



PLACEMENT BROCHURE
MBA2021-22



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MESSAGE FROM

THE DIRECTOR



I feel immense pleasure in introducing to you, the bright, energetic, and ambitious students of the biennial full-time residential Master of Business Administration (MBA) Program, at Indian Institute of Management, Jammu.

Adhering to the motto, “It is the Knowledge that Liberates”, IIM Jammu strives to provide our students an environment filled with academic rigour and training so that they emerge as great leaders, prepared to effectively tackle the challenges of the world. Our students go through a rigorous admission procedure, and our curriculum puts them into challenging situations that carve the best out of them. Our vision is to emerge as a powerful business school and we have been striving constantly towards achieving it. The Institute’s academically conducive campus gives students the opportunity to learn the best-in-class management practices through not only classroom training, but also through executive education consultancy by the renowned industry experts who grace our campus for “HR Conclave” and “Leadership Summit.” This specialized management education along with various other learning modules broadens their knowledge and develops their professional skills.

A glance at this batch-profile shall present a good mix of both the experienced and the fresh minds that come from very diverse areas. I strongly believe that our students shall become a great asset to every industry where they would work, and I wholeheartedly endorse their capability in delivering what is expected of them and emerging as useful contributors to organizational functioning. We look forward to your visit at our present campus and Srinagar off-campus for a healthy conversation with the future managers from our Institute and also enjoy the peripherals of the campus in the form of the Holy Vaishno Devi Shrine, Bagh-e-Bahu, Dogra Art Museum, and a lot more.

Prof. B. S. Sahay
Director
IIM Jammu

MESSAGE FROM THE

CHAIRPERSON PLACEMENTS



Delighted to welcome all the organizations to be a part of the IIM Jammu campus placement drive 2020-21 as esteemed recruiters. Despite the pandemic, IIM Jammu has managed to turn the negative into a positive and encouraged its students to consider it as an opportunity to adapt to the virtual world attaining a competitive advantage.

Indian Institute of Management Jammu is the youngest IIM in the country established as an Institute of National Importance by Government of India in 2016. The Institute is growing over the years offering its flagship post-graduate programme Master of Business Administration (MBA) program. Three batches of the programme have successfully graduated and made their presence felt in the corporate world.

The present batches at IIM Jammu are full of high-potential individuals gearing up to face the challenges of the corporate world. The students come from diverse educational backgrounds and represent a good mix of freshers as well as experienced candidates. Through the International Immersion Program, IIM Jammu emphasizes the need for international exposure to understand various cultures, perspectives and, global business contexts.

I thank all the existing corporate partners for their constant support and faith in IIM Jammu and welcome the organizations visiting us for the first time. I assure you that the IIM Jammu graduates will prove to be an asset for their respective organizations. Looking forward to hosting you at IIM Jammu to deliver a great recruitment experience.

Prof. Jabir Ali
Chairperson
(Placements)
IIM Jammu



Adhering to the motto, “It is the Knowledge that Liberates”, IIM Jammu strives to provide our students an environment filled with academic rigour and training so that they emerge as great leaders, prepared to effectively tackle the challenges of the world



The present batches at IIM Jammu are full of high-potential individuals gearing up to face the challenges of the corporate world.



ABOUT IIM JAMMU



From the very beginning, IIM Jammu has set high standards for outstanding value-based quality education, high-quality research, executive education, consultancy and strong corporate as well as international linkages.



The Indian Institute of Management (IIM) brand has now become synonymous with innovation, talent, zeal for success, and contribution in 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. From the very beginning, IIM Jammu has set high standards for outstanding value-based quality education, high-quality research, executive education, consultancy, and strong corporate as well as international linkages. The Institute also encourages, and subtly emphasizes contemporary research - concentrating on regional, national, and global issues alike.

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, about 16 km from Jammu Railway Station, and 18 km from Jammu Airport. The new Campus will be a blissful mix of modern architecture, culture, and heritage of Jammu and Kashmir.



SRINAGAR OFF-CAMPUS

IIM Jammu inaugurated its transit Satellite campus at Srinagar on January 24, 2020. The campus was inaugurated by Hon'ble Minister of Education Shri Ramesh Pokhriyal 'Nishank' in the presence of Mr. K.K. Sharma, Advisor to Hon'ble Lt Governor J&K, Prof. B.S. Sahay, Director IIM Jammu and dignitaries from Center and Govt. of J&K. Srinagar is the summer capital of J&K and the campus is located in the heart of the Srinagar city, on NHI Nowgam, which is at a distance of 10 Kms from the Sheikh ul Alam International Airport, Srinagar. The transit campus has in-campus residence facilities and is built as a center of excellence in the area of executive education and Entrepreneurship. The transit campus will also have an incubation center promoting entrepreneurship in the region. Kashmir is known as Switzerland of Asia and Srinagar as 'Heaven on Earth'. The picturesque city, located on the banks of river Jhelum, offers its visitors the best experience of time. IIM Jammu Srinagar off Campus leverages the locational importance of Srinagar city by offering a blend of high-quality training with a touch of heavens.

The IIM Jammu Srinagar Off-Campus has a focus on Management Development Centre for capacity building and setting up centre for innovation and entrepreneurship (Incubation Centre).

WHY IIM JAMMU?



IIM Jammu, the youngest addition in the IIM fraternity is established by the Ministry of Higher Education. We share the same curricula and academic rigour as top IIMs in the country which transforms budding managers into business leaders par excellence. Our MBA program has all the salient features of the world-class management education delivered using andragogy by the best faculty of the nation.



LOGO OF IIM JAMMU

- **Logo elements:** The circle at the top represents the rising sun which signifies new possibilities and beginnings for our graduates and alumni.
- **Logo Font:** The bold lettering reflects a firm base and rootedness.
- **Logo Colors:** The blue colour signifies the endless sky (the sky is the limit). The rich maroon colour signifies fertility and growth, as well as rootedness in Indian culture.
- **Motto:** Our motto, in Sanskrit, सा विद्या या विमुक्तये "It is knowledge that liberates".



VISION

To develop leaders and entrepreneurs who can perform globally to make a valuable difference to the Society and the Corporate world.



MISSION

- To position IIM Jammu as one of the top business school in India with global outlook embedded with regional and national focus.
- To be known as a business school par excellence for outstanding value-based quality education, high quality research, executive education, consultancy, and strong corporate as well as international linkages.
- To create a B-School, which will serve the humanity, the society, the state, and the nation for economic growth and prosperity.



CORE VALUES

- Indian Ethos and Business Ethics
- Excellence
- Innovation & Entrepreneurship
- Integrity
- Collaboration



ACADEMIC RIGOUR

- One of the most rigorous curricula across IIMs
- Harvard case study pedagogy
- Excellent academic projects
- Class presentations and group projects



INCLUSIVE ELECTIVES AND WORKSHOPS

IIM Jammu works for developing contemporary skills through workshops and interactive sessions which include Data Analytics, Digital Marketing, Leadership through Literature, Soft-Skills, and many more.



EXPERIENCED AND COMPETENT PROFESSORS

Professors at IIM Jammu are highly experienced and dedicated towards holistic development of their students. Their motto is to inculcate managerial attributes in the Future Managers in the form of students and make them industry ready.



VIVID INFRASTRUCTURE

IIM Jammu provide a vivid and impressive infrastructure for its students in the form of

- Library with huge pool of academic resources
- Modern pedagogical instruments
- Well furnished classrooms
- Playground for sports and extra-curricular activities and a lot more

FIRST YEAR COURSE STRUCTURE



FINANCE AND ACCOUNTING

- Financial Accounting
- Cost and Management Accounting
- Corporate Finance



BUSINESS COMMUNICATION

- Business Communication I
- Business Communication II
- Business Communication III



ECONOMICS & BUSINESS ENVIRONMENT

- Micro Economics
- Macro Economics
- Business Environment: India & the World



MARKETING

- Marketing Management I
- Marketing Management II



OB & HRM

- Individual & Group Behaviour
- Human Resource Management
- Organization Theory & Design



OPERATIONS, SUPPLY CHAIN & DECISION SCIENCES

- Quantitative Methods I
- Quantitative Methods II
- Business Research Methods
- Operations Management
- Supply Chain Management



IT SYSTEMS & ANALYTICS

- Spreadsheet Modelling
- Information Systems for Managers
- Business Analytics



BUSINESS POLICY, STRATEGY & GENERAL MANAGEMENT

- Legal Aspects of Business
- Corporate Social Responsibility
- Entrepreneurship & New Venture Planning
- Strategic Management
- Corporate Governance & Business Ethics

SECOND YEAR COURSE STRUCTURE

FINANCE AND ACCOUNTING

- Investment Analysis and Portfolio Management
- Financial Derivatives
- Investment Banking & Business Valuation
- Private Equity and Venture Capital
- Financial Statement Analysis
- Commercial Bank Management
- Financial Risk Management
- Management Control Systems
- Project Finance
- International Finance
- Alternative Investment Markets

MARKETING

- Consumer Behavior
- Sales and Distribution Management
- Advanced Marketing Research
- Customer Relationship Management
- Pricing
- Strategic Marketing
- Digital Marketing
- Marketing Analytics
- B2B Marketing
- Service Marketing
- Product and Brand Management
- Integrated Marketing Communication

IT SYSTEMS & ANALYTICS

- Blockchain Strategy
- Text, Web and Social Media Analytics (cross listed with Marketing Area)
- Peoples Analytics (cross listed with OB/HR)
- Big Data, Cloud and IOT Analytics (cross listed with Operations)
- Advanced Data Science and Artificial Intelligence
- Cognitive Computing and Neuromanagement (Offered in collaboration with IIT Jammu)



OPERATIONS, SUPPLY CHAIN & DECISION SCIENCES

- Project Management
- Supply Chain Management
- Total Quality Management
- Operations Strategy
- Lean Enterprise
- Supply Chain Analytics
- Service Operations Management

OB & HRM

- Talent Acquisition
- Conflict Management & Negotiation
- Industrial Relations and Labour Law
- Learning & Development
- Performance Management Systems
- Counselling Skills for Managers

BUSINESS POLICY, STRATEGY & GENERAL MANAGEMENT

- Business Intelligence and Data Modelling
- Digital Transformation using AI and Emerging Technologies (cross listed with Business Policy & Strategy Area)
- Strategic Innovations & Design Thinking
- Competitive Strategy
- Mergers & Acquisitions
- Strategy Simulations using CESIM



MOU SIGNED BY IIM JAMMU

Tripartite Memorandum of Understanding (MoU) with AIIMS Jammu and IIT Jammu

Indian Institute of Management, Jammu signed a Memorandum of Understanding (MoU) with AIIMS Jammu and a Tripartite Memorandum of Understanding (MoU) with AIIMS Jammu and IIT Jammu at the MoU Signing Ceremony hosted by AIIMS Jammu at the Convention Centre, Jammu.

The event was presided over by the Chief Guest, Dr. Jitendra Singh, Minister of State (Independent Charge) in the Prime Minister's Office (PMO).

The MoUs aim at creating an academic think-tank to give new opportunities to the Faculty and students and promote integrated learning among the scholars.

During proceedings of occasion, Dr. Singh released the MoUs and, in his address, underlined that Jammu has set an example for the other states of the country. He believes that working in silos prevents the optimum use of our resources and knowledge, and hence collaboration is the new mantra of success.

The MoUs aim at creating an academic think-tank to give new opportunities to the Faculty and students and promote integrated learning among the scholars.

MoU between IIM Jammu and AIIMS Jammu was signed by Prof. B. S. Sahay, Director, IIM Jammu, and Dr. Shakti Kumar

Gupta, Executive Director and CEO, AIIMS. The Tripartite MoU between the institutions was signed by Prof. B. S. Sahay, Director, IIM Jammu, Dr. Manoj Singh Gaur, Director, IIT Jammu, and Dr. Shakti Gupta, Executive Director and CEO, AIIMS.



ONLY CITY TRIAD OF IIT, IIM AND AIIMS



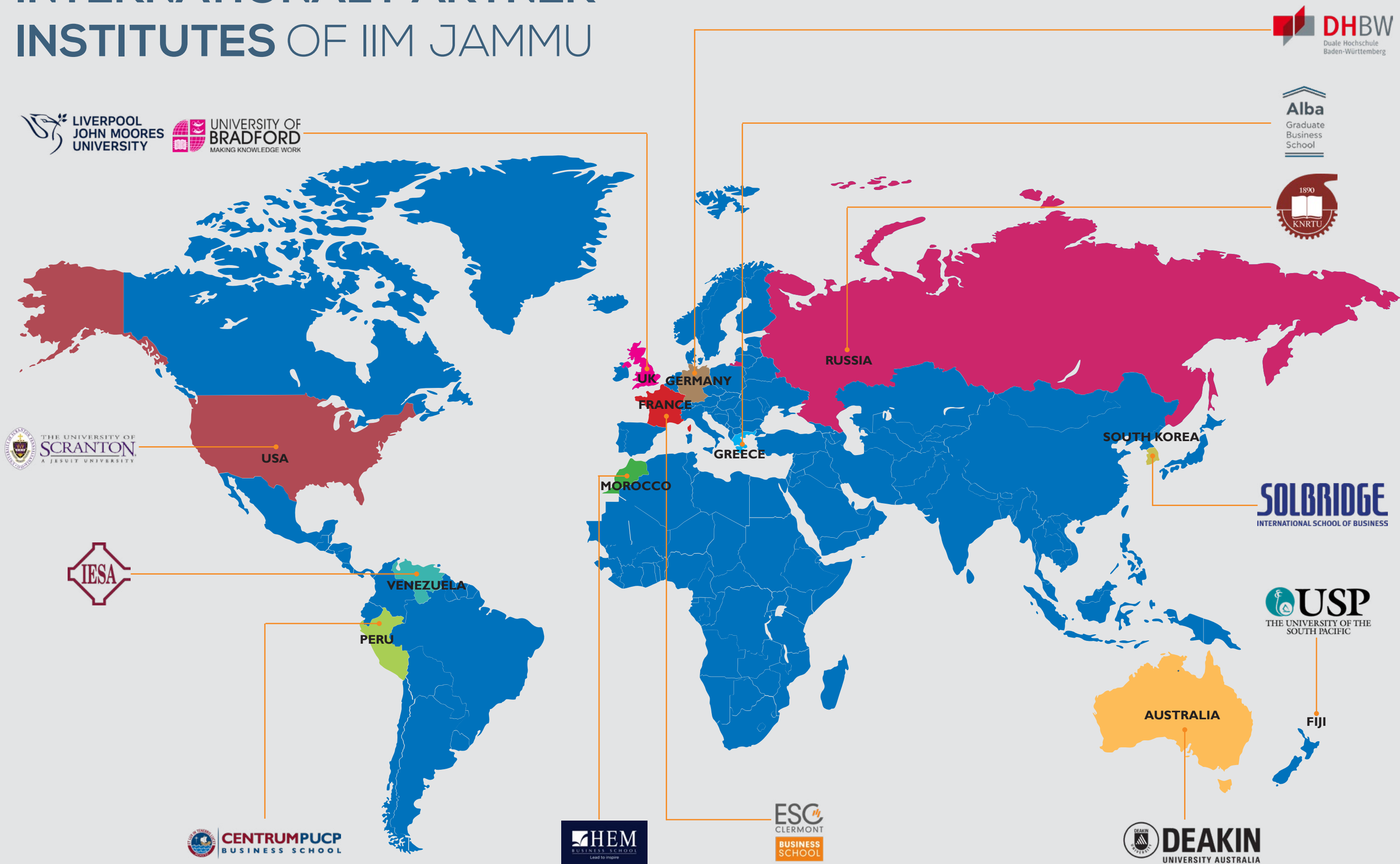
STUDENT EXCHANGE PROGRAM

Globalization has submerged the international boundaries across the globe. International firms operating in the present era need young and enthusiastic managers well-versed in the nuances and technicalities of the changing world.

IIM Jammu seeks to equip its students with a globally-inclusive management education that covers all aspects of management of institutions of the future. The International Relations Office, IIM Jammu, is building academic relationships with institutions all over the world to facilitate numerous exchange programs for students as well as faculty to ensure a deep comprehension of the various geo-political, economic and cultural facets that drive efficient functioning of global enterprises. We believe that this exchange of faculty and students among institutions of the world will encourage mutually beneficial knowledge transfer that is not only desired, but also required to be a successful leader.



INTERNATIONAL PARTNER INSTITUTES OF IIM JAMMU



FACULTY

KNOWLEDGE ICONS



B.S. Sahay
Ph.D., IIT Delhi
Operations & Systems



Aakash Kamble
Ph.D.,
Savitribai Phule Pune University,
Marketing



Abhishek Srivastava
Ph.D., IIM Ranchi
IT System & Analytics



Jabir Ali
Ph.D., AMU, Aligarh; GloColl,
Harvard Business School
Economics and Business Environment



Kulwinder Kaur
Ph.D., UBES Punjab University
Marketing



Mahesh Gadekar
Ph.D., S P Pune University and Post
Doctorate from Faculty of Economics
(FEP), University of Porto, Marketing



Ajinkya Navare
Ph.D., IIT Bombay
OB & HRM



Ana Beatriz L. D. Souza
Ph.D., UFSCar - Federal University of
Sao Carlos
Operations and Supply Chain



Anand Jacob Abraham
Ph.D., Indian Institute of Science Bengaluru
Operations and Supply Chain



Mamta Tripathi
Ph.D., IIT Guwahati; Post-Doc,
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Manoj Kumar
Ph.D. (Shailesh J. Mehta School of
Management, IIT Bombay)
Finance and Accounting



Minakshi Kumari
Ph.D., IIT Delhi
Operations and Supply Chain



Archana Sharma
Ph.D., IIT Delhi
Marketing



Ateeque Shaikh
Ph.D., IRMA
Marketing



Audil Rashid Khaki
Ph.D., University of Kashmir
Finance and Accounting



Muqbil Burhan
Ph.D., IIT Delhi
Business Policy & Strategy



Nageswara Reddy Kondreddy
Ph.D., IIT Kharagpur
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Neelkanth Chandrakant Dhone
Fellow of NITIE,
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Charbel Jose Chiappetta Jabbour
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Operations and Supply Chain



Cyril Foropon
Ph.D., HEC Paris
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Nitin Upadhyay
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Nripendra P. Rana
Ph.D., Swansea University, UK
Marketing



Pankaj Agarwal
Fellow of XLRI Jamshedpur
Finance and Accounting



Pooja Kumari
Ph.D., IIT Kharagpur
Finance and Accounting



Rameshwar Dubey
HDR, The University of Montpellier
Operations and Supply Chain



Rashmi Ranjan Parida
Ph.D., IIT Kharagpur
Marketing



Rohan Mukherjee
Ph.D., IIT Kharagpur
IT Systems and Analytics



Ruchi Sehgal
Ph.D., University of Delhi
Business Communication



Sarbjit Singh
Ph.D., IIT Kanpur
Economics & Business Environment



Sobhan Sarkar
Ph.D., IIT Kharagpur, Post Doc.
University of Edinburgh, UK
Operations and Supply chain



Sujeet Kumar Singh
Ph.D., IIT Roorkee and Post Doc.
NUS Singapore
Operations and Supply Chain



Sumant Kumar Bishwas
Ph.D., IIT Delhi
OB and HRM



Vaseem Akram
Ph.D., IIT Hyderabad
Economics and Business Environment



Vijay Kuriakose
Ph.D., Cochin University of Science
and Technology Kerala
OB and HRM



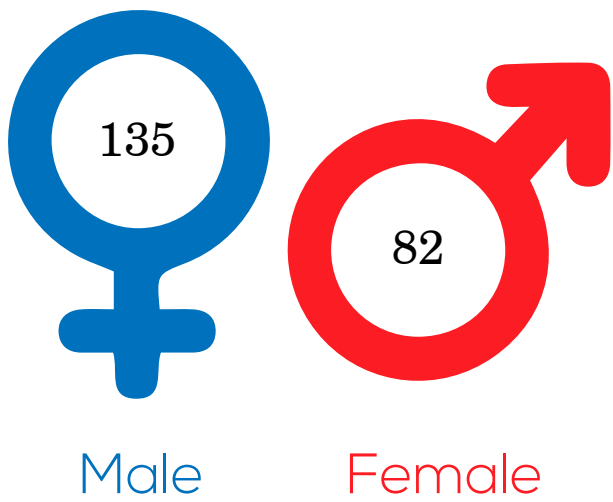
Vishanth Weerakkody
Ph.D., University of Hertfordshire UK
IT Systems and Analytics



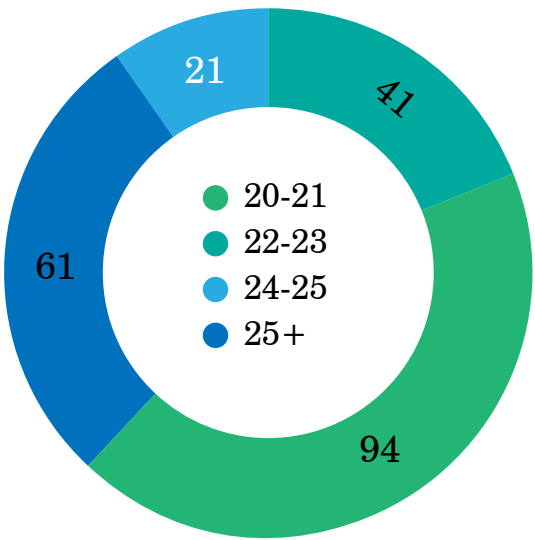
BATCH PROFILE



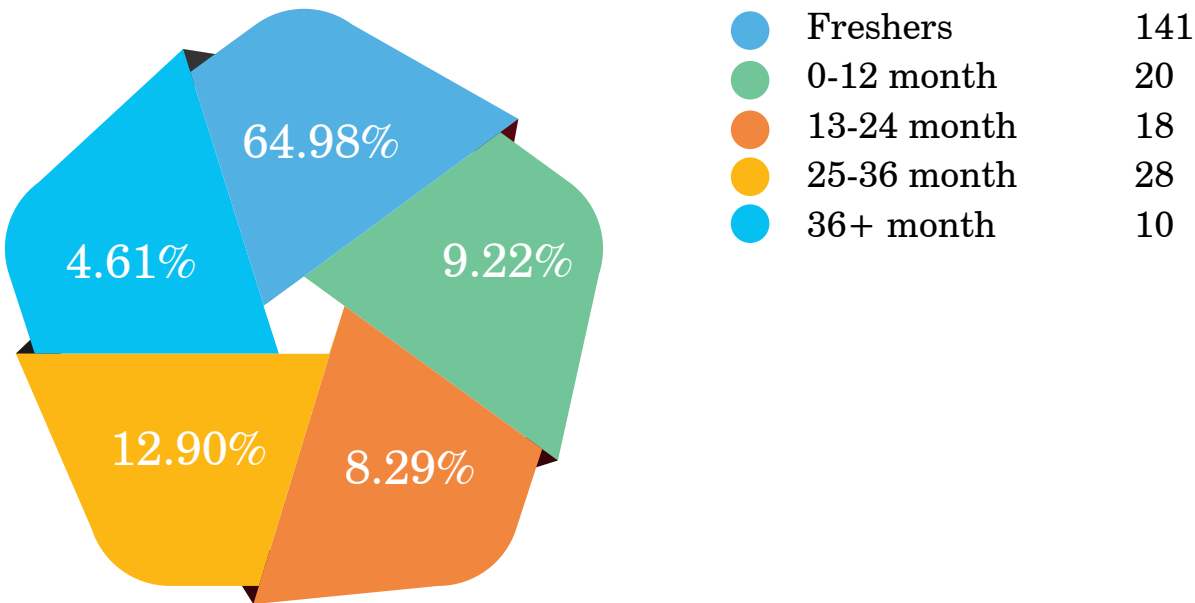
Batch Size



No. of Students

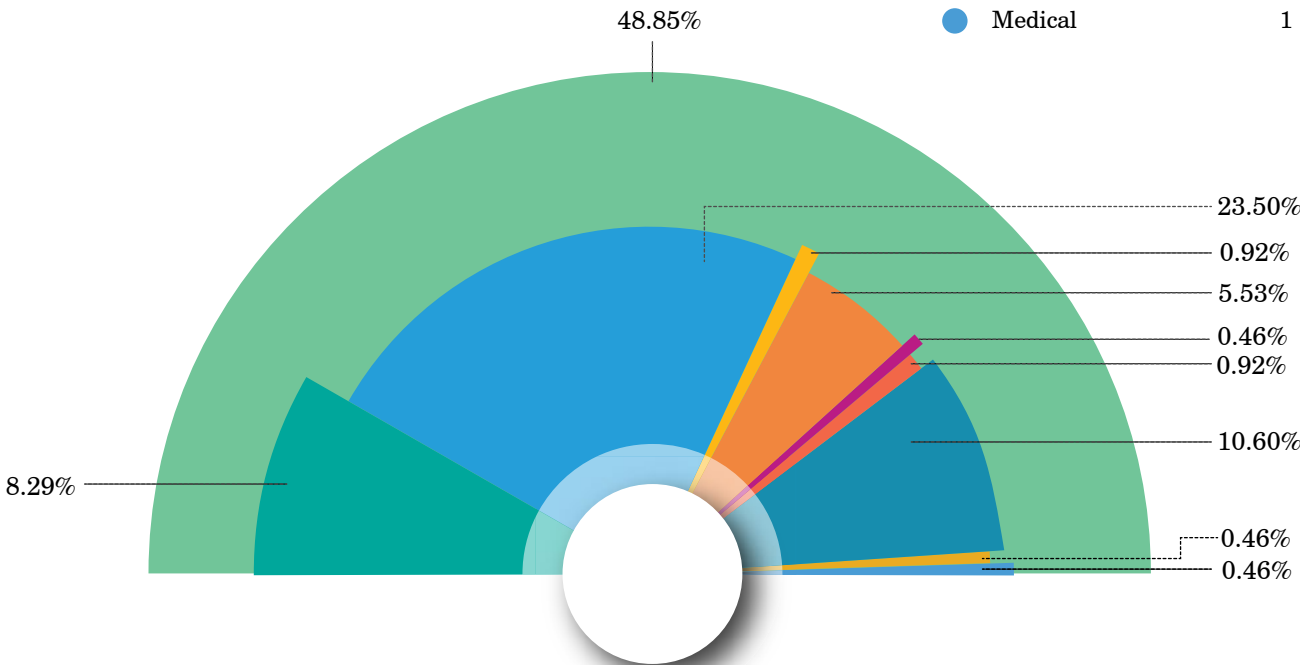


Work Experience

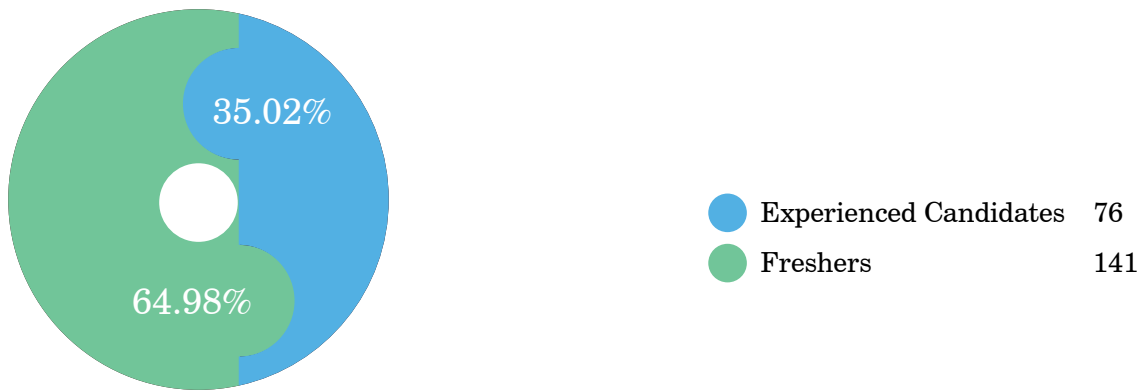


Degree

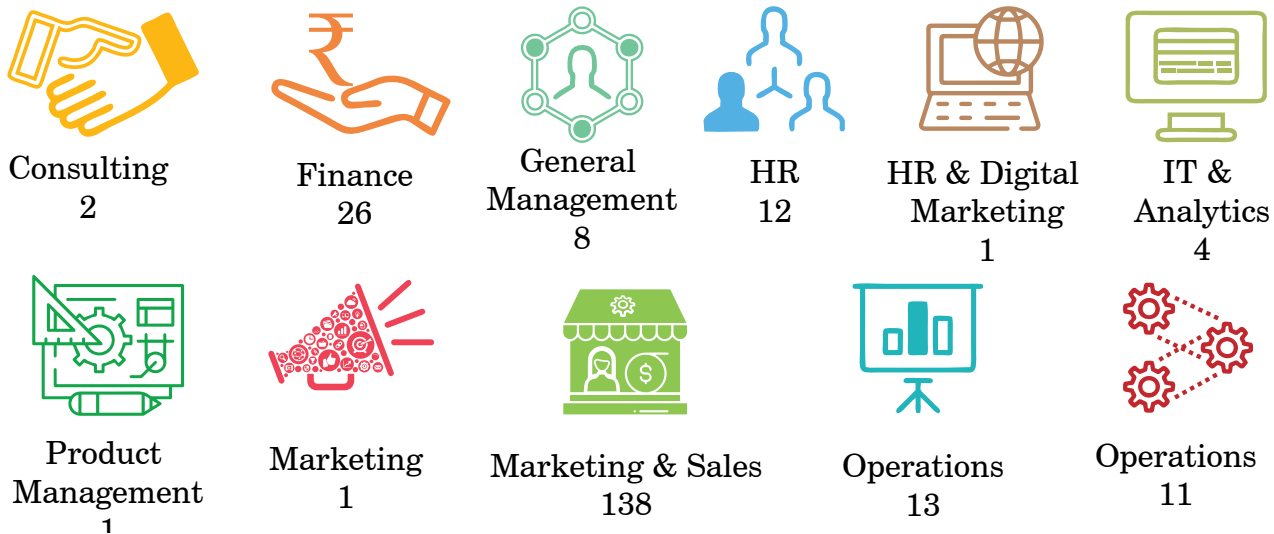
B.E/B.Tech	106
B.A/B.A (Honours)	18
B.com/B.Com (Honours)	51
B.Arch	2
BBA	12
BHM	1
BMS	2
BSc/BSc (Honours)	23
BVSc&AH	1
Medical	1



Candidates



Summer Internship



LIFE @IIM JAMMU



8:15 am

I'm shaken into existence in the morning with two alarms ringing in a synchronous cacophony. Oh! I am late again. I race to get dressed, stuffing a sandwich in my mouth; I run a long distance race to arrive at the class before the professor enters.

