

EBSB Celebration Week with IIM Jammu on 12th March, 2022

IIM Trichy, in collaboration with IIM Jammu, hosted virtually “Ek Bharat Shrestha Bharat,” an initiative by the Government of India, on 12th March 2022. The virtual event aimed at promoting the pluralism and diversity of India through cultural exchange between students. Students were encouraged to learn about the traditions and values of Jammu and Kashmir, Leh, and Tamil Nadu through a plethora of events.

Prof. B.S. Sahay, Director, IIM Jammu, Prof. Vijaya V, Associate professor of OB and HRM, IIM Trichy and Prof. Barnali Chaudhary, Chairperson Student Affairs, IIM Jammu, graced the event with their presence. Prof. Sahay addressed the event and emphasized the need for taking pride in our country’s strong culture and heritage that unites us with the entire world. Following this, Prof. Vijaya highlighted the purpose of the initiative and the importance of being open and accepting of each other’s cultures. Prof. Barnali commended the effort of the students of both the institutes and stressed on celebrating differences by realizing that we are all the same but also beautifully different from each other.

IIM Trichy’s LiTrichy club, in conjunction with IIM Jammu’s Vakta club, organized a quiz and an essay writing competition in which more than 150 students took part overall. The quiz competition aimed to test the contestants’ knowledge about the culture, language, and history of Tamil Nadu and Jammu & Kashmir, while the essay writing competition on the topic “Regional identity and its influence on personality” promoted views on critical issues faced in the society and the need for creating a meaningful difference.

Prof. Vijaya and Prof. Barnali announced the winners of the quiz and essay writing competitions, respectively. Ayushi Bhalla from IIM Jammu emerged as the winner of the quiz competition, followed by Fazil Mehamudh and Anil Kumar Reddy from IIM Trichy who stood as runners-up. Srishti Shekhar from IIM Jammu emerged as the winner of the essay writing competition, followed by Priyanshi Dave and Simaran Malik from IIM Jammu, who stood as runners-up. The competitions promoted the participants to dive deep into thinking about the interwoven culture and the rich heritage of our country’s diversity.

As a part of the event, the students from IIM Jammu’s Groove club, Malhar, and IIM Trichy’s Rangmanch club mesmerized the audience with their dance and music performances inspired by the essence and art forms of their states. The students also presented short videos created by the Agni club of IIM Trichy and the students of IIM Jammu, through which they gave a tour of the cities of Tiruchirappalli and Jammu, respectively.

Mr. Gul Mustafa Dev, the first Indian Olympian from Jammu and Kashmir to represent India in the Winter games in 1998, and Dr. Suvidha Khanna, Associate Professor, Tourism and Hospitality Management, University of Jammu, honored the event as guest speakers for the day. Addressing the event, Dr. Suvidha spoke about the cultural amalgamation and the development of intercultural adaptability. Mr. Mustafa Dev stated the significance of sports culture and how the country is gradually nurturing new and young talent. The event concluded with a Vote of Thanks.

Unity in diversity is what makes India unique. "Ek Bharat Shrestha Bharat" is a tribute and celebration to the varied beliefs and traditions that this country possesses. The institutes anticipate many more such occasions where the students witness the true spirit of "Bharat."

The winners of various events were felicitated during the meeting and cultural performances from students of IIM Trichy and IIM Jammu were displayed during the meeting. A detailed report of the event along with the drive link for images and video recording of the event is attached herewith the mail for your reference and necessary further action.

Drive link for the event recording: <https://drive.google.com/drive/folders/1bnJ3yH3GI-JTyrUSWLSYM45kTnoIHmCC>

Drive link for the event

images: <https://drive.google.com/drive/folders/1z7q3IrryOpUBByO1MPqUxZrindIX45Sr8>