

thinkin

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Indian Institute of Management Jammu
Jagti, Jammu- 181221, Jammu & Kashmir



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Let's Hear

Chairman's Message

It gives me great pleasure to write for the first edition of our Entrepreneurship magazine, 'ThinkIn'. As we will embark on the entrepreneurial journey through the pages of innovation, creativity, and ingenuity, I am filled with pride at the remarkable achievements of our entrepreneurial community.

I can assure you that at IIM Jammu, we are committed to fostering an environment where entrepreneurial spirit thrives. Our mission is to cultivate the next generation of leaders who will drive economic growth, create jobs, and make a lasting impact on society.

In our institute magazine, I hope to find a treasure trove of insights, success stories, and thought-provoking articles that capture the essence of entrepreneurship. From the humble beginnings of startups to the global ambitions of seasoned entrepreneurs, each story will serve as a testament to the power of perseverance and determination.

As we navigate the complexities of the modern business landscape, it is clear that entrepreneurship plays a vital role in shaping our collective future. It is a catalyst for innovation, a driver of change, and a source of endless possibilities. By embracing the entrepreneurial spirit, we can unlock new opportunities and overcome even the most daunting challenges.

I encourage you to dive into this magazine with an open mind and a sense of curiosity. May the stories and insights contained within these pages inspire you to pursue your own entrepreneurial aspirations and make a meaningful difference in the world.

Thank you for your continued support and dedication to the spirit of entrepreneurship.

Warm regards,

Milind Kamble



Let's Hear

Director's Message

It is with great pleasure that I welcome you to the first edition of our Entrepreneurship Magazine, 'ThinkIn'. As we delve into the pages of this publication, filled with stories of innovation, perseverance, and transformative ideas, I am reminded of the incredible journey each entrepreneur undertakes in pursuit of their dreams.

At IIM Jammu, we are committed to nurturing the next generation of visionaries and change-makers. Our mission is clear: to provide aspiring entrepreneurs with the tools, resources, and support necessary to thrive in today's dynamic business landscape.

In coming editions of the Newsletter, you will find a diverse array of articles, interviews, and case studies that showcase the boundless potential of entrepreneurship. From groundbreaking startups disrupting industries to seasoned entrepreneurs sharing their insights, there will be much to inspire and learn from within these pages.

As we navigate the challenges and opportunities of our rapidly evolving world, entrepreneurship remains a beacon of hope and progress. It is a force for economic empowerment, social transformation, and global innovation. By harnessing the power of entrepreneurship, we can create lasting change and build a brighter future for generations to come.

I encourage you to explore this magazine with an open mind and a spirit of curiosity. May the stories within these pages ignite your passion for entrepreneurship and embolden you to pursue your own entrepreneurial endeavors.

Thank you for joining us on this journey of discovery and possibility.

Warm regards,

B.S. Sahay



Let's Hear

Chairperson Center for Entrepreneurship

Welcome to the first edition of our magazine 'ThinkIn', dedicated to celebrating entrepreneurship and innovation. As Chairperson Center for Entrepreneurship, Innovation & Skill Development at IIM Jammu, I am thrilled to present to you a collection of inspiring stories, insightful articles, and practical advice that showcase the entrepreneurial spirit thriving within our institute community. In the first edition of our magazine, we are presenting our first batch of incubatees who have been instrumental in bringing this magazine to you and dream of creating a better future for all of us through entrepreneurship.

Entrepreneurship is more than just starting a business; it's about embracing creativity, seizing opportunities, and making a positive impact on the world around us. In this edition, you will discover how our incubatees are harnessing their entrepreneurial mindset to drive change and create value in diverse fields and industries.

From groundbreaking startups to social enterprises with a mission, each feature highlights the ingenuity and resilience of our entrepreneurial ecosystem. Whether you're a seasoned entrepreneur, an aspiring innovator, or simply curious about the world of entrepreneurship, there will be something for everyone within these pages.

As you explore this magazine, I encourage you to reflect on your own entrepreneurial journey. What ideas spark your passion? What problems do you want to solve? How can you leverage your skills and talents to make a difference in the world?

I would like to extend my sincere gratitude to all the contributors, writers, and designers who have made this edition possible. Your dedication and creativity have truly brought these stories to life, and I am honored to share them with our readers.

Thank you for joining us on this entrepreneurial adventure. May this magazine inspire you to dream big, take risks, and turn your ideas into reality.

Happy reading!

Warm regards,

Muqbil Burhan





Introduction to entrepreneurship scenario in Jammu and Kashmir

Amidst the majestic Himalayan landscapes, Jammu and Kashmir stands as a region of immense beauty, culture, and heritage. Yet, it grapples with challenges like political unrest and limited economic avenues. In recent times, entrepreneurship has emerged as a beacon of hope, offering a route to economic revitalization and stability for the area. This piece delves into the potential of entrepreneurship in Jammu and Kashmir, its hurdles, and the transformative impact it can wield on the economic fabric of the region.

Entrepreneurship fundamentally revolves around individuals spotting opportunities and taking calculated risks to establish and expand businesses, thereby fostering economic growth. In Jammu and Kashmir, it holds the promise of driving economic progress and individual empowerment. The region, akin to many others, presents a unique mix of opportunities and obstacles for entrepreneurs.

Jammu and Kashmir boasts renowned products like saffron, apples, and various crops. Entrepreneurs in this domain aim to modernize agriculture, enhance production methods, and tap into markets beyond state borders. Additionally, the region boasts a rich heritage of handicrafts, encompassing Pashmina shawls, Kashmiri carpets, and intricate woodwork. Entrepreneurs here endeavour to preserve these traditional crafts while expanding their market footprint globally.

With its unparalleled natural beauty and cultural richness, Jammu and Kashmir naturally emerges as a prime tourist destination. Entrepreneurship in the

tourism sector involves investments in hospitality, adventure tourism, and associated services. Furthermore, technological advancements have birthed a new cohort of entrepreneurs in IT and education, leveraging the skilled workforce to offer solutions and services to a global clientele.

Moreover, Jammu and Kashmir holds substantial potential for hydroelectric power generation. Entrepreneurs in this sector not only drive regional development but also champion sustainable energy production. Through these avenues, entrepreneurship in Jammu and Kashmir stands poised to catalyze economic growth, foster cultural preservation, and pave the way for a brighter future for the region.

While the entrepreneurial spirit in Jammu and Kashmir is undeniable, it operates within a unique set of challenges. Access to financial resources is a challenge that entrepreneurs face globally. However, in areas like Jammu and Kashmir, traditional lending institutions may be more cautious about investing in businesses, limiting access to capital. While there have been significant improvements in recent years, infrastructural deficiencies, such as road connectivity and electricity supply, can hinder business operations and growth. The region possesses a pool of skilled labor, but there is a gap in the specialized skills required for various industries. Skill development initiatives are crucial to bridge this gap and equip local youth for entrepreneurship. The region's geography and political situation can make it challenging for entrepreneurs to access wider markets, restricting growth and expansion opportunities.

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Glimpses of Programme

Training sessions held at Jammu Division



Glimpses of Programme

Training sessions held at Srinagar Division



IIM Jammu launched and successfully completed MSDE's Mahatma Gandhi National Fellowship Programme in several states/UTs

Indian Institute of Management Jammu rolled out the Mahatma Gandhi National Fellowship (MGNF) program funded by the Ministry of Skill Development and Entrepreneurship (MSDE), Government of India (GoI) in collaboration with the State Skill Development Missions (SSDM) on the 25th of October 2021. The two-year Fellowship aimed to combine classroom sessions (Academic Module) host IIMs with an intensive field immersion at the district level (District Immersion) to create credible plans and identify barriers to raising employment, economic output, and promoting livelihoods in the rural area.

