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## Management training saves you from reinventing the wheel

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With an intention to have a broad outreach and offer quality education in the area of business management, and support entrepreneurial ecosystem in Kashmir valley, Indian Institute of Management Jammu's Srinagar off-campus was established in 2020.

Dr. Muqbil Burhan, who is an Associate Professor at IIM Jammu and also Chairperson of Srinagar off-campus of IIM Jammu, is keen to make a meaningful and positive contribution to the changing and growing entrepreneurial setup in Kashmir and develop Srinagar off-campus as an important stakeholder in the area of business education, innovations, entrepreneurship and skill development in the region.

In conversation with Rising Kashmir's Feature writer **Insha Latief Khan**, Dr. Muqbil Burhan talks about the institution and its vision for Srinagar off-campus

### **What is the main focus of IIM Jammu's Srinagar off-Campus?**

We started our campus in Kashmir valley in 2020. However, the onset of COVID delayed our plans and we focused only on developing the necessary infrastructure at the outset. Gradually we started working in the area of corporate training, entrepreneurship, innovations and skill development. These are our broad focus areas and we have started working from a transit campus at Nowgam Srinagar where we provide residential management capacity building programs to the corporate, government departments and PSUs. We have also offered Entrepreneurship Orientation Programs in our campus to the students of various colleges under JKHED to develop entrepreneurial acumen among youth. We have also set up a Center for Entrepreneurship, Innovation & Skill Development in the campus, with a dedicated building for the purpose which hosts a state of art business incubator, library, recreation room, meeting room and a conference hall.

We also conduct executive MBA physical classes in Srinagar campus. Recently we signed an MoU with the Department of Skill Development to help them improve the skill ecosystem in J&K.

### **How can Management Development Training help people?**

We believe that there will be industrial growth and economic development in this region over a period of time. Management Development Programs (MDPs) help in capacity building. Companies train their employees with modern management techniques relevant to their area and geography. While we offer MDPs to the companies

outside Kashmir, managers from various reputed companies also visit the valley. These movements have a positive impact, I believe.

### **What facilities can your institution provide innovators to make their innovation successful?**

There is a subtle difference between innovation and invention. Innovation, unlike invention, necessarily requires market support. It involves commercialization. If you have something new to offer, it is called invention but unless and until you bring it to the market, you can't call it innovation. Our expertise lies in entrepreneurship and business management. We can help innovators in ideation, prototyping and pitching for financial support. Our specialized training in design thinking, strategic innovations and entrepreneurship can be very helpful to the innovators in bringing their products from lab to market. We offer them support where we can help them develop a prototype and then accelerate it. This is where management institutes can help innovators.

### **How much important are management learning programs in starting a new business?**

Lot of people come to us who actually have money but don't know what to do beyond that. A bag full of money can help you explore the world as a traveller but that is not enough in the journey of successful business. It comes with challenges and struggles where a little handholding and training can save your bag. There are a lot of things which we have to take into consideration. Management training saves you from reinventing the wheel. You learn from management toolkits which develops a business acumen to handle difficult situations. A well learned manager is always in a better position to handle difficult situations and that is why we call him/her a good manager.

### **How are you helping the people to develop their skills?**

Skill development is very important. Many business houses in J&K complain about lack of required skill force in the region. This is a problem that even entrepreneurs face and that affects the success of their ventures. We have started working on skill development and consider it important for the economic development of the region. In one of our MSDE sponsored project titled Mahatma Gandhi National fellowship, we currently have one fellow in every district of J&K, Ladakh, West Bengal, Puducherry and Chandigarh who have come through a very competitive screening and the fellows work closely with DCs in every district to improve the skill ecosystem of the districts.

### **How can business incubators get to work with your center?**

We are going to open the registration for our business incubator at Srinagar Campus soon. The name of our business incubator is 'ThinkIN' which rhymes with thinking and think innovation and that is what we focus on, primarily, in our incubator. An incubator which will train its incubatee to think in the right direction and apply innovative models and canvases to progress.

### **What are the thrust areas where people can get good ideas to work on?**

J&K has a huge potential for economic growth and sustainability. We are currently focusing on specific sectors as thrust areas but that doesn't limit us to those areas only. We are open to work on ideas and help youth in all the areas where they think they can contribute. The thrust areas that we have selected primarily are health care, tourism, IT, art and craft, floriculture, fisheries, horticulture, apart from working in the sectors like education, smart cities and skill development. I think there are a lot of people in the Kashmir region who are part of these areas or we see a scope for growth here.

### **What are your plans for the future?**

I have been traveling across the world. I recently returned from Harvard University and have served as international faculty fellow at Massachusetts Institute of Technology (MIT) and EPFL Switzerland. Learning from these big institutes and people there and taking help from them in solving our problems is what I try to do. I wish to replicate some of their ideas which can work here. I wish to develop strong network with national, regional and UT based institutes to work closely with them to bring a change.

<https://www.risingkashmir.com/Management-training-saves-you-from-reinventing-the-wheel-114064>



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