

J&K

Volume: 09 Issue: 01 January – March 2023

Entrepreneur

Quarterly newsletter of JKEDI

4

**SOCIAL MEDIA:
A STARTUP
MARKETING
ARSENAL**

6

**STARTUP
PROBLEMS
CLOUD
SOLUTIONS**

8

**STARTING AN
E-COMMERCE
BUSINESS IN INDIA**

**NURTURING
STARTUP &
INCUBATION**





DIRECTOR'S MESSAGE

Our country in general and J&K in particular faces complex social, health, and environmental challenges. I believe that innovative Startups can play an important role and solve these challenges. Jammu and Kashmir Entrepreneurship Development Institute (JKEDI) is committed to nurture the future-leaders and entrepreneurs who will power their organizations, introduce innovations in products and services to give a positive push to our economy.

Entrepreneurs are one of the key building blocks of any society and innovation has profound impact on societies, institutions, businesses and on individual interactions. It allows organizations to stay relevant in this dynamic and competitive world. The Government of India and of the UT has floated many youth friendly initiatives to support budding entrepreneurs and people who want to launch their startups. Moreover, at the national level, Startup India has revolutionized the overall framework of the entrepreneurial ecosystem because of which India is growing steadily and making its mark at the global level. On the same lines, J&K Startup policy is aimed to create a sustainable startup ecosystem in the UT as well. The Government is currently revising the policy to make it more startup friendly. JKEDI has two state of the art incubation centers at Jammu and Srinagar. There are 93 recognized startups registered under this policy and once the revised guidelines are approved the number will go up significantly as the policy envisages to establish of 3000 startups in five years.

The Institute believes that with education in entrepreneurship and innovation, the youth become more critical observers and creative. They are able to generate novel solutions to difficult problems. They become oriented towards action: disciplined, collaborative, and resourceful. Moreover, the Institute is also endeavoring to start degree, diploma and certificate courses in future for the inclusive and perpetual development of entrepreneurial and startup ecosystem of the UT of J&K.

**AJAZ AHMAD BHAT
(IAS)**



EDITORIAL

INNOVATIVE STARTUPS KEY TO DEVELOPMENT OF J&K

To build an enabling and inclusive ecosystem for innovation and celebrate the spirit of entrepreneurship in the Union Territory, Jammu and Kashmir Entrepreneurship Development Institute (JKEDI) is striving hard to nurture sustainable startups in the Union Territory of Jammu & Kashmir.

Seven years ago on January 16, 2016, the Indian startup ecosystem got a big policy push from the Government in the name of Startup India, with an aim to drive the economy to next stage. This effort gave new-age businesses a massive push, and since then startups have helped the country widen its footprint in the global landscape.

Startups have come up throughout the country even from places that have not traditionally been known for innovation. Most of them come from tier II and tier III cities. J&K is no exception and despite all odds these new age businesses have the potential to provide solutions even to most critical problems of our society.

JKEDI emphasizes innovation and technology-based solutions to deal with the challenges of our society. It has engaged the youth by organizing many programs. Keeping this in mind, J&K Startup policy was rolled out in 2018 and JKEDI has been designated as a nodal agency for the implementation of this policy. We are also exploring various possible collaborations to make the incubator at the Institute vibrant and result-oriented. Sharing knowledge and best practices will help JKEDI reach new heights and benefit the youth of J&K.

The Government is revising the operational guidelines of the J&K Startup Policy in order to make it more startup-friendly. This will boost the startup ecosystem of the UT and will help the innovators and aspiring entrepreneurs in J&K. We need a robust startup ecosystem in the UT. We have to nurture the innovation and passion of our youth in a positive direction. The Government is committed to the goal of making J&K a preferred destination for the Startups.

JKEDI ORGANIZES STARTUP LEADERSHIP CONCLAVE



Srinagar: Prashant Goyal (IAS), Principal Secretary, Industries and Commerce Department, J&K inaugurated the first-ever Startup leadership conclave at Jammu and Kashmir Entrepreneurship Development Institute (JKEDI). The keynote speaker on the occasion was self-made billionaire Pyare Zia Khan who is the CEO of Ashmi Group and an inspiration for budding entrepreneurs across the country.

Director, JKEDI, Ajaz Ahmad Bhat in his welcome address highlighted the importance of organizing this event and how this will benefit the youth of J&K. "The startup ecosystem of Jammu and Kashmir is growing steadily taking a cue from the country's rising startup culture. Under the guidance and support of Shri Prashant Goyal, Principal Secretary, the UT is witnessing a sea change. He has been instrumental in creating a robust startup ecosystem in J&K



Prashant Goyal (IAS)

"The Startup India initiative of the Government of India has been a game changer for the country. It has provided a platform for upcoming startups and has been instrumental in positioning India among the top performers on the global stage. The UT Government is fully committed to providing an enabling platform for startups to strengthen and flourish their businesses".

