

Monday, 31 January 2022

Entrepreneurship orientation program concludes at IIM Jammu

Excelsior Correspondent

JAMMU, Jan 30: Indian Institute of Management (IIM) Jammu concluded the entrepreneurship orientation training program of the first batch of forty students from various colleges under the Department of Higher Education, here today.

Prof BS Sahay, Director, IIM Jammu inaugurated the program on January 24. The program was divided into five sub-themes focusing on Business Idea Creation, Strategic Planning and Design, Finance for Entrepreneurs, Marketing for Entrepreneurs and Teams' Management and Communication.

Students from 14 different colleges from the Jammu division were part of the program. IIM Jammu will conduct five such entrepreneurship orientation training programs for 200 students covering all the colleges of the J&K.

With an enhanced focus of the J&K Government on entrepreneurship, these training programs are a step towards developing entrepreneurship culture in the colleges of J&K. 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.

In the inauguration and valedictory session of the program, Prof BS Sahay motivated students to be job creators and not job seekers. He emphasized the role of youth in developing the Indian economy through entrepreneurship and how the modern Indian economy can be stronger through entrepreneurship.

Program Directors Dr Muqbil Burhan and Dr Nageswara Reddy thanked the Department of Higher Education, particularly Rohit Kansal, Principal Secretary Higher Education, and Yasmeen Ashai Director Colleges, Department of Higher Education for being instrumental in initiating such programs for J&K.

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IIM's 'Entrepreneurship Orientation Training Programme' for 1st batch concludes



GJ REPORT

JAMMU, JAN 30: Indian Institute of Management Jammu concluded the Entrepreneurship Orientation Training Programme of the first batch of forty students from various colleges under the Department of Higher Education, Government of J&K. Prof. B.S. Sahay, Director, IIM Jammu, inaugurated the program on January 24th, 2022 with the valedictory function concluding the program on January 29th, 2022.

The program was divided into five sub-themes focusing on Business Idea creation, Strategic Planning and Design, Finance for Entrepreneurs, Marketing

for Entrepreneurs, and Teams' management and Communication. Students from 14 different colleges from the Jammu division were part of the first batch.

IIM Jammu will conduct five such Entrepreneurship Orientation training programs for 200 students covering all the colleges under the J&K Department of Higher Education.

The training programmes will develop interest and understanding of entrepreneurship among the students in J&K.

With an enhanced focus of the J&K Government on entrepreneurship, these training programs are a step towards developing entrepreneurship culture in the colleges of J&K.

The first Entrepreneurship Orientation training programme 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.

The students worked in

teams and participated in discussions. Apart from learning from IIM Jammu faculty, students also got to interact with 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.

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■ TNN BUREAU

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■ STATE TIMES NEWS

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अमर उजाला

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भारतीय प्रबंधन संस्थान में प्रशिक्षण कार्यक्रम का समापन

जम्मू। भारतीय प्रबंधन संस्थान (आईआईएम) जम्मू में रविवार को प्रशिक्षण कार्यक्रम का समापन हुआ। पहले बैच के 40 विद्यार्थियों और अन्य कॉलेजों के 200 विद्यार्थियों ने कार्यक्रम में भाग लिया। जानकारी के अनुसार प्रशिक्षण सत्र 24 फरवरी से शुरू हुआ था। इसमें प्रतिभागियों को व्यवसाय से संबंधित विभिन्न विषयों के बारे में जागरूक किया गया। प्रदेश सरकार युवाओं को उद्यमशील बनाने पर जोर दे रही है। बिजनेस आडिया के लिए प्रतिभागियों को तैयार करने के मकसद से प्रशिक्षण सत्र करवाया गया था। संवाद