

## Press Release

### **IIM Jammu under the aegis of MSDE with DICCI Partner for Business Ideathon and SBDU Inauguration in Bandipora**

**Bandipora, September 2, 2024**, The Indian Institute of Management (IIM) Jammu, under the leadership of Prof. B.S. Sahay, Director, IIM Jammu, in collaboration with the Ministry of Skill Development & Entrepreneurship (MSDE), Government of India, and the Dalit Indian Chamber of Commerce (DICCI), conducted a one-day Business Plan Ideathon and Workshop at Government Polytechnic College, Bandipora, on September 2, 2024. The event marked the formal inauguration of the SBDU Bandipora, officiated by Shri Manzoor Ahmad Qadri, Deputy Commissioner/District Development Commissioner. The SBDU initiative is a flagship program of the Ministry of Skill Development and Entrepreneurship, Government of India.

Shri Manzoor Ahmad Qadri, Deputy Commissioner/District Development Commissioner emphasized the critical role of skilling, effective marketing of these skills, and the contribution of SBDUs toward self-employment. He highlighted the importance of bridging the gap between skill development and market needs. The event featured Shri Asim Khan, Scientist, F as the Guest of Honour. Shri Khan pledged support for capacity building of entrepreneurs through workshops in collaboration with IIM Jammu.

Shri Javid Iqbal, Principal of Government Polytechnic College Bandipora, organized the Ideathon event in association with the IIM Jammu Incubation Centre (i-TBI). The Ideathon included idea pitches from various districts of North Kashmir, such as Baramulla, Ganderbal, Kupwara, and Bandipora, which were presented and discussed.

SBDUs, established by IIM Jammu in collaboration with the Ministry of Skill Development & Entrepreneurship (MSDE), Government of India, and the Dalit Indian Chamber of Commerce (DICCI) across all districts of Jammu and Kashmir, aims to provide a platform for young entrepreneurs and innovators to refine their business ideas and address real-world problems. The event saw enthusiastic participation from across North Kashmir and the presence of dignitaries from various colleges.

The session began with an introduction to the SBDU program and the Ideathon by Shri Ishfaq, Coordinator, SBDU Bandipora. Dr. Vivek Sharma, Chief Innovation Officer at IIM Jammu, discussed the innovation and incubation support provided by the IIM Jammu Incubation Centre (DST-i-TBI) at the Jagti (Jammu) campus and the ThinkIn incubator at Nowgam (Srinagar), off-campus. Shri Naren Karunankarn, Consultant, SBDU, shared insights on the SBDU program, while Dr. Shahid Jibrán, Project Manager - SBDU, provided information on SBDUs and growing business opportunities in J&K.

During the valedictory session, Shri Javid Parsa, Founder of Parsa Foods and Beverages and a successful entrepreneur from Bandipora, shared his journey and discussed the challenges and opportunities in J&K. The vote of thanks was proposed by Ms. Rukhsana Bashir, SBDU Incharge Bandipora

The event provided a unique platform for participants to showcase their ideas, receive expert feedback, and explore opportunities for further capacity building and business incubation. The Capacity Building Program on Small Business Development Units by IIM Jammu sets the stage for transformative growth, empowering aspiring and existing entrepreneurs to realize their dreams and contribute meaningfully to the socio-economic development of the nation

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## Glimpses from the Business Plan Ideathon and Workshop at Government Polytechnic College, Bandipora