Project Traam, a brainchild of the MGN Fellow, was conceived to implement interventions aimed at expanding the market for copper products. At present, local markets are the primary source of livelihood for artisans, and export opportunities have not grown substantially. Artisans heavily rely on seasonal events such as weddings and festivals, like Eid, to boost their sales. However, changing customs and preferences have led to a decline in the demand for traditional copperware during marriage ceremonies. In response to this challenge, the School of Design within the Handicrafts department was enlisted to collaborate on the project. Skilled designers from the School of Design worked closely with the artisans to create innovative designs for various purposes, including temple use and interior decor, such as lampshades. These newly designed articles were also showcased during the Amarnath Yatra last year and sent to the Tirupati Shrine Board for display and sale, expanding the market potential. Another significant intervention led by the MGN Fellow was the successful endeavor to secure Handicraft status for Khasta artisans. The tradi-

DC Srinagar visits Indian Institute of Carpet Technology

Course Completion Certificates in Skill upgradation in Carpet Technology distributed among the Trainees

Srinagar, September 05: Deputy Commissioner (DC) Srinagar, Mohammod Akbar Ansari, visited the Indian Institute of Carpet Technology (IICCT) in Srinagar, Jammu and Kashmir, to inaugurate the course completion ceremony of the Skill upgradation in Carpet Technology program. The DC, accompanied by the District Industries Officer (DIO), Srinagar, and other officials, visited the IICCT to see the progress of the course and interact with the trainees. The DC expressed his appreciation for the efforts of the IICCT in providing skill upgradation to the carpet industry workers. He also appreciated the efforts of the State Skill Development Mission (SSDM) in providing financial support to the IICCT. The DC also interacted with the trainees and encouraged them to continue their education and skill upgradation. The IICCT is a government-owned institute that provides training and skill upgradation to the carpet industry workers. The institute has been established to develop skilled human resources for the carpet industry by upgrading the skill and knowledge level of semi-skilled/artisan workers. The DC and the IICCT have been established to develop skilled human resources for the carpet industry by upgrading the skill and knowledge level of semi-skilled/artisan workers. The DC expressed his appreciation for the efforts of the IICCT in providing skill upgradation to the carpet industry workers. He also appreciated the efforts of the State Skill Development Mission (SSDM) in providing financial support to the IICCT. The DC also interacted with the trainees and encouraged them to continue their education and skill upgradation. The IICCT is a government-owned institute that provides training and skill upgradation to the carpet industry workers. The institute has been established to develop skilled human resources for the carpet industry by upgrading the skill and knowledge level of semi-skilled/artisan workers.



tional process of crafting copper articles begins with shaping the metal sheet into a specific design using molds, a time-consuming and foundational step. These artisans, known as Khasta workers, were previously excluded from the Handicrafts department's recognition, which primarily acknowledged the kandkari artisans, a smaller group of skilled artisans responsible for intricate work. Recognizing the need for inclusivity, the MGN Fellow collaborated with the Assistant Director of Handicrafts to propose the inclusion of Khasta artisans in the Handicrafts list. The proposal, supported by the example of the paper mache industry where base workers are also recognized, was submitted to the Director of Handicrafts. These efforts proved successful, and in June 2023, the Khasta artisans received well-deserved recognition. This recognition enables them to access various schemes providing social security and support for market access, contributing to their overall well-being and market opportunities.

Work on ODOP

The Indian Institute of Hotel Management in Srinagar initiated a program in which they provided training in bakery skills to a group of 20 young girls hailing from 41 economically disadvantaged backgrounds. This endeavor was particularly significant as bakery products were identified as the “One District One Product” (ODOP) of Srinagar, highlighting their substantial market potential. Bakery products have deep cultural and culinary roots in Kashmir, and they have always been an integral part of the region’s culinary traditions. While traditionally, bakery-making was primarily associated with specific caste-based communities, the landscape changed with the growth of tourism in Srinagar. The city saw a proliferation of cafes and bakeries, creating a fertile market for these products. Furthermore, the advent of social media platforms like Instagram has played a pivotal role in promoting and marketing bakery items. This has led to many individuals starting their own bakery businesses, often operating from their homes. The initiative to train women with disabilities in bakery skills was initially undertaken in collaboration with the Social Welfare Department, and a list of 32 women with disabilities was identified. However, only nine of them eventually showed up for the training, and just two persisted. This was primarily due to concerns about their health and a desire for job security following their training. Despite multiple follow-up efforts, the success rate in retaining participants was low. As a result of these challenges, it was decided to shift the focus to young women from lower socio-economic backgrounds who were eager to acquire bakery skills. Eventually, a group of 20 young women successfully completed the bakery training program, with a particular emphasis on cake and pastry making. They were also provided with guidance on how these skills could be harnessed for the tourism industry. This training program has empowered many young women to explore entrepreneurial opportunities in the bakery sector. The relatively low startup capital required and the ability to operate from home have been driving forces behind their interest in this business. In summary, the course entailed training 20 young women in bakery skills, specifically in cake and pastry making, while emphasizing the potential for tapping into the tourism market. Research Work: Collaborative efforts were made to research and develop a paper focused



on the state’s existing capabilities in addressing the needs of the migrant population in Jammu City. This paper, a joint undertaking with MGNF Jammu and Doda, aimed to shed light on the available 42 resources and systems to support this demographic. Furthermore, the paper was presented at the Annual IPPN Conference hosted by IIM Ahmedabad, providing a platform for sharing and discussing its findings. In addition to this, a case study was conducted to investigate and analyze the experiences of women entrepreneurs in the Kani shawl industry. The insights and outcomes of this case study were shared at the Livelihood Case Study Summit, offering valuable insights into the livelihoods of women involved in this sector. Another ongoing case study focuses on a female entrepreneur and aims to explore the importance of comprehending the business ecosystem before embarking on new ventures. This study will provide essential knowledge and insights into the strategic considerations and challenges faced by women entrepreneurs as they navigate the business landscape. Craft safari: UNESCO declared Srinagar as a craft city in 2021 and since then 10 craft safaris have been conceptualized and completed. This has helped boost tourism and opened new doors for using material heritage as a product for tourists. I took part in these safaris and learned how craft holds an important place in Srinagar’s local economy and Tourism. Post that, several craft tours were conducted by her including heritage walks. KG polytechnic: To help the polytechnic pass outs gain better job opportunities, a placement committee was set up in the college. This was followed by several sessions where how such committees can be student-led, how to create a CV, and how to look for potential employers. Along with this, a mental health counselling cell was also initiated, and the college was connected to an NGO providing free and quality psychotherapy sessions.

Other initiatives launched by IIM Jammu to improve Entrepreneurship Ecosystem in the country

Entrepreneur Conclave :



Indian Institute of Management, Jammu, in collaboration with LEAD, hosted a spectacular two-day event, Grand Mahotsav 2023 and Entrepreneur Conclave Swavalamban Se Swabhiman on 9th and 10th December 2023 at Gulshan Ground, Police Lines, Gandhi Nagar. This celebration of Swadeshi, self-reliance and culture included a diverse showcase of local products, cuisines, handicrafts, startup enterprises and cultural exhibitions. The Lead IIM Jammu Entrepreneur Conclave was designed to promote the spirit of 'Swavalamban' and 'Self-Respect', reflecting its alignment with Startup India, promoting entrepreneurship and a sense of self-reliance within the youth and the community. produces. The inaugural ceremony began with an engaging AV presentation by

LEAD, creating a festive atmosphere, followed by a warm welcome and tribute to Bharat Mata. The Mahotsav 2023 was graced by Shri Manoj Sinha, Honorable Lieutenant Governor of the Union Territory of Jammu and Kashmir and Dr. Jitenra Singh, Independent Charge, Government of India. In this program, Director of IIM Jammu, Prof. BS Sahay, Shri. Sunil Shah, Director, LEED, CA Rakesh Gupta, Member, LEED, Shri Anil K Goyal, Independent Director of J&K Bank, Shri R K Chhibber, Former CEO & Managing Director, J&K Bank, Shri Shakti Munshi, Director JKSC K, Dr. Hina Shafi Bhat, Honorable Vice Chairman of J&K Khadi and Village Industries Board, Dr. Muqbil Burhan, Chairman of Srinagar Off-Campus at IIM Jammu.