The keynote speaker, Pyare Zia Khan enlightened the audience about his journey from a slum dweller to a successful entrepreneur. "I had no money and was from a poor family but my passion to do something big always kept me on the path. Initially, I was a rickshaw driver, but now I own a transport business worth around 600 crores. IIM Ahmedabad did a case study on me. At first, I was apprehensive and avoided them as I had never been to college in my life. That challenge was later won by me. I have won more than 150 awards globally. If I can be a successful entrepreneur, then anyone can do it. The conclave was attended by more than 200 startups and entrepreneurs from various sectors across the UT. The Conclave hosted mentoring sessions and round table discussions where startups and aspiring entrepreneurs interacted with Pyare Zia Khan and other industry leaders.



SOCIAL MEDIA A STARTUP MARKETING ARSENAL

At JKEDI Start-up program is one of the flagship interventions to chisel, foster, cherish, and sustain start-ups in Jammu & Kashmir. It is in this milieu, that through this article, an attempt is made to present the write-ups on different contours of start-ups for the benefit of all the stakeholders.

Start-up marketing landscape is witnessing a significant shift from the traditional marketing to the social media marketing across the world. Users generally access social media services through online web based apps on personal computers, tablets or mobile devices. Predominantly social media is used to document memories, learn about and explore things, advertise oneself, and for growth of ideas through the creation of blogs, podcasts, videos, and gaming sites. Social media platforms, for being community activity enablers and user-centric, are viewed as online facilitators of human networks or webs of individuals that enhance social connectivity. Owing to the availability of number of start-up friendly platforms, methods, tools and resource bundles within its ambit Start-up social media marketing has got titanic acceptance by the start-ups operating across the different entrepreneurial sectors throughout the world. As a result, turning out to be one of the most powerful tools in start-up marketing arsenal. Social media marketing differs from traditional media marketing in many ways like dialogic transmission system instead of monologic transmission mode, reach, frequency, quality, relevance, permanence, usability etc. In view of these facts social media has become one of the top ways to market the start-ups and grow the businesses in this digital era. To back this claim, the social media user statistics provides even-handed reasons to the start-ups for opting for the social media marketing instead of traditional marketing approach; at present there are 2.85 billion Facebook, 2.29 billion YouTube, and 1.38 billion Instagram users, WhatsApp 1.60 billion, FB Messenger 1.30 billion (Source:

Google, data accessed on 13th February, 2023 at 11am IST). This amazing user statistics is motivating the start-ups to embrace and embark on number of available social media tools for marketing their products and services.

Even though there are number of reasons to prove that why in this day and age social media has assumed a greater importance in start-up marketing, nonetheless the most prominent reasons that drive start-ups towards social media marketing strategy are: Robust Customer relationship. Customer remains the main focus of almost all the start-up strategic business interventions and in this direction the process used by the start-ups to engage with the customers and maintain a long-term relationship with them is known as customer relationship management. The better and robust management of customer relationships leads to positive outcomes such as higher customer retention, increased customer lifetime value and stronger business growth. Social media usage enables the start-ups to interact with their customers without any mediators through vast mediums in a cost effective and reliable way. Therefore, Social media benefits the start-ups in improving their relationship with the customer. Studies reveal that most consumers contact start-ups on Instagram, Facebook and other social media platforms to get to know about the product or service, for solving their problems, or share their prompt feedback. That is why improving visibility through different social media platforms is extremely helpful for the start-ups bonding with the customers; Widespread brand awareness. Brand awareness is the extent to which customers are able to recall or

recognize a brand under different conditions. Every day, billions of people worldwide use social media networks like Facebook, Twitter, Instagram, and YouTube platforms for talking about start-up goods and services. Therefore most important advantage that start-ups get by adapting to the social media is its widespread brand awareness and recognition; Bringing advertising cost efficiencies. However, advertising never comes free for the start-ups. It requires a lot of monetary investment on part of start-ups who generally have limited resources. Traditional start-up marketing strategies like advertising on TV or billboards used to be expensive, however start-ups don't have to invest much in building social media presence and engaging with the customers; Influence Marketing. To increase broader audience brand awareness, reaching out to the influencers in their identified niche remains one of the key decisions for start-ups. Throughout the world millions of people follow the lead of their favourite bloggers, so social media provides an opportunity to the start-ups to join an influencer marketing platform to identify and connect with the persons who meets the influencing benchmarks; Facilitates video content marketing. Video content marketing is about considering how video can be integrated into every stage and channel of start-up marketing strategy, alongside other forms of content like blog posts and podcasts. Delivering content in the form of videos, webinars, courses, and live videos to promote a start-up brand, announce product or service launch, or provide online support to consumers is one of the important advantages of social media marketing.

It is one of the most popular and effective types of content marketing. Live video streaming is also extremely popular among the start-ups as it allows interacting with the customers directly, collecting reviews, and engaging them in a discussion. Video content marketing helps to build customer trust. Customer feedback is the information and opinions

customers leave about the start-up product or service, brand and mostly it is in the form of survey responses. This instrument simply encourages customers to share their reviews and experiences, post photos and videos of start-up goods and services. To sum-up, in view of the stated advantages that social media passes on to the start-ups, If as a start-up

you are not using social media marketing, your start-up is seen as out-of-date or even missing and moving towards a slow death. Moreover, you as a start-up are making things much stiffer for yourself especially when your customers, competitors and channel partners are already there.

