

Press Release

Celebrating Art, Culture, and Management: “*Empyrean 2024*” Inaugurated at IIM Jammu

Jammu, March 1, 2024 – The Indian Institute of Management, (IIM) Jammu, commenced its highly anticipated cultural and management fest, “*Empyrean 2024*,” being formally inaugurated by Chief Guest Shri R.R. Swain, IPS, Director General of Police (DGP), Jammu and Kashmir on 1st March 2024. The inaugural event, held at the newly inaugurated, “*Mandapam*” Auditorium at the Jagti Campus. The event was presided by Prof. B.S. Sahay, Director, IIM Jammu. Present on the occasion were Prof. Jabir Ali, Dean of Academics, IIM Jammu, and Cmdr. Kesavan Baskaran, Chief Administrative Officer, IIM Jammu along with faculty, officers, staff, and students at the Institute.

On the momentous occasion, the second edition of IIM Jammu's Hindi Magazine Publication, “*Trikuta*,” was unveiled by the Chief Guest Shri R.R. Swain, IPS, DGP, Jammu and Kashmir along with other dignitaries present on the dais, underscoring the institute's commitment to fostering literary and cultural endeavours alongside academic excellence. The Hindi Patrika, “*Trikuta*” was compiled and coordinated by PR-Corporate Communication Committee of IIM Jammu along with the faculty and other staff members of the Institute.

Chief Guest, Shri R.R. Swain, IPS, DGP Jammu and Kashmir, commended the state-of-the-art infrastructure at IIM Jammu Campus. Inaugurating *Empyrean 2024*, He expressed anticipation for a strong alliance between IIM Jammu and Police Security, where he urged the students to delve into response management, operations, and thereby strengthening the comprehensive functions of the police force along with people's grievances management.

Prof. B.S. Sahay, Director, IIM Jammu illuminated the way forward as *Empyrean 2024* was inaugurated, the cultural fest of IIM Jammu, emphasizing its student-driven essence. He reiterated that right from budgeting to artist arrangements, and sponsorship, the students have spearheaded every aspect of this cultural fest igniting creativity and collaboration.

The Kavi Sammelan, hosted as part of the Hindi Rajbhasha Committee on the inaugural ceremony of “*Empyrean 2024*,” IIM Jammu showcased the timeless allure of poetry in Indian culture, reminding audiences of the profound impact of words on the human spirit. Renowned Hindi Poets including Shri. Shambhu Shikhar, Shri. Dinesh Bawra, Ms. Manika Dubey, Ms. Padmini Sharma, Prof. Sartaj Ul Hasan, Shri Swayam Shrivastava, and Prof. Deepak Swami graced the stage, weaving tales of emotion and insight that resonated deeply with the audience. Their eloquent delivery and intricate play of words left an indelible mark, evoking applause, and heartfelt appreciation. This activity was coordinated by Hindi Rajbhasha Committee, IIM Jammu.

Following the Kavyanjali Kavi Sammelan, the festivities continued with a soul-stirring performance by Shri Aseem Sharma and Band on the Main Stage, captivating the audience with melodious renditions and dynamic stage presence. As *Empyrean 2024* unfolds, attendees can anticipate a diverse lineup of engaging events and performances that promise to captivate, inspire, and unite individuals from all walks of life. With each event building upon the success of the last, there is anticipation and excitement surrounding the remaining festivities of the festival.

The inauguration of “*Empyrean 2024*” reflects IIM Jammu's unwavering commitment to excellence in both academic and extracurricular pursuits, fostering an environment of innovation, talent development, and cultural enrichment. As *Empyrean 2024* unfolds, attendees can anticipate a lineup of engaging events and performances that promise to captivate, inspire, and unite individuals from all walks of life. With each event building upon the success of the last, there is palpable anticipation and excitement surrounding the remaining festivities of the festival. The seamless execution of the first event of “*Empyrean 2024*” has paved the way for the smooth implementation of the remaining events and competitions planned for the cultural and management fest of IIM Jammu.

With the inaugural event demonstrating a high level of organization and participation, there is confidence in the institute's ability to replicate similar success across all facets of the festival. As anticipation continues to mount for upcoming events, attendees can rest assured of a seamless continuation of the professionalism and quality demonstrated thus far. *Empyrean 2024* serves as a testament to IIM Jammu's steadfast commitment to excellence, fostering an environment conducive to innovation, talent development, and cultural enrichment.

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Glimpses from the Day 1-Empyrean 2024-Inaugural Ceremony









