Department of Management Studies
UNIVERSITY OF KASHMIR
North Campus, Delina Baramulla

No. F: (KFest)/NC/KU/2022
Dated: 27-3-22

IMBA students take part in Kashmir's First Ecological Entrepreneurship Festival

The IMBA students of DMS, North Campus from different semesters took part in Kashmir's First Ecological Entrepreneurship Festival held at Sagg Eco Village, Ganderbal on 27th of March, 2022. The Ecological Entrepreneurship festival which was first of its kind showcased Kashmir's success stories in the niche sub-sector. A Mumbai-based sustainable business consulting firm co-hosted the event. Various entrepreneurs shared their experiences with the students of the University. The entrepreneurs included Abdul Rashid Chadinoo (Aarafh Foods and Spices), Insha Mir (EcoKash), Tawfeeq Yousuf (Bee Tech Kashmir), Ms Zitin Munshi (Founder, Next Mile Co.). On the occasion, Dr Maleeha Gul, Coordinator IMBA Department, North Campus also shared her experience with the students in the discussion. The discussion was moderated by Fayaz Ahmad Dar, founder, Sagg Eco Village. The event began with an

List of el

S.no	Ite
1	V
2	
3	
4	
5	

ecological tour of the Village campus. Prof Shafi, Head, Department of Commerce, University of Kashmir also spoke on the occasion about interdisciplinary nature of education now, with the New Education Policy coming in. Fayaz Ahmad Dar founder of Sagg Eco Village concluded the panel discussion by stating the need for collaboration between academia, industry and society at large to help give an impetus to ecological entrepreneurship. There was a detailed round of questions and answers following the same. Key questions were focused on the role of innovation in business, building a USP and differentiation for a brand as well as marketing strategies along with the importance of sustainability guidelines for suppliers among businesses. The students were accompanied by Dr. Mubashir Majid Baba and Dr. Owais, faculty members of IMBA Department, North Campus, and University of Kashmir.

Coordinator, IMBA

Copy to:

- *Director, North Campus*
- *Programmer, NC* For uploading on website.
- *File*