By Dr..Riyaz Ahmad Khan

DIRECTOR JKEDI VISITS RAJOURI & POONCH

As a part of his visit to the Pir Panjal region, Ajaz Ahmad Bhat (IAS), Director, Jammu and Kashmir Entrepreneurship Development Institute (JKEDI), inaugurated mega entrepreneurship awareness programmes in Poonch & Rajouri districts. The aim of these visits is to acknowledge the fact that remote areas and border districts play a critical role in strengthening the overall entrepreneurship ecosystem in the Union Territory. The programmes were

conducted in coordination with Himalayan Degree College at Rajouri and Government Degree College, Poonch & the University of Jammu, Poonch Campus. The aim behind such initiatives is to enable young minds to develop an entrepreneurial mindset at an early stage. This will enable them to overcome the challenges of launching a business venture. This will also encourage critical thinking and innovation among students from various schools, colleges, and

universities in the districts. The Director also visited business units sponsored by JKEDI in district Poonch. "Successful business holders whether they are sponsored by JKEDI or under any other Government scheme can prove to be role models for the youth. Such initiatives should be encouraged and interaction programs with successful entrepreneurs should be organized for the benefit of students and aspiring entrepreneurs," said Director, JKEDI..



WORKSHOP ON INNOVATION HELD IN JAMMU

In line with J&K Government's vision to create a sustainable start-up ecosystem, Jammu and Kashmir Entrepreneurship Development Institute in collaboration with Shiksha Niketan Higher Secondary School organized a one-day start-up, innovation, and entrepreneurship awareness workshop at Jammu.

The program was coordinated by Centre for Innovation, Incubation and Business Modelling (CIIBM), JKEDI. The program is a part of the ongoing efforts of the Government to create an all inclusive entrepreneurship ecosystem in the UT.





STARTUP PROBLEMS CLOUD SOLUTIONS

Startups are inherently creative ventures, solving a conventional problem in a scalable manner. Every startup must go through a creative phase of the project whereby it establishes a proof of concept demonstrating a solution to a problem. The creative process is filled with challenges and risks and in the case of technology startups, a lot of upfront costs which can't be justified in advance unless the idea has gone through the scrutiny of a "Critic" process. In order to establish a proof of concept, a startup must invest huge money in technology costs which if over or underestimated will put a huge burden on expenses and scalability of the startup. The entrepreneur in such an environment is often experimenting at a higher risk in the early stages and in order to have any competitive advantage, a startup must be able to start faster, efficiently pivot if needed and be ready to scale efficiently at the right opportunity.

Building your startup on the cloud:

"I don't need a hard disk in my computer if I can get to the server faster, carrying around these non-connected computers is byzantine by comparison." - Steve Jobs, Apple.

Over the last decade, the internet has dominated the world. The internet speeds have multiplied in the last few years, the use of devices relying on cloud storage has grown and so is the dominance of the cloud quickly taking over the on premise IT infrastructure which is often quite expensive, over or underutilized, difficult to scale, and demand huge maintenance costs. The infrastructure-as-a-service (I-a-a-S), one of the core concepts behind the cloud essentially frees the inventor of running an on premise IT backend (servers etc.) and provision the backend in the cloud. Cloud Services like Amazon Web Services (AWS)

provide an 'on-demand delivery of computing power, database storage and other IT resources via the internet with "pay-as-you-go" pricing'. A startup doesn't need to buy expensive infrastructure and can quickly get to work by deploying high end servers in the cloud. AWS offers multiple virtual machines (AMI's) ranging from Windows, tons of Linux Variants etc., database and storage solutions, hundreds of services with no long term contracts and ability to terminate any services when they no longer need them. Industry giants and like Netflix, Airbnb etc. leverage the power and wide reach of AWS in order to run their companies efficiently and scale with much ease.

Going Zero to One with the Cloud:

"Humans are distinguished from other species by our ability to work miracles. We call these miracles technology." - Peter Thiel - Zero to One

With cloud services like AWS, a startup is able to focus on core business strategy and essentially mitigate the risks, costs and hassle of managing the IT infrastructure. With AWS you can literally provision servers within minutes including a host of other services including AI, machine learning tools etc. AWS functions across multiple regions and availability zones, which reduce the downtime, provide caching and enable efficient disaster recovery. In other words, startups are able to compete directly with other big players in the market by focusing more on strategy and less on lower level implementation. In this type of competition, the startup is able to focus on better product, strategy and minimize the competition at the implementation level. With tons of services available in the cloud an inventor build any type of startup in the cloud and go truly from Zero to One.

