

OFFICE OF THE PRINCIPAL
GOVERNMENT SRI PRATAP MEMORIAL RAJPUT COLLEGE OF COMMERCE
JAMMU- 180001 (J&K UT) - INDIA

Prof. Ranjeet Singh Jamwal

PRINCIPAL

E Mail : principal.spmrcollege@gmail.com

No. GSPMR/ColI/2021/



Phone/Fax : +91-0191-2580965 (O)

Mobile No : 09419119869(O)

Website : www.spmrcollege.org

Dated:

ADDITIONAL DOCUMENT 3.2.2

3.2.2: Total number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship year-wise during last five years

START UP AND INNOVATION

Start up India is an Initiative of the Government of India. The Campaign was first announced by Honorable Prime Minister Shri.Narendra Modi ji during his address on 15th August 2015.To promote the idea of start-up India, Jammu and Kashmir future talks were organized under the abled guidance of Prof Anju Bhasin for promoting the idea of Jammu as an Entrepreneurial Hub.

Start up club was initiated and started in the Department of Management studies, Govt SPMR College of Commerce on 26th October with 250 students from various stream along with Teacher In charge from constituent college of cluster university, Jammu. The main objective of the Startup club was to organize start-up related activities in the colleges and guide the students about various Government Incentives and policies for establishing Micro, Small and Medium Enterprises in the state.

Dear students in order to tackle the slowdown and set of new challenges posed on business globally, we need to rethink about our business strategies and the relevance they would hold in the world post Covid -19.Today the webinar organized is on the Theme "Entrepreneurial Opportunities post covid-19.I am extremely pleased to welcome Dr Isha Sharma from International Centre for Cross Cultural Research and Human Resource Management, University of Jammu.
Thank you

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REPORT ON START-UP ACTIVITIES

Startup India is an initiative of the Government of India. The campaign was first announced by **Hon'ble Indian Prime Minister, Sh. Narendra Modi** during his address on 15th of August 2015 at the Red Fort, New Delhi. The action plan of this initiative is based on the following three pillars:

1. Simplification and Handholding.
2. Funding Support and Incentives.
3. Industry-Academia Partnership and Incubation.

Honorable Minister of State for Education, Technical Education, Tourism, Culture, Department of Horticulture, Floriculture and Parks; **Hon'ble Smt. Priya Sethi Ji** and **Hon'ble Vice Chancellor** of four Universities located in Jammu for promoting the idea of Jammu as an Entrepreneurial Hub, "**Jammu and Kashmir Future Talks**" has been organized to generate awareness regarding the startup sector and the opportunities present across the world.

Objectives:

- i) To continue the idea of promoting Jammu as an „Entrepreneurial Hub“.
- ii) To organize an Interactive Question and Answer Session for the students to meet their start up queries.
- iii) To invite a guest from the start up industry to interact and talk with students.
- iv) To generate awareness regarding the opportunities present in the whole world.
- v) To suggest ways on how to tackle the best opportunity and how to get success in it.

For this purpose, Cluster University of Jammu appointed a Nodal Officer for conducting Start-Up related activities in the state.

The **Nodal Officer, Cluj** initiated a **Start –Up Club** in which Teacher In-charges were appointed from various constituent colleges along with minimum 50 students who would be a part of this club. The responsibility of the Teacher-Incharge would be to regularly organize Start-Up related activities in the college.

The Teacher In-Charges of the various constituent colleges were Prof. Suresh Sadotra (Govt. SPMR College of Commerce), Prof. Meenu Mahajan (GCW Gandhi Nagar), Prof. Meena

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Gupta (Govt. MAM College), Prof. Preeti Dubey (GCW Parade) and Prof. Sanjay Verma (GGM Science College).

Also, a student coordinator was appointed; Sahil Gupta of Govt. SPMR College of Commerce who would be an interface between the students and Nodal Officer and also helps in organizing various activities of the Start-Up Club.