8:30 am

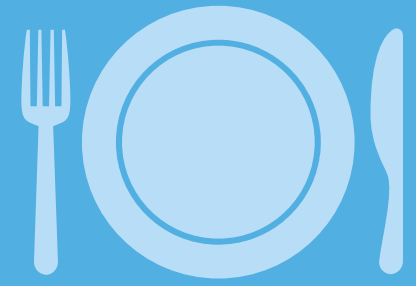
Thank God! I am not late. Somehow I compelled myself to go to class to increase my knowledge Assets. Trying harder to keep my eyes open but then there is a fight for CP, class participation marks. So even if I am sleepy, I have to be attentive.



1:00 pm

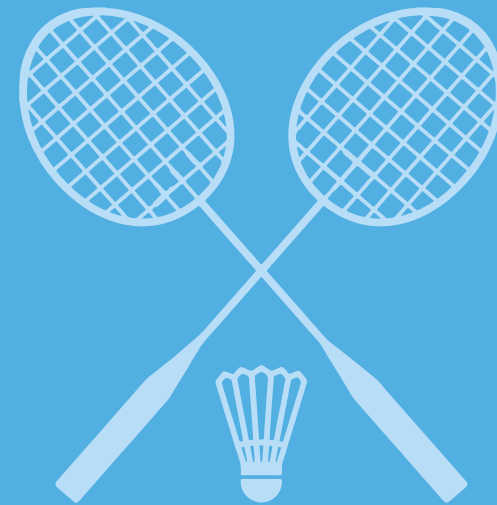


Lectures, case studies and question answer rounds for about three and a hour; lunch break seems to be a saviour, but only if, the brain stop ticking WORK. Eating and working simultaneously is a higher level performing multiple tasks I do.



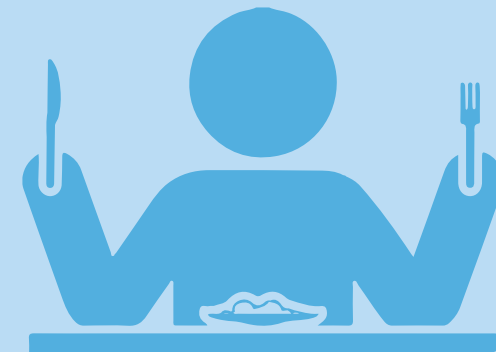
5:30 pm

After completing the average person's dose of a day's work within eight hours, the part of becoming Hercules starts. Where some starts the next day preparations and completes the assignments, some goes for the less academic endeavours.



8:00 pm

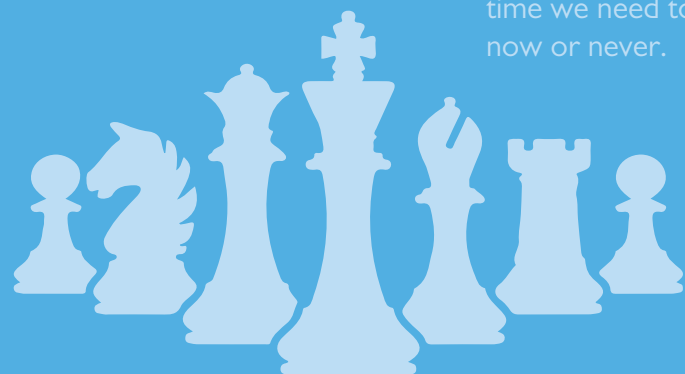
Eventually, I get real time for me where I charge up myself with fun activities. The Playground brimming with athletes and gatherings of club members chatting are like literally the Buzz of the campus.



9:30 pm

Finally, it's dinner time! After a long day of study and projects, ready to have delicious food which won't make you miss your home-cooked food.

11:00 pm



I need to sit with my group for upcoming chase competitions. The bar has been raised and the hopes are high. Dissimilar to last time we need to win this time. It's now or never.



2:00 am

Past midnight and there's one last task that I need to finish before dawn...Coffee is definitely going to keep me awake for the next couple of hours or so.

4:00 am

A minute of dread is followed by a bouquet of smile as I congratulate myself, thanking my stars for having survived another day. Turning off my lights, I set my alarm. As I drift off, I look forward to the coming weekend.



STUDENT COMMITTEES



PLACEMENT COMMITTEE

The placement process at IIM Jammu is a student managed activity. The Placement Committee builds a strong network with the industry recruiters to help facilitate maximum opportunities for the students of IIM Jammu. Any student who joins an educational institution for a professional course looks forward to be a dynamic part of a reputed organisation, preferably through campus placements. The committee ensures availability of ample options for summer internship placements and final placements. It also facilitates live projects and corporate competitions to the students to keep them updated on the latest industry trends. The committee is dedicated in its efforts to add value to the institute's reputation as well as to the lives of the students.



DISHA- PLACEMENT PREPARATION CELL

The development of professional competencies and diversified skills are the cornerstones of any career ladder. The Committee strives to meet this need by organizing pre-placement training/ workshops/seminars for students to bridge the gap that currently exists between the Industry standard and current standard of students for recruitment purposes. Adhering to the same, this committee organizes career-proliferation programs where the students are taught excellent CV writing skills, effective communication, and active participation in group discussions or mock interviews.



INDUSTRY INTERACTION CELL

IIM Jammu, since its inception, has endeavored to foster industry-academia partnership to keep its budding entrepreneurs and managers abreast of the latest industry developments. Imparting knowledge, along with giving the right exposure, has always been a prime motive to the foundation of the institution. Towards achieving this goal, Industry Interaction Cell (IIC) strives to feature industry leaders from all fields and backgrounds, at both national and international levels, who share lessons and insights from their professional journeys.

"The best know-how of the world can be gathered by interacting with people who possess it already, the knowledge that they have gathered over the years during the time they spent in the industry." - the words of one of our esteemed guests goad us on.

Serving the role of a mediator between theory and practice, the committee's initiatives bring together corporate decision-makers, business leaders and researchers to discuss and explore strategies for today's most pressing business challenges with the students. IIC hosts Conclaves - 'HR Conclave' & 'Management Conclave' - and speaker sessions, part of 'Nav Samvaad' series, every year. These sessions attract a diverse and vibrant audience from across the Institute. The goal is to set the right stage for students to gain insights into the ongoing happenings of the industry and how the corporates are dealing with various challenges thrown at them almost daily. The interaction is also an opportunity for the students to capture an idea of what lies ahead on the career path that they might choose in any management discipline once their corporate phase starts.



STUDENT COUNCIL

The Student Council at IIM Jammu shoulders the responsibility of promoting students' welfare concerns. It is responsible for maintaining discipline in the campus, optimum usage of the institute's facilities, address concerns of the students, preside over all the clubs and committees functioning and maintain a stable relationship between authorities and students of the institute. It acts as a catalyst to help students to make themselves comfortable in MBA life by assigning mentors to every fresh batch.



ENTREPRENEURSHIP DEVELOPMENT CELL

Entrepreneurship Development Cell is committed to provide a platform to showcase entrepreneurial ideas and skills. We keep looking for projects in collaboration with corporates to keep life at IIM Jammu more professional, and brainstorm new ideas to provide innovative solutions. EDC organises various events and simulation games to help and support nurturing IIM Jammu place to develop leaders and entrepreneurs who can perform globally to make a valuable difference in society and the corporate world. The committee also organizes events and talks to give students an opportunity to engage and learn from entrepreneurs and their stories. Our efforts are towards developing the entrepreneurial ecosystem at IIM Jammu and nurturing budding entrepreneurs for the future.



CORPORATE COMMUNICATIONS COMMITTEE

The core responsibility of the Corporate Communication Committee (CCC) is to build, maintain and upgrade the brand image of IIM Jammu. It aims to set the IIM Jammu brand stand apart from the other 3rd Generation and new IIMs in the long run. The committee is also a bridge between IIM Jammu and the management education ecosystem- facilitating communication and collaboration of the students with other institutes and corporates. CCC manages the official pages of IIM Jammu on the most popular social media platforms, viz. Facebook, Twitter, Instagram, LinkedIn, and YouTube, thereby constantly updating all the happenings on the campus on these platforms while also influencing the press and news presence of the institute. CCC also acts as the admission committee to provide necessary assistance to prospective candidates in their admission-related queries, thereby ensuring a smooth onboarding process.



INTERNATIONAL RELATIONS COMMITTEE

IIM Jammu aims to provide exposure to global issues through an internationally-inclusive curriculum and faculty/student body. To facilitate the achievement of this goal, 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, organizing events of research dissemination and executive training. The International Relations Office (IRO) undertakes these responsibilities by building international relationships and collaborations. Currently, IIM Jammu has 13 international collaborations with institutes from Europe, UK, USA, Australia and Asia. The IRO also conducts seminars and competitions such as the HULT Prize that allow international participation of the students at IIM Jammu.





ACADEMIC COMMITTEE

The committee is the voice of students in all academic-related matters. It acts as a mediator between the students and faculty members. The committee provides valuable recommendations to the PGP office regarding the scheduling of various academic activities. It keeps the students aware of upcoming academic activities and associated rules. It also oversees the library facilities and fosters a healthy academic environment.



MESS COMMITTEE

When we live away from home, the main thing which we miss is the home-cooked meal. No one can match the quality of food as one's mom makes. The mess committee of IIM Jammu is dedicated to providing the students with quality meals to lessen the nostalgia of home-cooked meals. The mess committee is a vital committee that makes the hostel life of the students memorable. The mess committee deals with coordinating with vendors, inventory management, shop floor operations, effective communication, and public relations, cost-saving. The skills of the mess committee range from marketing, finance, operations to human resources management.



MALHAR- CULTURAL COMMITTEE

With the aim of making the student life more memorable, the cultural committee proactively organizes various festivals, events and social gatherings throughout the academic calendar, thereby maintaining a lively atmosphere at the campus and helping students relax amidst rigorous academics. It offers the students a platform to showcase their talent and an opportunity to learn and grow as well as appreciate the multi-cultural diversity of IIM Jammu.



SOCIAL RESPONSIBILITY COMMITTEE- PRAYAS

"Coming together is a beginning, keeping together is a process and working together is a success"

- Henry Ford

We, the members of the Social Responsibility Committee (SRC) of IIM JAMMU, believe in the above quote. The committee is a sheer promoter of values that aims to promote love and support to fellow beings in the society and to inculcate the habit of sharing. In the process of achieving the goal of developing the values of giving back to the society in our budding managers, many activities and campaigns are conducted taking along management and students. In the end SRC makes us realize that humility is a virtue and we humans should always possess it.



INFRASTRUCTURE COMMITTEE

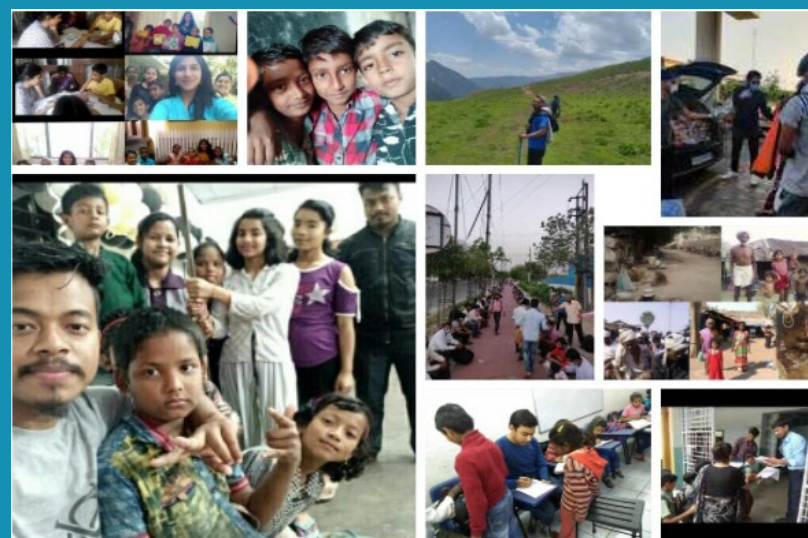
Life at a B-school requires prominent facilities and quick response to problems. To overcome these challenges and provide a world-class infrastructure, the committee is in place to coordinate with the competent authorities to constantly improve the infrastructural resources of the institute to the maximum possible extent.

The committee aims to make the campus a second home to the students. Its members work 24*7 in collaboration with the administration to ensure maximum security and discipline within the campus, along with campus cleanliness. The committee also ensures that all issues related to infrastructure are well-taken care of in advance to provide the students a lively atmosphere that not only helps facilitate the learning process but helps them create unforgettable memories.



IT COMMITTEE - ZERO BUG

Zerobug, the IT committee of IIM Jammu, acts as an intermediary between the IT administration and the students requiring any IT-related issues. We ensure reliable and secure IT connectivity throughout the institute and troubleshoot any problems to maintain continuous access to the online resources. By organizing technical seminars on prominent corporate tools hosted by industry experts, we try to abridge any scholarly gap and assure that no single student is handicapped by any IT-associated complication. We are responsible for operating and updating the institute's website, thus, acting as an integral interface for regulating internal activities to the outer world. IT committee provides its services to all the other committees and clubs, thus forming a connected loop while simultaneously maintaining and enforcing the IT protocols. In the wake of the current pandemic, the IT committee has spearheaded the digital transition of offline classes into an online sphere while simultaneously enabling a smooth progression for students and teachers alike.



ALUMNI COMMITTEE

Alumni are the footprints of any institute, and we firmly believe that the status and reputation of a prestigious Institute lies in how the alumni group contributes to their alma mater and society.

The Alumni Committee of IIM Jammu strives to achieve the same and acts as a bridge between our institute and alumni to foster innovation, collaboration and communication. Our means of establishing the connection has been in the form of insightful guest lectures and related workshops.

With the help of our vibrant stakeholders, we are continuously exploring possible ways to strengthen the bond between our present students and alumni network through regular exchanges.



SPORTS COMMITTEE

The Sports Committee at IIM Jammu is to promote every individual's health, physical well-being as well as physical skills among the students and faculty members. The committee aspires to inculcate qualities such as sportsmanship, team spirit, and bonding. It organizes regular sports events in order to train students for state and national level competitions. We have a Basketball court, a multi-purpose badminton court where we often organize badminton and Box cricket tournaments. Along with that there is a volleyball court and another ground which is used for multiple sports such as Football, Handball, and Athletics. All these sports can be played round the clock, as there is proper provision of floodlights all around the courts and ground area.

STUDENT CLUBS

MARKETING CLUB-VIPRAN



VIPRAN, the Marketing Club of IIM Jammu, works endlessly in order to serve IIM Jammu students to participate in activities which enrich students' exposure to marketing in the "real world" and keep them abreast with the latest happenings. Here it is done by means of lectures, quizzes and social media interactions that promote peer learning. To delve deep into this realm of management, latest news and applied concepts are provided in the form of our magazine 'Markopolitan'. In-house competitions and activities provide a platform which serves as a centre for creativity and excellence for all those who have an unwavering passion and love for marketing.

FINANCE CLUB - VITT



ViTT, the finance club of IIM Jammu, is the embodiment of its students' financial acumen. ViTT conducts weekly sessions to facilitate discussion on current and relevant financial topics, which are scheduled to help the students prepare for the placement season and provide them with a practical approach to finance. It serves as a link between the industry and the students while assisting them in traversing different career opportunities and networking extensively within the financial services industry. Apart from these, the club also publishes numerous exclusive articles and investment notes on its social media to boost the audience's financial apprehension and interest in finance.

HR CLUB - PRATIBHA



Pratibha the HR Club of IIM Jammu main objective is to provide all the students exposure to the HR domain beyond the classroom doors. The club serves as a platform for all HR enthusiasts to come forward and exchange their ideas relating to the latest trends of HR, to explore HR knowledge and understand the practices and ethics of Human resource management. The club enlightens the students every week in the form of "HR Bytes" which explains the various HR concepts used in the workplace and "HR Jargons" which deciphers the common terms used in the field of HR. A weekly HR quiz is organized which not only educates but also brings in the competitive spirit among the students. In the long run the club plans to conduct an annual HR fest and also invite various alumni who are in the HR domain to share their industry experience with the current students

OPERATIONS CLUB - OPSCAPE



OpScope, the Operations and Supply Chain Club of IIM Jammu, strives to nurture the interests of student community in the operations domain by enhancing knowledge and awareness among them. The club aims to create various learning opportunities by conducting knowledge sharing sessions for the students, simulation games, case study competitions, and certification programs focused on operations and supply chain.

ANALYTICS CLUB - EXANTICS



Exantics, the Analytics Club of IIM Jammu aims to achieve synergies in understanding analytics and its applications in modern business practices through research, discussions, and analysis. We nurture young minds and engage them in discussions to rehabilitate managerial instincts to spearhead ideas for modern management. We work continuously to excel in the field of business analytics and make breakthroughs in achieving an understanding of business intelligence by engaging the sustainable growth of one's intellect and their peers. Exantics conducts events specifically designed to spread awareness about the role played by Data analytics in effective



decision making. The club conducts workshops, discussions, and competitions focused on the application of Data Analysis concepts in business scenarios.

CONSULTING CLUB - CONSULENZA



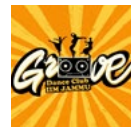
Consulenza is a student-driven consulting and strategy club of IIM Jammu. The club aims to equip the students with a structured approach to make informed decisions on management consulting careers and provide opportunities to promote the all-round development of the students. It aspires to help students develop an understanding of the profession by bringing avenues of industry interaction, panel discussions, live projects, case competition, and organizing events. It helps the students to take a holistic look at specific problems companies are dealing with and give advice on how they should approach them. The club anchors these efforts by creating forums for aspirants to learn and imbibe skills and best practices from industry experts.

ECONOMICS CLUB - COINAGE



The Economics Club of IIM Jammu aims to provide the eco enthusiast a platform to explore economics beyond the theories. The objective of the club is to make the learning joyful and exciting by providing a platform wherein economists would be able to share their diverse perspectives and ideas that would help students in enhancing their knowledge and developing a practical approach.

DANCE CLUB - GROOVE



Groove, The Dance Club of IIM Jammu provides an opportunity to all the students of IIMJ who are passionate about Dancing. Groove plays an integral role in making the events of IIM Jammu more vibrant by choreographing various team and individual dance performances. The club makes sure to offer a platform to Dance as well as Fitness enthusiasts for whom music acts as a stress buster.



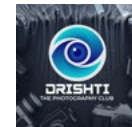
MUSIC CLUB

Every element in the universe resonates with one another to give a Melodic composition, Bandish. Just like that, we, the music club at IIM J captures the melody of the music within the individuals resonating with the versatile sounds in the habitat. With the unfeigned meaning, Bandish aims to give impetus to the musical talent of the campus and to bind together the whole IIMJ cohort in a beautiful string made up of musical composition. The club uses music as a medium to relieve stress, reinvigorate the soul, and get the best of campus musicians to inculcate a habit of celebrating every little thing with a pinch of music. Bandish escorts organized workshops for music enthusiasts while providing them a platform to showcase their skills. The club also organizes recreational meets every once in a while.



LITERARY CLUB - VAKTA

Vakta Club, as the name signifies, is the official literary club of IIM Jammu. It aims to create and sustain a campus culture of various literary oriented activities such as public speaking, debating, impromptu speaking, JAM session, etc. among the students. The club, throughout the year, organizes interactive sessions that exceed the domain of rigorous MBA curriculum and thus open the possibility to put your creative foot forward. Vakta is all about celebrating the spirit of language and indulging in the wonder of using it.



DRISHTI CLUB -

Drishti, a word that is derived from Sanskrit, meaning vision. It is also a Yogi practice believed to help cultivate vision and inner wisdom through the third eye. The photography club of IIM Jammu visions to enhance the skill & passion of students through the modern-age third eye, i.e., Camera.

A photograph is worth a thousand words, and the club plays an integral role in making the events of IIM Jammu successful and

memorable. The club members hold the responsibility to ensure student engagement through various competitions, photo walks, workshops & initiate photography projects in collaboration with other committees to leverage the creativity and knowledge of students.

Each person has a unique perspective, but the aim is the same to capture moments & treasure them for a lifetime; we at Drishti aims to capture the IIM story, which everyone fails to put into words.



CHESS CLUB

Efficient strategizing is an essential quality not just for a b-school student, but for every individual in his life. Playing chess improves the learning, thinking, analytical power and decision-making ability of a person, all of which are excellent qualities to be found in a person, especially an MBA student. With the aim of making the age-old game exciting and creating a community of chess players, we as a chess club have taken our baby steps to fulfil what we aspired to. Multiple competitions that include an international tournament (FIDE Super Binance Cup) have already been conducted and we have received fantastic response from the batch. We are looking forward to conducting more sessions for the upcoming batch and Inter B-School chess events to promote the brand of IIM Jammu among other prestigious management institutions, to improve not only the game but their decision-making skills. The IIM Jammu Community, regardless of skill level, are welcome to join the Chess Club. We welcome you whether you are a skilled player looking to hone your skills and put them to the test in competitions, a player who simply enjoys playing the game and does not wish to compete, or a beginner looking to learn how to play the game.



INITIATIVES BY CLUBS AND COMMITTEES AT IIM JAMMU

IIM Jammu focuses on holistic development of students and gives them practical exposure to managerial skills through student driven campus and facilities. Below mentioned is the list of initiatives taken by various Clubs and Committees at IIM Jammu to nurture students and develop them.



Disha Committee

- "Ice breaking sessions
- Casebook/repository
- Guesstimates session preparation
- Aarambh-Campus to corporate
- MBA Gyaan Quiz series
- PGP02 and PGP03 senior's interactive sessions for SIP preparation"



Pratibha HR Club

- "Weekly "HR Bytes" which explains the various concepts used in the workplace and "HR Jargons"
- Weekly HR quiz
- Guest lectures by industry experts"



Mess Committee

- Online event - Chef of IIM Jammu.



Malhar : Cultural Committee

- Dive in divertido Lumos: photography competition
- Shaam-e-Malhar
- Shaam-e-Malhar 2.0
- Open mic + Tambola
- Painting Competition



Finance Club

- "Mock Crypto-currency Trading Challenge in Association with Roostoo.
- Session on Bloomberg terminal
- Major Financial incidents Analysis
- Financial News discussions"



Chess Club - IIMJ

- International Chess tournament - FIDE Super Binance Cup
- Internal Chess tournament- Blitz and Rapid Event"



Entrepreneurship Development Cell

- Wednesday Shots: Inspirational and informative stories of entrepreneurs
- Startup-Charcha: focus on removing the professional barrier and promotes fun and casual
- Interaction packed with learning for students.
- Platform to empower women Entrepreneurs
- Social media a series "Nari" covering wonderful women's story.
- Working towards Incubation Center



IIMJ Alumni - Student

- Interactive session - First alumni meet (Virtual)
- Interactive session - Alumni Speak series on Topic - Importance of SIP Launched
- AlmaConnect (A platform to engage with our Alumni)"



Coinage | Coin@J

- QUIZ on Kahoot platform - ECOUIZ



Operations Club

- Six Sigma Certification Program by ISCEA
- Interactive Session by Alumni, OpCast Series on Social Media Handles
- Launched CII Certification Programs
- Summer Internship Doubt Clearing Group for Students having internships in Operations and Supply Chain Domain. "



Groove Dance Club

- Social media series - Hookstep Challenge series, #Danceitaway serie



IT Committe IIMJ

- Series - "The Digital Shift",



Sports Committee

- Virtual marathon -Fit India Freedom Run
- Fantasy cricket league- Windict
- Olympic quiz 2021- Quizathon 2.0
- Sports quiz 2020- Quizathon
- Chess tournament
- Fitness challenge 2020
- Cricket tournament



Corporate Communication Committee

- Social Media Series - Talented Tuesday, Winners Wednesday, Summer Intern Diaries
- Webinar - Summer School, coordinated entirely by CCC faculty as well as student members"



Consulenza Consulting Club

- Interactive session – Case Workshop Series
- Guest Lecture – Case discussion"



Celebrating



years

of Academic Excellence

Indian Institute of Management Jammu completed its five years of journey on 22nd August 2021. It has achieved many milestones along the way, such as setting up the transit campus, while the construction of the 200-acre permanent campus is in full swing. In 2020, IIM Jammu also started its Off-Campus in Srinagar, promoting research and entrepreneurship in Jammu and Kashmir.

