

## Press Release

### Empowering Young Innovators: IIM Jammu and MSDE Join conduct Ideathon and Workshop at SBDU, ITI Udhampur

**Udhampur, 10<sup>th</sup> Sept 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 SBDU, ITI, Udhampur on 09<sup>th</sup> Sept 2024. The event saw enthusiastic participation from individuals representing various districts across Kishtwar, Doda, Ramban, Udhampur and Reasi. The workshop was inaugurated by Shri Kishore Singh Katoch, JKAS, General Manager, DIC Udhampur.

The Ideathon and workshop at SBDU, ITI, Udhampur saw enthusiastic participation from 59 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.

Shri Kishore Singh Katoch, JKAS, General Manager, DIC Udhampur 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.

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.

Present on the occasion were Dr. Shahid Jibrán, Project Manager, SBDU, IIM Jammu, Er. Ravinder Singh Bhatti, Superintendent ITI, Udhampur, Shri Naresh Singh Superintendent ITI Doda, Shri Sandeep Singh Supervisor, ITI Udhampur, and Shri Mohammed Iqbal, Electronic Instructor, ITI Udhampur.

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 Er. Ravinder Singh Bhatti, Superintendent ITI, Udhampur.

This Ideathon was the third of five events planned by IIM Jammu under the SBDU Program, following the first held at SBDU Srinagar on 02<sup>nd</sup> Sept 2024. These initiatives aim to inspire grassroots entrepreneurship across Jammu & Kashmir, providing the tools and knowledge needed to turn ideas into sustainable ventures.

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**Glimpses from the IIM Jammu's and MSDE's One-Day Ideathon and Workshop at ITI Udhampur**



