<adding junior coordinator details of 1st sem>

FIRST JAMMU KASHMIR FUTURE TALKS

The first Jammu Kashmir Future Talks was inaugurated at Central University of Jammu on 27th of October, 2017, in which **Sh. Japan Vyas**, Venture Capitalist, Co-Founder; Sixth Sense Ventures had been invited as guest speaker to interact with students and he spoke on the topic, "How Venture Capitalists Think".

In order to inculcate spirit of entrepreneurship among students and community involvement in Union Government's ambitious initiative - Start-up, the state Government in collaboration with Jammu Kashmir Future Talks announced the launch of Official Logo designing competition for the initiative.

A formal announcement to this effect was made by Hon^{ble} Minister of State for Education, Technical Education, Culture and Tourism, Smt. Priya Sethi during her address in the First Future Talks.

Underlining the objective of the competition, the Minister said the initiative was taken to create a start-up eco-system in Jammu and Kashmir to bring aspiring minds on a common platform to help them grow. This contest is the first step in providing opportunities to the students of Jammu region, she added.

The Minister said that there is no dearth of talent in the state and this initiative will provide a suitable platform to the talented folks. Smt. Priya Sethi said that the winner will be awarded a sum of Rs 10,000 with felicitation during the next talk of Jammu Kashmir Future Talks in January, 2018 being hosted by the Cluster University of Jammu. All students of Jammu, irrespective of stream, but studying in higher education can submit their entries. Explaining the rules and regulations of the competition, Smt. Shakun Sethi, Convener of Jammu Kashmir Future Talks elaborated that the design of logo should represent a suitable tag line highlighting the objective of the initiative.

The current event was part of the first stage which involves organising interactions of students with established businessmen, investors and thought leaders.

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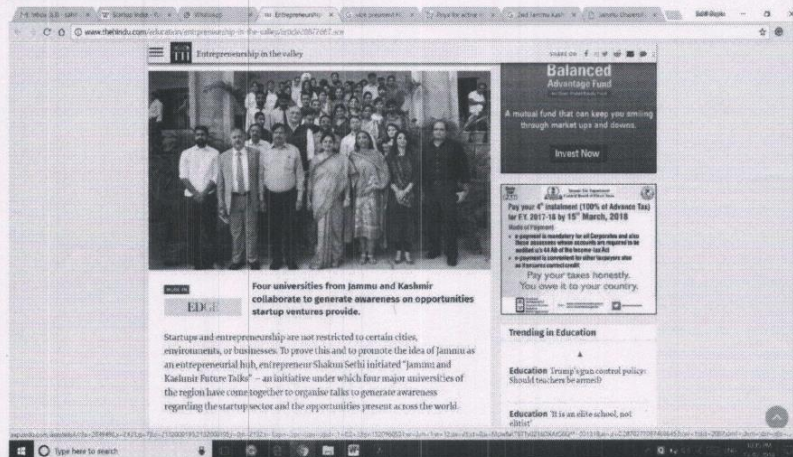
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EVENT PICTUREE



Students posing for a group photograph along with the Hon'ble Smt. Priya Sethi Ji, Hon'ble Vice Chancellors of Four Universities, Resource Person and Convener Ms. Shakun Sethi.

PRESS RELEASE



SECOND JAMMU KASHMIR FUTURE TALKS

In the second Future Talk hosted by University of Jammu on 13th of November, 2017 in the Auditorium of the Department of Computer Sciences and Information Technology, the main

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resource person was **Mr. Apurva Chamaria** currently Vice President and Head of Corporate Marketing for HCL Technologies, veteran Angel Investor, author and thought leader.

In this two hour long interaction with young students of Jammu, Mr. Chamaria exhorted the students to take up entrepreneurship rather than go looking for jobs. Initiating the discussion and subsequent interventions with stories, he encouraged students to start their own ventures immediately. He pointed out that top companies are now looking for the spirit of entrepreneurship in candidates they interview for employment. Thus he argued that that it would be more sensible to use that spirit for oneself than for someone else.

The students who came from the various universities of Jammu division including the University of Jammu, Central University of Jammu, Govt. SPMR College of Commerce, Baba Ghulam Shah Badshah University Rajouri participated enthusiastically in these discussions and discussed their business ideas with Mr. Chamaria and sought advice about how to start a business. Mr. Chamaria also sought to know from the students what existed in Jammu that could be exploited for commercial purposes. He also discussed the difficulties inherent in these potential ventures as brought out by the students and asked them to see these difficulties as opportunities which when exploited would be immensely rewarding.