Adding to it, IIM Jammu also organized events like HR Conclave, Nari, Management Conclave, Leadership Summit wherein many prominent business leaders, CXO's, Nobel Laureate, imparted industrial insights to the budding future leaders of IIM Jammu. IIM Jammu pioneered the center of happiness to uplift mental health, 'Anandam', inaugurated by Shri Shri Ravi Shankar and Honourable education minister Ramesh Pokhriyal. Anandam aims at facilitating the stakeholders of IIM Jammu to realize and experience joy through a profound manner.

Starting in 2016 with 47 students for its flagship Post Graduate Programme, IIM Jammu's final intake for the 2020 academic year stands at 240 students. An exponential increase in terms of



of numbers and quality. A few of the innovations and firsts credited to the institute over the past five years are as follows:

- IIM Jammu has organized various International Research Conferences to nurture the curiosity of students and motivated them to carry out various research in the field of management.
- With more than 35% women in the current batch, IIM Jammu emphasizes on inclusivity and brings a diverse mindset to the table.
- To nurture an entrepreneurial mindset, IIM Jammu has set up an Incubation Centre in Kashmir to boost the morale of local entrepreneurs.
- The institute has collaborated with other institutes of national importance like IIT Jammu, AIIMS Jammu to facilitate students with the knowledge of interdisciplinary courses.
- IIM Jammu proudly holds the alliance with more than 12 International B-Schools to empower the students to get Global Managerial Exposure.
- The institute also launched a 5-year Integrated Management Program along with Executive Management Program for working professionals.
- Students from IIM Jammu have won 18+ National/international competitions under the guidance of faculty members.
- The institute has demonstrated exponential growth year on year, both in terms of quality and quantity. The percentage increase in average and median placement package was 38% and 17.6%, respectively.

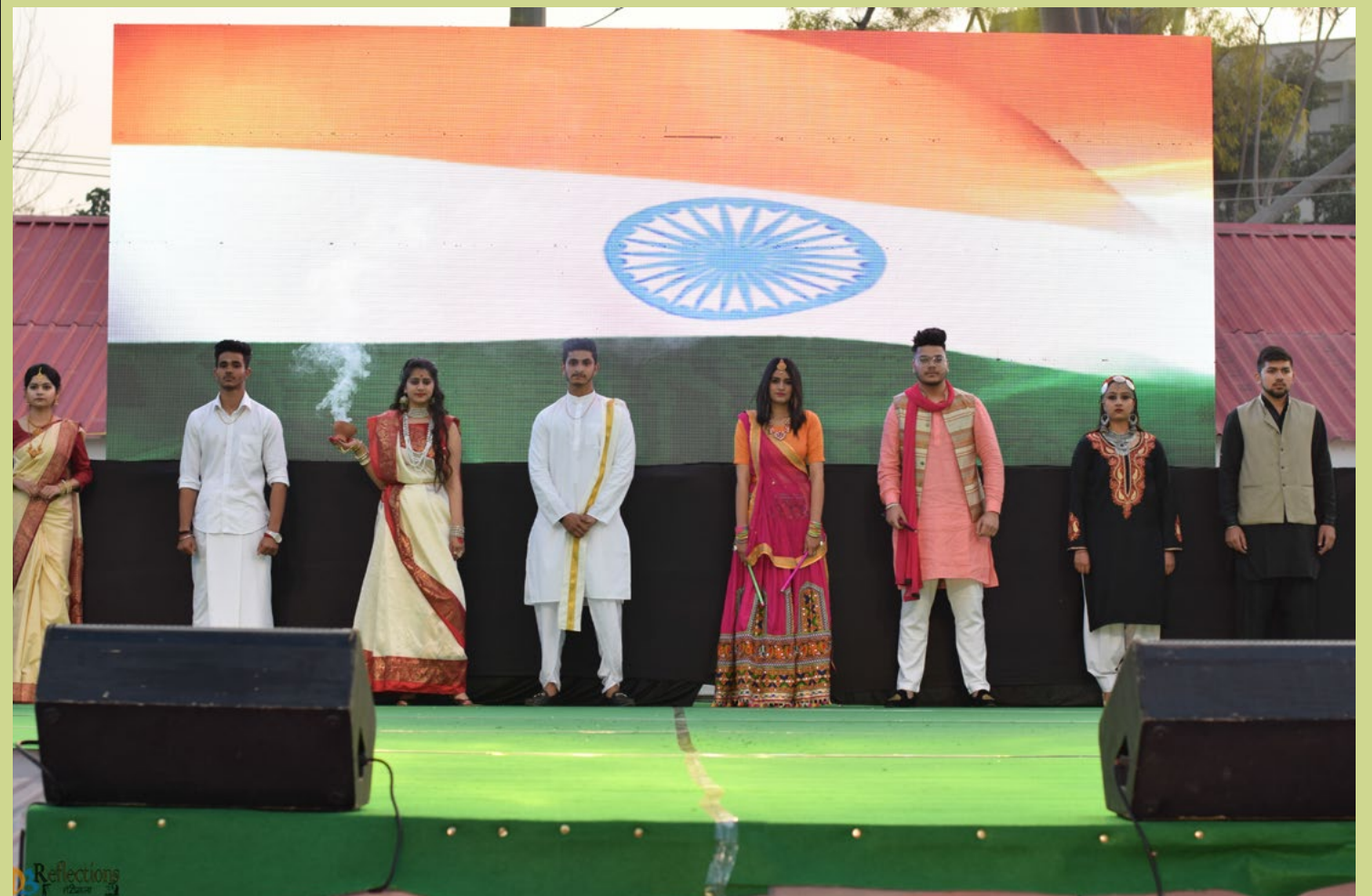
With the support from faculty, staff, students, Board of Governors and all other stakeholders, we are striving to build further on the strong foundations of IIM Jammu and attain greater heights of excellence.



EMPYREAN

The Empyrean is the flagship annual festival of IIM JAMMU. It is a three-day extravaganza, which is held at the end of January every year. This event strives to appeal to audiences of different socio-cultural and age groups to show their talent on this national platform. Prominent companies across sectors use this

platform for their branding. The event starts with management competitions like Opsutra, Infiniti followed by The Theory of steps, the battle of bands and concluded by most awaited EDM night. In its first-ever edition in 2020, more than 1500 participants took part in 11 different events and around 2500 audiences gathered around to mark their presence from 20 different colleges and 10 different cities.





EK BHARAT, SHRESHTHA BHARAT

The land of the gods, diversities, festivals whereby every man and woman from every community, religion and culture celebrates and live together as one i.e., Incredible India gained its Independence after a long struggle with the Britishers on 15th of August, 1947. This day is the symbol of the valiant sacrifice of our freedom fighters and the courage shown by the people of our nation.

To celebrate this freedom, students at IIM Jammu organized an event full of patriotism which showcased the culture and diversity of our motherland. The event started with the Flag hosting session by the Director, Prof. B.S. Sahay followed by the cultural programs performed by the students to showcase their love for the nation and to celebrate the victory of freedom. Students showcased their talent by performing dances on various patriotic songs. Many singers of the batch came forward and lit the hearts of every listener with their soulful voices.



KAAVISH

KAAVISH, a management game festival is an initiative by IIM Jammu to inculcate a culture among MBA students to achieve the pinnacle of success. It is held in the first week of November every year. MBA students from different colleges across India use this platform to showcase their unique managerial skills and innovative idea. In its first-ever edition in 2019, around 500 students from six prestigious colleges participated in eight different management events.

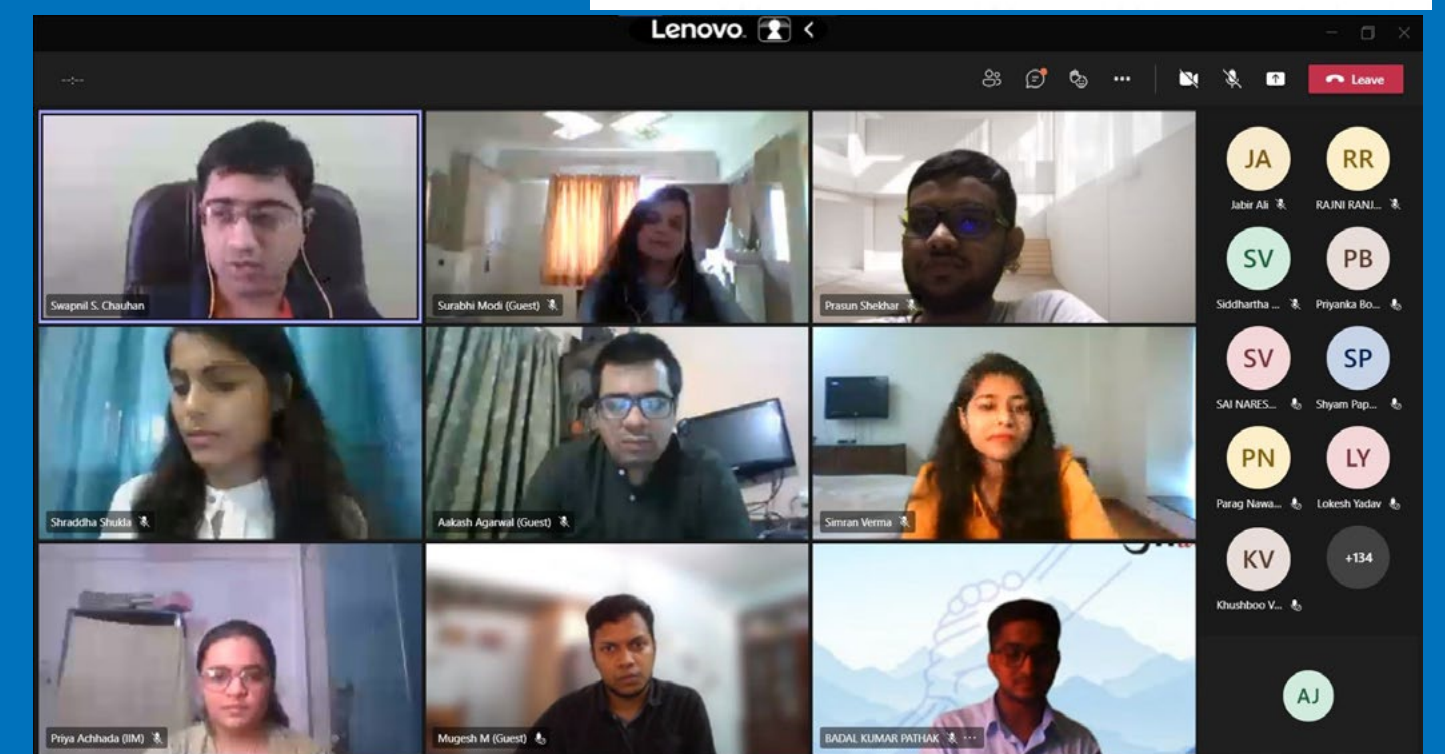


INTERNATIONAL WOMEN'S DAY



AARAMBH

Disha Committee of IIM Jammu organized "AARAMBH", where all doubts and queries about the MBA life was elucidated upon by our esteemed guest speakers Surabhi Modi (IIM Jammu), Prasun Shekhar (IIM Bangalore), Swapnil Chauhan (IIM Ahmedabad), Simran Verma (IIM Jammu) and Aakash Agarwal (IIM Jammu). An ice-breaking session that set the tone for future business leaders, preparing them for forthcoming events. The main idea of the session was to make "alumni meet potential alumni" and gain upon their insightful learnings from their MBA journey. The panelists talked about life during MBA and the impact of clubs and committees on an aspirant's education trajectory. The positives of getting multi-cultural experiences, the effect of corporate talks and exposure, having holistic learnings from participation in various B-school competitions, approaches to follow while preparing to contest in competitions, and more. The enthusiasm of the aspirants was evident through their curiosity as the questions did not stop, and Disha had to make a list of compiled questions over mail for the speaker. All the panel members were motivating and gave a taste of the MBA before the actual MBA. Mr. Jabir Ali (Placement chairperson, IIM Jammu) and Mr. Rajni Ranjan Singh (Placement officer, IIM Jammu) graced the event with their presence and motivated the aspirants for their future journey.



HR CONCLAVE

IIM Jammu kickstarted the 3rd edition of the HR Conclave in a virtual format. Carrying forward the legacy from the 2nd edition of HR Conclave, this year, the event was conceptualized around the theme 'Rethinking and Rebooting Corporate.' The HR Conclave spanned across five chapters with a first-ever Women Panel and an International Panel.

The first chapter

HR Conclave 3.1 revolved around the new 'Work From Home' scenario and its impact on employees. It also delved with the role of activist employees who may symbolise Social Vocalism in employees. HR leaders from various reputed organizations participated in the panel discussion like Reliance Jio, Pasito Industries, Siyaram Silk Mills, Lifestyle International Ltd, S & P Global, Informatica India, etc.

The second chapter

HR Conclave 3.2 encompassed how disruption due to the latest technological tools is affecting the workplace. It also sought to redefining Diversity and Inclusion to

build a more inclusive workplace. The two panels saw participation from HR leaders from companies like Hyundai Motors India Ltd., Teamglobal Logistics Pvt. Ltd., Volvo Group, Hero Motocorp, MicroLand Limited, DoIT, etc.

The third chapter

HR Conclave 3.3 analyzed the 'Future of Work' as industries adjust and new ones are born. It also talked about the need to reskill the workforce so that it can handle the variations in the challenging economic scenario. HR leaders who shared their invaluable views were from companies like UPL Limited, UTI Bank, MBAtrek Pvt Ltd., Mazars, FIL Group, Dr. Reddy's Laboratories, L & T- NxT, etc.



The fourth chapter

HR Conclave 3.4 aimed at sparking conversations around building talent for the New Digital-First Economy. The Women Panel dived into ways to ensure equal female participation in decision-making. Leaders from companies like Bennett Coleman, TA Digital, Noveltech Feeds Private Ltd., Kromozones Softwares Pvt. Ltd., Allcargo Logistics Ltd., Sutherland, etc. participated.

The fifth chapter

HR Conclave 3.5 comprised of first-ever International Panels that discussed the trend of global workplace restrictions easing. It also looked at the factors shaping work and employment relationships. Leaders from companies across Singapore, Australia, UAE, and Nigeria participated. Notable companies represented include KPMG, Tolaram Group, Dabur International Ltd., TCS, ValeurHR, Clariant, Johnson Controls, Hitachi, etc.



MANAGEMENT CONCLAVE

IIM Jammu launched its first-ever Management Conclave “Nakshatra” (a constellation map) which hosted corporate trailblazers across different management domains. The Conclave was an effort to give students a holistic understanding of various management domains. The event dissected the most pressing issues of the corporate world through the lens of various functions ranging from Marketing to Finance to Operations to Human Resources. This would act as a guiding star, casting an illuminating light on students’ future, and help them in charting their career paths. IIM Jammu strives to develop leaders and entrepreneurs who can perform globally, making a valuable difference in the society and the first-ever management conclave 2021 endeavoured to contribute towards the same.

The event was kickstarted with an inauguration ceremony on 30th January 2021 and spanned over two weekends. The Conclave comprised 8 panels - 2 panels each from the four above-mentioned domains. The renowned panellists shared their insights on various contemporary issues, building a deeper sense of understanding in students. Their words of wisdom and vast industry experience helped to give students a head-start in their careers.



“Management is, above all, a practice where art, science, and craft meet”
- Henry Mintzberg

Marketing Panels:

The Marketing panel comprised CMOs and top Marketing executives from giants like TCS, JioDevelopers, ABInBev, Syska Group, BPCL, Infosys, IBM, Baskin Robbins, etc. The Marketing professionals shared their views on topics: “Change In Consumer Preferences And Evolving Business Model In Post-COVID World” and “Role Of Marketing In Transforming Businesses In The Digital Era”.

Finance Panels:

The CFOs and Finance executives of companies like Schindler India Pvt. Ltd, Adobe India, Kimberly Clark India, EY, Cimpres, Mobikwik, General Mills, Abbott, GE, etc., comprised the Finance panel. They exchanged dialogue on matters such as “Realizing the 5-Trillion-Dollar Economy Dream” and “Strategic Recovery Of Indian Economy With Budget 2021”.

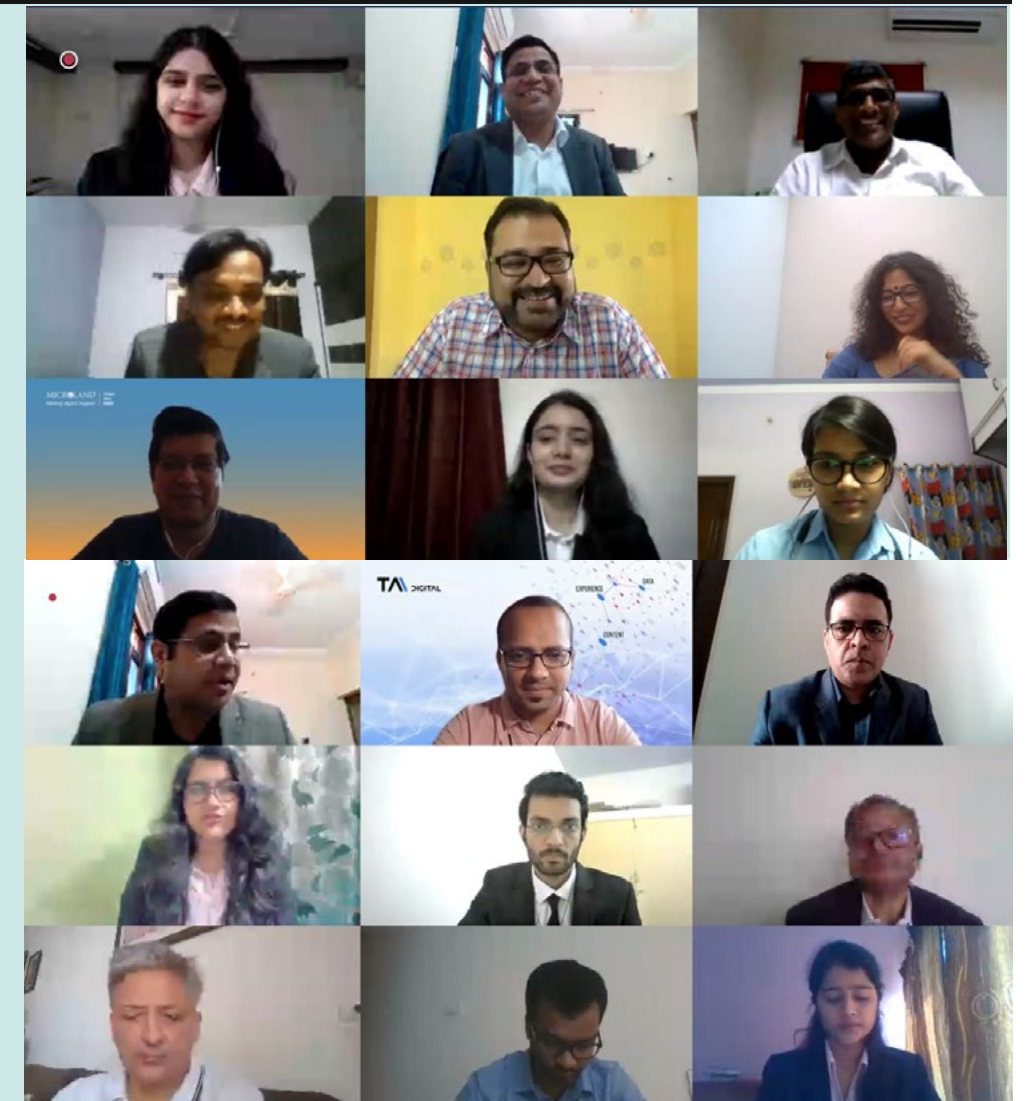


Operations Panel:

The Conclave witnessed Operations Heads and Executives from Reliance Jio, Kellogg Company, ACC, Amazon, Britannia, Rapido, etc. coming together to enlighten students on topics like “Leveraging Technology to Improve Supply Chain Management” and “Building Agile Supply Chains Amidst Disruption”.

Human Resources Panel:

The Human Resources panels consisted of Head-HR, Vice-president-HR and other HR professionals from firms like Cummins India, TATA Power, Everest Group, Aditya Birla Group, JSW Infrastructure, etc. They discussed “Collaborative Intelligence - Enhancing Human Capital for Transcending Organizational Capabilities” and “HR Analytics: Changing Dynamic of Classic HR Management”.



LEADERSHIP SUMMIT 2.0

The Leadership Summit is an important marquee event at Indian Institute of Management Jammu that resonates with its vision of developing leadership and entrepreneurship. The idea is to bring together visionaries from industry, government, and other walks of life to offer valuable ideas to support economic growth of the country through industrial transformation and promotion of leadership. The theme for this year is "Conquering the Crisis: Shifting Paradigms and the Way Forward" – with a vision to seek answers pertinent to the emerging challenges and the opportunities arising because of the crisis and the possible implications on the future. At IIM Jammu, we aspire to bring the visionary leaders on a single platform to create ideas that have a meaningful impact on our future. Innovation, collaboration, excellence, integrity, and sustainability form the core values of IIM Jammu, which was setup with an aim to promote excellence in management education and create a strong industry interface. After the successful first Leadership Summit at IIM Jammu campus in February 2020, we are fervid to have another opportunity for all of us to have leaders from different walks of life on a single platform to discuss various topics relevant to the selected theme. The 2nd Leadership Summit 2021 will be a stage for the discussion on five interesting themes and hence we invite you to participate in the discourse. Due to the unprecedented situation that the world is going through, because of the pandemic, we have decided to move the Leadership Summit to a digital platform this year. However, we see this as an opportunity to have a broad outreach and increase the repertoire of speakers.



WOMEN ENTREPRENEURSHIP EVENT

Entrepreneurship Development Cell, IIM Jammu hosted a Virtual event where ten exceptionally talented women entrepreneurs of Kashmir were invited to share their views, struggles and way forward on promoting women entrepreneurship in Kashmir. The event was also attended by the Director, IIM Jammu Professor B.S Sahay who promised all possible support from IIM Jammu in promoting and encouraging women entrepreneurship in J&K. Prof. Sahay also suggested entrepreneurs from Kashmir to leverage and benefit from the resources and facilities offered by IIM Jammu through its off-campus in Srinagar. The program was moderated by Dr. Muqbil Burhan, Chairperson IIM Jammu, Srinagar Off-campus who interacted with the women entrepreneurs through a question answer session.

The program featured proud business owners from Fashion, Bakery, and Design Industry running some promising ventures like Zaytuna Label by Ms. Samreen, Sunny Smile Bakes by Ms. Mehtab, Hangers the Closet by Ms. Sadia, Rabia Shahnaz by Ms. Naila Shah, Mehak Suhail Architects, Verv the Artelier by Ms. Iqra Khan, and Poash by Ms. Asma Wali. The women entrepreneurs shared their experiences and challenges that they and other entrepreneurs face in Kashmir.

Female Entrepreneurship remains a challenging path, particularly within the male-dominated society. The increasing presence of women as entrepreneurs has led to a change in the demographic characteristics of business and economic growth in Kashmir. Women-owned business enterprises play a prominent role in the society by inspiring others and generating more employment opportunities in the Kashmir region.

It was awe-inspiring to hear the stories of these extraordinary women. Despite facing numerous obstacles, they are now successfully running their businesses. A society in which women cannot realise their full potential loses out on the significant potential for innovation, economic growth, and job creation. It has never been easy for women to prove their resilience. But fighting against the odds, these leading ladies have made valuable contributions to women entrepreneurship. With the new era, more and more women entrepreneurs are rising. IIM Jammu is planning to have a similar kind of event for women entrepreneurs in Jammu and is organizing Women Entrepreneurship Summit at its main campus at Jammu and off-campus located in Srinagar. Promoting entrepreneurship in J&K, IIM Jammu is starting business incubators at Jammu and Srinagar to support young entrepreneurs through training, ideation, seed funding, workspace and acceleration.



STUDENT PROFILE



Aalekh Tak

Summer Internship Organization: TATA AIG GENERAL INSURANCE COMPANY LIMITED
Role: MARKETING INTERN

My internship with TATA AIG General Insurance Company has helped me experience how sales and marketing work in the field. From extensive training in product pitching to convincing prospective customers through various means and finally leading a team of 12 interns at the final stage, the experience has helped me develop personally and professionally. It has helped me improve my leadership abilities and become a better team player. I experienced a true sense of shared learning when I got an opportunity to pass on my learnings to my teammates and help them in their journey with TATA AIG.

Aastha Gupta

Summer Internship Organization: Tata Metaliks Limited
Role: Management Trainee Intern

Tata Metaliks provided me with an enriching and holistic internship experience as a Management Trainee intern in their Digital department. Being a part of their digital transformation journey helped me gain valuable insights about cultural capability development and various other aspects. Through the live project, I honed my organizational and task management skills to get accustomed to the real-world scenario. The organization exposed me to website analytics and corporate communication, thereby enhancing my competence. Because of their invaluable mentorship, I explored new horizons and hence, the brief stint proved to be a great learning experience.



Abhijeet Madage

Summer Internship Organization: Outlook Group
Role: Marketing Intern

My internship experience with OUTLOOK GROUP has given me the exposure of media industry and its working. While working on the various tasks assigned, I was able to implement the concepts of marketing into real life situations through which I learned that the market scenarios are way different than what we read in books. I was working as a marketing intern and my job involved not only to compare the strategies of Raheja Group of company with its rivals but also to suggest a better plan to improve the various aspects of the company. To perform these activities, I learned and used various online tools and platforms.

Abhinav Baisoya

Summer Internship Organization: AMUL(GCMMF)
Role: Sales and Marketing intern.

I had a truly enriching and amazing internship experience with AMUL(GCMMF) as a market research intern. It made me think out of the box and taught me how to implement things in real life. Working with one of the biggest FMCG companies in India helped me to gain insights into how they market their products. I also got the opportunity to know and understand market strategies followed by AMUL competitors. My project was based on primary and secondary research of AMUL products and I got to know about various tools to narrow down the data to have the required output and how to create awareness about the product among customers and retailers so that it can be visible to them and reach a larger audience to help in increasing sales.





