

Press Release

Empowering Young Innovators: IIM Jammu and MSDE Join hands with GPCW Srinagar to host Ideathon and Workshop

Srinagar, 5th September 2024 To create an enabling environment for transforming informal businesses into formal enterprises across identified locations, IIM Jammu, under the leadership of Prof. B.S. Sahay, Director, IIM Jammu, partnered with the Ministry of Skill Development and Entrepreneurship, Government of India, and Dalit Indian Chamber of Commerce (DICC) to establish 22 Small Business Development Units (SBDUs) in the Union Territories of Jammu and Kashmir and Ladakh. Under this project, the SBDUs will strengthen institutions to deliver quality initiatives for entrepreneurship development across identified locations. Dr. Mahesh Gadekar is the Chairperson of Small Business Development Units at IIM Jammu.

In a collaborative effort to foster innovation and entrepreneurial spirit among the youth of Jammu and Kashmir, a one-day Ideathon and workshop was organized at the SBDU Srinagar on 4th Sept 2024, located at Government Polytechnic College for Women (GPCW), Srinagar. The event saw enthusiastic participation from individuals representing various districts across South and Central Kashmir.

The Ideathon and workshop saw enthusiastic participation from 57 individuals across various sectors, including Food Tech, Dairy, Science Promotion, Handicrafts, Pashmina, and Apparels. The diversity of ideas showcased the participants' creativity and innovation. Notable concepts included training artificial intelligence to design intricate Pashmina shawls, setting up a mobile space observatory to promote science education in remote areas, and an integrated farming project combining livestock management with a bakery producing health-conscious, digestive-friendly products. Additionally, ideas focused on transforming waste into wealth and addressing hygiene issues, reflecting the participants' commitment to tackling both traditional and modern challenges within their fields.

The workshop opened with a presentation by Mr. Mohammad Shafi Bhat, Principal, GPCW, Srinagar who welcomed participants and outlined the event's objectives. He emphasized the importance of empowering youth through opportunities to turn their ideas into viable ventures and highlighted the value of institutional collaborations in harnessing the potential of young minds in the region.

Following the opening remarks, Dr. Muqbil Burhan, Chairperson, Srinagar Campus, IIM Jammu, emphasized the institute's commitment to advancing education and entrepreneurship in Jammu and Kashmir, stressing the importance of inter-institutional collaboration for socio-economic progress. Dr. Vivek Sharma, Chief Innovation Officer, IIM Jammu, highlighted the pivotal role of the IIM Jammu incubation centre (DST iTBI) in transforming ideas into scalable businesses and enhancing the region's startup ecosystem. Mr. Naren Karunakaran, Consultant, SBDU, IIM Jammu, discussed the importance of integrating sustainability into business ventures, urging entrepreneurs to build socially responsible businesses. Dr. Shahid Jibran, Project Manager, SBDU, IIM Jammu was also present on this occasion.


The workshop also featured key district leads from the Small Business Development Units (SBDUs), including Mr. Manzoor Kumar (GP Shopian), Dr. Shafqat Ara (GP Budgam), Mr. Altaf Gowhar (GP Kulgam), and Mr. Ghulam Nabi Shah (SBDU Pulwama), who play vital roles in fostering local entrepreneurship. The event also featured inspiring interactions with successful entrepreneurs. Mr. Abdul H. Bhat (Rahim Greens) encouraged participants to pursue business ventures with confidence while keeping social objectives in mind, and Mr. Adnan Shah, CEO, Fashion Fiesta and a gaming venture, shared guidance and motivation, illustrating how innovation and social responsibility can lead to significant achievements.

Throughout the Ideathon, the IIM Jammu incubator team provided crucial guidance on grants, seed funds, and mentor connectivity, equipping participants with actionable insights essential for securing funding and mentorship—key factors for startup success. The vote of thanks was proposed by Mr. Hakim Mohammad Ilyas, GPCW Srinagar.

This Ideathon was the second of five events planned by IIM Jammu under the SBDU Program, following the first held at SBDU Bandipora on 2nd September 2024. These initiatives aim to inspire grassroots entrepreneurship across Jammu & Kashmir, providing the tools and knowledge needed to turn ideas into sustainable ventures.

For any media-related queries, pls contact:

: pro@iimj.ac.in

: +91-8000121616

Glimpses from the IIM Jammu's and MSDE's One-Day Ideathon and Workshop at Government Polytechnic for Women, Srinagar