Earlier, the talk was initiated by Ms. Shakun Sethi, Founder, Dizuna Communications and the Nodal person for Jammu Kashmir Future Talks who spoke briefly on how Jammu Kashmir Future Talks came about and introduced the speaker to the audience.

EVENT PICTURE



Students posing for a group photograph along with the resource person and Convener Ms. Shakun Sethi.

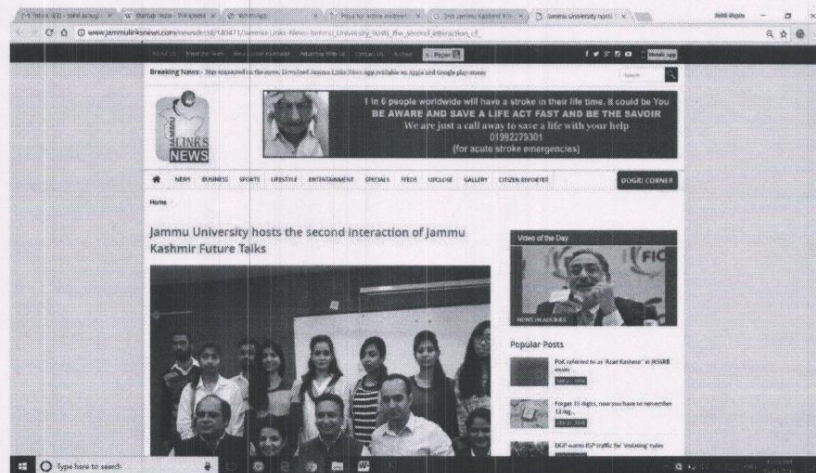
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THIRD JAMMU KASHMIR FUTURE TALKS

The 3rd Jammu Kashmir Future Talk had been hosted by Cluster University Jammu on **22nd of January, 2018** at **GCW Gandhi Nagar, Jammu** towards promoting **Entrepreneurship, Enterprise and Employability** for the young learners of Jammu.

JK Future Talks is an umbrella initiative of five major universities of the region namely Jammu University, Central University Jammu, SMVDU, BGSU and Cluster University Jammu coming together to generate awareness and organize talks to educate and motivate the young learners towards the start-up sector where-in technical experts from different fields will be sharing their knowledge and experiences with the young students.

Smt. Priya Sethi, Hon'ble MOS (Education, Technical Education, Tourism, Culture, Department of Horticulture, Floriculture and Parks), J&K Govt. was the Chief Guest on the occasion. She emphasised that the Future Talks is an initiative to broaden the knowledge horizons of the students towards realising their potential and helping them to transform their dreams into reality. She further mentioned that there is no shortcut to hard work and success needs more effort than luck alone. She assured her full support to the universities for carrying forward this platform towards developing Jammu as an entrepreneurial hub.

Prof R D Sharma, Vice Chancellor, University of Jammu in his address stated that there are ample entrepreneurial opportunities lying in the region of Jammu and Kashmir especially in the field of horticulture, tourism, and handicrafts and suggested the creation of start-up cells for expert guidance on the grave issues of students. He said that it is imperative for a change in the mind sets of parents and students, so as to move away from the so called „social security“ of govt. jobs and as academicians and mentors, we have to redesign the curriculum and make skill based courses compulsory.

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Prof. Ashok Aima, Vice Chancellor, Central University Jammu in his address appreciated the initiative that will bring to fore the un-trodden entrepreneurial opportunities lying in the region there by making Jammu conducive to growth. He added that by the time students" graduate, they should be able to venture into the business of their choices and capabilities. He suggested that linkages should be created with corporate partners.