Abhishek Bobade

Summer Internship Organization: Awesome Sauce Creative

Role: New Media Marketing Intern

The Internship opportunity I had with Awesome Sauce Creative was a great learning experience and an essential step towards my professional development. Awesome Sauce Creative gave me a glimpse of corporate life and what it expects from MBA graduates. The various projects I worked on helped me to strengthen the knowledge I gained at the institute. During my internship period, I worked on projects that helped me understand the Design/Branding market scenario in our country. I worked on diverse projects that included competitor analysis, price estimation, market research, market analysis, Content writing, consumer-psychology analysis, strategy formulation, and customer acquisition which enhanced my overall knowledge in this domain. The internship also gave me a glimpse into the real world of marketing and strategy management and its differences for various businesses.

mba20001@iimj.ac.in



Achhada Priya Rajkumar

Summer Internship Organization: Vedanta Limited

Role: Management trainee intern

Working at Vedanta Limited as a management trainee was a wholesome learning experience. I worked on three projects which gave me a clear idea about the corporate culture. I worked on exploring strategies to win corporate awards, which allowed me to talk to multiple managers of various companies to analyze their strategies. Moreover, the organization allowed me to design an employee connect calendar for the organization. Apart from this, I worked on data visualization of HR metrics in dashboards through Power BI. I was able to gain real-time exposure to the corporate world through this milestone opportunity.

mba20177@iimj.ac.in

Abhishek Kathuria

Summer Internship Organization: CSA Management Consultant Pvt. Ltd.

Role: Finance executive

My internship with CSA Advisor has provided me with a great opportunity to gain corporate exposure and apply what I have learned in class to real-world situations. As an equity research intern, I was assigned a variety of tasks, including in-depth qualitative and quantitative analysis of firms, annual results analysis, initial public offering analysis, and option trading. My research reports aided the organization in advising clients on various investment opportunities. Additionally, I learnt fundamental and technical analysis, option strategy design, and premarket analysis throughout my internship. Overall, this internship has provided me with a great exposure to capital and derivative markets.



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Adityaroop Pathak

Summer Internship Organization: Tata AIG

Role: Sales Intern

It was a decent experience being a sales and marketing intern at Tata AIG. Got to know the the insurance industry and how it functions. My role for the organisation was to sell insurance amongst my network as they hadn't provided any leads, however it gave me an opportunity to research about the health insurance and how customers respond to it. I examined if there was awareness among people about health insurance in particular, turns out it is slowly increasing and most of the people already have health insurance of their own and their family. Overall, it was nice to gain knowledge about the insurance industry and how companies function in the industry.



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Abhishek Yadav

Summer Internship Organization: Relocatte

Role: Management Trainee

My Internship with Relocatte Pvt Ltd as a Management Trainee was exemplary. The Internship revolved around Sales and Operations Management of the company. It helped me in recognizing the real market situations. I was engaged in various tasks, including but not limited to competitor analysis, social media platform analysis, new product line idea formation, and overall marketing strategy formulation. This Internship has been very beneficial in equipping me with the technical and soft skills required in the corporate world. The learning's from this Internship would go a long way in shaping my future career.

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Adwitiy Shukla

Summer Internship Organization: Sureti IMF

Role: management trainee

My internship with Sureti IMF gave me the opportunity to implement classroom learnings into the actual corporate setup. I worked in the Sales and Marketing domain, wherein I curated a digital marketing project that required extensive market research and a thorough primary and secondary survey, which generated meaningful insights about the insurance industry. These insights will help the company understand the shift in consumer behaviour post-pandemic. Moreover, I designed helpful content for the company's social media pages to generate awareness.

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Abinav Omkarnath S

Summer Internship Organization: Outlook Publishing Group

Role: HR Intern

My internship with Outlook Publishing Group has helped me understand the nuances of the print media business and the various challenges the organization faces in its day to day activities. As an HR intern I had to research and understand the psychology of the employees across the hierarchy. I was made to analyze the current appraisal system and suggest any necessary changes that can optimize it. I also had the opportunity to design a recruitment and selection strategy which could be used in the organization's hiring process. Finally I devised a Training and Development program to boost the employee morale in the sales department. This internship greatly helped me to practically apply the theoretical concepts of business



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Ahire Ajinkya Suresh

Summer Internship Organization: CARNIVAL GALLERIA LLP

Role: MANAGEMENT INTERN/TRAINEE

As Alfred Tennyson has quoted, "Knowledge Comes, but Wisdom Lingers", my internship with Carnival Galleria LLP has given me the opportunity to apply my knowledge in the real Business world. I worked on the Periyar Dairy Farm Project, where my primary role was to study and research A2 milk players in market, their pricing structure, strategies & average daily milk consumption. I did a customer survey and research to understand customers' awareness, interest, and feedback about A2 milk. I also worked on a new initiative called 'Agri- Tourism', which involved concept development and basic planning.



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Akansha

Summer Internship Organization: TVAM Naturals

Role: Business development intern

My internship with TVAM Naturals as a Business Development intern helped me understand various nuances of the premium personal care market (FMCG). I worked around the overall launch strategy of the products along with performing market research and lead generation activities that acted as a catalyst in the rebranding of the brand. The focus was on doing market research for domestic and international markets, competitors analysis for better positioning of the brand, and building influential consumers' relationships to understand the brand from their perspective. This eventually contributed to forming strategies for the launch of new products.

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Akansha Chauhan

Summer Internship Organization: Dukes India

Role: Marketing Intern

Interning with Dukes India was an exceptionally educative experience, which not only gave me the insight in marketing field but also helped in applying theoretical concepts in the real life situations. I was working as a marketing intern which not only involved promoting the product and handling social media but it also gave me an opportunity to create some new product for the company and understand the working process of FMCG company. It was great learning period of two months.



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Akansha Vaish

Summer Internship Organization: Money maxx finance services prvt ltd

Role: Project Finance intern

Working in Money Maxx finance services prvt ltd gave me the exposure of dealing with the clients and working upon their requirements in their best interest. It also helped me learn negotiating skills and how important they are in order to get your terms to be followed. It was overall a great experience of Project Financing field.



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Akash Soie

Summer Internship Organization: Eureka Forbes Ltd.

Role: Finance Intern

It is hard to completely understand and process the working environment, deadline stress and responsibilities that come with a corporate role, especially for a fresher. Being a summer intern at Eureka Forbes Ltd. opened me up to the nuances of the corporate life and theoretical learning. It gave me the opportunity to bring the theoretical concepts to life. During the course of my internship, I learned the way operations are handled, risks are minimized and drew a financial analysis of the company to fully grasp the strength and weaknesses of the company. It was an experience that has given me the confidence to set foot in the real business environment.



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Akshay Karande

Summer Internship Organization: Receivables Exchange of India Ltd (RXIL)

Role: Sales intern

My internship experience with the Receivables Exchange of India Ltd (RXIL) helped me understand the nuances of business and lift my confidence. It taught me to think out of the box and relate the classroom learnings with real life situations. I worked on the project titled 'Scope and progression of TReDS ecosystem' which involved analyzing the MSME sector and the ways to solve the issue of delayed payments. I did a thorough research of all the stakeholders involved and also the government policies and suggested ways to ease the onboarding of MSMEs on the TReDs platform.

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Akshit Jain

Summer Internship Organization: Tata AIG

Role: Marketing Intern

The internship at TATA AIG was a great learning opportunity. I worked majorly in sales and marketing, which was a new dimension for me, that proved to be challenging yet interesting. Sales provided me with the opportunity to interact with and understand the basic behaviour of people from diverse backgrounds and its impact on their purchasing behaviour as well as paved the way for me to make invaluable connections. The internship also provided me with the full blown managing experience as I was assigned a team of 22 interns. This helped me understand the typicality's of management and where and how to put my book knowledge to use. I also feel this team management experience will provide me an upper hand as practical application carries immense value. All in all, this internship was an experience that I probably will cherish for the years to come.



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Amaresh Tiwari

Summer Internship Organization: Dukes India

Role: Marketing specialist

My Internship with Dukes India gave me exposure to the intricacies of the FMCG sector. I got the opportunity to work on multiple projects for the biscuit, confectionery & chocolate category of Dukes India. I've involved in four major projects in 8 weeks of internship. The first project was to understand the competitive landscape of Dukes India through competitors' social media analysis. The second project includes designing creatives and campaigns for social media marketing. The third project was on product development & the fourth was to understand the current positioning statement of Dukes India & competitors. To differentiate it from the competitors & engage more efficiently with customers. While working on this project, I developed a pragmatic approach and a fair understanding of marketing & customer engagement.



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Ambhore Harsh Kuldeep

Summer Internship Organization: Outlook Group

Role: Operations Intern

My internship at Outlook Group was quite insightful and helped me gain profound professional experience. I was assigned sales and operations tasks during the internship. These tasks help me implement classroom learnings in practical aspects. I was responsible for implementing a sales funnel strategy for sales to venture out in new unforeseen markets that the Outlook Group can extend their market share and increase their profits. For the operations, I was assigned to implement a product-process matrix, operations strategy matrix for the company, and I was able to learn the practical implications of the aggregate planning process. Every single task was challenging, and overcoming that challenge made me learn a lot of new things.



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Anamika Anjal

Summer Internship Organization: Outlook

Role: HR

As said, "In order to build a rewarding employee experience, you need to understand what matters most to the people." My summer internship journey provided a beautiful opportunity to comprehend the unsaid behavior of people, learn what they deal with and provide solutions for how to manage it. As future managers, it is crucial to be cognizant of real business problems for improving our skills and abilities. I am grateful for the set of diversified tasks which helped me to enhance my acumen further. It was a great learning on practical aspects of an organization's human behavior.

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Anshuman Misra

Summer Internship Organization: Sodexo India Services Private Limited

Role: Marketing Intern

At Sodexo, I got the fantastic opportunity to work with the highest-level management to bring about digital transformation in Facilities Management Industry which has predominantly been labour intensive. My work at Sodexo was to understand the commercial readiness of technologies and identify strategic partners that can help strengthen our service portfolio. This internship has allowed me to interact with multiple stakeholders, whether internal or external, client or partner, business development or operations. It has given me a better understanding of their requirements and how they fit into the overall equation. My stint at Sodexo has helped me be truly ready for the future and the challenges that await.

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Ankur Meena

Summer Internship Organization: CredFlow

Role: Marketing

Working in Credflow was my first experience in a real-time business scenario. Credflow is an early-stage fintech company, solving the SME's most pressing cash flow management problem. I have learned a lot and not just in one fixed area of work but in multiple fields. Being promoted to Marketing Strategist during my internship and getting a Letter of recommendation at the end worked as a great source of motivation. These two months helped me to gain insight into the areas where I'm interested.



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Anubhav J Gangwar

Summer Internship Organization: Outlook Group

Role: Marketing and Sales Intern

My internship experience with Outlook Group has given me confidence as I've experienced the nuances of customer behaviour while completing one of the tasks, i.e., sales. The projects that I was involved in involved many tasks such as advertising, digital marketing, competitors analysis, and much more. I did certain surveys through which I found the NPS and, according to that, made some strategies, in what ways the company can reposition itself and how can we retain customers. I was also handling the analysis of other companies of the Rajan Raheja Group. Outlook Group is one of them, and knowing about various diverse group companies helped me increase my plethora of corporate world.



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Anoushka Motapothula

Summer Internship Organization: Bajaj Allianz Life Insurance Company

Role: Finance

My internship with Bajaj Allianz Life Insurance Company has provided me with hands-on experience for professional development. I worked on the project of developing "an ESG model for investment" that incorporates environmental, social, and governance (ESG) factors for long-term value and sustainable investing. I worked on identifying material ESG factors for each sector and developing a scoring methodology to award scores to each company. The resulting ESG score is compared to form a definitive ranking of companies that helps investors make a sustainable investment that aligns with their values.

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Anushka Sharma

Summer Internship Organization: Otto Clothing PVT LTD

Role: Digital Marketing & HR

"Develop a passion for learning, if you do, you will never cease to grow" -this quote by Anthony J. D'Angelo sums up my summer internship experience at OTTO Clothing PVT Ltd. During these two months I got the opportunity to work in the areas of digital marketing and HR. The opportunity to travel to warehouse and factory and analyze various employee levels was enriching. Also getting the responsibility to run Google Ads campaign to increase the e-commerce reach of the organization was filled with new learnings. The entire experience gave an insight into the corporate world dynamics and was valuable.

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Anshika Singhal

Summer Internship Organization: Money Maxx Finance Services Pvt. Ltd.

Role: Finance Intern

My time as summer intern as MONEY MAXX FINANCE SERVICES (MMFS) taught me the value of a mix of theoretical and practical knowledge, as well as how financial managers are expected to perform in the industry. I worked on the project titled "Takeover of existing credit limits and providing additional bank guarantee". I worked in the debt financing department and helped the client restructure their debt. My main task was executing takeover of existing loans by comparing schemes of different banks. For this purpose, I attended meetings with the bank officials, did financial analysis of the client to assess their loan limits and ability to repay the credit. In second part of the internship, I advised that the client to avail the bank guarantee facility to improve their liquidity. Throughout I made sure all the loan sanction requirements were met.



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Apoorva Gautam

Summer Internship Organization: Dukes India Pvt Ltd (Ravi foods Pvt Ltd)

Role: Marketing

My Internship with Dukes India has given me the opportunity to apply the theoretical concepts in the practical world and has allowed me to explore the world of marketing. I was working in the marketing department of the organization and worked on various areas including digital marketing and competitor analysis. Depending on the prevailing situation and in the long term, I had to suggest various strategies that could be applied by Dukes to reach its customers and increase the engagement with the brand. For the same, a mix of social media marketing and traditional marketing was suggested. This internship has given me great experience with which I can confidently enter the corporate world.



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Aravind Sivakumar

Summer Internship Organization: JINDAL WATER INFRASTRUCTURAL LIMITED

Role: Project Management Trainee

This internship at JWIL is a small stepping stone to my dream field. I always aspired to work for an EPC company. I looked after projects scheduling, studying timelines and resolving operational issues. Working at JWIL, gave me a holistic view of EPC sector. The organization was open for all my suggestions and looked for ways to implement them. The learning experience was excellent and I was strongly pulled by their core values.

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Atul Raj

Summer Internship Organization: Tata AIG General Insurance Company

Role: Sales and Marketing Intern

My internship at Tata AIG General Insurance Company has taught me how to think differently and has given me a first-hand experience as to how real businesses work. It has been an immense pleasure to work as a marketing intern under such experienced people who not only gave me the required training about generating revenue for the company, but also how to create an impact on a company's brand value. This was done keeping the pandemic in mind. I was taught to think out of the box to create an impact - be it generating lead, contacting them or finally converting them. The second part of the internship included leading a team of 13 members which gave me a real-life experience of the things that are taught in class and how things actually work at grass root level.

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Arunima Rao

Summer Internship Organization: CNBC TV-18

Role: Content and Editorial Intern

My internship at CNBC TV-18 was a fulfilling experience. It gave me a chance to spearhead the 'Young Turks Archives' project for India's longest-running show on entrepreneurship. It served as a window into the world of broadcast journalism and gave me flavour of how large media organisations work. Further, it imbued me with the knowledge of how the Indian startup ecosystem has evolved over the last two decades, in terms of funding patterns, valuation trends and priority sectors. Working on this project sharpened my research and technical skills. Finally, I learned how to perform well in high-pressure environments, in this case, to meet tight newsroom deadlines.



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Ayush Agarwal

Summer Internship Organization: Fyndhere Services Pvt. Ltd.

Role: Sales and Marketing

The best thing about working at a startup is that you get to learn a lot. As a sales intern in a startup, I also had the opportunity to work on product strategy and digital marketing. We designed and launched two CSR initiatives: Project Blood Messiah and Mission Oxygen, which benefited many people. The projects helped me understand the idea of aligning the company's brand story, mission, and vision with social media campaigns that we run for business. Moreover, the complete ownership of the social media campaigns helped polish my decision-making.



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Ashish Sawant

Summer Internship Organization: Carnival Galleria LLP

Role: Marketing and Strategy

My internship with the multinational conglomerate Carnival Group included two different projects for its new business vertical of Periyar Dairy. First, it gave me a chance to conduct detailed market research for A2 milk and develop a pricing strategy for its Proton brand. My second project was to conceptualise an entirely new business model of Agri-tourism for its four farm sites in India. This allowed me to explore the world of service design, prototyping a tourism product and building a go-to-market strategy. The internship gave me a chance to learn new things and apply the theoretical learnings during my MBA.

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Ayush Mohan Singh

Summer Internship Organization: Renous Consulting

Role: HR Intern

My internship with Renous Consulting has developed my skills and given me a clearer view of professionalism. It has also helped me accept the challenge by seeing the underlying opportunity and making the most out of it. During the 2 - month internship, I handled end-to-end recruitment, and it helped me gain better insights into the recruitment process and talent acquisition. I also handled the training and development for four employees at the firm and prepared a training module to be used as a reference for the future. This helped me connect and apply classroom learning to real-world scenarios and understand its intricacies.

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Ashutosh Sahu

Summer Internship Organization: INNOLABZ VENTURES PVT. LTD

Role: Business Development & Marketing Research Intern

My internship with InnoLabZ Ventures as a Business Development & Market Research Intern has been an enlightening and riveting experience. Intimation with an empirical approach towards sales and marketing, aided me in developing perspicacity towards the dynamics of the market. Working on the Franchise Model, extensive training in B2B sales through mock calls, lead generation, product pitching, objection handling, negotiation, etc. led to increased customer churn. My research on Higher Education and Startups in India helped develop a niche for the company and received immense appreciation. Also, coordinating the marketing team to create brand image and awareness, helped in edifying my leadership abilities.



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Ayush Pangtey

Summer Internship Organization: Dukes

Role: Marketing and sales

I had an enriching internship experience with Dukes Pvt. Ltd. It allowed me to grasp a deeper understanding of the FMCG sector. My role for the internship in marketing was to understand the digital presence of Dukes and all its competitors. Further, I had to provide insights to improve the digital presence of the brand. It allowed me to understand how brands increase their presence in the market and how crucial it was for brand success. My sales role required me to work on field, understand the buying behaviour of the people. It also required me to keep a constant watch on competing brands and their products in the market. My experience was very informative and I deeply value all my learnings from the Internship with Dukes Ltd.



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Ayushi Gupta

Summer Internship Organization: Trariti Consulting Group

Role: Strategy Intern

My internship with Trariti Consulting Group gave me an insight into management consulting. Albeit virtual, the learning was immense. I worked on various projects that helped inculcate a holistic understanding of brand management and strategy creation for optimal resource utilization. In the business development domain, I created numerous industry insights and podcasts on pertinent business topics. I worked on a potential client and identified their growth opportunities by practically applying classroom learned theories. I also created a strategy assessment questionnaire to evaluate an organization's strategy. Along with this, I worked on creating a social media ROI calculator for digital campaigns. A strategy was prepared as well to leverage it as a business development tool.



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Bhaswati Chiring

Summer Internship Organization: CSA Advisor

Role: Equity Research

The stock market refers to the collection of markets and exchanges where regular activities of buying, selling, and issuance of shares of publicly held companies take place. CSA ADVISOR being the stock brokering company deals in various products like Equity and Derivatives, IPOs, Mutual Funds, Currencies, Education and PMS. While working in CSA ADIVOSR for the Summer Internship Program, we got the chance to have an in-depth study about their product dealings through their classroom sessions. We also had a sector analysis of the steel, auto mobile, and banking sector by taking in large cap companies and carried out index formation and financial ratio analysis to come up with the most favourable stock based on historical data of 3 years. Moreover, we conducted a market survey to know the investment pattern.

Ayushi Singhal

Summer Internship Organization: Dukes

Role: Marketing Intern

My Internship with Dukes was an enriching experience and provided me with an exposure in the FMCG industry. I worked on various projects ranging from market research to digital marketing, which allowed me to implement my classroom learnings of various domains of management in the real world. During this internship, I also developed a new product that required primary and secondary research, worked on its cost and revenue aspects and devised reasonable pricing, distribution and GTM strategy. I also designed various posters to build brand awareness. These projects made me think out of the box, making my entire internship fruitful.



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Bhavnish Sharma

Summer Internship Organization: Dukes India

Role: Marketing Analyst

My internship experience with Dukes has made me think out of the box and exposed me to the FMCG Industry and real-life situations and preparations for it. Dukes Internship allowed me to express all the learning outcomes of theoretical knowledge gained throughout my life and present it in front of the board with valuable data and solutions. It gave me an idea of how marketing can be done and can be different from essential marketing to digital marketing and lead to other aspects of the product such as designing, cost technique, supply chain, financials, etc



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Badal Kumar Pathak

Summer Internship Organization: AMUL

Role: Sales & Marketing intern

Working with Amul (GCMF) as a sales and marketing intern provided me a great learning experience. This role helped in connecting dots of theory and their practical application, To understand the gaps in demand and supply, I accumulated retailer feedback, performed a consumer survey to determine the consumer's preference, and implemented all these findings in devising various marketing strategies for AMUL, also I learned ways to further increase the market share of a brand that is already leading. The project assigned was extremely insightful as it helped me study consumer behavior and market of Amul.



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Bhavya

Summer Internship Organization: Artha Venture Fund

Role: Investment Intern

Working with prominent Venture capitalists of the industry has been the major highlight of my internship at Artha Venture Fund. The 10 week long internship with a micro-VC fund were full of new challenges and the learnings that came along with it. As a fresher, the exposure I got to the functions of a VC fund & the early-stage start-up ecosystem was colossal. From deal sourcing and evaluating start-ups to drafting investment memorandums and supporting portfolio companies, I worked on all crucial activities performed by the investments team of any VC fund. After analyzing more than 100 start-ups and researching 6 sectors extensively, I feel confident about applying the acquired skills and expertise in an organization going ahead.

Banoth Vinay Kumar Naik

Summer Internship Organization: Teleradiology Solutions.ltd

Role: Purchase Intern

It was very insightful experience. there was a lot of knowledge flow within the company and I tried to tap as much insights as possible. from the onboarding till the end of my internship everything was in flow, and I learned how business decisions are taken in an organization and how to implement our academic learning to actual organizational work. learnt how to select the vendors and how to minimize the cognitive factors involved in supply chain and decision making. It was one-of-a-kind experiences in my life.



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Bhawana Mutneja

Summer Internship Organization: SURETI IMF Pvt. Ltd.

Role: Sales and Marketing Intern

My Internship with Sureti IMF as a Sales and Marketing Intern has given me first-hand experience selling insurance. The Internship included reaching out to the prospects and following up on them to close the sales. During these eight weeks, I also worked on a digital marketing project that revolved around the marketing mix and the company's competitive analysis. I also got the opportunity to suggest some lead generation strategies to the company. The Internship has given me practical exposure and allowed me to apply the classroom knowledge to corporate scenarios.



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Bishal Kumar Patro

Summer Internship Organization: Outlook Publishing (India) Pvt. Ltd.

Role: Sales and Marketing intern

My summer internship at Outlook Publishing (India) Pvt. Ltd. as a sales and marketing intern provided me an enriching learning experience. Being a fresher, it was expected to turn out to be my first hands-on experience in a corporate environment. As a marketing intern, I was exposed to different areas of marketing. This insightful opportunity helped me in learning and developing various marketing skills such as Sales, Customer Relationship Management, Digital Marketing, Product and Brand Management, and Advertisement. During my tenure, I got to understand the business model of the print media industry and the challenges associated with it.

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Chandra Prakash

Summer Internship Organization: Optum Global Solution (part of UnitedHealth Group)

Role: Product Management Intern

UnitedHealth Group ranks 5th among FORTUNE 500 companies and I took pride in working with UHG as a Product Management Intern. My experience with UHG was rewarding, and it has become one of the highlights of my MBA career. During my internship, I led the research and strategy development of a fitness management product for United States citizens. Moreover, I was exposed to a variety of strategic product management technicalities such as detailed industry research, competitor analysis, user personas curation, sentiment analysis, and many more. I was extremely grateful for working in such a welcoming and structured workplace that fosters growth and learning.

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Bishnu kumar

Summer Internship Organization: Tata Aig

Role: Sales and marketing

My internship with TATA AIG has given me the confidence to set my foot in a natural business environment. The experience that I got has made me think out of the box and taught me how to implement things that I have learned in the classroom. I was working as a sales and marketing intern, and my job involved selling and leading a team of 14 interns. I worked with my team to increase the company's revenue and identify and explore influencer marketing strategies in the insurance sector. In addition, I did a customer survey and research to understand the perception of customers towards the products of TATA AIG.



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Darsana Dutta

Summer Internship Organization: Parle Products Pvt Ltd

Role: Summer Intern (Marketing)

My experience of working at Parle has been truly enriching. I have always been inclined towards FMCG marketing and to get an insider's perspective in this 90-year old leading consumer brand of the country, was like a dream come true. Learning in-depth about the distribution channel that Parle has perfected over the years has been one of the highlights of my internship. Working closely with my mentor, a seasoned marketing professional, helped me in gaining a much better understanding of real-world sales and marketing. I couldn't be more grateful to my institute, IIM Jammu for providing me with this opportunity.



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Boddeda Prasanth Kanna

Summer Internship Organization: TATA AIG General Insurance Company Ltd

Role: Sales

My Internship at TATA AIG general Insurance has been the most rewarding and motivational experience I have had during my time as a student at the IIM JAMMU. I was interning with the company's sales team, which focuses on the sale of health insurance policies. The theoretical knowledge I gained from my classes has been relevant and helpful throughout my Internship and real-life work scenario. During this internship period, I learned a lot working as a sales intern, like smart working, active listening during the sales pitch, and also dealing with rejection. I hope that with the learning for this Internship, I will be successful in my future endeavors.

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Debopriyo Roy

Summer Internship Organization: Sureti IMF

Role: Marketing and sales intern

Working as a marketing and sales intern under Sureti IMF has been a very insightful and practical experience. Over the course of 2 months, I was trained about the various sales and marketing strategies involved in the insurance sector. My prime responsibility was to make sales for the company and to boost social media through digital marketing strategies. Various esteemed professionals interacted with us on a regular basis to help us understand the insurance sector as a whole. The overall working environment was dynamic and vibrant, and it helped me groom myself professionally.

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Burada Balaram Hemanth

Summer Internship Organization: Outlook Group

Role: Marketing Intern

My Internship with Outlook Group as a Marketing Intern has been a great learning experience. It was a wholesome experience as the work assigned has helped me be exposed to product management, brand management, digital marketing, sales, and advertisement. The result was quite intriguing as it involves thorough research of the company's core competencies, conducting consumer surveys, negotiations with retailers and prospects, using tools such as google analytics, SEMrush, etc., and understanding the aspects of new product development. The findings from my work helped me devise new strategies and an action plan for the company.



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Deepshikha Dabas

Summer Internship Organization: AECOM India Pvt. Ltd.

