

भारतीय प्रबंधन संस्थान जम्मू  
Indian Institute of Management Jammu

जगती, जम्मू-181221, भारत

Jagti, Jammu-181221 India

Phone: +91-191-2741400 Email: [info@iimj.ac.in](mailto:info@iimj.ac.in) Website: [www.iimj.ac.in](http://www.iimj.ac.in)



## Press Release

### Model Institute of Engineering and Technology, Jammu Explores Academic Excellence at IIM Jammu: A Journey of Collaboration and Insight

**Jammu, May 21, 2024** – On May 21, 2024, the students of Bachelor of Commerce from the Model Institute of Engineering and Technology (MIET), Jammu, embarked on a transformative journey to the new campus of the Indian Institute of Management (IIM) Jammu, led by Prof. B.S. Sahay, Director of IIM Jammu, an Institute of National Importance located in Jagti, Jammu. The visit aimed to foster academic camaraderie and explore avenues for mutual growth, featuring a series of enriching activities and insightful sessions.

Representatives from MIET Jammu included Dr. Mamta Sharma and Dr. Vibhu Johar, both esteemed faculty from MIET Jammu. They were warmly welcomed, and the student led delegation began their tour from the Reception Area, exploring the key landmarks of the IIM Jammu campus, such as the iconic Clock Tower, smart classrooms, and the state-of-the-art Nalanda Library and Mandapam Auditorium. These facilities exemplify IIM Jammu's commitment to creating an inspiring educational environment.

Prof. B.S. Sahay, Director of IIM Jammu, warmly welcomed students and faculty from MIET, Jammu, to the IIM Jammu Jagti Campus, highlighting that today's visit marks a significant step in the institute's pursuit of academic excellence and collaborative growth. He emphasized the institute's dedication to nurturing future leaders through transformative education and mutual learning, with a particular emphasis on advancing the development of the Union Territory of Jammu and Kashmir.

Prof. Jabir Ali, Dean Academics at IIM Jammu, offered a comprehensive overview of the institute's evolution from its Canal Road Campus to the thriving Jagti campus. He detailed the landscape of IIMs across the country and shared practical insights and strategies for excelling in CAT exams. During his address, he enriched the discussion with a case study of the TATA Tea Jaago Re Campaign, highlighting how it effectively combined product placement with pertinent social messages. Additionally, he emphasized the importance of gender diversity and provided an in-depth look into the admissions process, offering valuable career guidance.

Dr. Rashmi Ranjan Parida, Chairperson of Admissions at IIM Jammu, led a session on stepping into higher education, offering valuable insights into the institute's educational philosophy. He provided detailed information on the admission process for MBA programs, including the IPM Program, with a focus on CAT entrance exams. His discourse instilled a profound sense of purpose and a commitment to ethical excellence among all participants.

Shri Arup Bhattacharya, AO-Academics at IIM Jammu, delivered an insightful presentation on higher education and outcome-based learning, focusing on the unique educational system at IIM Jammu. He delved into the institute's pedagogical framework, emphasizing its adaptability to contemporary challenges while adhering to the foundational principles of academic excellence. He highlighted innovative approaches to curriculum design, faculty development, and student engagement that distinguish IIM Jammu in the educational landscape. Additionally, he provided career counseling and advice for future career endeavors, enriching his sessions with practical examples to guide students in their professional journeys.

As the visit drew to a close, the delegation bid a fond farewell, carrying with them cherished memories and newfound inspiration from their enriching experience at IIM Jammu. This collaborative endeavor between MIET and IIM Jammu signifies a shared vision of academic excellence and a commitment to advancing education for the benefit of the region of Jammu and Kashmir. The visit was coordinated by the PR-Corporate Communication office of IIM Jammu.

For any media-related queries, pls contact:



: [pro@iimj.ac.in](mailto:pro@iimj.ac.in)



: +91-8000121616

**Glimpses from the Model Institute of Engineering and Technology, (MIET) Jammu Faculty and Students visit to IIM Jammu**

