Building a lean startup with the cloud:

"What if we found ourselves building something that nobody wanted? In that case what did it matter if we did it on time and on budget?" - Eric Reis - The Lean Startup

"The reality is, most of our ideas are actually terrible". When we start a startup, we are mostly shooting in the dark and investing huge costs in each of those ideas is actually very terrible. AWS allows us to experiment at lower risk and build our Minimum Viable Product and validate our proof of concept at little to no costs. The AWS free-tier program is a free license for one full year of free access to selected AWS resources giving a startup enough room to experiment. With AWS Activate program for startups, a startup can get a \$1000 credits which can span up to a \$100,000 based on eligibility to use the services on AWS. With these credits, an inventor can deploy multiple web servers, databases, Services etc. in the cloud. This would essentially kick-start a startup in no time and a startup is able to start lean by getting to work quicker, receive feedback quicker, achieve validation for the MVP and go live with the startup.

In Jammu and Kashmir, startups can benefit from the power, depth and reach of the cloud and solve local problems and invent solutions at scale. The technology is moving to an ecosystem where entrepreneurs invent and strategize by worrying less about the low level implementation providing true abstraction and unlimited growth. New problems will arise, new solutions will be built and the cloud will continue to grow as an essential actor in the modern startup growth story.

Aqib Mustafa

DIRECTOR JKEDI FLAGS OFF A BATCH OF FEMALE TRAINEES ON AN INDUSTRIAL EXPOSURE TOUR.



Ajaz Ahmad Bhat, Director Jammu and Kashmir Entrepreneurship Development Institute (JKEDI) flagged off a batch of aspiring female entrepreneurs undergoing the Entrepreneurship Development Programme (EDP) under Tejaswini scheme at the Institute's Pampore campus on a visit to the Centre for Excellence-Zawoora, Department of Horticulture Canning Centre, and other industrial establishments as part of an exposure and training program.

The objective of the visit was to take the trainees beyond the boundaries of theory-based teaching to the on-site industry-based practical demonstration of different operations like production, processing, preservation, branding, quality check and more. This visit exposed the trainees to an entrepreneurship learning ecosystem & industry establishment.

The trainees visited various industrial

units at Industrial estate Khanmoh, Horticulture nurseries, Food processing units among others in order to get the first hand experience on the functioning of industries and the opportunities associated with the various focus sectors of the UT of J&K.

The Director also interacted with the candidates and congratulated them for taking a timely decision to embrace entrepreneurship as a viable career option. "I want young people in UT to take full advantage of the Government's schemes and initiatives. This will empower them and in turn will be beneficial for J&K. The youth have a huge responsibility to ensure peace, prosperity, and unity of the nation. The UT can achieve true prosperity when more women participate in entrepreneurship, as envisioned by the Hon'ble Lieutenant Governor of J&K, Shri Manoj Sinha," said Ajaz Ahmad Bhat.

NATIONAL STARTUP DAY CELEBRATED AT JKEDI

To build a strong and inclusive ecosystem for innovation and celebrate the spirit of entrepreneurship in the Union Territory, Jammu and Kashmir Entrepreneurship Development Institute (JKEDI) organized a day-long workshop to celebrate National Startup Day. Director, JKEDI Ajaz Ahmad Bhat (IAS) inaugurated and presided over the event.

Scores of aspiring entrepreneurs, students, startups, experts from industry and academia participated in the day long workshop. Ajaz Ahmad Bhat, Director JKEDI, in his inaugural address, elaborated on the importance of this day. "We are celebrating National Startup Day, the successes of startups and validating their innovative efforts. Startup India is a flagship

initiative of the Government, intended to catalyze startup culture and build a strong and inclusive ecosystem for innovation and entrepreneurship," he added.

In his address, Ajaz Ahmad Bhat elaborated on the features and benefits of this policy. He encouraged participants to be a part of this policy by providing suggestions. He promised them that every comment would be evaluated and the Institute would try to incorporate these suggestions into the policy. To give a fillip to the entrepreneurial ecosystem, JKEDI is coming up with programs and courses for school and college students. In future, full time professional programs will also be offered by the Institute.



STARTING AN ECOMMERCE BUSINESS IN INDIA

E-Commerce Start-up Guide: Everything You Need to Know!

Starting your own business can be an exciting experience, especially if you're starting from nothing and creating something from scratch. Building an online business has a lot of benefits, but it's not without its challenges as well. To help you get started in the right way, here's a comprehensive guide to starting an e-commerce business from the ground up. From finding a niche, to building your website and getting your first sale, here's how to get started with an e-commerce start-up business today!

1. Choose your Niche

If you're considering starting an e-commerce business, you have a number of different options. Once you've decided on your niche, the next step is deciding on your product. For example, if you want to sell clothes online, what type of clothes? How much variety do you want in your inventory? The more variety that you offer, the higher the risk that some products won't be successful but will still take up space in your warehouse. Remember that all of these decisions can affect both start-up costs and shipping costs so think carefully before making any decisions.