Role: Project Finance Intern

My role as a project finance intern at AECOM India provided great insights into the finance department's day-to-day workings and routine tasks in the service industry. Tasks delegated to me included calculating and analyzing the financial health of various projects with the firm using profitability and other ratios as per industry standards. Training and guidance at the beginning of the internship enabled me to acclimatize myself to the concepts and procedures around the complex workings. Additionally, I got the opportunity to assist in the budget development plan for the coming financial year, and I am glad for this internship experience.



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Dheeraj Singh

Summer Internship Organization: Sureti IMF

Role: Sales and Marketing

My internship with Sureti IMF helped to gain professional experience. I worked as a Sales and Marketing Intern at Sureti IMF. During my time, I have been introduced to many projects like sales strategies, product pitching, digital marketing, competitive analysis etc. Working on different projects helped me to apply the knowledge which I gained in the classes and to get practical experience. The whole experience helped me to improve my overall personality. I faced a lot of challenges, but I know that experiences will help me in my future prospects.

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Divyajeet Chauhan

Summer Internship Organization: Outlook Group

Role: Sales and Marketing Intern

My internship at Outlook Group has acquainted me with the functioning of the corporate world. It was an illuminating exposure accentuating the ins and outs of the print media industry in India. As a marketing intern, I was involved in sales, advertising, market research, social media analytics and brand management tasks which allowed me to apply my learnings from the past year in practical scenarios. Analyzing the change in consumer buying patterns during the pandemic was also fundamental learning during my internship.

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Dhole Kiran Santosh

Summer Internship Organization: NNIIT

Role: Business Development Manager Trainee

My internship experience at NNIIT has helped me apply the classroom learnings to solve real-life problems and given me the confidence to step into a real-life business environment. I was assigned the role of Business Development Manager Trainee, which required me to develop and improve the current sales cycle and provide recommendations about how NNIIT can increase their reach. In addition, I was responsible for closely working with the expansion team at NNIIT to help NNIIT grow in the challenging ed-tech industry. In my internship, I connected over 400 potential clients and was responsible for training three individuals to support the expansion plan at NNIIT.



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DPS Samanvit

Summer Internship Organization: Sid's Farm

Role: Finance

Engaging with Sid's farm Pvt Ltd has deepened my understanding of the FMCG industry especially in the sub-segment of Milk and Milk Products. Though the role offered was finance, I had the opportunity to work with various business heads and contribute holistically. My responsibilities include providing the senior management with a detailed project report in areas of interest for the firm, costing at various stages of a product life cycle, valuing peers in the listed space and providing guiding figures of various costs of capital, and Identifying cost drivers while scaling the firm.



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Diksha Kumari

Summer Internship Organization: AdvaRisk

Role: Business Development Intern

My Summer internship allowed me to dive deep into the sales and marketing domain. As a business development intern, I got involved in several activities, starting from doing competitor analysis of the new product launch to finding target customers to doing actual B2B Sales in the first half of the internship. In the next half, I looked after the product's branding and social media engagement and managed new and old clients. Every assigned task made me think, research, and then develop an idea or a solution. Working with the firm was an enriching experience that will help in future endeavors.

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Ganesh P Nikam

Summer Internship Organization: Bank of Maharashtra

Role: Finance Intern

My internship experience with the Bank of Maharashtra has provided me with real-life business scenario experience and has built the confidence to implement my knowledge into my work. I worked as a finance intern to manage various term loan credit proposals for the retail department throughout my two-months internship period and assisted in various day-to-day business-related tasks. I worked with the commercial department on credit proposals related to cash credit (CC) renewal and managed diverse credit monitoring arrangement (CMA) analysis. In addition, I interacted with customers as a part of a marketing campaign to encourage customer engagement.

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Dipjyoti Das

Summer Internship Organization: Dukes India

Role: Sales in charge

My internship with Dukes India as a sales in charge taught me that we are selling something to someone in our whole life. It might be an idea, any product or a piece of cloth or anything. These two months of working gave me an understanding of how things happen on the ground, which is entirely different than I thought it would be. And I realize that most of our country FMCG sales are still happening in the traditional trade method.



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Garima Kathpalia

Summer Internship Organization: Kotak Mahindra Bank

Role: Financial Product Management

Kotak Mahindra Bank provided me a wholesome and enriching experience. I had the opportunity to work in the Debit Cards teams and develop new products and strategies to elevate the current debit card portfolio of the bank. My tenure in the company cumulated my technical proficiency, competence, and cultivated my individual magnetism as a specialist. The kind of mentorship I was embraced with was commendable, the experience provided me with evidence of learning and technicalities that I will nourish for a lifetime. KMBL has set high standards for me, providing the right exposure to strategy making and product handling.



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Girish Kulkarni

Summer Internship Organization: Dukes India

Role: Marketing Intern

My internship with Dukes India helped me learn the retail aspect of the FMCG industry. It helped me understand how social media affects the purchasing patterns of the consumers and how to have an impactful social media campaign for maximum engagement, thus driving the cost of acquisition down. In case of retail, the most important thing is visibility. It's the reason driving the sales was understood by me in this course of internship. The internship helped me in understanding the FMCG customer base and driving a successful campaign, as the campaigns are the way to generate the demand for the products and hence helping in driving the sales.

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Gunjan Sharma

Summer Internship Organization: CSA Advisor

Role: Finance Executive

My internship experience as a Finance Executive at CSA Advisor involved mainly conducting Equity Research to make investment recommendations to prospective customers, ensuring that we cater best to the needs of the respective customers. This opportunity allowed me to analyze and study various sectors and better understand and use the Financial Accounting concepts taught to us in the classroom. Not only this, but I also got the opportunity to conduct valuation for various upcoming IPOs. In a nutshell, the internship provided me a much-needed breakthrough into the world of Finance and taught me the nuances of working in a field dealing with something as technical as the Finance domain.

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Goutham Kuna

Summer Internship Organization: JK Spices & food products

Role: Sales Intern

My internship at JK Masale is a mix of both onsite & offsite. Being a traditional spice company belonging to core FMCG sector, it helped me in understanding how this sector operates in traditional & modern trade. I worked on the project titled "Mapping and analysis of HORECA segment with respect to spice Industry" in which I had got a good experience about the trade practices followed in this HORECA segment. Being the future of FMCG sector, the HORECA segment and rural market pose a different challenges for market penetration. I have also worked on the export market for spice industry and ready to eat segment in spice industry.



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Gursimran Singh Sahota

Summer Internship Organization: SimplyFI Softech India Pvt. Ltd.

Role: Business Development & Sales Intern

My Summer Internship with SimplyFI Softech India Pvt. Ltd. provided me ample opportunities to gain experience and exposure from the corporate environment. I worked under the sales team with the organization's CEO for lead generation and connecting with other international businesses. For constant development processes, I was associated with SimplyFIs International partners who helped us customize and develop our sales processes as per different International regions. Later on, I was also assigned to learn and understand product and project management by one of the senior Ex-employees, which helped me learn and develop apart from the boundaries of my role in the organization.



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Govind Kumar Singh

Summer Internship Organization: Exceller Consultancy

Role: Business analyst

My internship with Exceller consultancy gave me the opportunity to apply my academic knowledge to solve the real-time problems in the corporate world. I worked as a business analyst intern, which helped me analyze the different sectors like real estate and IT sector. My primary role was to create report and dashboard with the help of salesforce CRM for our clients. I did not only help the client companies to make their business processes easy but also gave them recommendation to improve their revenue and cost efficiency.



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Harsh Matta

Summer Internship Organization: Outlook Publishing (India) Pvt. Ltd.

Role: Marketing Intern

My internship experience with Outlook Publishing (India) Pvt. Ltd has given me a holistic view of different domains of marketing. I worked as a sales and marketing intern and I was assigned multiple tasks during the course of my summer internship. The first task was about product learning wherein I got to know the dynamics of product offering and how it is positioned. The next task was about understanding customer sentiments wherein I got to learn how it can be measured and optimised. The next task was about understanding the importance of digital presence and how companies use it to interact with customers. The final task was about understanding the effects and importance of branding for a company and how a brand management plan is implemented. The internship with Outlook Group not only increased my knowledge but it also influenced my personality positively, it was an enriching experience.

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Gowtham M

Summer Internship Organization: JWIL Infra Limited

Role: Project Management Intern

JWIL is a holistic water management company giving EPC turnkey sed solutions. Working as a project management intern allowed me to explore and understand what it is like to work for a construction company. I handled the execution side, where I got a chance to interact with people from HQ and the site. I used to monitor daily activities from the site, prepare variance and resource utilisation reports. Finally, I had to incorporate this information to prepare an analysis to overcome the backlog. As a whole, this experience provided me with the opportunity to learn several new skills that I hadn't been exposed to previously.



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Harsh Seth

Summer Internship Organization: MoneyPlanned

Role: Branding and PR Intern

My internship with MoneyPlanned helped me put my theoretical knowledge into practice and gain insights into actual decision-making. Working on this internship helped me develop the overall attributes necessary for the corporate world. I learned how to use my creativity to create branding strategies for an organization. During my internship, I worked on several tasks related to branding and PR strategies facilitated by my understanding of the value creation of the company and its potential customers. I also helped create an overarching strategy for branding and customer acquisition along with customer retention.



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Harshal Krishna

Summer Internship Organization: Outlook Group

Role: Operations Intern

My internship at The Outlook Group enabled me to align my learned academia in the context of day-to-day working and scheduling of an industry-leading firm, such as The Outlook. I gained profound insight into the importance of knowing the nuances of your product by indulging in sales, which subsequently helped me garner an immeasurable product immersion and self-confidence. Additionally, I was involved in singling out the firm's core competency, developing an inventory management system, and planning the aggregate demand plans and optimal production rate. Overall, these learnings from my internship have made me well prepared to conquer future challenges.



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Isha Gupta

Summer Internship Organization: S&P Global

Role: Risk Management Summer Analyst

My internship involved projects with Vendor Risk Management and Business Continuity Management teams. I worked with the VRM team to conduct third-party risk assessments based on different factors and identified their accurate levels of risk and the Risk Framework's efficiency. With the BCM team, I created and populated a standardized Client Due Diligence template for answering client queries. This project required having discussions with Subject Matter Experts to understand better the type of queries the clients have. In addition to this, I worked on identifying critical business functions with minimum MTD by analyzing risk data and giving insights to drive business decisions. Interaction with senior leadership and team members from different domains ensured exposure and holistic growth.

Himanshu Sudhir Shingne

Summer Internship Organization: 3EA

Role: Management Intern

My internship with 3EA has provided me with the confidence to tackle business problems and find solutions while thinking out-of-the-box. I worked on client projects for acquisition due diligence and business plans. I had the chance to work with clients in varied industries such as rice export, power, and loan recovery. The wide variety provided exposure to product, service, consumer, and B2B businesses. Financial analysis, research, and projections, market research - secondary and primary, business model creation were the main highlights of my internship. In all, the experience improved my theoretical understanding of hands-on work.



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Jagriti Sharma

Summer Internship Organization: National Housing Bank

Role: Research Intern

My internship with the National Housing Bank has made me explore the different dimensions of the housing finance industry. This enriching experience helped in understanding the nuances of the industry. The highlight of my time was gaining insights into the transformation of the sector over the years and implementing theoretical aspects into the real business world. As a research intern, I worked on two projects. The title of the leading project was 'Understanding the Assets-Liability mix of Housing finance companies and studying the growth of HFCs registered after 2015'.



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Hithesh

Summer Internship Organization: Sid's Farm

Role: Finance Intern

Working as an Intern with Sid's farm Pvt Ltd has strengthened my understanding of FMCG industry especially in the Dairy product segment. Though the role offered was finance, I had an opportunity to work across domains with various business heads and contribute holistically. My responsibilities during my internship included Suggesting about various marketing strategies to establish Sid's Farm as a brand in dairy market and suggesting senior management with the new products that should be added in the current product portfolio and costing at various stages of product life cycle, valuing peers in the listed space and providing with guiding figures of various costs of capital, and Identifying cost drivers while scaling the firm.



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James Sanjay

Summer Internship Organization: Project SANAN Pvt Ltd

Role: General Management Intern

During my internship at Project SANAN, I had the opportunity to work with different departments, giving me a broad understanding of how an industry works. The company was brimming with young people who were pushing the industry's standards to their maximum. During my internship, I was given various duties to fulfill, which proved to be the most beneficial learning experience. I had the opportunity to work both offline and online, which gave me the ability to learn about the AEC industry on the ground and the backend teams that help the company move forward. Working with them instilled a lot of desire due to the entire team's ambitious approach. I am incredibly appreciative of this opportunity and the knowledge I have learned as a result of it.

Inderjeet Singh

Summer Internship Organization: V-Guard

Role: Category Strategy Intern

My Internship at V-Guard was challenging, enthralling, and enriching all at once. The Project I worked on allowed me to apply my classroom learnings and expanded my horizons and skills of problem-solving in a business environment. My Project was called Category Strategy on Pumps, and detailed market overview of the single phase pumps market, competition and pricing analysis, and trade and consumer insights. It had elements of both primary and secondary research through which I discovered the growth drivers of this market and the nuances of the different types of pumps that sell. Finally, I collated all my insights and findings to recommend strategies that can help increase market share for V-Guard.



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Jay Meliwar

Summer Internship Organization: Bosch

Role: Market Research

It was a great privilege for me to work for Bosch as a summer intern. The Summer Internship experience is entirely enthralling and sublime for me; it enabled me to have first-hand experience in corporate life for the first time. Interacting with the mentor and listening to them is enriching. The project was intellectually challenging and novel but at the same time offers ample opportunities to learn and experience new things. The summer internship experience has also given me a lot of self-confidence and motivation to pursue my career in the future.



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Jay Prajapati

Summer Internship Organization: Being Platinum World Pvt. Ltd
Role: BDE INTERN

Learning never stops in any situation. My internship experience with BPW was ultimately a new experience. I learned how an FMCG company works with all its intricacies which fits and works like a well-calibrated machine. The ability to see business from the ground reality and the problem-solving my MBA curriculum taught me were functional. Even though the pandemic affected everything yet learning never stopped; instead, it just evolved.

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Joshua Edwin Ragul G J

Summer Internship Organization: Savills
Role: Commercial, Advisory & Transactions Intern

Working with Savills, a leading international property consulting firm with more than 160 years of experience in the Real Estate industry was an enriching experience. During the course of my internship, I learnt how the industry works and worked with experts who had years of experience in the industry & assisted them in their business development initiatives. The learnings have prepared me to take up a career in Sales & Marketing.

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Jeevanandam P

Summer Internship Organization: Agamahil Natural Products
Role: Management Intern (Marketing and Operations)

The internship experience with Agamahil Natural Products allowed me to use my knowledge and skills to convert classroom ideas into various systems. I was responsible for implementing the logistical system that helped in reducing the transportation cost and time. It also allowed me to work close to wholesalers and retailers and understand how logistics work in the FMCG industry. Through customer engagement activities, I increased sales in the selected sales channel. COVID pressure helped me in exploring new areas of sales and brand building. Overall it was a great working experience with Agamahil Natural.



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Jotirmoy Majumder

Summer Internship Organization: Outlook India
Role: Marketing Intern

My internship with Outlook India was superb. I got a perfect exposure to the business world and its functionality during the 2 months of my internship with the company. I was assigned to perform multiple tasks in the marketing domain during this period which covered all the major aspects of marketing including digital marketing, product and brand management strategies and advertisement. Overall, my internship provided me with ample learning opportunities and an awesome practical exposure to the business world.



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Jitender Yadav

Summer Internship Organization: BEING PLATINUM WORLD PVT. LTD.
Role: Business Development Executive Intern

My internship experience with Being Platinum World Pvt. Ltd. was an interesting and challenging one. But, I believe all the learnings in our lives always come from challenges. I worked as a Business Development Executive for the Franchise Development department of the company. As the franchise venture was new to the organization, I learned to establish a business from scratch. The project allowed me to apply and explore the learnings I had in the classroom. Working on this project, I learned how to use various soft-selling and sales funnel concepts in the real business world. I learned about the importance of teamwork and collaboration of ideas. Despite the challenges because of this pandemic, I worked hard and outperformed each of my tasks. The internship experience surely enhanced the professional me.

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Kaila Sriram

Summer Internship Organization: Sureti Insurance Marketing Firm
Role: Sales and Marketing Intern

My internship experience with SURETI IMF has given me great insights into how the corporate world works. It taught me how to apply the book knowledge into real-life aspects, how complicated the challenges can be and how to tackle them efficiently. I worked as a Sales and Marketing intern, where I learned a great deal about the workings of Insurance Companies. I provided valuable details on how a customer thinks before purchasing a specific product, be it an insurance policy or a physical object. I created a demo video describing the company profile.

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Joseph Sebastian

Summer Internship Organization: Being Platinum World Pvt Ltd
Role: BDE (Management)

My internship with Being Platinum gave me a glimpse of the FMCG sector. I worked as a business development intern and focused on expanding the company's market penetration in Delhi and Uttar Pradesh. Negotiating contracts with various Super Stockists and Distributors helped cement Marketing theories thought in the class. After orienting us about the products and prices, we were trained on the sales pitch and the unique selling proposition. The experience of speaking to prospective and interested customers was an experience that taught me how to understand non-verbal communication, explain things to customers in words that will pique interest which was different for each one.



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Kailash P

Summer Internship Organization: FieldFresh Foods
Role: Sales and Marketing

My internship with FieldFresh(DelMonte) Foods has given me the opportunity to apply my theoretical knowledge to put into practical use. During the pandemic times, I worked on how to improve the total revenue on basis of total sales. I have done primary research on various distributors and their challenges involved and what are the shifts in consumer behaviour trends on categories. I have also come up with the data points of which zone is facing more challenges in the lockdown and how to deal with that. Overall, it was a wonderful learning experience and it set the tone right for my future career.



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Kajal Wadhwa

Summer Internship Organization: FarEye

Role: HR Intern

The internship at FarEye exposed me to various nuances of HR field and a great amount of learning. I got an opportunity to work on so many exciting projects like Designing the Virtual Onboarding Program for FarEye, Driving Diversity Drive for tech roles, Performing HR Branding, and lastly, Hiring for the Professional Services roles. I am grateful to FarEye for giving me this amazing opportunity and exposing me to various functions of HRM.



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Khushboo Vats

Summer Internship Organization: L&T NxT

Role: Finance Intern

My Summer Internship with L&T NxT helped me gain profound professional and learning experience even via the work from home mode. I got the privilege to work immediately under the Finance Head of the company, who regularly guided and motivated me throughout the internship. I was given the core finance task where I understood the peculiarities of valuating private firms. I used three distinct methods: the Trading Multiples method, the Transaction Multiples method, and the DCF method for carrying out a sample valuation of the company. Even with almost no financial data available from the company's end, I was able to do commendable work and impress my mentor with it.

Kanha Chaturvedi

Summer Internship Organization: Outlook Group India

Role: Sales and Marketing intern

Kanha is a beginner in learning something new but an expert when it comes to execute them. He is a major in marketing with a deep understanding of strategy making. He is experienced in digital marketing with a skill possession of data analysis. A problem solver with excellent analytical and communication skills. He is creative up to the brim and think tank up to the depth. Enthusiastic, excited and motivated is what Kanha is.



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Koushik Samudrala

Summer Internship Organization: Bosch India

Role: Market Research Intern

Internship Experience at Bosch is a milestone in my professional career. Research on emerging markets gave real-time exposure to understand the business potential for future projects in the organization. I worked on "Market Research on Electric Vehicle 2 and 3 Wheel market in India". Project deliverables included conducting primary and secondary research to understand the market trends, existing players in the market, and recommending potential startup businesses for a pilot project. During the internship tenure, every task and study invoked a different perspective that further developed to churn me as an industry-ready individual.



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Karthika R

Summer Internship Organization: Teleradiology Solutions

Role: Operations Intern

Teleradiology Solutions, delivering teleradiology services and software solutions to healthcare, provided me with a wholesome and enriching experience working in an operations department. It was a privilege to work under the company's senior manager, who guided and motivated me throughout the internship. The projects assigned were highly insightful and gave me a broad exposure to Operations Management aspects. I had the opportunity to develop a flowchart for a completely new project and recommend steps to optimize features based on analyzing the data.



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Krishna Parchake

Summer Internship Organization: Sureti IMF

Role: Sales and Marketing intern

My internship with Sureti IMF has helped me set foot in the corporate world and realize the difference between learning from the books and experiencing it practically. It taught me that there is no alternate for hard work, and to grow, one must inculcate these values within themselves. I worked as a marketing and sales intern. The first phase of the internship mainly focused on sales, dealing with the challenges laid upon by the lockdowns, I have managed to bring in a decent amount of business to the firm and learned that having a proactive approach is very important during sales. The next phase of the internship focused on digital marketing. My job was to do detailed research on Consumer buying behavior related to insurance products and use those insights from the study to increase the firm's reach by creating posters, videos, discussing the financial responsibilities with the clients to make them potential customers, and selling the clients products.

Kavya Thapar

Summer Internship Organization: TATA AIG

Role: Finance Intern

My internship at TATA AIG was a valuable learning as it provided me with the opportunity to experience not just one but two domains, making the experience holistic and enlightening. As an intern, I assisted in sales and marketing of the company's product and hence learned how to network properly which also paved a way for me to get create network people in my life which is essential both during and post MBA. For finance, the module emphasised understanding a company's business strategy and evaluating financial data from major insurance companies.. By evaluating different performance measures important to non-life insurance firms and providing recommendations for changes based on a data-driven approach, I led my internship towards valuation analysis, concerning the performance of the company in the financial market. My internship was a success because I stayed current with industry news and took initiative with the objective of making a difference.



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Kritika Tyagi

Summer Internship Organization: Bosch India

Role: Market Research

My internship was structured as a combination of Live Project and full-time internship. My project was on Integrated Industry wherein I analyzed market potential, gap analysis considering existing Bosch portfolio on two key focus sectors – EV Manufacturing and Confectionery Industry in India, with the deliverables of recommending future business opportunity for BOSCH in the Industry 4.0 sector. BOSCH provided me a wholesome and enriching experience of working in a corporate environment. My tenure in the company cumulated my technical proficiency and competence, with major focus on understanding Macro and Micro indicators of an Industry when looking for portfolio expansion.



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Kundeti Sanjana

Summer Internship Organization: Parle Biscuits Pvt. Ltd

Role: Marketing Intern

My experience with Parle Biscuits Pvt. Ltd has taught me to implement things which I have learned in the classroom. I worked as a marketing intern and learned in-depth about the distribution channel that Parle Biscuits Pvt. Ltd has over the years. The first project that I was involved in is to conduct a primary research to understand the perception of modern trade and traditional trade retailers about premium products of Parle Biscuits Pvt. Ltd. The second part of internship, to compare the Parle Biscuits Pvt. Ltd visibility and availability criteria with its competitor products on e-commerce platforms.

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Manas Kumar Patel

Summer Internship Organization: Brand Management Intern

Role: Brand Manager

As a brand management intern at Fyndhere, in the first three weeks, we worked primarily on branding & positioning of the company, starting from curating the brand guidelines, designing brochures and mock-ups, reviewing digital marketing content, monitoring social media analytics, to running paid ad campaigns (Project Messiah and Mission Oxygen) all importantly in the context of the pandemic. For the next five weeks, I worked on the task of designing the new logo and other essential brand elements as a part of the re-branding that the company had been planning to undertake (then) shortly. This cross-functional role also involved working at times with the Product team on the new user interface, for which I mainly used the Adobe Suite tools - Adobe Xd, Photoshop, Premiere Pro and After Effects. While reflecting back, I see adaptability and working together as a team as my key learnings from this internship.

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Lokesh Yadav

Summer Internship Organization: Outlook Group

Role: Marketing and Sales

As a Marketing and Sales Intern with Outlook Group, I had a fantastic learning opportunity. It was a rewarding experience because the tasks I was given introduced me to product management, brand management, customer relationship management, digital marketing, sales and advertisement. The task was fascinating because it required extensive study on the company's key strengths, consumer surveys, negotiations and understanding the aspects of new product creation, working with retailers and prospects, and using tools of Google Analytics like SEMrush, GTmatrix, Moz etc. My research findings aided me in developing new strategies for the organisation as well as an action plan. My research findings aided me in developing new strategies for the organisation as well as an action plan.



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Manmit Kaur Chhabra

Summer Internship Organization: Amul

Role: Market Research Intern

My internship experience with Amul as a Market Research Intern has been a truly enriching one. Working in one of the biggest FMCG companies in India helped me to gain insights about how they market their frozen products. I also got an opportunity to study about the competitors of Amul in the frozen food industry. My project also involved digital marketing of Amul's products. It taught me how the various tools of social media can be used to create awareness about the product so that it reaches a large audience and help in increasing sales.



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Lokith Raj K

Summer Internship Organization: DUKES INDIA

Role: MARKETING INTERN

My internship with DUKES India helped me get exposure to working in an office setting and made me think creatively to be a part of the digital marketing team. As a marketing intern, my job is not only to create content for the social media pages but also to generate new product ideas and devise new strategies for different campaigns. It was also a part of my responsibility to think of and implement ways to create and increase brand awareness on the digital platform. I have generated an idea for a new product along the existing product line.



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Midulaj Safreen

Summer Internship Organization: Outlook Group

Role: Operations Intern

My internship experience with Outlook Group has made me well equipped to deal with the real business environment. The tasks that I was involved with allowed me to explore and apply the classroom theories at the grassroots. I worked with both the marketing and operations teams to understand the customer needs and improve the supply chain strategy accordingly. I generated revenue through sales and suggested necessary measures to increase profits in the supply chain. I was also able to find the best aggregate plan for the company using a mixed strategy and devised the optimal order quantity using economic order quantity.

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Mahesh Jampala

Summer Internship Organization: Parle Products Pvt. Ltd

Role: Marketing Intern

Reading the concepts and applying them practically are two different things. My two months summer internship at Parle Products Pvt. Ltd gave me the chance to understand how a leading FMCG company manages its distribution system to cater to consumers' demand across the country. Understood the factors which make an FMCG company product more accessible and successful. In two months learned to do market research for the new product before launching into the market, generating leads for the recently launched products, and completed the survey to understand the consumer behavior towards the already established products in the market.



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Mohit Mehra

Summer Internship Organization: TATA AIG

Role: Sales and marketing

In my internship period, I learned about the company, its products, how to sell them. Based on policies, identifying the potential client, and later being interviewed, the product was sold to him; this was a crux of the sales part of the internship. I was also handling a team and helping them sell the products. In team leading, I learn the dynamics of how to manage a team, how to motivate them, how to provide daily tasks and evaluate them, and mainly leadership.



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Monisha M

Summer Internship Organization: Bosch

Role: Market Research

A two-month internship at Bosch Ltd taught me the nuances and prerequisites to launching a new product. I learnt to set the stage atop where sits the strategy to introduce a new product into our lifestyle. I was privileged to work on contemporary technology with a team that helped me grow simultaneously. They showed how it is easily possible to draw a line between professional and personal without compromising on the learnings, even in a virtual set-up.