Innovator'S Meet:

The First program was organized on August 27 2021 in association with Grassroots Innovations and Augmentation Network (GIAN), Gujarat. The program was attended by more than 20 innovators from different parts of J&K, who shared their experiences and challenges in a session that was also attended by scholars, researchers and faculty members from institutes like Harvard University, Zhejiang University, NIT Srinagar, IIM Jammu, GIAN and Kashmir University. The objective of this in-house discussion was to facilitate the bottom-up narrative about local innovations. The structural and institutional challenges peripheral innovators

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face while scaling up their innovations were identified and documented. To nurture local innovations both from the formal and informal settings, it was agreed that a robust actor-sector collaboration will be forged. IIM Jammu and Gian spoke about the importance of organizing discussions and discourses on value-based innovations and entrepreneurship for nurturing innovation culture in Kashmir. He agreed to work with the local innovations for further value addition and scaling up. Appreciating the idea of creating innovation clubs, he suggested that local innovation stops should be set up in local universities and enterprises.

IIM Jammu, Srinagar Off-Campus and Entrepreneurship Development Cell, IIM Jammu hosted a Virtual event on 10 June 2021 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 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.

IIM-Jammu hosts Women entrepreneurship event

NL CORRESPONDENT
JAMMU TAWI, JUNE 07

IIM Jammu, Srinagar Off-Campus and Entrepreneurship Development Cell, IIM Jammu hosted a Virtual event where ten 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



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inated society. The increasing presence of women as entrepreneurs has led to a change in the demographic characteristics of business and economic growth in Kashmir. With the new era, more and more women entrepreneurs are rising. IIM Jammu is planning to have a similar kind of events 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.

Entrepreneurship Development Cell IIM Jammu

The Entrepreneurship Development Cell (EDC) is an initiative established with the purpose of fostering and promoting entrepreneurship among the students of IIM Jammu and the greater community. It serves as a platform that encourages students to explore their entrepreneurial potential and provides them with the necessary resources, support, and direction to transform their business ideas into viable enterprises. It organizes workshops, seminars, guest lectures, and training programs to educate students on diverse facets of entrepreneurship, such as ideation, business planning, marketing, finance, and legal requirements. The EDC facilitates networking opportunities between students and successful entrepreneurs, industry experts, investors, and other stakeholders in the entrepreneurial ecosystem in order to promote an entrepreneurial culture. In addition, it serves as a link between the FSIED Incubation Centre and Startups.

IIM Jammu has delivered several training modules over the period of time to aspiring and existing entrepreneurs from across the country. The training programs include Business Acceleration Programs, Entrepreneurship Orientation Programs for College students, training programs with focus on incubation for college faculty members, training programs for small business units.



IIM Jammu started with 'Naari' video series to document the journey of women entrepreneurs. Our faculty members speak on promoting entrepreneurship, innovations, startups through media interviews with wide coverage. IIM Jammu started Newsletter 'Grassroots' to document startup and skill development related details. Showcase successful women en-

trepreneurs through video series. creating a supportive ecosystem for women entrepreneurs is essential for their success. This includes mentorship programs, networking opportunities, and access to markets. Efforts have been made to build such ecosystems in Jammu and Kashmir to help women entrepreneurs thrive.

IIM Jammu has partnered with IIM Bangalore, DIC-CI, CII, SIDBI, NCW, EDII, MSDE, NSSH MSME and many more National and international institutes to work closely on promoting startups and incubation. The partnerships have been leveraged to offer joint programs and supporting startups through incubation and mentorship.



With the Women Startup Program, you can

- 1** GAIN ONLINE LEARNING EXPERIENCES TO ESTABLISH A FAIL-PROOF BUSINESS PLAN
- 2** STAND A CHANCE TO TRAVEL ABROAD TO EXPLORE GROWTH OPPORTUNITIES
- 3** AVAIL FUNDING SUPPORT OF 2.5+ CRORES

FIND ALL THIS AND MORE AT COHORT 4 OF THE WOMEN STARTUP PROGRAM - A FREE AND FULLY SPONSORED PROGRAM FOR WOMEN ENTREPRENEURS

Partner Institutions



Applications are invited for the Business Accelerator Program
organized by IIM Jammu

For Existing SC-ST Entrepreneurs and the wards (aspiring entrepreneurs) of SC-ST Entrepreneurs

For Whom

- Existing SC-ST Entrepreneurs and the wards (aspiring entrepreneurs) of SC-ST Entrepreneurs
- Age above 18 years
- Preference given to women SC-ST candidates
- Graduation (any discipline)
- Major activity - TRADING in the Udyam registration shall not be eligible for the above program

Program Fee

The Total Program fee per candidate is Rs 1.1 lakh plus 18% GST

- The assistance under the FGSB scheme is 92% of the Total Program Fee, i.e., Rs. 99,000 per candidate.
- IIM Jammu provides scholarships to the participants to partly cover a 5% share of the Total Program Fee, i.e., Rs. 5500.
- Home visit personnel will be paying only Rs. 5500 plus GST, i.e., Rs. 6490.

Program Start date: 18th December 2023

APPLICATION ENDO DATE: 30th November 2023 www.iimj.ac.in

For information, please visit <https://forms.gle/J572z9b62ka6a9D6>



IIM Jammu has started an initiative called **startup Clinics** to help youth aspiring entrepreneurs in colleges develop proper understanding of entrepreneurship support available to them and help them ideate based on product-market fit. IIM Jammu organizes workshops in the colleges to interact with the students and help them diagnose problems. IIM Jammu has started a mentoring program for Government Polytechnics, ITIs and degree Colleges to help them promote startup and innovation cultures. The faculty regularly visits the selected institutes and help them in various initiatives to promote the culture of entrepreneurship in the colleges.







IIM Jammu has partnered with MSDE and Department of Skill Development, Government of J&K to help in various initiatives promoting entrepreneurship and skill development in J&K.

Entrepreneurship Orientation Programme for Students of Higher Education Department of J&K

Indian Institute of Management (IIM) Jammu conducted the entrepreneurship orientation training program of the first batch of forty students from various colleges under the Department of Higher Education, in April 2022.

The first entrepreneurship orientation training program allowed students to work on a business plan and pitch for it through various training sessions and helped them understand various aspects of building a strong, workable business plan. Apart from learning from IIM Jammu faculty, students also got to interact with a former senior bureaucrat and former Advisor to the Governor of J&K, Khurshid Ahmad Ganai. He talked about how students can contribute to promoting entrepreneurship in J&K.



Skill Management Training Programs For Principals of ITI's and Polytechnics

Skill Management Development Program For Principals of ITI's and Polytechnics was conducted at IIM Jammu and its Srinagar campus. The program was inaugurated by Principal Secretary Skill Development.