Prof. Anju Bhasin, Vice Chancellor, Cluster University Jammu in her address encouraged the students to become employers rather than employees, also for creating more employment opportunities and playing effective roles in sharing social responsibilities. She asserted that universities should be willing to promote entrepreneur climate by inter-campus collaborations with dedicated work space in the universities and also emphasised that we should think about reshaping the curriculum to face the real world challenges. She added that Cluster University Jammu envisions enhancing the multiple skills of our young minds towards developing their future prospects, both progressively and productively.

Earlier in her opening remarks **Ms. Shakun Sethi, Managing Director, Dizuna Communications** stated that start-ups are not restricted to certain cities, or environments but the idea is also to break the bias associated with this region. She emphatically stated that the world should know that there is more to J&K than the political unrest and violence shown in media.

Sh. Prasoon Gupta, Director and Co-Founder, SATTVIKO in his key note address, shared different mantras with students helping them to become highly professional entrepreneurs in this most competitive business world. He said that through these programmes, students should broaden their knowledge vistas and work with zeal and focus towards the achievement of their goals. Entrepreneurship is all about self-motivation.

In the interactive session a number of queries related to Entrepreneurship and Employability by the students were addressed by the Resource person with clarity and content, much to their satisfaction.

The logo of **Sahil Gupta of Department of Management Studies, Govt. SPMR College of Commerce; Jammu** designed for Jammu Kashmir Future Talks had been adjudged the best and unveiled by **Smt. Priya Sethi** along with a cash prize of **Rs 10000** to the winner which was announced earlier in the 1st Future Talk by the MOS.

Prof. Anju Bhasin applauded the Principal of the winning college, **Prof. Romesh Chander**; Principal, Govt. S.P.M.R. College of Commerce, Jammu for always encouraging the students and to continue to do so in the future also.

The programme was organised under the able guidance of **Prof Poonam Dhawan, Dean Academic Affair; Cluster University Jammu**, also present on the occasion. **Dr. Jatinder Khajuria, Registrar Cluj**, **Prof. S.P. Sharma**, **Prof. Naresh Gupta**, **Prof. Geetanjali Andotra Raina**; Deans of various schools, Cluj, Principals of Constituent Colleges, Principal, GCW Parade, President CTA, faculty from different colleges.

The Welcome address was given by **Prof. Twinkle Suri, Dean Student Welfare; Cluj** and vote of thanks was proposed by **Prof. Bharti Slathia, Nodal Officer; Cluj**. The event was compared by **Prof. Revika Arora, GCW, Gandhinagar**.

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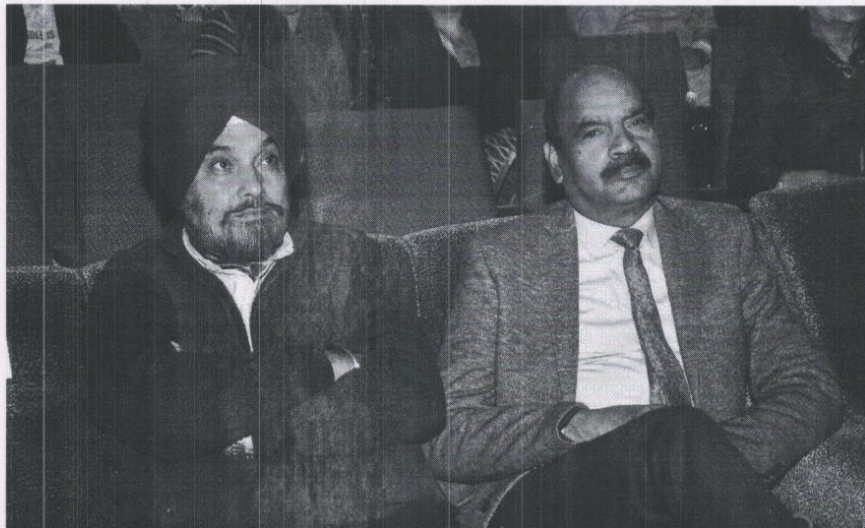
Phone/Fax : +91-0191-2580965 (O)
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EVENT PICTURES



Smt. Priya Sethi Ji, while addressing the students during 3rd Jammu Kashmir Future Talks.