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Naman Kumar

Summer Internship Organization: Gail India Limited

Role: Corporate Strategy and Advocacy

My summer internship was in the Corporate Strategy and Advocacy department of GAIL. Throughout the internship of two months, I was able to augment the theoretical knowledge of Strategy in the my internship. In this position, the duties were to provide business research and data collection to develop an analysis of how to improve the investment of the company's management or efficiency. I got the chance to work with the experienced mentors in the industry who guided me throughout my internship and let me make the most out of my summer internship

Mrinal Kanti Saren

Summer Internship Organization: niswey

Role: digital marketing

My time at niswey was a great blend of learning new things and applying things that had been taught to us during the course of our mba curriculum. The internship allowed me to experience the nurturing culture of the organization which familiarized me with all kinds of work from building full fledged campaigns, conducting competitor research using Ahrefs to building automation workflows using Hubspot. Having help from mentors just a click away was always reassuring. Among the hustle of work the Monday catch ups was always a fun event to be a part of.



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Namrata Chaudhary

Summer Internship Organization: CSA Advisor

Role: Equity Research Intern

My internship with CSA Advisor was a great learning opportunity considering it was my first experience in the corporate world. During this two-month internship, I was assigned a variety of tasks on a regular basis which helped me increasing my knowledge spectrum as I got the opportunity to learn various new concepts relating to the financial markets. My role involved keeping a track on the stock and currency markets of India, keeping a check on the various IPOs being floated and conducting the fundamental analysis of the companies assigned. This involved doing extensive research and evaluating the risks, opportunities, and other necessary parameters to evaluate the current as well as future performance of the company.



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Muskan Nayyar

Summer Internship Organization: TechVantage Analytics

Role: Growth Hacker Intern

Techvantage Analytics provided me with a wholesome and enriching experience of working in a corporate environment. My tenure in the company accentuated my technical proficiency, competence and also cultivated my individual magnetism as a specialist. The projects assigned were extremely insightful, along with all the accomplishments in the domain, Techvantage Analytics had set high standards for me, my internship in the Marketing for Product and Services company helped me be exposed to strategy formulation and implementation. The kind of mentorship I was embraced with was commendable, the experience provided me with evidence of learning and technicalities that I will nourish for a lifetime.



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Nancy Panwar

Summer Internship Organization: Dukes India (Ravi Foods Pvt Ltd)

Role: Marketing Intern

My summer internship with one of the leading FMCG brands of India has been nothing short of extraordinary. The various tasks given to me during the span of 8 weeks gave me the opportunity to get a hands on experience on developing a new product plan for entering into a new market segment, formulating a social media strategy for the brand, graphic designing, market research, competitive analysis, preparation of ATL/BTL activities and digital marketing. Getting insights on the functioning of marketing department prepared me well for the upcoming projects and responsibilities. I have gained an invaluable experience which will help me in efficiently contributing in my future roles.

Nakul Yadav

Summer Internship Organization: Dukes India

Role: Marketing Intern

Interning with DUKES India has been an amazing experience. The learning through this 2-month internship has been exponential where I got the industry insights by performing primary and secondary research into how FMCG sector in India works, and how consumer make their purchase decision among N number of available competitors in the sector. In addition to that, working with social media division of Dukes gave me an opportunity to learn about the emerging digital marketing techniques that FMCG companies are banking on to drive visibility of brand among consumers.



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Narender Gugulothu

Summer Internship Organization: Outlook group

Role: Marketing Management Trainee

The two months Summer Internship at Outlook group is an enriching experience for me. Since we were in the midst of the COVID-19 pandemic, my internship was entirely remote working, and it allowed me to adopt the new working conditions. This internship has helped me understand the corporate working culture, it allowed me to implement my first year subject knowledge, and it helped me to prepare for my future endeavors in corporate world.



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Neha Pandey

Summer Internship Organization: LoadExx

Role: Operations Intern

LoadExx provided me a wholesome and enriching experience of working in a start-up. The summer internship helped me understand the logistics landscape in the country and the future of eclectic vehicles in the same. I worked on the project "Research on operational scale-up of LoadExx in Delhi NCR which gave me an opportunity to interact with people coming from different educational and socio-economical backgrounds in order to strategize the feasibility of the business setup in the region with respect to finding charging and garaging locations, identifying industrial and agricultural corridors, admitting a right number of drivers, syncing with the marketing team, and discussing the CAPEX and OPEX with the finance team. Apart from completing the assigned project, I helped the company to streamline and automate the inventory management and attendance of drivers using their existing ERP and GPS system.

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Nimisha Goel

Summer Internship Organization: PROCOL

Role: Management Trainee

My internship with PROCOL gave me deep insights into the practical business world, and a taste of corporate work culture. I worked on multiple projects such as competition mapping, market analysis, and prospect identification as a part of primary and secondary market research. With my team, I devised a GTM strategy for business expansion called "Consumer Sentiments: e-Procurement". Apart from this, I also did front-end projects for advertising, brand positioning and image. It involved extensive performance and content marketing with not only procol but industry leaders. Working on-location with the whole team was especially of great help to add value.

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Neha Roy

Summer Internship Organization: RAAM Group

Role: CEO in the making - Intern

Working with RAAM group was a gratifying experience, with a host of offline and online deliverables. In the offline mode, I worked closely with the CRM team to devise and implement strategies, improving the SSI score of the entire MG Motor Hyderabad dealership. I leveraged the online internship to automate the end-to-end processes of the Accessories department to improve inventory management and introduce daily automated reports for the Accessories, HR, and CRM teams to aid senior management in decision-making. The frequent interactions with the senior management provided a window to look into what it takes to drive an organization.



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Nitika Marwah

Summer Internship Organization: Outlook Group

Role: Marketing Intern

I did a marketing and sales internship with Outlook Group. This internship helped me understand the marketing and sales functions of the company and provided me with a holistic view of different aspects of marketing. During my tenure, I overcame various challenges that increased my understanding of the marketing domain and the importance of moving with the agile market conditions. Each task was a stepping stone to dwell deeper into the particular branch of marketing and challenge my boundaries to take the learning to the next level. There were four tasks which were namely Sales (Product Learning), Customer Relationship Management (Understanding the customer sentiments), Digital Marketing (Importance of digital presence in the digital era) and Product and Brand Management (Effects of branding and its leverage). Overall my experience has been enriching and successful in challenging me to tap the untapped.



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Neha Sharma

Summer Internship Organization: Sureti IMF

Role: Sales and marketing intern

My experience at Sureti IMF allowed me to grow personally. Also, it helped me to gain new skills in consumer research, sales pitching and sales theories that I did not previously have. I also gained a better understanding of the insurance industry. But most importantly, I gained a new sense of professionalism and a clearer view of what it meant to be in the business world. During this time, I had to educate the prospects, execute the surveys, analyze the gaps and prepare a plan for bridging those. I embarked on different methodologies and strategies, which included direct conversation and confrontations. A collection of opinions and questionnaires accompanied this. Finally, I prepared execution plan, including the implementation of CRM, integration of payment gateways, and social media APIs.



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Nitin Kumar

Summer Internship Organization: Sureti IMF

Role: Sales Marketing Intern

Every challenge opens the door to a new opportunity; this defines my internship at Sureti IMF. As a Sales Marketing Intern, I had to conduct Market Research on consumer behavior and develop meaningful insights that help the company analyze the shift in consumer behavior post-pandemic and the effectiveness of advertisements on their buying behavior. Furthermore, I had worked on building a digital presence for the company in which I designed creative content for the company's social media channel. This allowed me to gain knowledge of certain aspects of Digital Marketing. I realized how vital is Digital Branding, particularly in the virtual landscape.

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Nidhi Khare

Summer Internship Organization: V-Guard Industries Ltd.

Role: Sales and marketing Intern

While working for the summer internship training at V-Guard Industries Ltd, I gained insights into the various extents of the FMCD industry. From the selection process to interning in this esteemed organization, the experience has been enriching and enlightening. This exposure has given me a thorough comprehension of contemporary business obstacles and ways to tackle them. Various tasks and guidance from the organization's top management complemented the learning journey from market analysis through primary research to formulating strategies to strengthen the working of the business exposure expanded my horizon of knowing the corporate world.



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Nuzba Sheikh

Summer Internship Organization: Parle

Role: Marketing Intern

My internship with Parle has been really enhancing. It has been nothing short of a great experience to intern at Parle. I was able to get actual hand-on experience of real on-site market research in my first quarter of the internship. My mentor helped me understand from the sellers' and manufacturers' point of views and his constant mentorship gave me plenty insights in the industry. During my research for Parle's premium products, I learned that no matter how big a brand becomes by it's one prodigy product, it is important to have effective marketing to differentiate itself from it.



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Palash Gupta

Summer Internship Organization: AMUL

Role: Sales and Marketing Intern

I worked as a Sales and Marketing Intern at GCMF Amul. My internship involved doing a competitive analysis of the distribution of various AMUL products. During the project, I had to perform a value chain assessment by interacting with retailers and distributors. I was in constant touch and communicated to different areas of distributors. This role of mine helped in connecting dots of theory and their practical application. To understand the gaps in demand and supply, I accumulated retailer feedback, performed a consumer survey to determine the consumer's preference, and implemented all these findings in devising various marketing strategies for AMUL.



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Piyush Chawla

Summer Internship Organization: Sureti Insurance Marketing Firm (IMF)

Role: Sales & Marketing Intern

My internship with Sureti IMF has allowed me to develop a holistic understanding of the business environment & the factors influencing the same. As a management trainee, I was responsible for sales conversion of insurance products from reputed brands, namely LIC, ICICI, Star Health and Religare. Working closely with the customer base, analyzing their financial investments & future goals, thus suggesting customized insurance products, helped me gauge the insurance industry's market trends, understand the consumer buying behaviour and develop sales strategies based on valuable insights. I also undertook digital marketing activities for the company making informative videos & posters to boost the company's digital presence and enhance user engagement.

Pankaj Arya

Summer Internship Organization: We Win Limited

Role: Business Development intern

During my internship with We Win Limited I Learn a lot about B2B Marketing. Some of the work during my internship was to develop a Go-To-Market strategy for the company and creating an effective email drip marketing campaign. I have also created SOPs for all the processes of business development executives. I got an opportunity to give product demonstrations to many top-level management professionals, and I gained a lot of confidence during my summer internship. It was an experience to remember.



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Prachi Gupta

Summer Internship Organization: TATA AIG

Role: Marketing & Sales

Since the beginning of my internship, the experience has been very learning. From understanding the skills of a salesperson on how to market one product, the experience taught me the difference of the world of sales and marketing. The way a salesperson is required to listen to a customer and to deliver them the best and how a marketer should learn the language of sales was a new way for me to discover the domain in the real corporate world. The internship helped in understanding the marketing domain better with some real customer experiences which surely prepared me for the future.



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Pankaj Ramraje

Summer Internship Organization: The Affordable Organic Stores

Role: Marketing intern

I got an opportunity to do an internship with The Affordable Organic Stores. The main reason I was inclined to work with TAOS was the scope to explore and get knowledge in marketing especially digital marketing and to learn making of strategies and their implementation in a business. MY experience with TAOS was really fruitful and I find myself able to learn a lot there. All my management, mentor and co interns were really helpful and always guiding each other in all the circumstances. Working at TAOS is a great experience the environment was very democratic, as I was able to share my ideas and views. This really encourages me as an intern and helped to gain a confidence



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Prachi Gupta

Summer Internship Organization: PowerGrid Corporation of India

Role: Human Resource Development Intern

My experience at Powergrid as a HRD Intern was very enthralling. Getting to work as an Intern with a 'Maharatna' organization has helped me in significant learning about the workings in the HRD department. I was assigned to work on the project to 'Measure the effectiveness of behavioral training of Powergrid employees'. I was responsible for keeping the database of the trainee's profiles to determine the changes in their behavior and attitude after training. All in all, this internship made me understand the basic nuances of the HR industry and how behavioral sciences is one of the most important aspect in an organization.

Parag Nawathale

Summer Internship Organization: Teleradiology Solutions

Role: Marketing intern

My Summer internship with Teleradiology Solutions was a hands-on learning experience for me. During the internship, I was exposed to market research and digital marketing part. My project was about searching for business opportunities, comparing economies & potential in the foreign market. I collected, analyzed data from various sources and formulated a data-driven strategy. I also suggested the franchise model as a viable solution for the target market. It was an absolute joy to watch analytical tools and textbook models in action for solving a tough diverse set of challenges. I was also involved in brainstorming sessions for website design.



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Prajwal Kangotra

Summer Internship Organization: LG Electronics

Role: Marketing Intern

My internship with LG Electronics was a fantastic experience. I got the opportunity to dive deeply into the world of digital and social media marketing, implementing all that I had learned in the classroom. My primary role was to look into the marketing campaigns run by the competitors on the digital domain pertaining to home appliances. The task involved highlighting the company's lack of presence in the digital environment, principally in the dishwasher segment, devising strategies, and providing suggestions to strengthen its social media presence in the dishwasher market.



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Prakhar Srivastava

Summer Internship Organization: Poloyplastics Industries India P. Ltd.

Role: Supply Chain Management Intern

My Internship at Polyplastics Industries extended a remarkable opportunity for me to delve into real-world challenges, encouraging me to explore, learn and unlearn facts and figures. This internship opened avenues of interactions with managers, engineers, and associates on the shop floor. I was entrusted with the projects on Value Stream Mapping and Logistics Optimization. Both the projects involved thorough feedback sessions from associates, understanding intricacies of operations within the supply chain, and identifying avenues of aligning them with the organization's vision. Securing a positive assessment, the management was pleased with my performance exceeding their expectations.



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Preety Kumari

Summer Internship Organization: Parle Products

Role: Management Trainee Intern

My summer internship at Parle Products was a wholesome and enriching experience. It allowed me to get an insider's perspective of the 90-year-old leading consumer brand. During my tenure at the organization, I got to work hands-on on multiple projects entailing market research, strategy formulation, human resource management, brand management, product re-launch, digital marketing & advertisement. The role also presented me an opportunity to learn about brick-and-mortar retail, e-commerce, and distribution channels in the FMCG space. Having worked in offline as well as online mode, I gained good exposure to both working environments of the corporate world.

Pranav Patil

Summer Internship Organization: Sureti IMF Pvt Ltd

Role: Sales and Marketing intern

I was appointed in Sureti IMF Pvt Ltd. as a Sales and Marketing intern. My internship majorly comprised bringing sales for the company through various sales strategies, researching the topic 'Health insurance - it's potential and distribution avenues in India', and creating social media posts for the same. It was a unique experience for me as I got hands-on exposure to sales for the first time. I also achieved a Quick starter certificate and High flyer certificate from the company for bringing good sales figures. On the overall basis, it was a healthy learning experience for me.



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Prerna Sharma

Summer Internship Organization: Outlook Group

Role: Marketing Intern

My internship at Outlook Group provided me with valuable experience in the business sector. It was an eye-opening exposé that highlighted the ins and outs of India's print media sector. By engaging in sales, I got a profound understanding of the necessity of knowing the subtleties of the product, which aided me in gaining an incredible product immersion and self-confidence. In addition, I assisted in identifying the firm's marketing key competencies, such as in Customer Relationship Management, Website Digital Audit, Product and Brand Management, and Advertising. All in all, the experience That I gained throughout my internship have prepped me well for future developments.



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Pratik Shinde

Summer Internship Organization: Famy Care Limited, Mumbai

Role: HR

Working with Famy Care Limited, a pharma company was a gratifying experience wherein I worked hand in hand with senior management. Various tasks assigned to me during my summer internship helped me to apply theoretical concepts into practical world. My Pre-MBA work experience with one of the top chemical (pigment) manufacturing industry in India and also start-up experience which I had helped me to do assigned duties more efficiently. It gave me 360 degree view of the corporate environment and will further help me for my future endeavors.



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Priyadarshini Shrivastava

Summer Internship Organization: Dukes India

Role: Marketing intern

My Internship with Dukes India as a marketing intern was exemplary. The Internship revolved around Social and Digital Media Understanding. It helped me in recognizing the real market situations. I was engaged in various tasks, including but not limited to competitor analysis, social media platform analysis, digital marketing promotional activity, new product line idea formation, and overall marketing strategy formulation. This Internship has been very beneficial in equipping me with the technical and soft skills required in the corporate world. The learnings from this Internship would go a long way in shaping my future career.

Praveen Kumar

Summer Internship Organization: Otto Clothing Pvt. Ltd.

Role: B2B sales and Digital marketing Intern

Working with Otto clothing gave me a wholesome experience in sales and marketing; I also developed a good network with all travel agent partners to strengthen relationships. I also have to travel and create a calendar of activities to engage agents with the OTTO Group brands and increase lead generation and sales growth through engagement. The key learning of the internship came from formulation strategies for digital marketing and implementation of SEO practices through the website. It was a privilege to work with the CEO of the company, who constantly guided and motivated me throughout the internship.



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Priyank Kumar Patel

Summer Internship Organization: Agarwal Packers and Movers Ltd

Role: Operations intern

My internship as an operations intern at Agarwal Packers and Movers Ltd. I worked on project title "Supply chain integration & implementations. I have been given the opportunity to apply classroom learning to practical applications. I was exposed to several tasks such as Price Quotations, Orders Follow-up & Negotiations, Payment Terms discussion & Mature Dealing with customers, Quotations for Bulk Bookings and Compare rates and discounts for shipments. This internship experienced helped to understand the business model of logistic company and challenges associated with it.



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Prudhvidhar Adla

Summer Internship Organization: Reliance Industries Limited

Role: HR Intern - Talent Management

It was an immense learning experience in terms of understanding how culture flows through the organization. I worked on employee engagement and wellness activities, for which I curated a survey form to capture the employee sentiment toward engagement and wellness activities. Analyzing the inputs collected had given me an understanding of the organization. I also conducted benchmarking and recommended the best possible solutions fit for the organization.

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Rahul Suthwal

Summer Internship Organization: Sureti IMF

Role: Sales & Marketing Intern

My Internship with Sureti IMF as a Sales & Marketing Intern was concerned with studying Sales and Marketing Strategies of the Insurance Sector in India and improving the company's sales. As a fresher, the firm exposed me to many parts of the sales process, such as lead generation, conversion, etc., and I gained a better understanding of the insurance industry. Furthermore, regular interaction and guidance from their management team helped me learn different approaches to solving unforeseen challenges.

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Pruthul Kamble

Summer Internship Organization: Aditi Toys Private Limited

Role: Finance Intern

My time interning with Aditi Toys Pvt. Ltd., a leading Toys manufacturing company, pushed me to take a step beyond the ordinary. It made me think out of the box and helped me come up with new strategies, do powerful research up and above the stipulated work. At Aditi Toys, I worked as a Finance intern wherein my main objective was to find the most feasible way to raise funds for expansions. For this, I began with analyzing their financial standings using Ratio, Trend, and comparative analysis. After finishing my research, I suggested strategies as to where the company can do much better for profitable growth.



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Raafeeq Dawara

Summer Internship Organization: Datair Technology Pvt. Ltd. Bangalore

Role: Sales & Marketing Intern

My experience as a Sales & Marketing intern started as performing Multiple Competitor Analyses. I further researched various Industries: Weather Intelligence and Carbon Emission Trading Market and contributed to building a product roadmap. I also explored opportunities for the company in the Mobility and Insurance Industries. The analytics-based approach helped in making suitable recommendations, thus better decision making. I devised marketing strategies such for better Outreach as Finding Micro Bloggers in the tech community and brainstorming to create a buzz on social media. This Internship helped me take my knowledge beyond the four walls of the classroom and understand the ground reality in the marketing domain.

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Raman Garg

Summer Internship Organization: We360.ai

Role: Data Research Analyst

My internship at We360.ai gave me the confidence I needed to implement my theoretical knowledge to real-world problems. It made me think out of the box and taught me the difference between theory and reality. I worked as a data research analyst intern on the project titled "AI Feature Development." I worked on ways the company can integrate AI technologies in their product to provide a better customer experience; my job included recommending various AI features to the management and developing them. In addition, I worked on industry analysis and competitor profiling to get a better understanding of the industry.

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Rahul Kumar

Summer Internship Organization: Bosch

Role: Market Research Intern

Interning at Bosch has provided me with a great learning experience and knowledge of Urban Mobility from varied perspectives. During my Internship, I was involved in discovering and benchmarking Digital Mobility marketplaces and API marketplaces for SaaS products. I also conducted market research and competitive analysis for the benchmarking process of different digital marketplaces. I actively worked on planning and pricing frameworks for SaaS products. Continuous cross-functional team interactions and mentoring by industry experts have helped me understand the facility industry and real-time ground problems associated with the assigned project.



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Ranajit Rout

Summer Internship Organization: Parle Biscuits Pvt. Ltd.

Role: Industry Intern

My summer internship with Parle Biscuits Pvt. Ltd. has given me an insight into the consumer goods market. Working with an industry leader has polished my understanding of theories and has given me a real-time experience in the industry. My research project helped me understand how the market operates as I tried to find out the availability, visibility, and competitor's presence on the ground. As an industry intern, my involvement in different tasks like database creation, government tender searching, solving excel-sheet problems have given me the confidence to set my foot in the natural business environment.

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Rangoli Gupta

Summer Internship Organization: Soulflower

Role: E-Commerce Marketing

At Soulflower, I got a sneak peek into the e-commerce industry. I got to wear multiple hats at the same time and increase my efficiency with each additional task. From analyzing Customer Shopping Experience to Website Development, launching Sales and Contests to handling Affiliate Program single-handedly, introducing additional business verticals to implementing changes throughout the website, I learned the on-ground challenges one faces while working. To brief my experience, working at Soulflower was a great learning opportunity for me that gave me vast corporate exposure.



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Raviraj Gharat

Summer Internship Organization: Carnival Galleria LLP

Role: Market Research and Concept Development

My internship with Carnival Galleria LLP allowed me to learn skills required in the active business. It helped me understand the concepts learned throughout the first year of MBA and provided a platform to implement them. I was assigned two projects. In my primary project, I performed in-depth research as per company needs under the guidance of a company mentor. Through my second project, I got the chance to learn the principles of Concept Development. In two months of internship, I got industrial experience and enhanced my skill set.

Rashi Joshi

Summer Internship Organization: Receivables Exchange of India Ltd.

Role: Sales Intern

My experience as a sales-cum-market research intern was very insightful. I got the chance to understand the issues MSME vendors in India face when it comes to debt realization and how my organisation is trying to sort out the issue. Along with helping me understand the technicalities, it helped me hone my soft skills like communication, coordination and multi-project management skills.



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Ridhika Dhir

Summer Internship Organization: Kotak Mahindra Bank

Role: Business Strategy Intern

My internship with Kotak Mahindra Bank was an exceptionally educative experience, which gave me insight into the financial world and helped me apply theoretical knowledge into practice. My project was on the scope and future of the game-changing Prepaid payment instruments. I did extensive research, formulated strategies based on my analysis, and proposed new market segments that could be penetrated to give the organization the first-mover advantage. I also prepared a road map for the future of PPIs and how it can be incorporated into the virtual platform to catapult digital payments. The knowledge gained gave me an in-depth understanding of the banking industry and equipped me to traverse into uncharted territory with confidence.



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Raveendra

Summer Internship Organization: Shilpa Medicare Ltd

Role: marketing intern

I undertook an eight-week internship at a pharmaceutical organisation called Shilpa Medicare Ltd. Shilpa Medicare is one of the leading pharmaceutical companies in the country. During my eight-weeks at Shilpa Medicare I was able to advance both professionally, personally and assisted me in gaining new skills in essential product management and customer relationships, an experience that I did not have previously. In addition, I got a deeper grasp of the pharmaceutical business, made a new network, and gained a few contemporary references for future. But, most significantly, "I developed a new sense of professionalism and a clear understanding of what it meant to be a professional."



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Rishabh Dharkar

Summer Internship Organization: Sureti IMF PVT LTD

Role: Sales and Marketing

My Internship with Sureti IMF as a Sales and Marketing intern has been full of learnings. It has enriched my confidence to step out in the corporate world. During my tenure, I promoted their services through Digital media and followed the Sales process to generate sales. I got an opportunity to learn about lead generation strategies and consumer behavior, which taught me how different ground realities are than theory. My project also involved Digital Marketing activities in which I learned few tools which could enhance their reach and eventually increase sales.

Ravi Mahawar

Summer Internship Organization: Dukes India

Role: Marketing Intern

My internship with Dukes India has allowed me to move into the actual world of business and apply my marketing strategy to real-world challenges. As a marketing intern, I was responsible for analyzing Duke's competitors' social media strategies and designing the company's digital marketing campaign. Being in a professional atmosphere provided me with tremendous exposure and experience.



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Rishav Kumar

Summer Internship Organization: Agarwal Packers & Movers LTD

Role: Operation Intern

My Internship with Agarwal Packers and Movers Ltd, as an Operation Intern has given me an opportunity for the real-time experience of my classroom studies. I have worked on the ERP system to analyze the customer queries and find where the time delay happened due to COVID-19. I have worked on the project of "The Impact of COVID-19 on Supply Chain Management of APML and how to overcome it". I also analyzed the impact of Trucking Cubes in the Commercial sector of APML. The experience I gained in India's leading logistic company gave me the confidence to step into the real business environment and clearly understand how logistics affected the pandemic.



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Ritika

Summer Internship Organization: Go Digit General Insurance Limited

Role: Finance and Analytics intern

My summer internship at Digit insurance was an enriching learning experience. It helped me gain practical knowledge in the field of finance and analytics. My task in the finance department was related to the calculation of the commission of agents and premium on insurance. On the other hand, as an analyst, I acquired hands-on experience using excel, which helped me analyze extensive data enabling me to transform available information into valuable data, which can further help in forecasting.



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Riya Verma

Summer Internship Organization: OTTO clothing pvt ltd

Role: HR and Digital Marketing intern

My internship experience with OTTO clothing has given me a new sense of professionalism and a clearer view of what it meant to be in the professional world. I found the theories I learned in class to be relevant and valuable when working on my projects, real-world assignments. I worked as an HR and Digital Marketing intern. My job involved advertising, creating campaigns and drafting policies, and implementing ways and strategies to reduce the attrition rate and increase employee motivation. The internship also helped me to gain new skills in digital marketing that I previously don't have.



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Ritu Tiwari

Summer Internship Organization: Amul

Role: Sales and Marketing

My Internship with Amul gave me exposure to the intricacies of FMCG sector. I got the opportunity to work on the frozen product category of Amul and understand the market opportunity and competitive landscape of Amul. The project involved a thorough understanding of consumer behavior and their needs. My role involved analyzing the market potential for the product category by conducting market research and competitor analysis. While working on this project I developed a pragmatic approach and fair understanding of the concepts of marketing.



