



Report of Two Day National Workshop On

"Scope of Technology Driven Entrepreneurship Development in Jammu and Kashmir"

27th & 28th March, 2023

Jointly Organized by

Government Degree College for Women, Pulwama (J&K) , GIAN, CSIR-
IIIM Field Station, Pulwama and IEC-IDP (SKUAST-K)

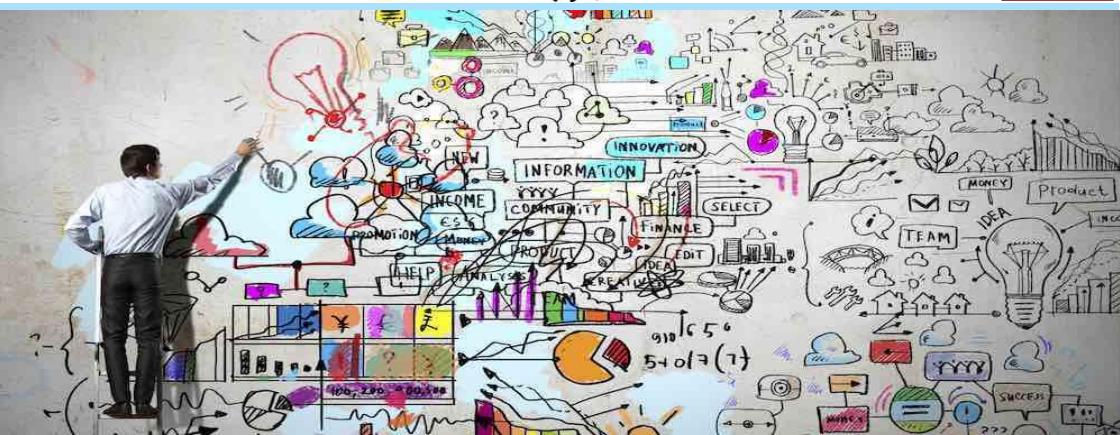
PATRON

Prof. (Dr.) Yasmeen Farooq Khan
Principal
GWC, Pulwama

COORDINATORS

Dr. Tanveer Bilal Pirzadah
Co-ordinator
NISP

Prof. Zahoor Ahmad
Co-ordinator
IIC



PATRON

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Background

The Union Territory of Jammu and Kashmir is a land of immense opportunities, given its rich cultural heritage, diverse resources, and strategic location. However, the vast spectrum of opportunities offer in the region has not been harnessed due to various socio-economic challenges & instable entrepreneurship ecosystem & lack of infrastructure. Despite these challenges, the youth of J&K have exhibited innovation oriented mindset & determination to overcome the obstacles & to create gainful opportunities for their betterment & socio-economic prosperity of the region. Among the diverse ways through which youth of J&K can realize their potential is by optimal exploitation of the technology-driven enterprises & startups. Technology-driven entrepreneurship can help create jobs, promote innovation, and improve the quality of life of people in J&K. However, there is a need for increased awareness & sensitization about the scope of technology-driven entrepreneurship and impart the necessary skill and capacity-building to the aspiring entrepreneurs.

Objectives of the Workshop

- To discuss the scope of technology-driven entrepreneurship development in J&K
- To provide insights into technology trends and emerging technologies relevant for entrepreneurship development
- To discuss the role of government policies, industry-academia collaboration, and funding opportunities in promoting technology-based entrepreneurship
- To provide an opportunity to interact with successful technology-driven entrepreneurs and learn from their experiences
- To provide a platform for networking among participants and stakeholders interested in technology-based entrepreneurship

Key Challenges

- Lack of awareness about technology-driven entrepreneurship in Jammu and Kashmir
- Lack of marketability which makes it difficult for startups to scale-up their business and reach a large customer base.
- Limited access to capital, which limits their potential for growth and expansion.
- Limited skilled workforce that makes it difficult for startups to recruit and retain the talent they need to grow their business.