2. Research your competition

E-commerce industry is an extremely competitive one, so it's vital that you learn as much as you can about your competitors. Consider the following questions when researching your competition: What niche are they in? How does their product or service compare with yours? Where do their customers come from and what's their buying behavior like? Once you know the answers to these questions, you'll be able to make a better decision on how to market yourself and what type

of products or services would work well for your customers.

3. Create a business plan & Design your website

The first step in starting an E-commerce business is to decide what you're going to sell. Make sure that it's something that you're passionate about and know a lot about. Once you have your product in mind, the next step is deciding what type of website you will be using. For most small businesses, a prebuilt website solution that is easy to setup and customize with little coding knowledge should be enough for their needs. Before you can start setting up your online store, you'll need to decide on the payment processor that works best for your business and find a reliable shopping cart provider.

Once you have these in place, it's time to get designing! A good web designer can help give your site an attractive look and make navigation simple for shoppers.

4. Find a web hosting provider

Finding a web hosting provider can be tough and time-consuming. The first thing you need to do is determine what type of hosting you need. There are two main types of hosting: shared and dedicated. Shared hosting is the cheaper option, but it provides less reliability because if one site goes down on the server, then your site will go down too. Dedicated hosting offers more power, speed and reliability as you have your own server with only your website on it. It also gives you more control over how much bandwidth you get, which is important for an e-commerce business.

5. Choose your domain name

Domain names are a lot like the name of your company. It's what customers will see when they're trying to find

you, and it needs to reflect who you are, what you do, and where you can be found. There are a few rules for choosing a domain name that'll help make sure people can find you. First, make sure it's easy to spell and type into the URL field of their browser window. Second, try not to use numbers in your domain name. Third, don't include anything offensive or embarrassing in your domain name. This can be done through your hosting company or by using a domain registrar. The domain registrar will ask you for the name, your email address, and the type of domain name you want (.com, .org, etc.). You'll also need to pay an annual fee for the domain.

6. Set up your payment processing gateway

Setting up your payment processing is the most vital step to starting your e-commerce business. There are a number of service providers that offer payment gateway solutions. Popular ones include Bill Desk, Pay U, CCAvenue, Juspay, Razorpay, Paytm, Cashfree etc.

7. Write your product descriptions

While writing the product descriptions you should start with the basics. Focus on questions like What are you selling? Do you have a name for your business? Who is your target customer? What is your product's USP (uniqueselling point)? Do you have a logo? Is there anything about the product that makes it stand out from others in its category?

Use a catchy slogan. A catchy slogan can make all the difference. Slogans can be used on packaging, promotional materials, social media and more. In fact, many people start their company around a slogan or idea like Nike's just do it!

8. Promote your business One of the important and most influential promotional tools now days is social media like Facebook, Twitter, Instagram, etc. You should post pictures of new products or discounts periodically. Pay attention to when people interact with these posts and how many likes they get. After making

a few posts, try posting at different times of day, with different types of content, etc., so as to figure out which type of posts will resonate best with your audience. 9. Analyze your data Researching and analyzing your data will help you determine how much demand there is for your product, the competition, and the price point that

you want to offer for it. Researching your competition will tell you who your target customer base is, what products they are buying from other sellers, and what prices they are paying. In order to analyze pricing, you'll need to figure out what your break-even point will be.

Iftikhar Bashir Lone

REPUBLIC DAY CELEBRATED AT JKEDI

The 74th Republic Day was celebrated at Jammu and Kashmir Entrepreneurship Development Institute's (JKEDI) BariBrahmana Campus. The celebration began with hoisting of the National Flag by Ajaz Ahmad Bhat (IAS), Director JKEDI, followed by the National Anthem.

In his address, Ajaz Ahmad Bhat highlighted the significance of the day and reiterated the facets of the Constitution and how it is an invaluable heritage. He recalled the sacrifices made by thousands of patriots in the fight for nation's

freedom. He added that youth should take a proactive role in nation building while maintaining the fundamental core of our Constitution and India's sovereign rights.

The Institute's building was tastefully decorated with flowers and national flags. The celebrations took place in presence of the faculty members, officers and subordinate staff of the Institute. Everyone present was feeling patriotic and happy as it is a matter of great pride.



DIRECTOR JKEDI DISCUSSES COMMUNITY ENTERPRISE DEVELOPMENT IN J&K.

Chairperson, Total Start Entrepreneurship Ecosystem Developers, Sri Suryanil S N Sannyasin called on Director JKEDI, Ajaz Ahmad Bhat (IAS), to discuss possible collaborative initiatives in community enterprise development for the benefit of the underprivileged communities in J&K.

The chairperson discussed a variety of subjects with the Director, JKEDI and explored opportunities to

hold workshops on foundation building for IT Entrepreneurs, foundation building for a Social Impact Entrepreneurs and scalable community enterprise development.

In addition to the Director, the meeting was attended by Senior faculty members along with other officials of the Institute. Threadbare discussions were held as to how the organization's expertise can be utilized in J&K for the benefit of the Youth.