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Rohit Dhania

Summer Internship Organization: TATA AIG

Role: Marketing

My internship with TATA AIG has given me the confidence to step into the real business environment. The projects I was involved in allowing me to explore the insurance industry and interact with high network clients. I worked in the organization to identify trends and determine system improvements to achieve marketing and sales operational goals. I also developed field action and advertising plans to accomplish marketing goals.



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Ritvika Bhadoria

Summer Internship Organization: V-Guard

Role: Marketing Strategy

My internship experience with V-Guard Industries as a marketing strategy intern working on category strategy and developing research synthesis tools has been great learning on an industry level. I got a whole new perspective and in-depth exposure to the FMCD Industry. The opportunity to work on two projects has helped me understand the front end of strategy making in the business and the back end of the research which goes on in the process. Moreover, regular interaction and guidance from the experienced top management team helped me broaden my horizon and understand different ways to approach and solve a business problem.



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Rohit Yelinje

Summer Internship Organization: Receivables exchange of India Ltd. (RXIL)

Role: Summer Intern

RXIL provided me an opportunity to think, implement, fail and rework my strategies during my entire tenure with them. The internship was full of new experiences with exposure to the most critical sector, i.e., MSMEs. Under the Business Development team, I learned about the industry, implementing a government scheme to solve a liquidity problem for the MSMEs. Also, I was responsible for building a strategy to reach out to big corporations through different communication channels. This experience has taught me how to be flexible, persistent, and make the most out of the resources available.



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Riya Jain

Summer Internship Organization: Pepe Jeans London

Role: HR Analyst

It was my first ever corporate involvement, and it gave me a major insight into HR Analytics. The best piece was being granted an opportunity to experiment, innovate and transform. Constant guidance and support by the mentor motivated me. I enjoyed each bit of the project-specific and here, delivery of small assignments felt like accomplishments. I learned that technical skills make one the indispensable resource that the corporate world seeks today and tomorrow.



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Ruchi Jain

Summer Internship Organization: Dukes India (Ravi Foods Pvt. Ltd.)

Role: Marketing Intern

My summer internship experience with Dukes was a complete 360-degree exposure to the world of marketing in the FMCG industry. I worked on various aspects of marketing, from market research to content marketing and new product development. During the internship, I formulated a social media strategy for the company. I also developed an entirely new product category for the company, which involved ground-level research for the product, packaging design, distribution planning, and devising above- and below-the-line marketing activities to build brand awareness and establish goodwill. With exposure to varied marketing fields, this internship experience has been most enriching.



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Ruchi Pawar

Summer Internship Organization: Kotak Mahindra Bank

Role: Product Management

In my SIP, I worked as a product manager intern to strategize the upcoming application for Kotak in the electronic toll collection market. My prior experience of management consulting at Deloitte USI came in handy while dealing with the leadership of Kotak. Having worked with the leadership, this internship gave me a 360-degree view of how product management is done at a large company, from market research to prioritizing data, strategizing, and finally pitching your strategies, it was a wholesome experience at Kotak.

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Sahib Mahajan

Summer Internship Organization: MobiGarage

Role: Product Management Intern

My Internship at MobiGarage was challenging and enthralling giving me profound professional knowledge. I worked as a product management intern spearheading the research and strategy development of an application in the e-commerce domain. I got the privilege to work with top management and UX/UI designers to create various wireframes and design cards. Also, I worked on preparing various dashboards for analyzing the data to be used for increasing sales and conversion rate optimization. This was accompanied by industry and competitor analysis, understanding the target audience, and then creating a roadmap to achieve certain targets within a given stipulated time.

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Ruturaj Ahire

Summer Internship Organization: AAKIT Technologies Private Limited

Role: HR, Talent Acquisition

“Learning is about, expecting the best, preparing for the worst, and capitalizing on the opportunities along the way.” AAKIT gave me an opportunity to practice the use of insight in order to make difficult decisions. My experience as a part of the Talent Acquisition team helped me further hone my communication and critical thinking skills and highlighted its vital importance. After all, one doesn't only bet on the strategy but also on the people for executing it. The entire experience left me walking away with a clear sense of how to naturally act and react in a business environment effectively.



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Sai Naresh Vangaveti

Summer Internship Organization: NOVELTECH FEEDS PVT LTD

Role: Supply Chain Management

My internship experience with Noveltech Feeds made me gain an overall understanding of the Animal feed industry. I was working as a Supply chain management intern, and my job involved analyzing the procurement & Logistics activities of the organization. I had created a Procurement plan for various raw materials to optimize costs. Also, I utilized my analytical skills and provided suggestions to improve operational efficiency across multiple divisions. Overall, the internship gave me an excellent opportunity to work with industry experts.



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Sachin Kumar

Summer Internship Organization: Sureti IMF

Role: Sales and marketing intern

My experience at Sureti IMF was enthralling. I learned about the basic nuances of the insurance industry. Patience and persistence, two of my life principles, were thoroughly tested as I got to interact with potential clients, listen to their needs, and take them through the necessity of any form of insurance in life. Moreover, I was able to improve my digital marketing abilities by learning how to make product videos and promote various insurance-related products on various social media platforms. Overall, It was a highly enriching experience that will aid me in better comprehending the extensive and boundless sales and marketing industry.



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Sajal Bansod

Summer Internship Organization: Sureti IMF

Role: Sales Management Trainee

My experience with Sureti IMF has helped me understand and learn about the insurance sector and how it works. The hands-on experience I got in sales and digital marketing has helped me correlate my classroom learnings to real-world scenarios. During the period of internship, I got to interact with customers directly which helped me gain insight into their wants and needs. The digital marketing campaign driven by us helped in promoting insurance products and how one could increase reach on social media. My two months of internship experience have boosted my confidence and polished skills to step into corporate life.

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Sagar Mishra

Summer Internship Organization: Tata AIG General Insurance Company Limited

Role: Marketing

At Tata AIG General Insurance Company Limited, my responsibilities included identifying and determining system improvements to achieve marketing and sales operational goals, developing field action plans and advertising to meet marketing objectives, and collaborating with other managers and key employees in the department to meet important objectives. I was eager to learn about and comprehend the company's inner workings. I had to work from home since I was in the midst of the COVID-19 epidemic. In a nutshell, this internship has given me a better understanding of how businesses operate.



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Sakshi Verma

Summer Internship Organization: Amul(GCMMF)

Role: Market Researcher

Working with Amul (GCMMF) provided me a great learning experience. The role of a market researcher, in one of the biggest FMCG companies in India, taught me ways to further increase the market share of a brand that is already leading. I researched the impact of promotional activities and gave recommendations to boost sales. The project assigned was extremely insightful as it helped me study consumer behavior, their preferences, and the effectiveness of various marketing strategies. Being mentored in a way to deal with the real-world scenarios at such an early stage of my corporate journey was a blessing indeed.



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Saloni Goel

Summer Internship Organization: PayReview

Role: Human Resources Intern

PayReview is a digital on-cloud solution for compensation and benefits. It helps in the right allocation of HR investments for better talent decisions by Merit, incentives, budgets, and workforce planning solutions. Working at PayReview as an HR Intern made me understand how salary allocation in hiring and increments, impacts talent strategy to attract and retain employees and what role does technology plays in HR today. At PayReview, I was able to realize my full potential by designing training modules for ease of internal processes, creating salary structures for different industries, and working in a cross-functional environment, offering services and automation support to clients on a day-to-day basis.

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Sattakshi Upadhyay

Summer Internship Organization: Innolabz Ventures Pvt Ltd

Role: Business Development and Market Research Intern

My experience at Innolabz has provided me with many insights, that I will continue to apply in my life ahead as well. Working on Market Research and Business Development has been an enlightening experience for me. The flexibility to set the pace for me while working on the tasks given by the Organisation taught me that it is important to have a balanced approach in all walks of life. In the times when the Covid pandemic was taking its toll on everyone all over the world, I learned to not let adversities pull me down.

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Sandip Kaur

Summer Internship Organization: Parle Products Pvt Ltd.

Role: Sales & Marketing

Parle products gave me a chance to showcase my learnings and previous experiences as well. The work on the grounds of doing market research and finding insights from the collected sample has allowed me to experience what I was learning in books. Creating a survey, face-to-face interviews with the retailers, E-commerce project stimulated a power of knowledge in me. The market strategies, Tools & techniques I learned while doing an internship with Parle have boosted my confidence in the field of marketing. Parle added a great asset to my work history and Taught me Management skills.



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Satvik Gurram

Summer Internship Organization: Project Sanan

Role: Finance and Operations Intern

My internship with Project Sanan allowed me to explore my interests in the field of finance and Operations. As the company is in its nascent stages, I developed a financial model using Excel to help the company better understand its financial health and establish goals for the future. In an attempt to maximize product quality DMAIC methodology was implemented to eliminate flaws in the material used to finish the project. During the last stage of my internship after thorough research, I had implemented "QuickBooks" software to help process business payments, manage and pay bills, and payroll functions, and save time on bookkeeping, invoices, and any other financial paperwork.



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Sarbjeet Singh

Summer Internship Organization: Weir Minerals India Pvt. Ltd.

Role: Operations Intern

My internship experience with Weir Minerals has made me confident to work in a real business environment. I worked in the operations department and learned how the department manages the operations of the company. I also worked closely with the quality assurance team, through which I learned about the implementation of various quality tools in a manufacturing company. In the second part of my internship, I worked on a project to reduce the work in process inventory, which helped find ways to improve delivery time and cost reduction for the company.



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Saumya Srivastava

Summer Internship Organization: Parle Products Pvt. Ltd.

Role: Sales and Marketing Intern

Encompassing the insights gained from exposure to various functionalities such as sales and marketing, supply chain management, market research as well as learning how businesses are now utilizing the digital space, the summer internship experience at Parle Products has helped me become better equipped with understanding how companies identify and attempt to mitigate challenges with well-planned implementation of brand value proposition, benchmarking and communication strategy elements. Given the opportunity to independently conduct market research and analysis, I was able to utilize my critical thinking, creativity skills, and enthusiasm to explore and provide recommendations pertaining to brand launch campaigns.

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Sathrukkan

Summer Internship Organization: Otto clothing

Role: Operations manager

My internship with Otto clothing allowed me to explore my interests in the field of Operations. Before the lockdown restrictions, I streamlined the warehouse operations by developing a "Productivity tracker app" using Appsheet from scratch and devised an SOP for Warehouse Progress Tracker. During the later stage of the lockdown, as the city was under lockdown, I improved the company's e-commerce department. My former helped me in giving inputs for the betterment of their catalogue. To improve the website visits, I worked on online marketing campaigns that resulted in sales boosts.



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Saurabh Sethy

Summer Internship Organization: Innolabz Ventures Pvt Ltd

Role: Business Development & Marketing Research Intern

My internship experience with INNOLABZ VENTURES PVT LTD has enabled me to learn some new skills like how to negotiate with various clients and convince them. This task taught me to enhance my communication skills and understand the client's needs. The company provides training, live projects/ internship on emerging technologies, full-time job opportunities, and sponsored MBAs for students. By lead generation, I call clients from various educational institutes across Pan India and explain how these programs benefit students, companies, and clients. I also researched on analysis of society when new changes happen in their surroundings.



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Sekhar Pratim Gogoi

Summer Internship Organization: Tata AIG

Role: Sales and Marketing intern

Working with Tata Aig as a Sales and Marketing intern was a great learning experience for me. It is a well-known brand in the insurance sector providing insurance in the diverse domain. Here I basically dealt with health insurance which is currently in a major focus during the pandemic. I have experienced the market of health insurance practically by dealing with various clients. I also led a team of enthusiastic interns from a reputed college and done various marketing research there. Overall it was great working with Tata Aig. I am thankful to the Placement Committee, my faculty mentor, and my company mentor for giving me constant guidance throughout the internship process.



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Shraddha Shukla

Summer Internship Organization: Noveltech Feeds Pvt. Ltd.

Role: Marketing Intern

"Risk more than others think is safe. Dream more than others think is practical" is my approach towards life. Guided by this, I chose to apply my marketing skills in an industry that does not fall in the comfort zone of many B-school students. Hence, while interning with the leader of the poultry feed industry, Noveltech Feeds Pvt. Ltd., I learnt that you should never fear to embrace something that you don't know because what you don't know now can become your greatest asset in the future. It ensures that you will absolutely be doing things differently from everybody else, and this exactly sums up my internship experience at Noveltech.

Sheth Forum Vibhakar

Summer Internship Organization: Credflow

Role: Sales and Marketing Intern

Being interested in Fintech, I joined Credflow to understand the MSME and how Fintech enabled them to digitize themselves. Having conversations with hundreds of small business owners helped me gain a perspective on the problems faced by them. Being flexible, curious and asking for help were some of the critical things I learned working at Credflow. The best part about the internship was the open and honest communication and work environment with everyone, as it helped grow me with the organization.



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Shreeyash Nage

Summer Internship Organization: Bosch India

Role: Market Research & Strategy

An internship makes the classroom's abstract theories and learned examples concrete by placing the student in a real-life work situation. Even in the uncertainties of the pandemic, working at Bosch Ltd. provided me with an enriching experience that allowed me to expand my prescience deep into management. The guidance I got at Bosch helped me to develop a research-oriented and problem-solving approach. A thorough analysis of the market, consumer perception, followed by applying analytical techniques and developing strategies, made this internship a remarkable journey for me.



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Shivam

Summer Internship Organization: Sureti IMF

Role: Marketing and Sales

My internship with SURETI IMF has given me the confidence to set my foot in the real business environment. I was working as a marketing and sales intern and my job involved not only selling insurance policies but also identifying trends and determine system improvements to achieve sales operational goals. My primary responsibility was to supervise the sales team and to assist the sales manager with the creation and implementation of sales strategies. In the second part of the internship, I worked on creating videos and posters for advertising and creating a buzz on social media. I worked on a project titled "Impact of brand positioning on customer learning and brand loyalty". I did primary and secondary research to explore digital marketing and marketing outreach activities of top insurance selling firms.



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Shreya Dutta

Summer Internship Organization: Outlook Group

Role: Sales and Marketing Executive

My internship opportunity with the Outlook Group enabled me to overcome the barriers and confidently face challenges in the field of Sales and Marketing. In the course of two months, I was given an opportunity to implement textual learning in the practical environment to strategize innovative business solutions and execute the business ideas in Sales Management, Customer Relationship Management, Digital Marketing, Product and Brand Management, and Advertising. This fruitful learning experience enabled me to utilize my strengths for problem-solving and become corporate ready equipped with managerial and technical skills.

Shivangi Solanki

Summer Internship Organization: Vedanta Resources Ltd

Role: Marketing and sales Intern

My Internship at Vedanta Resources Ltd. has strengthened my understanding of the mining and manufacturing industry, and has deepened the understanding of the in and outs of the business. As an intern my work during the tenure was not restricted to marketing and sales but also operation. Price benchmarking being the area of focus. I've worked on the strategies to breach the market gap and gain premium over competition. The best part is the Networking and the opportunity to interact with the all the leaders in the hierarchy to understand their take on the Ideas and strategies I've worked upon. Overall, the experience has widened my understanding of the business and approach towards any problem statement.



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Shreyansh Sangwan

Summer Internship Organization: icici bank

Role: wealth management

Interning at ICICI Bank was a unique learning experience. Extensive research and data analysis of the market, industry, and company helped me understand the current processes and improve them gradually. My guide and buddy were very helpful in guiding me throughout the learning process. The timely feedback helped me arrive at impactful recommendations with a 360-degree view of the problem. The weekly Big Bank Theory Session and InQUIZitive Friday quizzes enriched the experience. To sum it up - be open to learning, unlearning, and relearning.



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Shreyansh Singh

Summer Internship Organization: Inno-labz ventures pvt ltd

Role: Business Development Executive and Market Research

We all know that practical experience is the best, and internships give students the hands-on experience they need. I feel that quality internships are essential to developing key skills that you can't get in a classroom and this quality I got while working in Inno-labz. Skills such as multitasking, communicating, learning to deal with diversity, and dealing with deadlines are different when you are working for someone else, not yourself like you do in college. Not only this, proper guidance is required which I got enough of it from my company mentor Mr. Akshat Singh Sir who helped me at every moment and showed us the way forward. It has been an honor for me to work in Inno-labz.

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Shubham Kumar Bhuwania

Summer Internship Organization: EY

Role: Summer Intern

During my internship with EY, I got a exposure to real business environment which wanted to me to connect what I have learned in the class room and use it to is a way to solve pratical problem. The experience taught me how to compliment theoretical knowledge with pratical one and to deliver result using two. The experinece did challange my creativity by making me think out of the box in various situation. During the period I was expose to various government schemes like PLI which involved understanding of the schemes and working for various clients by assisting them to avail the benefit of it.

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Shruti Agrawal

Summer Internship Organization: Parle

Role: Summer Intern

My summer internship experience at Parle was an enriching one. I had never been exposed to such a level of corporate culture earlier. I got to work on some of the most important business activities such as market survey, secondary research, keyword search, competitor analysis among many other things. I also had the opportunity to work on the E-Commerce presence for the company and what would be the financial projections of their product in the future market. My key takeaway was the understanding of the core of business at such a huge scale.



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Shubham Mittal

Summer Internship Organization: Sureti IMF

Role: Management Trainee

Working with an Insurance Marketing Firm equipped me with a dynamic perspective, as I was not bound to one type of product but a wide range of products from a wide range of companies. It allowed me to know the ground reality of insurance sales from a broader perspective. I also got the chance to learn about the insurance sector and products in depth. Moreover, I was able to test the theories I have learned during my MBA, especially the Marketing Funnel. Doing sales gave me the confidence to face customer queries and anticipate customer preferences, which has prepared me for more complex marketing roles.



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Shrutika Joshi

Summer Internship Organization: Trariti Consulting Group

Role: Management Consulting Intern

My internship with Trariti Consulting Group (TCG) will always remain the stepping-stone to my career in management. I have industry exposure of various firms in my domain of Operations and Supply Chain Management and cross-domain as well. I got a chance to work for two main clients, which involved suggesting changes in the distribution system for one and planning a strategy for business process re-engineering for the other. Other tasks were to create podcasts, industry analysis, case studies, brainstorming for an app, and freemium for prospective clients. My key takeaways are from the experiences of presenting before people at the highest level of management in client interactions.



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Shubham Singh

Summer Internship Organization: DUKES (Ravi Foods Pvt. Ltd.)

Role: Marketing Intern

My internship experience gave me exposure to how various activities and tasks are performed in the FMCG sector and acquainted me with how to implement theories that I had learned in the classroom. During the internship period the tasks I performed, helped me understand how the company makes its ATL & BTL marketing strategies, digital presence across different platforms, and simultaneously influences the customers through the brand awareness campaigns. Duke's positions itself as a customer-oriented brand, aspiring to achieve excellence in customer satisfaction.

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Shubham

Summer Internship Organization: Sachdev Group

Role: Operation Intern

My experience with Sachdev Group as an operations intern has given me confidence and knowledge that will prove vital for my career in the future. My project was about overall improvement in the company's current customer interaction and lead generation system with the help of the WhatsApp chatbot. This chatbot is a new tool in the company's existing CRM system. This tool helped the company to stay connected to customers, streamline processes, and improve profitability.



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Shyam Pappala

Summer Internship Organization: Sureti IMF

Role: Sales Management Trainee

My internship experience with Sureti IMF as the Sales Management trainee has been tremendously helpful. Sureti, an insurance marketing firm deals with insurance (general and life) products of top insurance companies of the country including LIC India, ICICI Prudential, Star health to name a few. Interning with Sureti IMF has been an eye-opener for me and taught me to be independent and flexible. Also, I had the opportunity to interact with potential prospects and understand the various concerns a customer can have regarding insurance products.



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Siddhartha Verma

Summer Internship Organization: Bosch India

Role: Market Research

Summer Internship at Bosch is not less than a milestone in my professional career. Research on emerging markets gave real-time exposure to understand the business potential for future projects in the organization. I worked on "Market Research on E-commerce Markets-India, APAC, and Worldwide." Project deliverables included conducting secondary research to understand the market trends, existing players in the market, and recommending potential business plans for a pilot project. The learnings from this Internship would go a long way in shaping my future career.

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Somya Jaiswal

Summer Internship Organization: Innolabz Ventures Private Limited

Role: Business Development And Market Research

My internship with Innolabz Ventures Pvt. Ltd. provided me with a comprehensive understanding of a real-world corporate setting. Under the Power2Career initiative, my project entailed the creation and execution of "Franchise Model." My responsibilities included setting up business meetings with clients and explaining the concept through a presentation that enhanced the company's expansion plans. I collaborated with the marketing team to put the social media plans into action. Throughout the second half of the internship, I worked on a comprehensive study of Startups. I conducted secondary research to have a better understanding of the Indian startup business model.

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Simoni Dalal

Summer Internship Organization: Instarto

Role: Intern Analyst

I worked as an Analyst in the Investment Banking division at Instarto where I spent my time conducting extensive research on the competitive landscape, size of opportunity and the value brought on by various startups. I particularly enjoyed learning about different business models. Further, I appreciated being mentored by intelligent, driven, and like-minded people. I leave my summer internship experience with a feeling that I can succeed in achieving my goals and dreams, feeling self-aware, and more self-assured. Finally, I want to take forward the tools & knowledge I gained to a finance/strategy/venture capital role in an organization.



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Summer Internship Organization: TATA AIG General Insurance Company Limited

Role: Finance Intern

My internship at TATA AIG proved to be a great opportunity for me to apply my theoretical knowledge to practice. As a summer intern, I worked on formulation & implementation of different omnichannel digital marketing strategies targeted to boost awareness about healthcare insurance amongst the masses during the current unsettled times. The Finance module was focused on apprehending company's business model and analyzing the financial reports of top players in the insurance sector. I steered my internship into benchmark analysis, including a study about working capital, by examining various performance metrics imperative to non-life insurance companies and making recommendations for improvements based on a data-oriented approach. Staying updated with the latest industry trends & taking initiatives with an attitude to make a difference drove my internship in the right direction.



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Simran Garg

Summer Internship Organization: TATA AIG

Role: Marketing intern

Every challenge opens the door to a new opportunity. This defines my internship at TATA AIG. Working in one of the biggest insurance companies provided me with an enriched learning experience about the ins and outs of corporate life. As an intern I had to assist the channel manager in various stages of the sales funnel, including creating brand awareness, generating leads, and retaining customers. I also worked as a team leader and led a team of 15-20 members. Along with gaining insights into various aspects of market research, this internship helped me in acquiring knowledge about the factors that affect the branding and its impact in the market. The opportunity and work culture at TATA AIG enabled me to grow as a professional as well as an individual.

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Srajan Singh

Summer Internship Organization: Bosch India

Role: Market Research Intern

My internship experience with Bosch was quite insightful. During my project I worked on Market research and Market sizing which helped me gain a lot of insights in mobility domain, in India and worldwide. I learned how business decisions are taken in an organization and how to implement our academic learning to actual organizational work. It was a whole new experience for me, working from home. The entire project team was very supportive. All in all it was an enriching experience for me.

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Simran Jajoria

Summer Internship Organization: Sureti IMF

Role: Sales and Finance intern

It was an amazing experience to work with Sureti IMF, as I got to know the insights of the insurance company and how does one operates. The environment was very friendly and helpful.



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Srishti Shekhar

Summer Internship Organization: CSA Advisor

Role: Finance Intern

Real time corporate exposure cannot be learned in classrooms. CSA Advisor has been a great channel for me to explore the workings of a corporation. As an equity research intern, I worked on in-depth fundamental analysis, focusing on quantitative and qualitative aspects of a stock. During the two months I was appointed as the team lead for the second half of my internship. I was responsible for coordination within the team and make sure that we delivered the projects on time. This has been an enriching experience for my understanding of finance specifically in the area of equity.



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Stetson

Summer Internship Organization: Parle Products Pvt Ltd

Role: Sales and Marketing Intern

My internship experience with Parle Products Pvt Ltd has made me think out of the box and taught me how to implement things that I have learned in the classroom, as the ground realities are way different from what we read in textbooks. I worked as a Sales and Marketing Intern, and my job involved creating a go-to marketing strategy for Parle Suraksha floor cleaners and sanitizers. I was also involved in the consumer sentiment analysis of Parle Milano and suggested measures to increase sales. This internship has taught me valuable insights about companies adapting to the new changes in the working environment.

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Suryanshu Gupta

Summer Internship Organization: Ambee

Role: Sales and marketing intern

My internship at Ambee introduced me to a high paced startup environment, I got the opportunity to work in different domains from analytics to marketing and sales. During my time at Ambee the tasks majorly revolved around secondary market research for developing new product strategy and optimising existing ones. I also had the chance to assist in reworking the free trial policy. Working in a B2B organisation gave me an insight regarding the domain. Proactiveness, punctuality and partnership were the pillars of the work culture at Ambee and these are some of the quality I'll be taking forward to the corporate world.

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Sumanth M

Summer Internship Organization: Royal Brothers

Role: Operations Intern

My Internship with Royal Brothers taught me many things which I hadn't experienced before. As an operations intern I was handling multiple tasks and projects which needed analysing complex data, process simplification, understand barriers/issues, and identify solutions. I did primary and secondary research as part of the "Vehicle Health Management" project which involved an effective interaction with many business functions within the organisation. I built a model for the vehicle health management which helps in reducing the maintenance cost of the vehicles for the organisation and prolong the vehicle life further.



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Swapnil Singh

Summer Internship Organization: TATA AIG

Role: Sales and Marketing Intern

My internship experience at TATA AIG taught me how to implement the things that I have learned in the classroom in real business environment. I was part of the company as a sales and marketing intern. My internship was focused on the sales of insurance policies. I got firsthand experience on lead generation and on making sales pitches. My direct involvement in the sales process allowed me to appreciate the importance of sales even more. All in all, my summer internship at TATA AIG was an extremely fulfilling experience.



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Sumit Singh

Summer Internship Organization: Agarwal Packers & Mpvers Ltd

Role: Business Development Executive

The intricacies of SCM Industry cannot be fully learnt sitting in a room staring at the computer screen. It is much more deeper and wider being the backbone of all Operations, tangible or otherwise. Even with the pandemic hovering over, I had the opportunity to work on the field and then off it as well, getting the gist of hands-on work required to work efficiently. As a BDE I learnt equal measures about the Marketing and the Operational aspects of the business. Moreover, both the mentors and the entire staff at the company made it a smooth ride, lending every ounce of their knowledge. I am forever thankful to APML and the support they rendered which most certainly will help me understand the workings of the said Industry.



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Swastika Singh

Summer Internship Organization: NNIIT Ltd.

Role: Business Development Management Trainee

My Summer Internship at NNIIT Ltd. proved out to be a great learning experience for me. I brought home a fair understanding of the concepts and theories of various domains of management. I got the opportunity to incorporate my classroom learnings viz. the AIDA model, art of negotiation, and various leadership styles in a real-life scenario. I also discovered the importance of motivation and positive reinforcement and how they improve a team's overall performance. These takeaways, I believe, will be very beneficial throughout my corporate journey.

