

**Monday, 01 February 2021**

## IIMJ holds 1st Management Conclave 'Nakshatra'

**NL CORRESPONDENT**

**JAMMU TAWI, JAN 31**

Indian Institute of Management (IIM) Jammu launched its first-ever Management Conclave - "Nakshatra" that hosted corporate trailblazers across different management domains.

The event kick started with an inauguration ceremony where Prof B S Sahay, Director, IIM Jammu, while presenting welcome address, talked about the opening of IIM Jammu Off-Campus and the launch of a new academic program- IPM whereas Prof Jabir Ali (Chairperson, Placements, IIM Jammu) gave a brief introduction of the Institute.

The conclave comprised of two panel discussions where the first panel consisted of marketing veterans from various reputed organizations. The theme for marketing panel discussion was, "Change in consumer preferences and evolving business model in post COVID world".

Sunday, January 31, 2021

## IIM Jammu launches its first-ever management conclave 'Nakshatra'

### ■ STATE TIMES NEWS

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The event kick started with an inauguration ceremony where Prof. B.S. Sahay, Director, IIM Jammu, gave the welcome address in which he also talked about the opening of IIM Jammu Off-Campus and the launch of a new academic programme-IPM.

Prof. Jabir Ali, Chairperson, Placements, IIM Jammu, gave a brief introduction of the Institute and thanked the industry for its support to IIM Jammu.

The conclave comprised of two panel discussions where the first panel consisted of marketing veterans from various reputed organizations. The theme for marketing panel discussion was, "Change in consumer preferences and evolving business model in post covid world". The session was moderated by Rajib Choudhury, General Manager, Emami Ltd., who started the discussion by talking about how people's spending has gone down, which is why brand purpose and a product that offers good value has become more crucial than ever.

Adding to this, Shardul Bist, CMO, Modi Naturals, stated that people gravitate towards trusted brands which is why brand purpose-driven marketing is vital.

Amit Sethiya, Head of Marketing, Syka Group, talked about the brand diversification to cater to consumers' changing preferences.

Abhishek Shetty, Chief Marketing Officer & Head - Ecommerce & Omni-channel Sales, Celio India, mentioned how pandemic has changed consumer preferences at an unimagined pace.

Subsequently, Rajesh Sharma, Territory Manager,

BPCL, spoke about the Oil and Gas industry's changing marketing dynamics.

Riddhi Adlakha, Head of Digital Marketing, TCS, highlighted how covid fast tracked digitalization among the Indian consumers.

Jatin Malhotra, Program Lead, Jio Developers, talked about how online merchandise has gained a lot of traction during and after the pandemic.

Sudhir P, Senior Manager-Global Capability Center, AbInBev, talked about how supply chain played a major role in meeting the demand.

In the second panel, which comprised leaders from HR domain the discussion revolved around the topic, "HR analytics: changing dynamic of classic HR Management".

The session was moderated by Shailesh Goyal, VP - HR, Everest Group, who initiated the discussion by raising the question, "What is the current state of HR analytics in different industries?".

Ritesh Joshi, Labour Relation Director - Human Resources, Cummins India, first answered this by highlighting HR analytics's role and how it helps solve day-to-day workforce-related problems.

Satish Rajarathnam, SVP HR, Mphasis, spoke about different areas of analytics viz. Descriptive, Predictive, and Prescriptive Analytics. This was followed by Nitin Kumar, Business partner HR, CSG, who talked about importance of HR analytics in building the company culture.

Yash Pal Singh, HR Head, Ebro India Pvt. Ltd., talked about how HR analytics has significantly improved employee engagement.

Lastly, Kanjivhari Jandhyala, Head- Special Projects (Office of MD) and Head-Talent Management, Tata Power, spoke about omni on HR managers to maintain good data and streamlining the whole process.

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**Excelsior Correspondent** (CMO, Modi Naturals), Amit Sethiya (Head of Marketing, Syska Group), Abhishek Shetty (CMO & Head - Ecommerce & Omni-channel Sales, Celio India) and Rajesh Sharma (Territory Manager, BPCL), Riddhi Adlakha (Head of Digital Marketing, TCS), Jatin Malhotra (Program Lead, Jio Developers) and Sudhir P (Senior Manager-Global Capability Center, AbInBev) participated in the discussion.