Prof. Romesh Chander, Principal; Govt. S.P.M.R. College of Commerce, Jammu while 3rd Jammu Kashmir Future Talks (on the right)

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Smt. Priya Sethi Ji, unveiling the logo of the winning student along with Prof. Ashok Aima, Vice Chancellor; Central University, Jammu (on the left) and Prof. Anju Bhasin, Vice Chancellor; Cluster University Jammu (on the right).



Smt. Priya Sethi Ji, awarding Sahil Gupta (student of Department of Management Studies; Govt. S.P.M.R. College of Commerce, Jammu) with 'Certificate of Merit and a cash prize of Rs. 10,000' who have been adjudged winner of the Logo Competition.

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Prof. Poonam Dhawan (*Dean Academic Affairs, Cluj*) while presenting the Bamboo Bouquet to Ms. Shakun Sethi (*MD; Dizuna Communications*) during the 3rd Jammu Kashmir Future talks (*from left to right*)



Mr. Prasoon Gupta (*Co-Founder and MD; SATVIKO*) while addressing the students.

MEDIA COVER

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TUESDAY, JANUARY 23, 2018 (PAGE 7)

Priya asks youth to be job creators instead of job seekers

**Launches Future Talks logo*

Excelsior Correspondent

JAMMU, Jan 22: Minister of State for Education and Tourism, Priya Sethi today exhorted upon youth to avail the benefits of the Start Up India scheme to become job creators instead of job seekers.

The Minister said this during 3rd Jammu and Kashmir Future Talks 2018 programme hosted by Cluster University Jammu at Government College for Women Gandhi Nagar here.

Under STARTUP INDIA campaign, incentives like Tax exemption for three years, Rs.10,000 crore corpus fund to support to start ups and 80% reduction in patent registration fee are exemptions given by the Government. The Minister also stressed that such opportunities are available to the youth and they should avail these optimally.

The Minister appreciated the efforts of colleges and universities of the State for promoting

that universities should be willing to promote entrepreneur climate by inter-campus collaborations with dedicated works pace in the universities and also emphasized that we should think about reshaping the curriculum to face the real world challenges.

Prof R D Sharma, Vice Chancellor, University of Jammu in his address stated that there are ample entrepreneurial opportunities lying in the region of Jammu and Kashmir especially in the field of horticulture, tourism, and handicrafts and suggested the creation of start-up cells for expert guidance on the grave issues of students.

Prof Ashok Aima, Vice Chancellor, Central University Jammu in his address appreciated the initiative that will bring to fore the un-trodden entrepreneurial opportunities lying in the region there by making Jammu conducive to growth. He added that by the time students graduate, they should be able to venture into the business of their choices and capabilities. He suggested that linkages should be created with corporate partners.

The programme was organised by Prof Poonam Dhawan, Dean Academic Affairs, Cluster University of Jammu (CUJ).

Dr. Jatinder Khajuria, Registrar CUJ, Deans of various schools CUJ, Principals of Constituent Colleges, teaching faculty from different colleges, students from Colleges and Universities of Jammu region were also present on the occasion.



MoS Priya Sethi awarding certificate to a participant during launch of 3rd Future Talk on Monday.

She expressed hope that Future Talks 2018 programme will help to promote vistas of entrepreneurship and employability in the State.

The Minister exhorted upon students to explore the entrepreneurial avenues as both the State and Central Government have announced number of schemes for them. She added that Prime Minister has launched STARTUP INDIA campaign with the aim to foster entrepreneurship in the country with special focus on youth.

entrepreneurship culture among the students within campuses. She informed that as per recent NASSCOM report India ranks third in Global Start Up eco-system with more than 7000 new age companies and 75% of the founders are less than 35 years old. "You all are the leaders of tomorrow, ones who will be grappling with great challenges facing our nation and the world", she said.

