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Press Release

IIM Jammu commences Campus Immersion Module for the fourth batch of Executive Program in General Management Program

23rd January 2024 (Tuesday): The Indian Institute of Management Jammu (IIM) Jammu commenced the Campus Immersion Module for Executive Program in General Management (EPGM) for the fourth batch through a formal inaugural ceremony. The program is designed for working professionals seeking to enrich their managerial skills. It promises a journey into various aspects of management education, from strategic planning to marketing, finance, human resources, and operations.

The ceremony was presided over by Prof. B. S. Sahay, the Director of IIM Jammu who joined online, Prof. Jabir Ali, Dean Academics, IIM Jammu, Dr. Ateeque Shaikh, Executive Education & Corporate Consulting (EE&C) Chairperson, Dr. Rambalak Yadav, Chairperson, Doctoral Program, IIM Jammu, Dr. Eshika Aggarwal, Program Director and Dr. Prakrit Silal, Program Director were in attendance during the session.

The event commenced with the lighting of the lamp, followed by a welcome address by Dr. Eshika Aggarwal, Program Director, IIM Jammu. She extended a heartfelt welcome, underscoring the program's unique features, and mentioned, *"We pave the way for participants in the General Management Program by emphasizing hands-on experiences like case studies and class participation, guiding them to chart a new course in their management journey."*

Prof. B. S. Sahay, Director, IIM Jammu, addressed the participants, highlighting IIM Jammu's ongoing contribution as a premier management institute. His words echoed the commitment to providing high-quality education, reflecting the institute's vision and mission. He urged participants to actively engage in learning and make the most of the opportunity by actively engaging with faculty and fostering connections with peers to enhance their learning journey. *"Residing on campus provides an authentic experience of the program, far superior to remote class settings like hotel rooms, offering a profound immersion in the educational atmosphere."*

Prof. Jabir Ali, Dean Academics, IIM Jammu addressed the program participants with his valuable insights and thoughts. He emphasized that the inauguration of GMP Batch IV is a significant milestone in IIM Jammu's journey. He delved into the importance of executive education and reiterated, *"As we embark on a journey of continuous improvement and growth, we extend a warm welcome to the inaugural residents of our MDP residence. Emphasizing the value of peer learning, we believe face-to-face interactions foster a more enriching educational experience compared to online classes, ensuring mutual benefit and collaborative growth."*

Dr. Ateeque Shaikh, Chairperson, Executive Education & Corporate Consulting (EE&C), shared the institute's unwavering commitment to delivering high-quality executive education. He highlighted the program's noteworthy features and IIM Jammu's role in nurturing the leaders of tomorrow. He further mentioned, *"We evolve with purpose, tailoring leadership development for corporate and government entities. From specialized functional programs like AI and machine learning, we adapt to meet diverse industry needs, ensuring a dynamic and relevant educational landscape."*

Dr. Prakrit Silal, the Program Director, IIM Jammu proposed the vote of thanks. The inaugural program culminated with the National Anthem, followed by a group photo, leaving behind a shared sense of purpose and the anticipation of a transformative learning journey for all participants in GMP Batch IV.

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Glimpses from the inaugural program of GMP Batch IV at IIM Jammu