JAMMU, Jan 30: Indian Institute of Management (IIM) Jammu launched its first-ever Management Conclave - "Nakshatra" that hosted corporate trailblazers across different management domains.

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In the second panel, which comprised leaders from HR domain the discussion revolved around the topic, "HR analytics: changing dynamic of classic HR Management". The session was moderated by Shailesh Goyal, VP - HR, Everest Group. Ritesh Joshi (Labour Relation Director - Human Resources, Cummins India), Satish Rajarathnam (SVP HR, Mphasis), Nitin Kumar (Business partner HR, CSG), Yash Pal Singh (HR Head, Ebro India Private Limited) and Kunjvihari Jandhyala, Head-Special Projects (Office of MD) and Head-Talent Management, Tata Power, spoke during the session.

Both the panel discussions were followed by interactive Question & Answer sessions where students raised questions before the panel.

# अमरउजाला

Sunday, January 31, 2021

## आईआईएम ने पहला प्रबंधन कनक्लेव नक्षत्र लांच किया

जम्मू। भारतीय प्रबंधन संस्थान जम्मू (आईआईएम) ने पहला प्रबंधन कनक्लेव नक्षत्र लांच किया। प्रो. बीएस सहाय निदेशक आईआईएम जम्मू ने इसका शुभारंभ किया। उन्होंने आईआईएम जम्मू में ऑफ कैंपस खोलने के साथ नए शैक्षणिक कार्यक्रम आईपीएम को शुरू करने की बात कही। सेमिनार में दो पैनल पर चर्चा हुई, पहले पैनल में विभिन्न प्रतिष्ठित संगठनों के मार्केटिंग दिग्गज शामिल हुए। इसका विषय कोरोना महामारी के बाद दुनिया में उपभोक्ता वरियताओं में बदलाव और बिजनेस मॉडल विकसित करना था। इस मौके पर बड़ी संख्या में लोग मौजूद थे। व्यरो



## **"Nakshatra"- the First Management Conclave of IIM Jammu**

Jammu, January 30 (Scoop News)- IIM Jammu: Indian Institute of Management Jammu launched its first-ever Management Conclave – "Nakshatra" that hosted corporate trailblazers across different management domains. The event kick started with an inauguration ceremony where Prof. B.S Sahay, Director, IIM Jammu, gave the welcome address in which he also talked about the opening of IIM Jammu Off-Campus and the launch of a new academic program- IPM. Prof. Jabir Ali, Chairperson, Placements, IIM Jammu, gave a brief introduction of the Institute and thanked the industry for its support to IIM Jammu.

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The first panel discussion was followed by an interactive Q&A session where students raised questions before the panel.

In the second panel, which comprised leaders from HR domain the discussion revolved around the topic, "HR analytics: changing dynamic of classic HR MANAGEMENT". The session was moderated by Mr. Shailesh Goyal, VP - HR, Everest Group, who initiated the discussion by raising the question, "What is the current state of HR analytics in different industries?". Mr. Ritesh Joshi, Labour Relation Director - Human Resources, Cummins India, first answered this by highlighting HR analytics's role and how it helps solve day-to-day workforce-related problems. Adding to this, Mr. Satish Rajarathnam, SVP HR, Mphasis, spoke about different areas of analytics viz. Descriptive, Predictive, and Prescriptive Analytics. This was followed by Mr. Nitin Kumar, Business partner HR, CSG, who talked about importance of HR analytics in building the company culture. Mr. Yash Pal Singh, HR Head, Ebro India Pvt. Ltd., talked about how HR analytics has significantly improved employee engagement. Lastly, Mr. Kunjvihari Jandhyala, Head- Special Projects (Office of MD) and Head-Talent Management, Tata Power, spoke about onus on HR managers to maintain good data and streamlining the whole process. The session was followed by a Q&A round where the students of IIM Jammu asked their doubts about HR analytics's nuances.

The session was concluded with a vote of thanks to the panelists for taking out their valuable time and sharing their insights with the students of IIM Jammu.