Participants

Students, aspiring entrepreneurs, and Faculty coordinators

Speakers



Dr. Shahid Rasool

Senior Scientist

CSIR-IIIM

Scientist In charge

Field Station Bonera Pulwama



Dr. Anamika Dey

CEO, GIAN, India



Dr. Iqra Farooq

Project Scientist

CSIR-IIIM

Field Station Bonera Pulwama



Dr. Shahid Jibran

Program Manager

MGNF-IIM, JAMMU



Mr. Sabzar Wani

Incubation Manager GIAN



Mr. Syed Nadeem

General Manager, GIAN



**Field visit to CSIR-IIIM Field Station,
Bonera Pulwama**

INTRODUCTION

The National Innovation and Startup Policy (NISP) Cell and Institutes Innovation Cell (IIC) of Government Degree College for women, Pulwama has organized a two-day National Workshop on “Scope of Technology Driven Entrepreneurship Development in Jammu and Kashmir” in collaboration with GIAN, CSIR-IIIM Field Station, Pulwama, and IEC-IDP (SKUAST-K). The workshop was held on 27th and 28th of March, 2023 and aimed to provide a platform for students, aspiring entrepreneurs, and policymakers to discuss and explore the potential of technology-driven entrepreneurship in Jammu and Kashmir.

DAY 1: 27th MARCH 2023

The first day of the workshop began with an inaugural ceremony by the Principal of the college Prof. (Dr.) Yasmeen Farooq Khan, where the organizers welcomed the guests and participants. The welcome address was delivered by the Principal of the college, Prof. (Dr.) Yasmeen Farooq Khan highlighting the need for promoting entrepreneurship in Jammu and Kashmir and the role of technology in its development followed by presenting the Mementos to the Guest speakers.



Inaugural speech by the Principal of the college Prof. (Dr.) Yasmeen Farooq Khan.



Principal of the college Prof. (Dr.) Yasmeen Farooq Khan felicitated guest speakers by presenting the Mementos.

Plenary Lecture 1

Dr. Shahid Rasool

Sr. Scientist, CSIR-IIIM, Jammu

Prof. Iram Allaie, Assistant Professor in the Department of English, GWC, Pulwama introduced the first speaker of the session, Dr. Shahid Rasool, Sr. Scientist, CSIR-IIIM, Field station, Bonera, Pulwama. Dr. Rasool highlighted the current status of essential oils and the scope of agri-tech business in J&K particularly the production and value-chain management of medicinal and aromatic plants (MAPs) for securing livelihoods and entrepreneurship developments. He also highlighted the various CSIR-IIIM initiatives for the promotion of medicinal and aromatic plants in the Jammu & Kashmir particularly National Aroma Mission. Dr. Rasool also highlighted how the local people of Jammu & Kashmir developed branded products using MAPs as ingredients to earn their better livelihood, besides he mentioned few brands of J&K viz., *Zayaan Organics*, *JK Aroma*, *Shirin Aromatics*, *Kashmel*, and *Poshey*. Lastly, Dr. Rasool addressed the challenges faced by this sector and the way forward like policy interventions, incentives from the Govt., financial services, industry-academia partnership, incubation and trade alignment.



Dr. Shahid Rasool highlighted the current status of essential oils and the scope of agri-tech business in J&K.

Plenary Lecture 2

Dr. Shahid Jibran

Program Manager
MGNF-IIM, Jammu

The second speaker Dr. Shahid Jibran, working as the Program Manager, MGNF-IIM, Jammu was introduced by Prof. Iram Allaie highlighted the role of creativity and innovations for harnessing business opportunities. Dr. Jibran addressed how creativity works in business by providing various clues viz., design thinking, time management, continuous up-gradations, getting hold on the local market opportunities, create opportunities in crisis and many more. The speakers also emphasized the need for collaboration between academia and industry for the development of technology-driven entrepreneurship.



