

## Press Release

### LEAD – IIM Jammu Entrepreneur Conclave Swavlamban se Swabhiman: A Grand Celebration of Entrepreneurship, Culture, and Unity in Jammu, Kashmir & Ladakh

**09<sup>th</sup> Dec 2023, JAMMU:** Indian Institute of Management, Jammu, in collaboration with LEAD, is hosting a spectacular two-day event, the Grand Mahotsav and Entrepreneur Conclave, “Swavlamban” se “Swabhimaan”, on 9<sup>th</sup> and 10<sup>th</sup> December 2023 at Gulshan Ground, Police Lines, Gandhi Nagar. This celebration of Swadeshi, Swawlambhan & Sanskriti features a diverse showcase of local products, cuisines, handicrafts, startup ventures, and cultural exhibitions.

The LEAD-IIM Jammu Entrepreneur Conclave is designed to foster the spirit of ‘Swawlambhan,’ and ‘Swabhiman’ reflecting its alignment with Startup India, nurturing entrepreneurship, and instilling a sense of self-reliance within the youth and the community. The inaugural ceremony commenced with lamp lighting followed by an engaging AV presentation by LEAD, setting the tone for the festivities, followed by a warm welcome and homage to Bharat Mata. The Mahotsav 2023 was graced by Shri Manoj Sinha, Hon’ble Lieutenant Governor of Union Territory of Jammu and Kashmir.

Shri Sunil Shah, Director, LEAD, in his talk, emphasized the importance of celebrating local excellence and preserving cultural heritage under the theme of *Swadeshi, Swawlambhan & Sanskriti*. He mentioned that the Grand Mahotsav serves as a pivotal platform, endorsing and empowering local businesses in alignment with the ideologies of Vocal for Local and Make in India.

Prof. B.S. Sahay, Director of IIM Jammu, highlighted that the LEAD IIM Jammu Entrepreneur Conclave aims to tap into local potential, promote entrepreneurship, and foster unity and pride in Jammu, Kashmir & Ladakh. He affirmed IIM Jammu and LEAD’s commitment to sustainable development in the Union Territories, emphasizing availability of fully sponsored entrepreneurship programs for youth at IIM Jammu. Prof. Sahay stressed IIM Jammu’s dedication to contributing to the economy and achieving Hon’ble Prime Minister Shri Narendra Modi’s vision of making India a developed nation by 2047, urging active participation in nation-building.

During the program, an Audio-visual of the state-of-the-art automated library that is functional at its permanent Campus was played along with the showcasing of Virtual tour of the Permanent Campus of IIM Jammu at Jagti.

CA Rakesh Gupta, Member, LEAD, emphasized on the core values of Self Reliance and Atmanirbhar Bharat as put forward by Hon’ble Prime Minister of India, Shri Narendra Modi.

Shri Anil K Goel, Independent Director of J & K Bank, noted the program’s uniqueness, being the first of its kind in the Union Territory of Jammu and Kashmir. He emphasized that Swawlambhan revolves around connecting with others and linking it to the nation’s self-esteem.

Shri R. K Chhibber, Former Chairman and Managing Director of the J & K Bank, commented on the diminishing self-reliance in today’s youth, attributing it to a lack of physical activity resulting in reduced brain engagement. He emphasized the ongoing necessity for young individuals to actively explore diverse entrepreneurial opportunities.

Dr. Hina Shafi Bhat, Hon’ble Vice Chairperson of J&K Khadi & Village Industries Board, advocated against job hunting and instead encouraged female students to embrace entrepreneurship, become their own bosses, and actively contribute to the progress of the Union Territory of Jammu and Kashmir.

Shri Shakti Munshi, Director of JKSC, highlighted that the Entrepreneur Conclave organized by LEAD and IIM Jammu aims to promote entrepreneurship and cultivate a robust and healthy business ecosystem in the union territories of Jammu, Kashmir, and Ladakh.

Dr. Muqbil Burhan, Chairperson of Srinagar Off-Campus at IIM Jammu, offered insights into the initiatives of IIM Jammu. He extensively discussed the diverse measures taken by the institute to establish a sustainable ecosystem in the Union Territory of Jammu, Kashmir, and Ladakh.

The event also featured a captivating session highlighting the achiever entrepreneurs of Jammu followed by a Panel Discussion within them about their journeys. The entrepreneurs felicitated on the occasion were Ms. Pooja Gupta (Nimbark), Sh. Shubham Sharma (Kaladi Factory), Ms. Mansi Sharma (Manukrishi), Sh. Arjun (Genetico), Sh. Vaibhav Sharma (Himalaya 360), Sh. Atul Banotra (Rach Smart Solutions), Sh. Shivang Satya Gupta (Espa Learn P Ltd.), and Sh. Abhimanyu. The interactive session with the audience was followed by the announcement of an entrepreneurship connect with IIM.

In conclusion, the inaugural session ended on a positive note with the vote of thanks proposed by Sh. Manish Ahluwalia, Director, LEAD.

For any media-related queries, pls contact:



: [pro@iimj.ac.in](mailto:pro@iimj.ac.in)



: +91-8000121616

Glimpses from LEAD-IIM Jammu Entrepreneur Conclave Swavlamban se Swabhiman









Galaxy S22 Ultra



Galaxy S22 Ultra