ONE DAY EXPOSURE VISIT FOR MANAGEMENT STUDENTS FROM ICCCR & HRM, UNIVERSITY OF JAMMU ORGANIZED AT JKEDI JAMMU.

Students of International Centre for Cross Cultural Research and Human Resource Management (ICCCR & HRM), University of Jammu visited the Bari Brahmana campus of Jammu and Kashmir Entrepreneurship Development Institute (JKEDI).

During a day-long exposure visit, the experts from JKEDI provided an overview of the startup ecosystem of UT to help the students develop an entrepreneurial mindset. Ajaz Ahmad Bhat (IAS), Director JKEDI also interacted with the visiting students and faculty members.

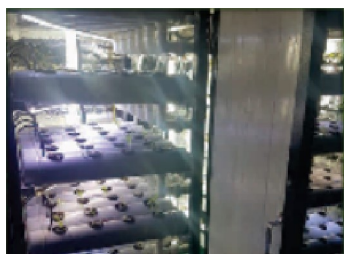


DIRECTOR JKEDI VISITS EDII AHMEDABAD, EXPLORES POSSIBLE COLLABORATION TO PROMOTE ENTREPRENEURSHIP IN J&K.

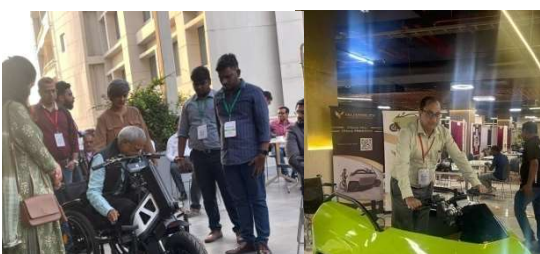
A team of senior officers of JKEDI headed by Ajaz Ahmad Bhat (IAS), Director JKEDI visited the Entrepreneurship Development Institute of India (EDII) Ahmedabad and held interactions with the core team of the institute regarding the functioning of their setup and implementation of various programs. Director General, EDII, Dr. Sunil Shukla along with senior officers gave a presentation on various interventional programs and projects for economic upliftment of J&K and deliberations were held on working out the modalities for implementation of these programs.



GLIMPSES OF SOME STARTUPS AT IIT RESEARCH PARK CHENNAI



Harvest & Post Harvest Solutions by Impensus Electronics Pvt Ltd



Affordable Solutions for persons with Locomotor disabilities by Yali Mobility



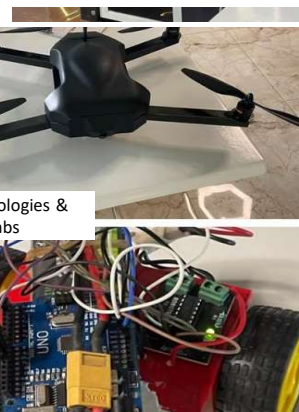
CookinCloud focus on automating the food preparation and service



ROBOTS TO END MANUAL SCAVENGING?



Various drone solutions with true technologies & innovation at forefront by Arkin Labs



G-20 NATIONS MUST SUPPORT UNDERDEVELOPED NATIONS IN HOUSING , HEALTH AND DRINKING WATER SECTORS

India can showcase its success stories on rural housing , health & drinking water

As we know that the UN's Sustainable Development Goals (SDG's) set up in 2015 are the guiding principles to achieve better growth and development across the world by 2030. This growth as per the SDGs has to be in tandem with our climate and environment. This is the reason these goals are known as "Sustainable" development goals. By adhering to these goals the nations are likely to address challenges which include climate change, environment, inequality, poverty, peace and justice. Economic growth, environmental protection and social inclusion are three core elements of sustainable development. The sustainable environment and climate can only be achieved when we ensure increased investments in renewable energy, saving water, supporting non fossil fuel sustainable mobility. Governments across the world are making great innovations in sustainable construction and architecture and India is also playing a great role in this sector like utilizing construction and demolition waste (CND), fly ash, M-sand and other materials. We need to get rid of bricks made from clay or sand as they destroy our climate and environment, especially our river and mountain landscape. The Jammu & Kashmir Entrepreneurship Development Institute (EDI) is playing a great role in setting up sustainable business units and encouraging young entrepreneurs to set up dairy farms, sheep farms, flower farms etc. I think now more innovation and research and development has to be done in setting up industrial units where alternative building materials are made.