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Suryanshi Gupta

Summer Internship Organization: 3M India Ltd.

Role: Corporate finance intern

It was an amazing experience and an enriching one. My first corporate experience could not have been better than this. I got to apply a lot of concepts that I'd only studied on pen and paper till now. I got to know more about how things go around in a multinational company.



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Tanvi Sirse

Summer Internship Organization: Tata AIG

Role: Finance Intern

My internship experience with Tata AIG has given me the confidence to set my foot in corporate world. Here, I had the chance to implement the theories practically that I have learned in the classroom. Being a fresher, working in both online and offline mode prepared me for the upcoming challenges. The company provided me opportunity to work on the project "Comparative Analysis of the Alternative Investment Options Available in the Market" and making me acquainted with health care products.



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Tushar Pahwa

Summer Internship Organization: Ambee

Role: Sales & Marketing Intern

It's a perfect organization for a fresher like me; I learned a lot about various departments in our organization & worked on multiple aspects such as market research, data analysis, social media engagement, competitor analysis, etc. The mentors assigned to me were very supportive & helped me acquire various skills in just two months. The work culture of our organization was excellent, and every individual from every department was ready to help the newcomers. Overall it was a great experience, and it plays an integral part in structuring myself.

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Vaishnavi Mandloi

Summer Internship Organization: Being Platinum World Pvt Ltd

Role: Business Development Executive (Management)

It was an enthralling journey working as Business Development Executive with Being Platinum World for Summer Internship. I have gained insights into different business verticals of FMCG industry, majorly, General Trade and Franchise. I got a chance to coordinate the team and work closely with the head of the organization. We worked on strategies to keep the pace of business growth in this pandemic. I had developed adaptive resilience and learned to implement theories in actual corporate scenarios. This internship helped me grow professionally and gave me the confidence to deal with real-life business situations. It was an enriching and rewarding experience.

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Umang Gupta

Summer Internship Organization: BOSCH Limited

Role: Marketing Intern

During these two months, I have been a part of an end-to-end research project and implemented the basic concepts of marketing. I got the opportunity to collect the data for the project, interpret it and then present it to business heads. The experience at BOSCH painted a clear picture for me of what the corporate holds and expects from management students in this domain. It has prepared me and given me direction about how to approach my dream role.



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Varun Kurichh

Summer Internship Organization: Dabur India Pvt. Ltd.

Role: Management Trainee

My internship at Dabur was my first encounter with the corporate world, and It has made me realize how vast and engaging the business environment is. My project was to have an overview of the power brand's media strategies and provide suggestions in the form of brand media strategies concerning immunity brands which helped me get insight into the Media industry and Brand Management. I did a thorough market analysis and the competitor's analysis on two brands- Dabur Chyawanprash and Dabur Honey. My project also involved market research on Indian Immunity Space too.



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Vaishali Jain

Summer Internship Organization: Xerox India Limited

Role: Summer Intern

My internship with Xerox India was fruitful and enriching. Despite working from home, I got the opportunity to observe the work culture and values at the organization. With constant motivation, regular interaction and guidance from my mentors, I had a wholesome learning experience. I worked on a variety of projects aimed at understanding the new Indian Labor Codes, designing the POSH training for the IC Committee, consolidating the employment regulations for Xerox's APAC region offices and understanding the impact on the employees in case of outsourcing a business unit. I got the opportunity to put my theoretical knowledge in the real world, while comprehending and formulating policies for the welfare of the workforce.

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Vibhor Singh

Summer Internship Organization: AMUL

Role: Sales and marketing intern

Learnt about AMUL's operation. How the business process of the company takes place in Bikaner before the lockdown happened. After that, I did the analysis of AMUL'S marketing strategies add supply chain management and gave possible suggestions on how the company can improve and continue to be the market leader in dairy sector.

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Vaishali Tripathi

Summer Internship Organization: Teleradiology Solutions

Role: Marketing Intern

"If you have the zeal to perform, learn and improve, you will always shine through". With the never-ending enthusiasm to learn, I interned as a Marketing Intern in a leading Teleradiology service provider firm. The tasks assigned required me to come up with innovative and feasible solutions which thereby enriched my first experience in the corporate in terms of knowledge utilisation and skill set deployment. My projects entailed website and social media analysis and Market research of various countries estimating market potential, opportunities and key challenges involved. I have not only worked on tasks; I had no prior knowledge about but learned skills that would be helpful in my future endeavours.



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Vivek Sharma

Summer Internship Organization: Dukes India

Role: Summer Intern

Summer internship at Dukes India was a totally new experience for me. As a summer intern, I was exposed to different marketing nuances of the company. From the theoretical concepts which we learnt during our MBA program to the real world digital marketing, interning at Dukes was overall a great learning experience. The variety of tasks assigned helped me develop an understanding of analytics and how its implemented alongside marketing to strengthen company's overall product base and aid their future growth. I also got to explore the market potential of certain product categories in processed food market for different FMCG brands. Thorough comparison of company with its competitors developed clarity on digital marketing initiatives in FMCG industry and how those are getting evolved with time. I'm thankful for this opportunity.



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rastogi.vritika@gmail.com

“

Vritika Rastogi

Summer Internship Organization: The Affordable Organic Store

Role: Digital Marketing Intern

Interning at The Affordable Organic store was a great opportunity as I was very eager to have an all round experience of how marketing team works at an organization. During the tenure, I gained practical exposure of various kinds of marketing namely affiliate marketing, influencer marketing, content marketing and so on. The team and my mentor were immensely supportive and always there for help. This internship gave me a push to step out of my comfort zone and aim for bigger goals. I will forever be thankful to The Affordable Organic Store and our institute for this amazing learning opportunity.



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Siddhant S Khairnar

Summer Internship Organization: Hindustan Coca Cola

Role: Financial & Business Analyst

Catering to small details is an easy way to find solutions for situations at hand. An Analyst at Hindustan Coca Cola Beverages looked over the production plant and worked on Kaizens. Analyzed the cost-saving for the water usage at the plant. Worked on the valuation of the new ASSP line tender for the HCCB Pune plant. Designing of energy dashboard for the plant. Worked on the yearly audit for the HCCB Pune plant. Also keeps a keen interest in acting.

Yashasvi Singh

Summer Internship Organization: SURETI IMF PVT LTD.

Role: Sales Intern

My internship experience with SURETI IMF was quite rewarding. The major task assigned to me was sales. In the training period I learned a great deal about the insurance market in India. Understanding the insurance products in detail, preparing a prospects list, persuading the customers to get insured after knowing their needs and converting the sales. These were some of the tasks I did. Apart from sales, I was also given an opportunity to work on digital marketing for the company.



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“

Zuhaib Umar Rahman

Summer Internship Organization: Awesome Sauce Creatives

Role: Research and Strategy Intern

1st April 2021 to 1st June 2021, the two months of my internship tenure under the mentorship of Mr Rishi Singh (CEO and Creative Director, ASC) have helped me to grow a lot in the direction of effectively working in a corporate environment. Working as a research and strategy intern, I devised market penetration and growth strategies for various clients giving them recommendations and suggestions on how to penetrate their brand in the market, create brand awareness, have an edge over the competitors and frame strategies to retain the customers and attract newer customers to increase brand value. I was given a number of tasks which helped me to grasp the understanding of not only the domain for which I was hired which was marketing and strategy but also various other domains of a business. The activity were rigorous and gave us a perspective of real world business proceedings, handling finances, maintaining the necessary employee work force and delivering to customers and clients for at most customer satisfaction and generation value. But mainly the core learning has been in market research and strategy formation. As I dealt with a number of clients with business in diverse industries from as simple as food and beverage industry to the complex art of making cricket bats which has helped broaden my mind and has pushed me to think beyond the box to come up with new and innovative ideas which can be used to disrupt the market and beat the competitors. I also learnt the formation and implementation of various market strategies such as the market penetration strategy and brand development strategy. I would also like to thank my mentor for setting an example of the right attitude towards work that is- quality over quantity, positive mind set and innovation.



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Zulfaquar Ali Haider

Summer Internship Organization: Sureti IMF

Role: Marketing and sales intern

My internship at Sureti IMF has been an enriching experience where I understood different facets of the business. Being a young organization, it strives to groom the young minds and inculcate innovative ideas in their minds. I learnt and executed relevant sales and marketing techniques to bring in business for the company and increase awareness about insurance and its benefits. Constant guidance by the mentors motivated me during the lockdown, preparing me to tackle the unforeseen challenges.

”



COMPETITIONS WON BY STUDENTS OF IIM JAMMU





Pronigma 2.0

Participants
Shubham Mittal, Manas Kumar Patel, Sekhar Pratim Gogoi

Organised by
Emporia, The Marketing Club of IIM Sambalpur

Title Won
National Winners



Mark Arena

Participants
Varun Kurichh, Jay Prajapati, Dhole Kiran Santosh

Organised by
BISMARC (Marketing Club) of BIM Trichy

Title Won
National Finalists



Sangramam

Participants
Harsh Seth, Suryanshu Gupta, Harsh Matta, Nitika Marwah, Harshal Krishna

Organised by
Optima (Operations Club), Bharathidasan Institute of Management (BIM), Trichy

Title Won
2nd runner up



Case study competition

Participants
Khushboo Vats, Rashi Joshi, Mudit Yadav

Organised by
IIT Delhi

Title Won
Top 5 %



GQ Challenge

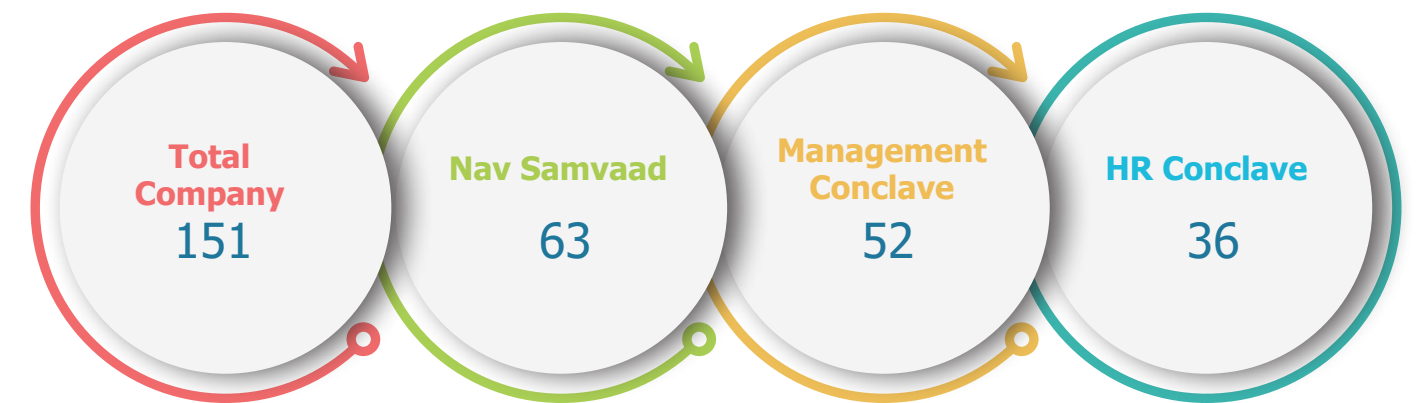
Participants
SAURABH SETHY

Organised by
GoCrackIt

Title Won
Top15



INDUSTRY INTERACTION



Nav Samvaad

SIMA Funds, Delhivery, Puma Group, Motilal Oswal, DCB Bank, Deloitte India, HUCO, Crescendo Global, Aditi Toys Private Limited, Hyundai Motors India Ltd., Aditya Birla Sun Life Mutual Fund, Standard Chartered, Ernst Young, Darashaw, GoAir, Relaxo, Thoughtworks, Boehringer Ingelheim, Britannia, Jio Studios, MergerWare, Havells, CoEmerge, Geolife, Lawyered, Rapido, Flipkart, Cisco, Udaan.com, Scrumstart, Cadila pharmaceutical Limited, DTDC Express Limited, Incedo Inc, Société Générale GSC, Pepe jeans india Limited, AON, SP Growth Partners, Startup Lanes, Emami Ltd, Baker Hughes, Choithrams, MetLife, Bajaj Allianz General Insurance Company, State street hcl services, Routematic, Nexteer Automotive, Big Basket

Management Conclave

Emami Ltd., JioDevelopers, TCS, AbInBev, celio India, BPCL, Modi Naturals, Syska Group, Cummins India, TATA POWER, CSG, Mphasis, Everest Group, Ebro India Pvt. Ltd., Adobe India, Schindler India Pvt. Ltd, LTI, Kimberly Clark India, Cimpres, EY, LocoNav, Reliance Jio, Kellogg Company, ACC, Britannia, Amazon, Mondelēz International, Infosys, Zee entertainment enterprises, Delhi Duty Free, Baskin Robbins, IBM, Iconic Fashion India, UltraTech Cement, Aditya Birla Group, Infosys, JSW Infrastructure, Edelweiss Financial Service Limited, DSM, FIS, Fortune 500 General Mills, Seclore, ZEISS Group, Zvest Financial Services, GE, Abbott, Mobikwik, TVS Supply Chain Solutions Limited, HUL, Apollo International. Ltd, Johnson Controls, Pernod Ricard India

HR Conclave

Informatica India, V- Mart Retails Ltd, Siyaram Silk Mills, Lifestyle International Pvt. Ltd, L&T NxT, Maruti suzuki india ltd, Naukri.com, Vivo, Piramal Pharama, Hero MotoCop, Mphasis, Grant Thornton, Dr Reddy's Laboratories, Virtusa, Cipla, Bennett Coleman, Boehringer Ingelheim, Nexus, Allcargo Logistics Ltd, Reliance, Hyundai, Virtusa, Paytm, TCS, Skyscanner, DarkMatter LLC, Clariant, RB Singapore, Johnson controls-Hitachi, ValeurHR, LAPP Asia Pacific, CBLD Center, Dabur, DTDC, Google

Designation	Nav Samvaad	Management Conclave	HR Conclave
CXO/CEO/COO/CMO/Partner	16	9	8
Director	10	10	6
VP	8	3	12
Manager	31	30	37



NAV SAMVAAD



IIM JAMMU MEDIA

International conference organised by IIM Jammu, University of Bradford concludes

Greater Jammu
Tuesday, 27 July 2021

5-day online Orientation Programme concludes at IIM Jammu

STATE TIMES NEWS
JAMMU, Aug 28: The annual 5-day online Orientation Programme organised by IIM Jammu concluded here today with the valedictory session in the presence of Dr. Mohd. Kamal, Chairman, B&G EM Jammu, Prof. R. S. Sahay, Director, IIM Jammu and Prof. Manoj Kumar, Chairman, B&G EM Jammu.

Dr. Kamal, Chairman, B&G EM Jammu, Prof. R. S. Sahay, Director, IIM Jammu and Prof. Manoj Kumar, Chairman, B&G EM Jammu, were the chief guests at the valedictory session. They were joined by other members of the IIM Jammu team and students of the programme.

The programme was inaugurated by Dr. Kamal, who addressed the students and faculty members. He spoke about the importance of the programme and the role of IIM Jammu in the development of the region.

Prof. Sahay, Director, IIM Jammu, also addressed the students and faculty members. He spoke about the challenges faced by the students and the role of IIM Jammu in providing them with the necessary support and resources.

The programme was a success, with all participants completing the programme successfully. The students and faculty members were thanked for their participation and contribution to the programme.

Jammu emerging as integrated education model: Dr Jitendra

Nihikan Khajuria
JAMMU, Aug 28: As four premier institutions of Jammu entered into a first of its kind Memorandum of Understanding (MoU) here today, Union Minister Dr Jitendra Singh said that Jammu is emerging as an integrated education model for the rest of the country.

Dr. Singh, who is also the Minister of Education, Government of India, was in Jammu to inaugurate the MoU between IIT Jammu, IIM Jammu, NIT Srinagar, and Jammu University. He spoke about the importance of the MoU and the role of these institutions in the development of the region.

Dr. Singh said that the MoU is a landmark event for Jammu and will help in the development of the region. He said that the MoU will help in the integration of education and research in the region and will help in the development of the region.

Dr. Singh also spoke about the importance of the MoU in the context of the National Education Policy (NEP) 2020. He said that the MoU is in line with the NEP 2020 and will help in the implementation of the NEP 2020 in the region.

IIM Jammu to organise fourth edition of HR Conclave

GJ REPORT
JAMMU, SEP 3: Indian Institute of Management (IIM) Jammu is organising the fourth edition of one of the most anticipated events in the institute, HR Conclave.

The HR Conclave is a two-day event that focuses on the latest trends in HR practices across various industries. It is a platform for HR professionals to share their experiences and insights and to learn from each other.

The fourth edition of the HR Conclave will be held on September 4 and 5. It will feature a series of sessions on various topics related to HR, including talent management, employee engagement, and organizational development.

The event will be held at the IIM Jammu campus and will be open to all HR professionals. The fee for the event is Rs. 10,000 per person.

LG rolls out Lieutenant Governor's Sustainable Development Fellowship for Engineering, Management, other Graduates of J&K

STATE TIMES NEWS
JAMMU, Aug 28: The Lieutenant Governor (LG) of Jammu and Kashmir, Anant Singh, today announced the launch of the Sustainable Development Fellowship (SDF) for Engineering, Management, and other Graduates of J&K.

The SDF is a fellowship program that aims to provide financial support to students who are pursuing higher education in the fields of Engineering, Management, and other disciplines. The fellowship will be awarded to students who are citizens of India and who are currently enrolled in a recognized university or institution.

The SDF will be awarded for a period of one year and will cover the tuition fees, hostel charges, and other expenses of the students. The fellowship will be awarded to students who are ranked in the top 10% of their respective courses.

IIM Jammu celebrates its 'Five Years Journey'

GJ REPORT
JAMMU, AUG 22: The Indian Institute of Management (IIM) Jammu celebrated its five-year anniversary today with a series of events.

The events included a series of seminars, workshops, and a conference. The seminars and workshops were held on various topics related to management and business. The conference was held on August 22 and 23 and featured a series of sessions on various topics related to management and business.

The events were attended by a large number of students, faculty members, and guests. The events were a success and helped in the development of the region.

LG Sinha to inaugurate five-day online orientation programme at IIM Jammu today

STATE TIMES NEWS
JAMMU, Aug 28: The Lieutenant Governor (LG) of Jammu and Kashmir, Anant Singh, will inaugurate the five-day online orientation programme at IIM Jammu today.

The programme is a five-day event that focuses on the latest trends in management and business. It is a platform for students to share their experiences and insights and to learn from each other.

The programme will be held on August 28, 29, 30, 31, and September 1. It will feature a series of sessions on various topics related to management and business.

The programme will be held at the IIM Jammu campus and will be open to all students. The fee for the programme is Rs. 10,000 per person.

IIM-Jammu hosts Women entrepreneurship event

NL Correspondent
JAMMU, THURSDAY, JANUARY 07, 2021

The Indian Institute of Management (IIM) Jammu hosted a Women Entrepreneurship event today. The event was organized by the IIM Jammu Women's Entrepreneurship Cell (WEC).

The event featured a series of sessions on various topics related to women entrepreneurship, including business planning, marketing, and financial management. The sessions were attended by a large number of women entrepreneurs and students.

The event was a success and helped in the development of the region.

LG Sinha to inaugurate five-day online orientation programme at IIM Jammu today

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The programme will be held at the IIM Jammu campus and will be open to all students. The fee for the programme is Rs. 10,000 per person.

Management Dev prog inaugurated at IIM-Jammu

STATE TIMES NEWS
JAMMU, Aug 28: The Indian Institute of Management (IIM) Jammu inaugurated its Management Development programme today.

The programme is a two-year programme that focuses on the latest trends in management and business. It is a platform for students to share their experiences and insights and to learn from each other.

The programme will be held at the IIM Jammu campus and will be open to all students. The fee for the programme is Rs. 10,000 per person.

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LEADER'S SPEAK



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Understand the WHY of every job, as it automatically eases out the HOW and WHEN process.

-Marulasidda MC,
Country Head- Human Resources,
Nexteer Automotive India



“

Inculcating empathetic values apart from just encouraging inclusivity

Rashid Eqbal,
Manager-
Advisory Finance and Operations,
KPMG Saudi Arabia



“

Trusting employees is the key to motivate them

Kaustav Chakravarthy,
Executive Director-
Global Human Resources,
Johnson Controls- Hitachi Air Conditioning



“

Exposure should not be restricted to culture.

Ify Iyadi,
Human Resource Manager,
Tolaram Group



“

Talent sustainability is a major challenge nowadays. Employee knowledge creation should be adopted to overcome the challenges in future

Mohammed Haffejee,
Head of HR- Middle East & Africa,
Clariant

ALUMNI TESTIMONIALS

“ **Ruchit Kevadiya, BATCH04**

IIM Jammu has imparted many valuable things in me over the two years including academic excellence, clear vision, greater confidence and ethics. IIM Jammu possesses beautiful campus, fruitful courses, dedicated and friendly faculties, colorful culture, and diverse and lovely batchmates. IIM Jammu has great academia-industry connection to provide practical business knowledge and placement support. IIM Jammu has much more in it and here i tried to use only more accurate and closer adjectives.

Associate solution advisor, Deloitte USI

“ **Mohammed Anees KP, BATCH04**

For me, IIM Jammu is not just about academic improvement, but holistic improvement. There is difference like day and night between the person who stepped his foot at the campus on July 10,2018 and the person who left the campus on March 31,2021. My tenure as the Vice President of the Students' Council helped me to explore myself and thus identify the skills which I'd earlier overlooked. Also, my experience as an admissions committee member helped me a lot during my placement process at GUVI, which is an EdTech company and the learnings that I'd gained by dealing with the aspirants acts as the guide when I deal with the customers today.

Late night project works, exam preparations, presentations, being a core team member of our first annual fest and successfully pulling it off alongside my IIM Jammu family are some of my fondest memories at IIM Jammu.

Business Development Executive, GUVI

“ **Aniket Sharma, BATCH01**

With great tags come great responsibilities. Being in the pioneer batch made my fear of placements go away and all I needed was full focus on the field I admired the most, data science. Despite being a below average performer in most of the subjects, I was offered a job during a guest lecture. IIM Jammu (faculty, beloved batchmates and juniors) boosted my confidence to believe in my goals and achieve them. Special thanks to Prof. Neerja Pande, Anadi Sir and late Ajeet Sir their guidance helped shape my personality.

Risk Analytics Manager, Axis Bank

“ **Thakor Darshan VijayKumar, BATCH01**

Overall personality development. It helped me to learn how industry's work and how daily business of a firm takes place.

Late night and early morning class with lots of presentations and project.

**Assistant Traffic Manager,
Konkan Railway Corporation Limited**

“ **Madhumanti Banerjee, BATCH02**

IIM Jammu - When I stepped into this place, I was unknown to what an amalgamation of hope, despair, joy, and happiness would look like! We hear it quite often that every moment, every struggle in an MBA college is a part of your learning! It is what you learn beyond the classroom lectures that adds up to your growth. Sounds cliched right? We have learnt it too but in the most unique way - it is how we managed to have food inventory in place even in the toughest of days, it is how we have concentrated on our assignments and quizzes with the beauty of the city trying to distract us, it is how we started learning the basics of marketing with branding our own college. Needless to say, we had some of the world class classroom teachings available for us - within and beyond the boundaries of India! IIM Jammu is a reality that still feels like a dream! From the best of friends to the best of moments - I, now have it all. Not to forget the convocation day, when I was on Cloud nine while receiving the PGP Chairman's Bronze Medal from the erstwhile Honbl. Governor of J&K - Mr. Satya Pal Malik.

Product Manager, HCL Technologies

“ **Sourav Sandeep Pattanaik, BATCH02**

As I studied in the 2nd batch and we were being mentored by IIM Lucknow, the professors were excellent and the knowledge you get from them helps you in your professional careers. As you have lived in a highly competitive environment for 2 years in your MBA it helps you to excel in highly demanding situations in corporate world. I loved the winters in Jammu. The campus was very small when I studied, but it had a beautiful lawn and loved every bit of the beautiful campus.

Project and Strategy Manager, Reliance Retail

“ **Simran Verma, BATCH03**

IIM Jammu did not only provide me with a platform to develop a varied set of skills but also a platform to interchange ideas with diversified pool of people. Starting from the intellectual batchmates to the eminent personnels from different domains and industries, each one of them gave some valuable insight that has enriched my thought process. The international exposure through IIP at ESCP Berlin gave me an hands on experience to diversity and inclusivity. Moreover, it gave me a better understanding of organisations and business acumen in an international level. The last two years at IIM-J has brought out a fine personality in me by enhancing my knowledge, and confidence. At the same time, the place has taught me to be humble whatsoever. I will preserve and cherish all the learnings (professional as well as personal) from my stay at IIM-J throughout my life. I will always be indebted to the Institute for all my future endeavours.

Executive Assistant, CEO Office, Tech Mahindra

ABOUT JAMMU CITY

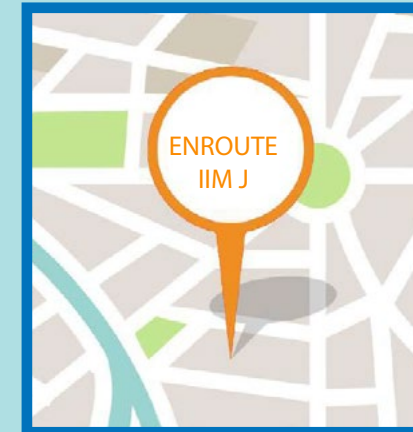
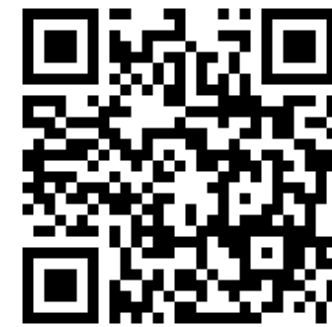
Jammu is an important administrative division of Union territory of J&K. It consists of several districts such as Doda, Jammu, Kathua, Ramban, Rajouri, Reasi, Poonch and Samba. Most of the land in Jammu city is hilly with mountain ranges. Jammu city also includes the very popular Pir Panjal range. This range separates Jammu city from Kashmir valley. Jammu city is also known as Jammu-Tawi.

Jammu city is the second-largest city of the state in terms of growing urban agglomerations and in the race of booming infrastructure.

HOW TO REACH

Jammu is the largest city in the Jammu Division and the winter capital of the Union territory of J&K, situated on the banks of the Tawi River.

Scan Me for Directions



By Air:

IIM Jammu campus is just 20 mins away (5 Kms) from Jammu city airport. It has daily direct flights from Srinagar, Delhi, Amritsar, Chandigarh, Mumbai and Bengaluru.



By Railway:

Jammu is a very well connected city. Jammu Tawi is the nearest railway station. It is just 15 mins away from the IIM Jammu.



PROMINENT PAST RECRUITERS'



PLACEMENT TEAM

PLACEMENT OFFICE



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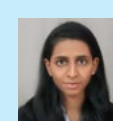
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