About IIM Jammu’s Skill to Enterprise Module (STEM)

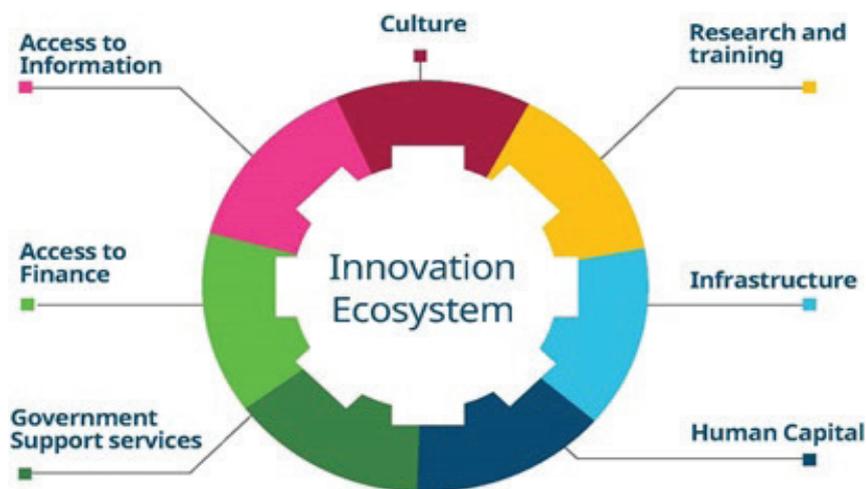
Skill to Enterprise Program (STEM) is a joint initiative between IIM Jammu and SIDBI that is designed to provide entrepreneurs with the necessary knowledge and skills to start and manage their businesses successfully. This program aims to foster innovation and entrepreneurship in the UTs of J&K and Ladakh by providing practical training, mentorship, and access to networks of business professionals. The program will run for one year and will have components of training delivered through physical and virtual modes in addition to mentoring and incubation support. The program will give a selected set of candidates the right exposure to excel through field visits, workshops, industry, and academic mentorship.

The program consists of three phases – Phase 1 (14 days physical training module); Phase 2 (16 weeks weekend classes and incubation support); Phase 3 (14 days physical training module). Phase 1 of the 1st batch was held at IIM Jammu Jagti campus commencing from 5th February, 2024 till 20th February, 2024. Phase 1 of the 2nd batch was conducted at Srinagar campus of IIM Jammu commencing from 11th March, 2024 till 24th March, 2024. It helped them to learn about various MSME schemes and understand entrepreneurial mindset.

Phase 2 of both the batches is being pursued currently. In this phase, Incubation space and support along with mentorship support is being provided to the participants. Weekend online sessions for participants are being held in an efficient and timely manner. The sessions will provide participants with a clear understanding of the necessary entrepreneurship skills required for launching their businesses. The program was designed in such a way that it would provide unique opportunities for candidates to contribute to the entrepreneurial developments of their respective fields. It provided an opportunity for fellows to learn about startup policy of government.

To kickstart the program effectively, extensive awareness campaigns were conducted, targeting youth in various colleges and universities. The initiative also engaged with the Jammu & Kashmir Skill Development Department, and a productive interaction took place with employees of Jammu and Kashmir Bank, enhancing the program’s visibility and reach. These collaborative efforts aim to bridge the gap between skill knowledge and entrepreneurial success, creating a conducive environment for economic empowerment and job creation.

Simplified innovation ecosystem



Source Model: www.undp.org

Images of Inauguration



PROGRAMME HIGHLIGHTS



30 Days Residential Training at IIM Jammu + Online Sessions



1 Year Incubation support



Academic & Industry Mentor-ship to handhold/guide



Access to Financial support under Credit-Connect



Exposure visits to Industry clusters/startups



Receive certification from IIM Jammu

STEM rolled out for:

The module shall be applicable to the Union Territory of Jammu and Kashmir comprising 20 districts (10 in Kashmir Division, 10 in Jammu Division) and the Union Territory of Ladakh comprising 2 districts.

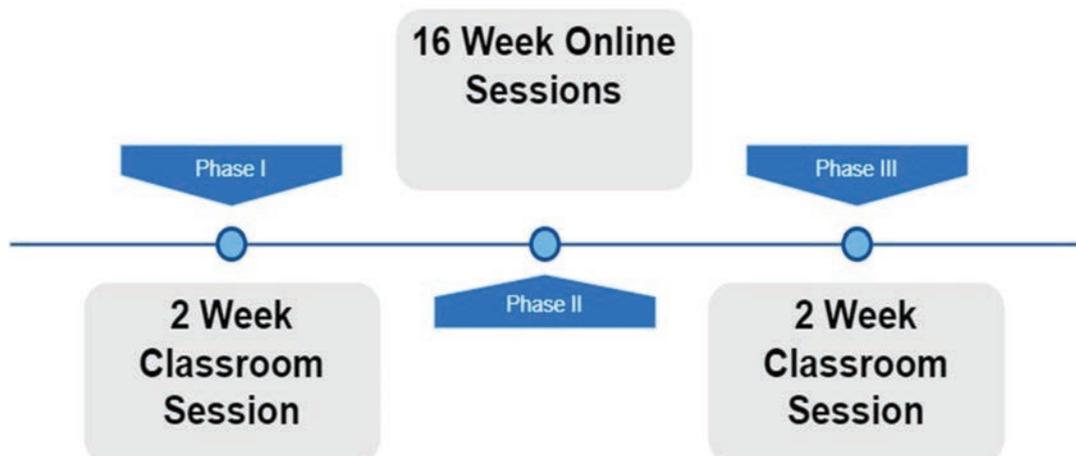
Jammu & Kashmir		Ladakh
Jammu Division	Kashmir Division	
Doda	Anantnag	Leh
Jammu	Bandipora	Kargil
Kathua	Baramulla	
Kishtwar	Budgam	
Poonch	Ganderbal	
Rajouri	Kulgam	
Ramban	Kupwara	
Reasi	Pulwama	
Samba	Shopian	
Udhampur	Srinagar	

MAP OF UT OF JAMMU & KASHMIR AND UT OF LADAKH



Phases of the program :

The Program shall take place in 3 phases.



Objectives of the programme

Skilled Youth:

This program targets individuals with various skill sets who aspire to become entrepreneurs. These individuals may have vocational skills, technical expertise, or specialized knowledge that can be leveraged for business ventures.

Recent Graduates:

Graduates from colleges, universities, and vocational institutes in Jammu & Kashmir and Leh can benefit from the program. It provides them with an alternative path to employment by encouraging entrepreneurship.

Polytechnic/ITI Pass outs:

Pass outs from polytechnic and ITI institutions often possess technical skills and hands-on training. This program can enable them to use their skills to establish and manage businesses in their respective fields.

Women Entrepreneurs:

The program aims to encourage and support women who aspire to start their businesses, thereby promoting gender equality in entrepreneurship.

SC/ST and Underprivileged Communities:

The program can be inclusive, providing opportunities for individuals from SC/ST groups or economically disadvantaged backgrounds to uplift themselves through entrepreneurship and flagship schemes like Start-up India from the Government of India.

Rural Entrepreneurs:

Those living in rural areas of Jammu & Kashmir and Ladakh can benefit from this program by leveraging their local resources and talents to start businesses that cater to their communities.

Existing Small Business Owners:

Small business owners looking to expand or enhance their existing enterprises can gain valuable insights, skills, and networking opportunities through the program.

Aspiring Entrepreneurship:

Individuals with a strong interest in entrepreneurship who wish to convert their skill into enterprise.

Local Communities:

By fostering entrepreneurship, the program can contribute to job creation, economic growth, and improved living standards in the entire region, benefiting local communities at large.



CONCLUSION

The program consists of three phases – Phase 1 (14 days physical training module); Phase 2 (16 weeks weekend classes and incubation support); Phase 3 (14 days physical training module). Phase 1 of the 1st batch was held at IIM Jammu Jagti campus commencing from 5th February, 2024 till 20th February, 2024. Phase 1 of the 2nd batch was conducted at Srinagar campus of IIM Jammu commencing from 11th March, 2024 till 24th March, 2024. The fellows had a great learning experience that enriched their knowledge for the following immersion. The program highlighted the important learnings and challenges of the fellows and provided them with necessary solutions.