One family one World

As per the national review report on

the implementation of Sustainable Development Goals (SDG's) in India, the opening statement begins with *VasudhaivaKutumbakam*, which is a Sanskrit phrase whose literal meaning is "the world is one family". Prime Minister, Narendra Modi in his statement at the UN during SDG summit in 2015 said : *" The Sustainable Development Goals (SDGs) are thus part and parcel of the country's longstanding tradition and heritage. Indeed, the goals substantially reflect the development agenda of India. Much of India's development agenda is mirrored in the Sustainable Development Goals. Our national plans are ambitious and purposeful; Sustainable development of one-sixth of humanity will be of great consequence to the world and our beautiful planet."*

Having been much influenced by this great phrase, the Govt of India chose the same title '*One Earth, One Family, One Future*' for the upcoming G20 meeting which India is hosting for the first time. Even the Director of International Monetary Fund (IMF) Kristina Georgieva during her visit to India in February this year said that One Earth One Family and One Future resonates on a human level with all. Ms Georgieva said this while addressing G20 Finance Ministers and Central Bank Governors in Bengaluru,

G20 Meeting in India

The G-20 nations include nations like Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Russia, Saudi Arabia, South Africa, South Korea, Turkey, the U.K. and the U.S., as well as the European Union, represented by the rotating council presidency and the European Central

Bank. India will host over 200 meetings in over 50 cities across 32 different work streams which include ministers meetings, working groups meetings on health , agriculture , culture , environment, climate change , anti corruption, energy transitions, education etc. Srinagar is also hosting a G20 meeting around May end. The G 20 nations including India have to play a great role in eradicating poverty and addressing the climate crisis in the least developing nations. There are millions of people who struggle to make ends meet because of the high cost of living. Millions cannot afford fuel even for cooking. Safe and clean drinking water is not available in many nations.

Conclusion

As the World is one which is like a family, it is the duty of G-20 nations to work for upliftment of underdeveloped nations. India can showcase its success stories with G20 nations during the series of meetings vis a vis centrally sponsored schemes on housing for poor, health support, supplying of safe drinking water namely- PM AwasYojna (PMAY), Ayushman Bharat Jan Arogya Yojna (PM-JAY) and Jal Jeevan Mission (JJM) respectively. Infact J&K's 22 % budget (Rs 5000 Crores) this financial year has been allocated to the drinking water sector. Govt's welfare programmes like PMAY , PM-JAY and JJM Similar can be launched in underdeveloped nations with the support of G20 member countries.

Dr. Raja Muzaffar Bhat
(Guest Column)



SOCIAL ENTREPRENEURSHIP — A NEW BEGINNING

The world's youth make up more than 60% of the population. The world they live in is very different from that of their parents, thus this generation has its own set of difficulties. There are both new and well-known difficulties among them, such as the ongoing hunger problem in some regions of the world and the emergence of ground-breaking technologies in others. According to the WEF, the current era is known for fostering new consumer habits, heightened social awareness, and a greater desire to create things that are truly significant and valuable. Youths are frequently cited as key stakeholders in reaching the Sustainable Development Goals, but are they really making the most of their participation? Would entrepreneurship help them get there? What tools are at my disposal?

According to the Global Shapers Annual Survey 2017, "a startup environment and entrepreneurship" (40%), rather than access to the internet (39.6%), is what young people in countries all over the world believe to be the most essential factor promoting youth empowerment. By becoming involved with actual community problems and collaborating with various stakeholders and sectors to find solutions, social innovation and the social economy have developed into new forms of civil involvement. Social enterprises are private, autonomous companies that use cutting-edge business strategies to achieve both social and economic goals. Typically, they address social, cultural, or environmental issues while advancing social inclusion and economic growth even when they are not particularly aiming to make money. More social entrepreneurs are working in fields including social satisfaction, community development, energy, and sanitation services.

Some of the fundamental characteristics of social entrepreneurs around the world are creativity, non-traditional approaches, and close

collaboration with a variety of stakeholders.

Depending on how the nation's legal frameworks are developing to support this kind of initiatives, the term of social enterprise continues to refer to a variety of various forms and titles. B corporations, inclusive businesses, cooperatives, social initiatives, social innovators, and social entrepreneurs are a few of the several titles. It is more challenging to gauge their true influence on the world economy because of their diversity. According to the 2015 Think Global, Trade Social Report, social businesses in the US are expected to account for 3.5% of GDP, which is greater than Silicon Valley, whereas cooperatives, for instance, account for 45% of GDP in Kenya and Silicon Valley, respectively. Employment creation is yet another way for social enterprises to demonstrate their influence on social inclusion. In the European Union, the social economy employed approximately 6.5% of the workforce in 2010; however the impact is insignificant when you take into account that a major amount of the work done in this sector is unpaid labour.

Even if it appears that young social entrepreneurs will flourish in this environment, the truth is still rather different. Starting off, the entrepreneurial sector is not extremely varied, particularly in terms of its media visibility. According to a US Small Business Administration study from 2014, fewer than 2% of Millennials reported working for themselves, as opposed to 7.6% of Generation X and 8.3% of Baby Boomers. The state of the economy, student loan debt, and difficulties with regulatory compliance are a few of the obstacles new entrepreneurs must overcome. Social enterprises are very risky and frequently fail due to low salaries relative to the standard for-profit sector, terrible working conditions,

short-term contracts, and the fact that they serve a big portion of clients who cannot afford to pay for goods and services. On the one hand, social entrepreneurship can serve as a catalyst for the creation of answers to some of the SDG-related problems that are currently of the utmost importance. This generation is seeing the rise of many entrepreneurs who have created commercially viable business models to improve health conditions, promote accessible, high-quality education, or clean up the oceans. On the other hand, creating solutions as entrepreneurial endeavors calls for a lot of resources, including training in business and finance. Because of this obstacle, many young people from more impoverished backgrounds are frequently denied the chance to participate in social innovation as protagonists rather than just as beneficiaries.