Dr. Shahid Jibran, highlighted the role of creativity and innovations for harnessing business opportunities.

Plenary Lecture 3



Mr. Syed Nadeem

General Manager

GIAN, J&K Circle


The third speaker of the session Mr. Syed Nadeem, working as General Manager, GIAN (J&K Chapter) has highlighted the role of Grassroots Innovations Augmentation Network (GIAN) by sustaining the spirit of innovation, encouraging experimentation and nurturing creativity at grassroots level of knowledge rich economically poor people, students, mechanics, workers, young start-ups by contributing to the creation of a knowledge network. He also addressed how unmet social needs acts as potential drivers of innovation. Mr. Nadeem also highlighted the success stories of Grassroots innovations from the J&K viz., Walnut cracker machine, Pole Pro, Snow Remover, Folded Cylinder Carrier and many more.






Examples

*Mushtaq Ahmad Dar
Keeri, Anantnag
District: Anantnag, Jammu & Kashmir*



Pole Pro



Walnut Cracker, Walnut Dehulling Machine

Mr. Syed Nadeem, highlighted the role of GIAN and success stories of Grassroots innovation from J&K.

VOTE OF THANKS

Dr. Tariq Ahmad Dar

Assistant Professor & HOD Botany
GWC, Pulwama

The lecture ended with question answer session and vote of thanks was presented by Dr. Tariq Ahmad Dar, Assistant Professor and Head Department of Botany, GWC, Pulwama.



Students interaction with the team of experts and Dr. Tariq Ahmad Dar presented vote of thanks.

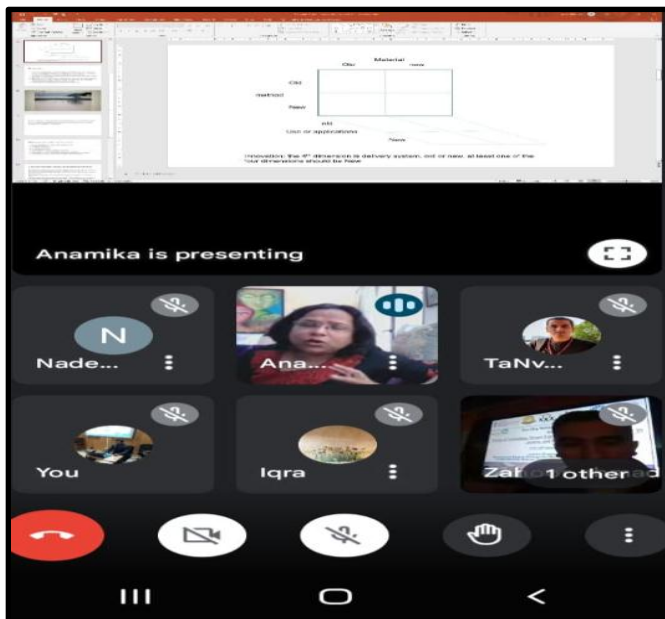
DAY 2: 28TH MARCH 2023

Plenary Lecture 4

Dr. Anamika Dey

CEO, GIAN, India

The second day of the workshop was started by Prof. Iram Allaie, moderator of the session and introduced the guest speaker Dr. Anamika Dey, CEO of the GIAN, Govt. of India. Dr. Anamika Dey focused on practical aspects of technology-driven entrepreneurship. She highlighted the role of Grassroots Innovation Augmentation Network (GIAN) and how it deliver knowledge network to mobilize social capital of committed individuals, policymakers, and institutions. She also addressed the motto of GIAN i.e., the golden triangle for rewarding creativity and how can our organization provide in situ incubation support to innovators, start-ups, and aspiring entrepreneurs. Dr. Dey interacted with number of students, who share their ideas pertaining to number of agri-tech business models and how technological interventions play a pivotal role in shaping those models.



Dr. Anamika Dey highlighted the motto of GIAN in innovations and start-ups.