The instructors focused on developing a sustainable skill development ecosystem. They shared their valuable experiences and feedback was provided to the participants. Faculties of IIM Jammu and Guest Speakers have delivered sessions on diverse aspects of skill development which include Design Thinking, data analytics, economic policies, project planning, financial planning, budgeting, etc. Industry experts shared their expert opinions on skilling from an industrial perspective and what opportunities lie ahead for the skilling industry.

Phase 2 of both the batches is being pursued currently. In this phase, Incubation space and support along with mentorship support is being provided to the participants. Weekend on-line sessions for participants are being held in an efficient and timely manner. The sessions will provide participants with a clear understanding of the necessary entrepreneurship skills required for launching their businesses. The program was designed in such a way that it would provide unique opportunities for candidates to contribute to the entrepreneurial developments of their respective fields. It also provided an opportunity for fellows to learn about startup policy of government. The participants learned a lot of new skills by paying visit to the industries.

The participants are expected to boost the Skill Development activities in their respective genres by contributing their full potential for enhancing skill development, promoting economic development, and enhancing growth. Those living in rural areas of Jammu & Kashmir and Ladakh can benefit from this program by leveraging their local resources and talents to start businesses that cater to their communities.



Instructors and Guest speakers for training sessions

CA Shalay Razdan

CA. Shalay Razdan is a fellow member of Institute of Chartered accountants of India & is also a B. Com Honors graduate from the prestigious Shri Ram College of Commerce (SRCC), Delhi University. Currently, he is a partner in the Chartered Accountancy firm, Upendra & Associates, which was founded by his father in the year 1983. Prior to joining the firm, he has experience in working with various originations of repute such as National Rural Health Mission (NRHM), Cadila Pharmaceuticals Ltd. & Bharti Airtel Ltd in various managerial positions. He is also a qualified Information System Auditor (DISA) & Forensic Auditor from ICAI. He has also completed Certificate course on Concurrent Audit conducted by Institute of Chartered Accountants of India & has also done training on international financial reporting standards (IFRS) through ICAI. He has expertise in Taxation & is consultant of various national as well as International Companies & Organizations of repute. He was elected to the executive body of J&K Branch of Institute of Chartered Accountants of India for three consecutive terms & has held various positions such as Chairman, Vice Chairman, Secretary & Treasurer in J&K Branch of ICAI in a span of 9 years. During his Chairmanship, J&K Branch of ICAI was also awarded as the best branch at the national level. He is currently Special invitee member of Public Relation Committee of ICAI, New Delhi. He was also a member of sub-committee constituted by Indirect Tax Committee of ICAI for implementation of GST in the erstwhile J&K State. He is also a member of the State Audit Advisory Board (SAAB) constituted by Principal Accountant General Audit, J&K and Ladakh. He has delivered guest lectures at various forums such as the Regional Training Institute of Comptroller & Auditor General of India, Jammu, J&K Institute of Public Administration (JKIMPA), Shri Mata Vaishno Devi University (SMVDU), etc. He was also deputed by the Income Tax Department as faculty for training Official Income Tax Return Preparers (TRP's).

Er. Annil Suri

Er. Annil Suri, a First-Generation Entrepreneur (Since 1983), is Electrical Engineering Graduate from Punjab Engineering College, Chandigarh (1980) and has done PGDBM from University of Jammu (1982). He is a certified Lead Auditor for Quality Management Systems - ISO 9001, ISO 14001, ISO 18001, ISO 22000 & ISO 27001. He has been awarded with Honoris Causa of Honorary Doctorate in Humanities (2021). He is Chairman - A B Group of Companies [Managing Director - Tawi Arc Electrodes Pvt. Ltd., Chief Consultant - AB Consultants (Industrial Technical Electrical & Quality Consultants approved by Directorate of Industries & Commerce, J&K), Chief Executive Officer - A B Industries (Manufacturers of Free from Urea Satyam Cattle Feed)]. He remained as Chairman Federation of Industries, Jammu for four terms and President Bari Brahmana Industries Association for six terms during which he was instrumental in getting State Industrial Policies and Govt. of India Industrial Package of Incentives. He has been associated with all higher education institutions in J&K as Trainer, Quality Consultant, Mentor for Startups and Visiting Faculty & is NAAC Observer for Re accreditation of Indian Universities. He has been awarded with UDYOG RATTAN AWARD for meritorious service in small scale Sector in 1995-96, EXCELLENCE AWARD for the company for its excellence in quality and general performance in 1995, BEST ENTREPRENEUR AWARD for outstanding services, achievements & contributions in the industry in 1995-96, SHRESTHA UTPADAKTA PURASKAR for excellence in manufacturing quality products in 1998, Startup of the Year SMEs Excellence Award 2018 by ASSOCHAM, India, Startup Award 2022 from Industrial Fraternity Jammu felicitated by Dr. Jitendra Singh, Hon'ble MOS, PMO, Govt. Of India, Extra Ordinary Social Commitment Award 2023 as Top 100 Social Activists from J&K.

Mr. Rajesh Kumar

Shri Rajesh Kumar, Ministry of MSME, Govt. of India is working as Assistant Director, Industrial Management and Training at MSME DFO Jammu. He is working to provide hand holding support to MSMEs for their Establishment, Development and to become more competitive. He is having 25 Years of experience in the field of Aviation Industry, Banking & Ministry of MSME. Presently he is providing support by preparing DPRs and other reports for MSMEs at J&K.

Hirdhay Mahajan

Architect Hirdhay Mahajan is a dynamic professional known for his unique design concepts and practical approach. He is a licensed architect registered with the Council of Architecture and serves as the Founding Principal of Cr. Consultants, located at Last Morh, Gandhinagar. Mahajan earned his Bachelor of Architecture degree from Amity University, Noida, after completing a five-year program. With extensive experience in diverse sectors including modern residential, commercial office spaces, housing, hospitality, institutional and educational buildings, and healthcare facilities, Mahajan and his team at Cr. Consultants are dedicated to creating practical and distinctive designs that make a positive impact on society

Anadhi Dubey

Anadhi Dubey is an MBA turned entrepreneur with 15 years of experience in core sales. After finishing his MBA from BIMM Pune, he started his career with LG Electronics India as an Area Sales Manager. Later, he decided to join his family business and currently handles a Distribution business with a revenue of around 20 cr. per Annum. As is the trend now a days, he is working on creating multiple revenue streams in addition to his business and the latest in this is warehouse leasing. His firm is committed to continue his efforts in promoting pure, unadulterated foods products for the end customer.

Rishi Gupta

Rishi Gupta is a Financial Investment consultant working for the last 25 years. Started his career with stock holding corporation of India limited in the year 2000 and subsequently joined Reliance Securities Ltd. as Cluster Head. With the zeal and passion to create wealth for the clients, he started his own venture Money Value in the year 2010. Right now, managing assets worth 300 crore plus, serving more than 1500 clients in Mutual fund, Equity Broking, portfolio management services and other financial products. His Only aim is to create wealth for clients by investing according to their needs and goals.



Programme Management Team



Dr. Azra Mufti, Project Coordinator

Dr. Arza Mufti holds a doctorate degree in business management and has authored two books. She has worked as state resource coordinator on a national level project sponsored by MSDE. She has also worked as assistant professor in various educational institutes and worked as field investigator in major research projects. She has been a part of various awareness programs and delivered lectures on various social issues like domestic violence, mental health issues, child abuse and sexual abuse. She has delivered guest lectures in various legal awareness programs in different universities of the state.



Mr. Sumeet Sharma, Program Manager

Sumeet Sharma has a master's degree in business administration, PGPM degree in management with a core specialization in Marketing from ICFAI University, Mumbai. He has more than 8 years of experience in various fields of management. Sumeet Sharma has worked with multiple organizations like Landmark Group, Dhl Bluedart and Piramal group. Presently, working with IIM Jammu and taking care of the Skill to Enterprise module (STEM) program wherein opportunities will be provided to upcoming entrepreneurs for launching their startups.