While creating solutions and policy suggestions to enhance social entrepreneurship ecosystems, both issues should be considered. Building business capacities is important, but so is enabling people to bring about the changes they want to see in their communities.

The OECD recently estimated that 600 million new jobs must be produced globally over the next 15 years in order to maintain present employment rates. Promoting entrepreneurial activity is one of the most popular measures as a result of this environment. Policymakers worldwide have recently focused on encouraging the growth of entrepreneurial businesses in their nations. So, in order to become successful businesspeople, aspirant entrepreneurs must step forward, choose entrepreneurship as a career, and make use of all of those Organizations' offerings helping in the development of Entrepreneurship.

Imtiyaz Ahad Malla

TESTIMONIALS BY CANDIDATES TRAINED BY JKEDI

Toiba Altaf, Pulwama

I have interacted with many officials and faculty members during the 10-Day Entrepreneurship Development Programme at JKEDI. These 10 days have been very beneficial for my personal growth and now I am more confident about starting a business. A one-day industrial tour was also organized by JKEDI and this helped me to visit various business establishments to get a firsthand look at their operations.



Shallo Devi, Reasi

I would like to thank JKEDI for imparting and enhancing my entrepreneurial skills. I would also like to thank Mission Youth for facilitating financial assistance under the Tejaswini Scheme. The field trip during the EDP and interaction with successful entrepreneurs enhanced my knowledge of various aspects related to business. This knowledge also motivated me to become a successful entrepreneur.



Saiyma Begum, Kishtwar

I always wanted to support my family financially and the Tejaswani Scheme has helped me to do so. I want to diversify my business in the future and add more products. The training program at JKEDI is very important, in my opinion. This program has helped me to understand business dynamics and will help me in running the day-to-day operations of my business.



DIRECTOR JKEDI ATTENDS A TWO-DAY INCUBATOR CAPACITY DEVELOPMENT WORKSHOP AT IIT MADRAS

Director JKEDI, Ajaz Ahmad Bhat attended an incubator capacity development program jointly organized by Startup India, IIT Madras Research Park, and IIT Madras incubation cell in Chennai. The workshop started with an inaugural session by Prof Ashok Jhunjhunwala, President, IITM Research Park & IITM Incubation Cell. Ms. Shruti Singh, Joint Secretary, Department for Promotion of Industry and Internal Trade (DPIIT) was also present on the occasion. The workshop also included sessions with successful entrepreneurs. Ravi Saroagi, co-founder, of Uniphore,

Ranjith Mukundan from Stellapps Technologies, and Arun Prakash, Guvi Apps, shared their knowledge and first-hand experiences on their journey.

For the last several years, IIT Madras has been focusing on India's societal problems, which they can solve. Some quick examples are the robot that cleans septic tanks, 3D printed houses, and foldable housing through which 3,000 oxygen beds were made ready in just about a month during the Covid-19 pandemic.



Incubator Capacity Development Workshop on
What Makes A Tech Incubator Successful



PHOTO GALLERY



One day Startup & Innovation Awareness program for students of Central University of Jammu



One day Entrepreneurship Awareness Program at JKEDI Pampore Campus



Prabhari Officer, Ajaz Ahmad Bhat (IAS) reviews the progress of B2V4 at Shadab Karewa, Shopian



Director JKEDI interacting with Tejaswini scheme trainees of Pulwama district



Director JKEDI with Tejaswini scheme trainees of Jammu district



Director JKEDI at Startup Mentorship Program Sringar. Angel Investor Mahavir Sharma was also present on the occasion.



Director JKEDI at two day workshop on design organised by NIT Srinagar



Director JKEDI visits EDII Ahmedabad, explores possible collaborations to promote entrepreneurship in J & K



CEO Lelafe IT Solutions calls on Director JKEDI to discuss possible collaboration in emerging technologies



JKEDI Anantnag team with Tejaswini trainees



Director JKEDI plants fruit trees at JKEDI Pampore Campus



Director JKEDI along with Incharge CIIBM during TV program "Halat e hazira" on DD Kashmir



On international Women's day, Director JKEDI felicitated successful women entrepreneurs from Kashmir



Director JKEDI at the Startup Event organised by MIET and FICCI FLO Jammu



Director JKEDI felicitated Heena Rashid from district Pulwama for starting Trout Fish Farm



Director JKEDI Felicitates Binat UI Showkat of Shopian for cracking JKAS exam



JKEDI hosts an interactive session of Tejaswini Trainees with the delegation from New Delhi along with Director Mission Youth, JK



JKEDI participating in Employment Fair for the youth of J&K at Convention Centre, Jammu



Special Edition

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