Plenary Lecture 5

Dr. Iqra Farooq

Project Scientist

CSIR-IIIM, Field Station

Bonera Pulwama

The second speaker Dr. Iqra Farooq, working as the Project Scientist, CSIR-IIIM, Field station, Bonera Pulwama was introduced by Prof. Iram Allaie highlighted the agri-entrepreneurship opportunities and rural prosperity through commercial floriculture in Jammu & Kashmir. She also gave a detailed technical presentation on the commercial production of marigolds, Lily, Rose and demonstrated its nursery-raising technology to the participants. The speakers also emphasized the need for collaboration among various stakeholders' viz., academia, industry, farmers and government agencies for the development of technology-driven entrepreneurship to promote the floriculture sector of J&K.



Dr. Iqra Farooq highlighted the agri-entrepreneurship opportunities and rural prosperity through commercial floriculture in Jammu & Kashmir.

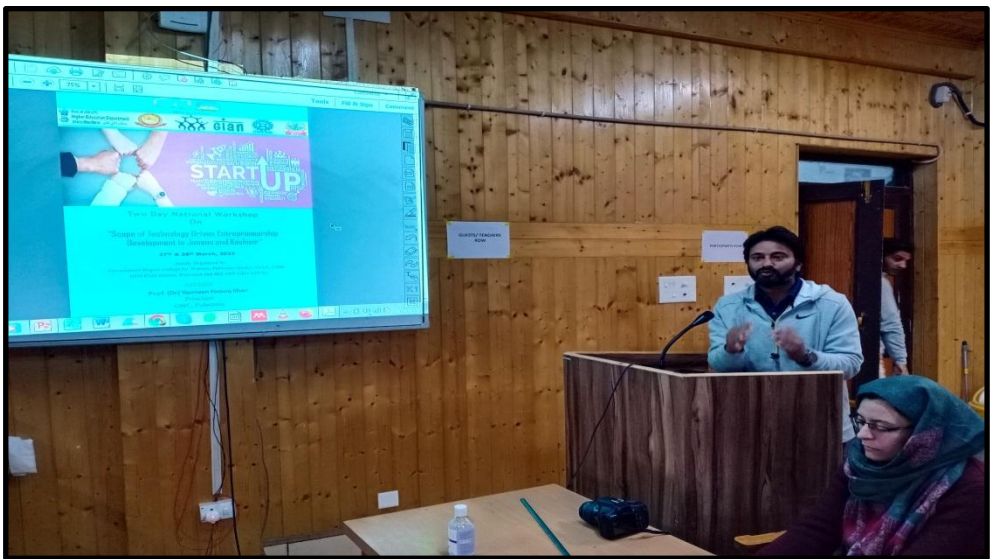
Plenary Lecture 6

Mr. Sabzar Wani

Incubation Manager

GIAN (J&K Chapter)

The third speaker of the session Mr. Sabzar Wani, working as Incubation Manager, GIAN (J&K Chapter) has highlighted the role of Grassroots Innovations Augmentation Network (GIAN) in innovations. He also addressed how unmet social needs acts as potential drivers of innovation.



Mr. Sabzar Wani, addressed the role of GIAN in innovations and Start-up in Jammu & Kashmir.

Plenary Lecture 7

Mr. Ahmad Bashir

Entrepreneur
J&K

The 4th speaker of the session Mr. Ahmad Bashir, working as entrepreneur and Research Scholar SKUAST-K has highlighted the success Mantras for entrepreneurship viz., Accurate planning, Clear Vision & Goal, Openness to take Risks, Innovation & Creativity, Leadership qualities. He also shared his experiences of raising funds and the challenges. Mr. Bashir emphasized the need for startups to leverage technology for growth and sustainability.



Mr. Ahmad Bashir, highlighted the success Mantras of entrepreneurship.



Guest speakers were felicitated with mementoes by the Principal of the college, Prof. (Dr.) Yasmeen Farooq Khan.