Dr. Farah Shah, Project Coordinator

Dr Farah Shah, she has a doctorate in Economics, her area of research is informal labor market with special focus on migrants. She has also worked as consultant with Directorate of Census Operations, Government of India, MHA. Her areas of interest include labor, migration and gender studies. During her journey at National University Singapore (NUS), She learnt special expertise in data extraction and data driven econometric techniques.

Meet our Entrepreneurs



Mohammad Aamir Ganaie

Mohammad Aamir Ganaie is a versatile professional excelling in UI/UX design and software & App testing. With a keen eye for aesthetics and functionality, he crafts intuitive digital experiences. His proficiency extends to cinematography and filmmaking, where he combines technical expertise with creative vision to capture compelling narratives. Aamir's journey is marked by passion for innovation and storytelling, seamlessly blending his skills across multiple domains. Whether refining user interfaces or bringing stories to life on screen, he remains dedicated to delivering excellence and pushing the boundaries of creativity in every project he undertakes. Aamir has served as a Documentarian and Researcher at the Art, Culture & Craft, Gender Justice, and Security Hub at the London School of Economics. Also, He is a Co-Founder & CTO of *CampusNest247*, an early-stage Edtech startup creating a review system to establish accountability in the educational sector for better career choices.



Abdul Qayoom

Abdul Qayoom, known as the innovator Naik, hails from Dooru Shahabad, Anantnag, in Jammu & Kashmir. He is the Founder and CEO of B NAIK UPRISING AGRO INDUSTRY PVT.LTD, a nationally recognized agri-tech startup. Additionally, he founded Kashmir Technology Ventures and the Kalam Innovation Center in J&K. With numerous national innovations to his credit, Qayoom is also a prolific motivational speaker, having conducted over 210 sessions at esteemed institutions like IIT Hyderabad, NIT Srinagar, and IUST, inspiring countless students. His dedication to innovation and entrepreneurship continues to make a significant impact in his community and beyond.



Syed Irfan Inayat

Syed Irfan Inayat: The Maestro of Digital Marketing!

With a crispy blend of psychology and marketing brilliance, Irfan is the epitome of digital prowess. Armed with an MBA in Marketing, an MA in Psychology, and a Digital Marketing Executive Certification, he's not just ahead of the curve—he sets it. Boasting 7+ years of hands-on experience, Irfan has led 100+ SEO victories and crafted 60+ top-notch websites globally. But his repertoire extends beyond SEO; he's a master of WordPress and content marketing, making him the ultimate digital Swiss Army knife. But Irfan's impact doesn't end there. As an Adobe Educator and Program Counsellor, he's shaping the next wave of digital wizards. And with Colossus Digital Media, he's not just imagining the future of digital marketing—he's architecting it, one game-changing strategy at a time.



Nadeem Iqbal

An engineer turned agripreneur whose vision is to develop better ways of farming through technology Intervention in both production and selling. He says, "Our youth should choose farming as a career and not as a burden or a last option". When asked why he chose the path of an agripreneur he said the agriculture is the backbone of almost all the nations but still it is the farmer who suffers the most. The bad weather, the war, even the politics affect farmers the most. Born and raised in a farmer family, he says growing on a field taught him the values and virtues including the hardships of farmers. He wants to impact every farmer in a better way to make their life joyous, prosperous and stable. Currently, he is working on branding and marketing of agricultural production under a brand name called Haqiqi.



Asrar Durrani

Pioneering the Path from Engineer to Entrepreneurial Excellence. Embark on an exhilarating journey with Asrar Durrani, the visionary force behind Durrein Foods, as he fearlessly navigates the intersection of innovation and purpose. With unyielding dedication, Durrani has transformed his passion for environmental sustainability and holistic well-being into a thriving entrepreneurial venture.

At Durrein Foods, we stand tall as champions of conscious consumption, led by Durrani's unwavering commitment to crafting products that not only nourish the body but also nurture the planet. Our flagship offering, Ayurvedic tea, stands as a testament to Durrani's relentless pursuit of excellence, blending ancient wisdom with cutting-edge science to deliver unparalleled health benefits. Prepare to be inspired as we celebrate the remarkable journey of Asrar Durrani, a true trailblazer in the realm of entrepreneurship, whose pioneering spirit continues to redefine the landscape of sustainable living.



Fizu Rashid Zargar and Rehana Manzoor

Fizu Rashid Zargar and Rehana Manzoor, both B. Tech graduates in Electronics and Communication from the Institute of Technology at Kashmir University, are the visionary founders of "KASHPOW SOLUTIONS." Their groundbreaking patented innovation of Vertical Axis Wind Turbine-powered streetlamps combines renewable energy with practical urban infrastructure. Their journey showcases the power of passion and education to drive change, offering a beacon of hope for sustainable development in Kashmir. Through their startup, they're not just innovators, but catalysts for a brighter, greener future, illuminating streets and minds alike with their pioneering spirit and dedication to harnessing renewable energy.



Amarah Khan

Amarah Khan is a fourth Generation Farmer from Pinjura Shopian and Founder Director of AL Aleem Bayt Private Limited. She has 10 Years of experience in Agriculture and Horticulture. She has a Vision to build a leading agri-tourism destination that provides enriching, educational, and enjoyable experiences for visitors of all ages. She aims to create a sustainable, authentic, and interactive environment where guests can connect with the origins of their food, appreciate the beauty of agriculture, and foster a deeper understanding of rural life. Through immersive experiences, she strives to promote sustainable agricultural practices, preserve local heritage, and support the well-being of our community and its environment. Her mission is to offer a unique blend of educational and recreational experiences focused on agriculture and the natural world.



Humaira Muzaffar

Humaira Muzaffar, a dedicated Food Quality Controller and Marketing Assistant at "HENNA PICKLES," a renowned food brand in Jammu and Kashmir, brings a wealth of expertise with an M.S.C in Food Science. Her journey is marked by a profound understanding of food microbiology and chemistry, honed through years of experience. Humaira's forte lies in crafting delectable products, leveraging her skills in food product development and formulation. Her meticulous approach extends to ensuring regulatory compliance and upholding stringent food safety standards, reflecting her unwavering commitment to delivering excellence. Humaira's passion for her craft shines through in every jar of HENNA PICKLES, enriching the culinary experiences of customers across the region.



Uwais Amin

Uwais Amin is a visionary entrepreneur with over six years of experience in the computer training and skill development sector. As the founder of *Think & Win Technologies*, he has been at the forefront of empowering individuals with the essential skills needed to thrive in the digital age. With a passion for innovation and a commitment to excellence, Uwais has transformed countless lives in Kulgam through his dedication to providing best computer training and skill development programs. Uwais has been at the forefront of shaping the future of tech education. Stay tuned to learn more about his innovative initiatives and insights into the ever-evolving world of skill development.



Mehnaz Shah

Shah Mehnaz is an accomplished professional with a strong educational foundation in the field of nutrition. Having obtained her undergraduate degree in Home Science from Cluster University of Srinagar, she is currently furthering her expertise by pursuing a Masters in Dietetics and Clinical Nutrition at the prestigious University of Kashmir. Apart from her academic pursuits, Mehnaz is a dedicated entrepreneur with a passion for business. She has actively ventured into the world of customised gifting and organic henna products. Her entrepreneurial spirit is fueled by a desire to not only succeed but also to leave a lasting mark in the organic henna and gifting industry.



