

Press Release

**IIM Jammu and NIFT Srinagar Forge Strategic Partnership to Foster Academic Excellence and Innovation at Bharat Tex 2024**

**Jammu- February 27<sup>th</sup>, 2024** In a significant stride towards fostering academic collaboration and promoting innovation, the Indian Institute of Management (IIM) Jammu and the National Institute of Fashion Technology (NIFT) Srinagar have formalized a Memorandum of Understanding (MoU). The ceremonial signing took place today at Bharat Tex 2024, an esteemed international industry platform hosted at Bharat Mandapam, Pragati Maidan, New Delhi. Bharat Tex 2024 serves as a pivotal stage, spotlighting exhibitions, knowledge sessions, thematic discussions, Government-to-Government (G2G) meetings, Business-to-Business (B2B) networks, and interactive pavilions. This event marks the genesis of a promising partnership between the two esteemed institutions, IIM Jammu and NIFT Srinagar, setting the stage for collaborative endeavors and mutual growth.

The event commenced with a formal introduction to the MoU Signing accompanied by a warm welcome extended to all partners involved. Prof. Dr. Sudha Dhingra, Dean Academics, NIFT Delhi, delivered the welcome address. This was followed by an introduction to both Institutions and an outline of the key deliverables of the MoU between IIM Jammu and NIFT Srinagar.

The MoU signing ceremony, held on the eve of the ongoing Bharat Tex 2024 at Bharat Mandapam, was a significant milestone. Prof. B.S. Sahay, Director of IIM Jammu, and Prof. Javid Ahmad Wani, Director of NIFT Srinagar, inked the MoU in the presence of Director General NIFT, Ms. Tanu Kashyap, IAS and various delegations, symbolizing a commitment to collaboration across various fronts. This partnership aims to enhance academic excellence, foster research endeavors, and cultivate entrepreneurial talent in the Union Territory of Jammu & Kashmir. Also present at the ceremony was Dr. Muqbil Burhan, Chairperson of Srinagar Campus, IIM Jammu adding further significance to the occasion. Bharat Tex 2024, in its ongoing events, highlights the richness of Indian textiles, reinforcing its image as a custodian of tradition, innovation, and sustainability.

Speaking on the occasion, Prof. B.S. Sahay, Director of IIM Jammu, expressed profound enthusiasm about the collaboration, highlighting its significance for the growth and development of Jammu & Kashmir (J&K). He emphasized that the partnership with NIFT Srinagar will open up exciting possibilities for academic collaboration and innovation, which are crucial for the socio-economic advancement of the region. He underscored the importance of leveraging each other's strengths to create a synergistic environment that fosters not only learning, research, and entrepreneurship but also contributes to the overall growth trajectory of J&K. He emphasized that by harnessing the rich cultural heritage and diverse talent pool of the region, the collaboration between IIM Jammu and NIFT Srinagar holds immense potential to catalyze positive change and drive inclusive development. He stressed the role of academic institutions in fostering innovative ecosystems that not only address current challenges but also anticipate future opportunities. He reiterated the commitment of both IIM Jammu and NIFT Srinagar to spearhead initiatives that promote interdisciplinary research, technology transfer, and entrepreneurial ventures, thereby contributing to the overall prosperity of Jammu & Kashmir.


Dr. Javid Ahmad Wani, Director, NIFT Srinagar, echoed similar sentiments, emphasizing the transformative potential of the collaboration. He expressed delight in joining hands with IIM Jammu in this endeavor, envisioning the creation of dynamic ecosystem that nurtures talent, fosters creativity, and propels socio-economic development in the region. He emphasized the collective commitment of both Institutions to leverage their expertise and resources for the greater good of U.T of Jammu and Kashmir, aiming to establish a thriving environment conducive to innovation, entrepreneurship, and inclusive growth.

The MoU encompasses various areas of collaboration, including academic partnerships, research endeavors, executive education and training programs, joint seminars, conferences, and workshops, initiatives for entrepreneurship and incubation, as well as the sharing of research and campus facilities.

The vote of thanks was proposed by Prof. Dr. Sanjeev Malage, Head of International and Domestic Linkages, NIFT Delhi. The signing of the MoU represents a significant milestone for both institutions, signaling the beginning of a new era of collaboration and excellence. Through joint efforts, IIM Jammu and NIFT Srinagar are primed to make substantial contributions to academia, research, and entrepreneurship, thereby shaping not only the future of the region but also extending their impact beyond local boundaries and thereby contributing to nation-building. The Bharat Mandapam, Bharat Tex served as the ideal platform for the MoU Exchange and networking, where esteemed academicians and reputed institutes from India and globally came together for collaborative endeavors and partnership formation.

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### Glimpses from the MoU Signing between IIM Jammu and NIFT Srinagar at Bharat Tex 2024