FIELD VISIT AND TREE TALK WITH DR. O. P. SHARMA (RETD. IFS) AT CSIR-IIIM, FIELD STATION, BONERA, PULWAMA

In the afternoon session, the participants were visited to the CSIR-IIIM, Field station, Bonera, Pulwama along with the Principal of the college Prof. (Dr.) Yasmeen Farooq Khan, faculty members Dr. Tariq Ahmad Dar, Assistant Professor & Head Department of Botany, Prof. Zahoor Ahmad Thoker, Assistant Professor and Head Department of Education, Dr. Tanveer Bilal Pirzadah, Assistant Professor & Head Department of Bioresources and Dr. Iqra Farooq, Project Scientist, CSIR-IIIM, Field station Bonera, Pulwama. Participants were involved in a Tree Talk with Dr. O. P. Sharma (Retd. IFS). During Tree Talk, participants were acquainted about Field Taxonomy interesting with focus on mythological, religious, cultural anecdotes, traditional eco-friendly practices, ethnic vernacular name documentation, Scientific & traditional value addition to bioresources, ensure biodiversity conservation. Later, the Principal of the college Prof. (Dr.) Yasmeen Farooq Khan and Dr. O. P. Sharma (Retd. IFS) were felicitated with flower bouquet by Dr. Shahid Rasool, Sr. Scientist & Head, CSIR-IIIM, Field station Bonera, Pulwama.



Tree Talk with Dr. O. P. Sharma at CSIR-IIIM, Field Station, Bonera, Pulwama



Principal of the college Prof. (Dr.) Yasmeen Farooq Khan and Dr. O. P. Sharma (Retd. IFS) were felicitated with flower bouquet by Dr. Shahid Rasool, Sr. Scientist & Head, CSIR-IIIM, Field station Bonera, Pulwama.



A group photograph with the Principal of the college Prof. (Dr.) Yasmeen Farooq Khan, team of experts and other faculty members of the college.



A group photograph with Dr. O. P. Sharma (Retd. IFS), Prof. (Dr.) Yasmeen Farooq Khan (Principal, GWC, Pulwama), Dr. Shahid Rasool (Sr. Scientist IIIM, Jammu), along with other faculty members during Tree Talk at CSIR-IIIM, Field Station, Bonera, Pulwama.



Field visit to CSIR-IIIM, Field station, Bonera, Pulwama along with the Principal of the college Prof. (Dr.) Yasmeen Farooq Khan, expert Dr. Shahid Rasool, Sr. Scientist, IIIM-Jammu, Dr. Iqra Farooq, Project Associate, IIIM-Jammu and faculty members Dr. Tariq Ahmad Dar, Asst. Prof. & Head Department of Botany, Prof. Zahoor Ahmad, Asst. Prof. & Head Department of Education and Dr. Tanveer Bilal Pirzadah, Asst. Prof. & Head Department of Bioresources.



Tree Talk with Dr. O. P. Sharma (Retd. IFS)

ACKNOWLEDGEMENT

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| Patron | •Prof. (Dr.) Yasmeen Farooq Khan Principal, GWC, Pulwama |
| Coordinator | •Dr. Tanveer Bilal Pirzadah (NISP Co-ordinator) Assistant Professor Department of Bioresources |
| Coordinator | •Prof. Zahoor Ahmad Thoker (IIC Co-ordinator) Assistant Professor Department of Education |
| Convenor Protocol | •Dr. Hamidullah Wani Associate Professor Department of Geology |
| Vote of Thanks | •Dr. Tariq Ahmad Dar Assistant Professor Department of Botany |
| Moderator | •Prof. Iram Allaie Assistant Professor Department of English |
| Mementos | •Dr. Jaweed Ahmad Assistant Professor Department of Kashmiri |
| Photography | •Mr. Dawood Ahmad Laboratory Assistant |