Tawseef Ahmad

Tawseef Ahmad, a Digital Marketing Specialist and Founder of Star Link Technology, boasts a decade of experience in the ever-evolving realm of digital marketing. His expertise has significantly contributed to the success of renowned global brands like Coca-Cola, Oberoi Hotels, Honda Cars, Digital Vidya, Trident Hotels, Orient Electric, NIIT, and Sony, aiding them in accomplishing their online objectives. Having garnered a comprehensive understanding of various IT & digital marketing facets such as website development, SEO, social media marketing, and media planning, Tawseef leverages this knowledge at Star Link Technology. The company, under his leadership, assists businesses in formulating and executing seamless digital strategies that drive online triumph.

Beyond website development and digital marketing, Star Link Technology provides bespoke custom software development, media planning, and other IT solutions, enabling businesses to streamline operations and enhance overall performance. With an unwavering focus on customer satisfaction and a proficient team, Star Link Technology remains dedicated to pushing the boundaries of creativity and technology, empowering businesses to thrive in the digital era.



Mohsen Rashid

Mohsen Rashid, an interior wood designer, specialised in creating aesthetic and functional spaces using wood as the primary material. They blend craftsmanship with design principles to enhance interiors through custom woodwork, furniture and detailing, often focussing on sustainability and natural aesthetics.



Mir Waseem

Mir Waseem, a science graduate with MBA finance & Marketing is a budding entrepreneur in healthcare sector providing offline and online healthcare services like dispensing medicine, providing doctors consultations and all basic healthcare diagnostics at his well-established health centre Mir pharmacy. His journey of becoming a pioneer in entrepreneurs doesn't stop here and is all set to diversify his business and enter into construction business where all construction related materials and Human Resources will be provided under one room with financial support from the financial institutions to his customers, the mission is to provide convenience, quality services with affordability & customer satisfaction with less time and space. Mir opened this new venture M/s Mir & co, where the customers will be provided online & offline building material supplies, human resources & fully furnished home will be provided to the customer as per the needs of the customer.



Zahid Hassan Khan

Zahid Hassan Khan, a M.B.A professional with hands-on experience in marketing and HR. A Livestock Farmer, having Started his own Economic Venture in Sheep Rearing from last one year and aim is to do this Farming in a professional & Integrated manner by focusing on Agro-Ec-tourism Concept.



Azhar Peerzada

Meet Peerzada Azhar ud Din, an enterprising electronics engineering graduate with a passion for quality and reliability. As the founder of Mubark Organisation, we bring expertise in electronics services, catering to a diverse range of clients. With a commitment to excellence, he ensures that every project meets the highest standards, providing reliable solutions for various electronic needs. Through innovation and dedication, they strive to be leaders in the industry, offering unparalleled service and establishing long-lasting relationships with clients.



Iqra Nazir

Iqra Nazir, a tech entrepreneur and seasoned professional in Information Technology and Management, leads Dawat Book, a pioneering startup revolutionizing digital celebrations with cultural richness. With a diverse skill set and a passion for crafting engaging content, Iqra's journey embodies innovation and creativity. As the founder and CEO of Dawat Book, Iqra pioneers a digital platform that merges culture and craftsmanship, enriching celebrations with authenticity and meaning. Outside of her professional pursuits, Iqra indulges in the art of poetry and content creation, captivating audiences with her eloquent prose and evocative imagery.



Showkat Ahmad

Introducing Showkat Ahmad, the visionary founder of KVLC (Kashmir Valley Landscapes & Consultants). With almost a decade of expertise in modern landscape and commercial floriculture, Showkat is on a mission to revolutionize the industry, especially in the scenic Kashmir region. His goal is clear: to promote sustainability and combat global warming by fostering greener practices. Additionally, he aims to develop summer and autumn gardens to attract tourists to Kashmir year-round, thus contributing to the region's economic growth.



Farrukh Haqani

Farrukh Haqani effortlessly wears multiple hats—from being a design engineer to a passionate social entrepreneur dedicated to making a difference in the community. His driving force lies in his desire to create positive change. Currently addressing shortcomings in public health, he has identified a significant gap in the accessibility of mental healthcare and has envisioned a solution that integrates technology and empowers communities. With this spark, Himawari was born.

Himawari, meaning "sunflower" in Japanese, symbolizes hope and growth. As the visionary founder, Farrukh leads this groundbreaking startup dedicated to revolutionizing mental healthcare access. Himawari leverages technology to provide a user-friendly platform for individuals seeking support. Additionally, they foster community-driven initiatives that break down stigmas and create a safe space for open conversations about mental wellbeing.



Aaqil Rasool Wani

Aaqil Rasool Wani, a seasoned technologist and dynamic social innovator, pioneers the transformation of Kashmir's unorganized meat industry through Pujj Kaak. His venture combines technology and community empowerment to revolutionize operations and enhance accessibility. Aaqil's leadership extends beyond Pujj Kaak, as he mentors aspiring entrepreneurs, fostering a thriving ecosystem of social innovation. His journey epitomizes entrepreneurial success intertwined with a dedication to social impact, making him a visionary worthy of admiration.



Aasim Bashir

Aasim Bashir, co-founder of Kashmir Trout, brings a wealth of expertise to the table with a master's degree in both MCA and MTech, complemented by 15 years of industry experience. His tenure in technology companies and startups has been marked by a keen focus on traffic generation and converting leads. Now, at Kashmir Trout, Aasim leverages this expertise to pioneer the distribution of Himalayan cold-water fish, particularly Trout. Recognized for its taste and nutrients, Trout is a culinary gem yet to attain national recognition. Kashmir Trout, an omni-channel platform, operates with over 200 trout farmers to ensure a steady supply of premium-quality produce. With innovative offerings such as the world's first live trout fish sale centers, doorstep deliveries, and value-added products like pickles, Ready to Cook meals and cooked offerings make Kashmir Trout set itself apart in the market. Aasim's leadership and dedication, coupled with the startup's commitment to quality and sustainability, position Kashmir Trout for continued growth and success on both the national and international front.



Wasim Abid

Wasim Abid, I am an Ad Operations professional with 5 Years of experience in advertising industry. A dedicated and result-driven Digital Marketing Specialist with a strong academic background in marketing. Proficient in executing and optimizing ad campaigns, driving website traffic, and maintaining a high standard of quality. Beyond his professional roles, Wasim Abid has been a driving force in the freelance community, offering his expertise to startup businesses, local small-sized enterprises. His versatile skill set and dedication to client success have earned him a stellar reputation in the industry.

Entrepreneurial Drive: - Driven by his passion for digital marketing, Wasim has also ventured into entrepreneurship by founding his own Social Media Marketing Agency (SMMA). With a mission to empower startups and local small-sized businesses, Wasim's agency aims to revolutionize the industry by delivering tailored strategies and impactful campaigns.



Athar Bashir

Athar Bashir, a dynamic agricultural economist with a fervent drive for professional growth and rural development. Armed with a solid academic foundation from Sher-e-Kashmir University of Agricultural Sciences and Technology of Kashmir, Athar has immersed himself in diverse experiences, from internships with organizations like NABARD to hands-on projects focusing on data procurement and evaluation. His technical prowess spans beekeeping, high-density plantation and economic evaluations of various crops. Athar's dedication to knowledge-sharing and community engagement is evident through his active participation in conferences and workshops, where he contributes insights on topics ranging from climate change impact to agricultural marketing. With a knack for public speaking, leadership and idea generation, Athar is poised to make a significant impact in the agricultural landscape, leveraging wisdom and experience to drive sustainable growth.



Irfan Ahmad

Founder of ECO Essentials Manufacturing | Paper Products Expert

With extensive expertise in paper product manufacturing, Eco Essentials is contributing to a sector that's essential for various daily needs and occasions. These products likely serve a wide range of customers, from households to businesses, reflecting the versatility and demand for such items. As there's a growing emphasis on eco-friendly products, ECO Essentials implements sustainable practices and innovations in material science which is beneficial for environment. Irfan Ahmad is the driving force behind ECO Essentials Manufacturing specializing in paper cups and paper napkins. Irfan brings a wealth of experience and knowledge to the industry. Under his leadership, ECO Essentials Manufacturing is becoming a trusted name, offering high-quality products at competitive prices. With a smooth supply chain in place, ECO Essentials ensures easy delivery of its superior paper products.

