



November 14, 2024

IUST holds Panel Discussion on 'Yuva Scheme and Development of Nano-Entrepreneurship in J&K'

Awantipora, November 13: The Islamic University of Science and Technology (IUST) organised a panel discussion on "Project Yuva Scheme and Development of Nano-Entrepreneurship in Jammu and Kashmir". Chaired by Prof. Ashok Aima, former Vice-Chancellor Central University of Jammu, and moderated by Prof. Parvez A. Mir, Director Centre for Innovation and Entrepreneurship Development (CIED), the session brought together experts, industry consultants to examine the prospects and challenges of Project Yuva, a government initiative aimed at fostering youth-led nano-entrepreneurship in the region.

The discussion delved into the region's unique entrepreneurial landscape, with a focus on the need for self-sustaining micro-businesses that cater to local communities. Prof. Ashok Aima emphasized on the importance of building local competencies for sustainable growth. He stated, that unless we develop local competencies, we are living in the fallacy of growth. His insights underscored the need for region-specific strategies that empower young entrepreneurs to contribute effectively to the economic landscape of Jammu and Kashmir.

Varun Kashyap, co-founder of LetsEndorse, spoke passionately about fostering a mass micro-entrepreneurship movement in India. He stressed that educational institutions play a crucial role in orienting the youth toward entrepreneurship and promoting participatory models of business. Kashyap highlighted the importance of creating a culture that encourages risk-taking and supports young entrepreneurs in overcoming the initial challenges of establishing small-scale enterprises.

Dr. Touseef Bhat, an industry consultant, emphasized on the role of the National Education Policy in cultivating an entrepreneurial culture. He advocated for the policy's full and effective implementation to equip youth with the skills and mindset needed for business innovation, particularly within the framework of Project Yuwa.

Er. Parvez Qalander, another industry consultant, highlighted the need for coherence among various policies affecting entrepreneurship in the region. He pointed out that conflicting industrial and startup policies can hinder progress, and called for alignment to create a more supportive environment for budding entrepreneurs.

The panel discussion on Project Yuva demonstrated IUST's commitment to addressing the challenges and opportunities in J&K's entrepreneurial ecosystem. Prof. Mir emphasized on the importance of policy alignment, the role of education, and community support in realizing Project Yuva's vision for nano-entrepreneurship. He said that the university is committed to partnering for implementation of such schemes.

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