dedication to nurturing talent and fostering industry-academia collaboration. Through such initiatives, IIM Jammu continues to set new benchmarks in management education and contribute significantly to the development of future-ready leaders.

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Glimpses from the Valedictory Ceremony of Immersion Program for MBA Students of NIFTEM

