Ayan Khan

Meet Ayan Khan: An Engineer Turned Entrepreneur



Ayan Khan, trained as an engineer, has always been propelled by the spirit of innovation and problem-solving. His journey from an engineer to an entrepreneur is a testament to his dedication and passion for creating meaningful change. His latest venture lies in the realm of adventure tourism, a sector that marries his love for travel and exploration with a commitment to sustainable and responsible tourism. His startup aims to provide unique and unforgettable experiences for travellers, while also promoting local economies and respecting the environment. With a strong technical background and an entrepreneurial mindset, Ayan is well-equipped to navigate the challenges of the tourism industry. His vision is to create a platform where adventure meets sustainability, and where travellers can explore Kashmir in a way that respects and preserves its natural beauty.

Enayat Ali Khan

Enayat Ali Khan: A Versatile Entrepreneur, Enayat Ali Khan is a multifaceted individual who embodies a unique blend of business acumen and creative flair. His MBA in HR demonstrates his proficiency in managing and leading high-performing teams, which could be pivotal in his various entrepreneurial endeavours. As the founder of Charzan Holidays, Khan showcases his initiative and vision in the tourism industry, while his co-founding of Aavun Foods highlights his ability to diversify beyond hospitality. Khan's involvement in event organization underscores his capability to manage large-scale projects and potentially leverage his HR skills for effective team coordination. Additionally, his role as a content creator adds a creative dimension to his profile, suggesting that he is involved in crafting engaging content for his various ventures. With his diverse skillset, Enayat Ali Khan is well-positioned as a versatile entrepreneur who can strategically combine business acumen and creative drive to fuel the success of his endeavours. Now he is working on a tour cabs a b2b application to connect tour operators and drivers all over the globe for tourist sightseeing.



Shafqat Ali Khan

Shafqat Ali Khan is the founder and CEO of a pioneering startup offering self-drive car rental services in the picturesque region of Kashmir. With a passion for innovation and a commitment to providing convenient transportation solutions, Shafqat is reshaping the way people explore and experience the stunning landscapes of Kashmir. Drawing on his extensive experience in the travel and tourism industry, Shafqat has built a reputation for excellence in customer service and a keen understanding of the unique needs of travellers. Under his leadership, the startup has quickly gained recognition for its reliability, affordability, and dedication to customer satisfaction.



Driven by a commitment to integrity, innovation, and social responsibility, Shafqat is not only building a successful business but also contributing to the economic development and cultural enrichment of Kashmir. With a vision for the future that is as vast and majestic as the landscapes he serves, Shafqat Ali Khan is poised to continue making a lasting impact in the travel industry and beyond.



Junaid ul Islam

Junaid ul Islam, an Edupreneur, trying to change the traditional educational setup in rural Kashmir by setting up state of the art modern, updated and AI driven elementary and primary educational institutions. My goal is to bring updated education to the doorsteps of the children belonging to the lower middle class.



Zeeshan Mohammad

Zeeshan is an ENC engineer but began showing interest in entrepreneurship for that he started a coffee shop with the name 'Cafe Zee'. It is the determination that quality should be the right of the consumer and a belief that high street coffee shops could be offering a better product. This ethos, coupled with a real passion for great coffee with great food is how Cafe Zee began. Coffee is truly a magnificent product, enjoyed and consumed by every nation across the globe.

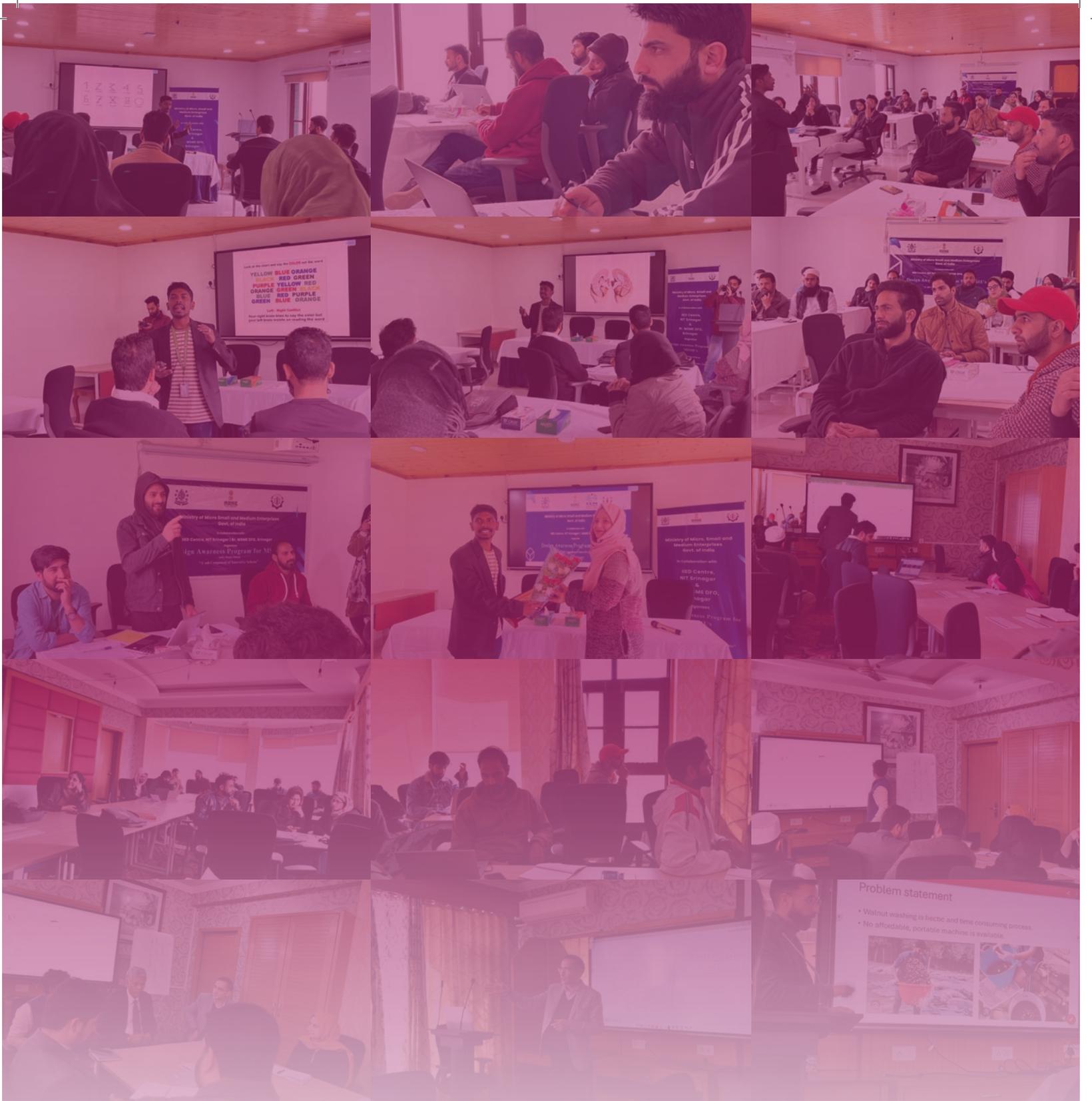


Mir Salman Rashid

Mir Salman Rashid, an M.B.A professional, started working in Chandigarh with Luxury Lifestyle spaces Pvt. Ltd. As an Accountant. After that, he started his own venture namely Makman pharmaceuticals Pvt. Ltd., which is a pharmaceutical company and deals in marketing of pharmaceutical products. At present, they have five products and are working across Jammu & Kashmir.







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