Prof Anju Bhasin, Vice Chancellor, Cluster University Jammu in her address asserted

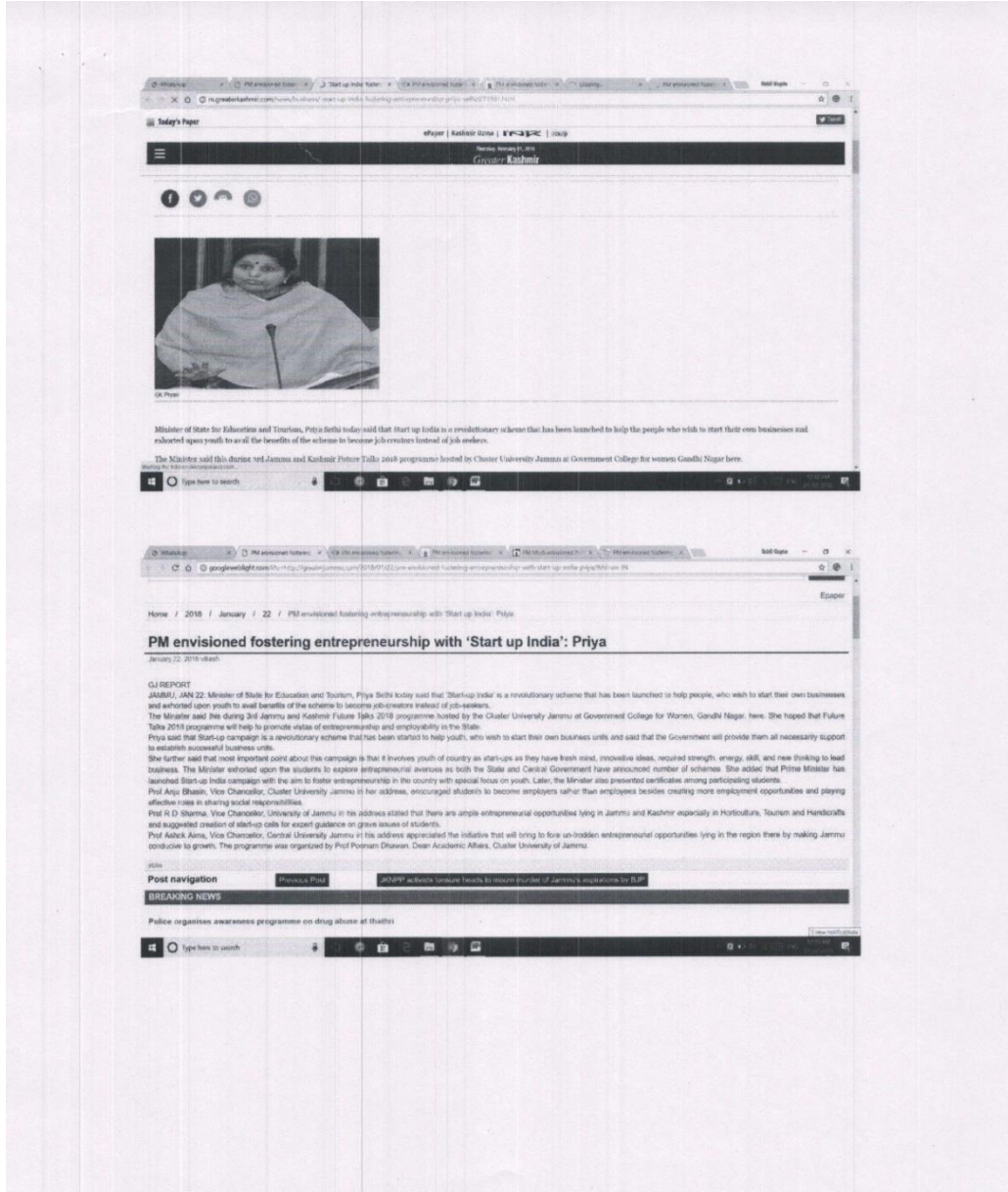
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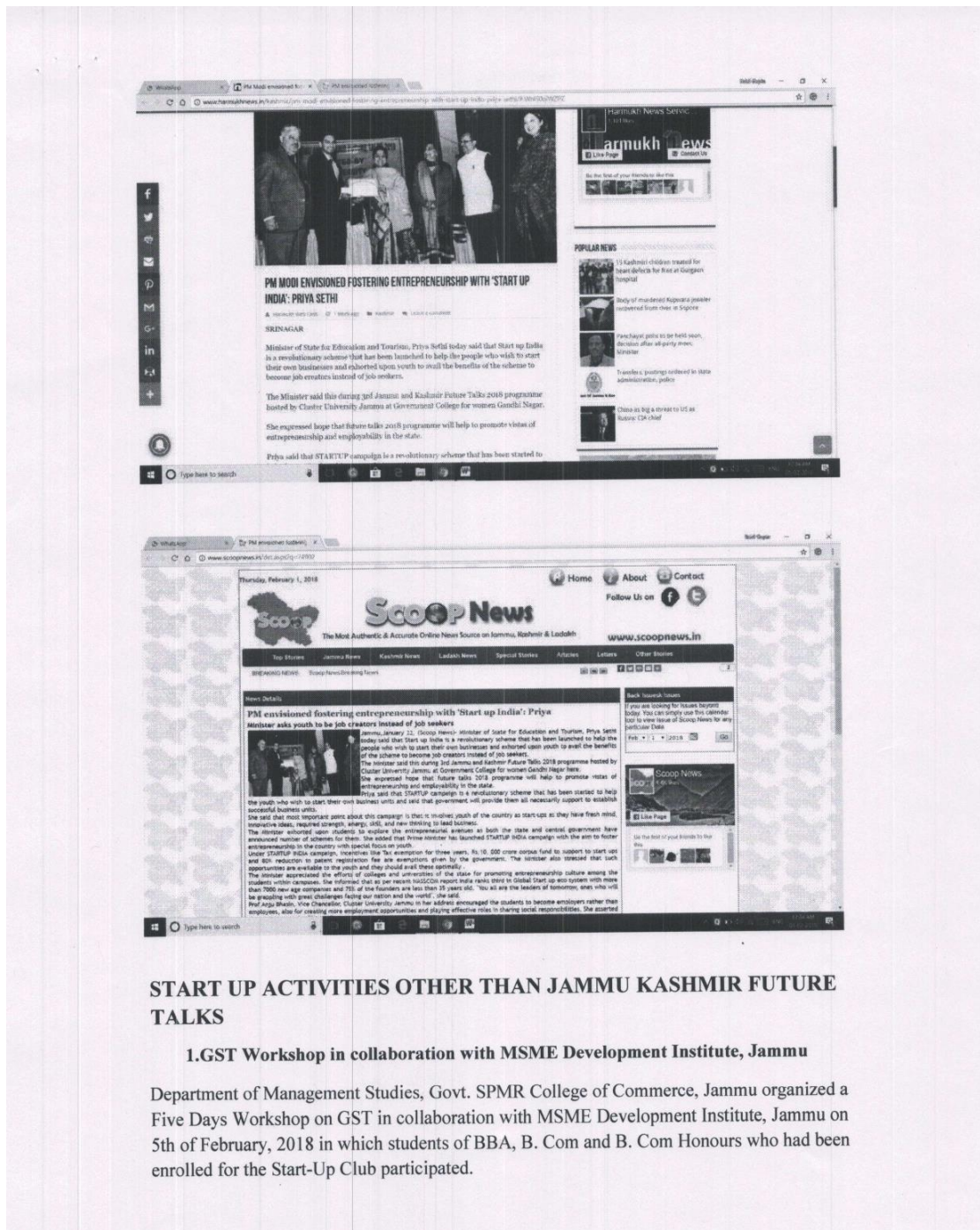


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START UP ACTIVITIES OTHER THAN JAMMU KASHMIR FUTURE TALKS

1.GST Workshop in collaboration with MSME Development Institute, Jammu

Department of Management Studies, Govt. SPMR College of Commerce, Jammu organized a Five Days Workshop on GST in collaboration with MSME Development Institute, Jammu on 5th of February, 2018 in which students of BBA, B. Com and B. Com Honours who had been enrolled for the Start-Up Club participated.

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The Programme Coordinator from MSME, Vinu Jee Koul who spoke about the importance and relevance of GST in the current market ecosystem and highlights the need of its training for the students.

The students of the Start-Up Club under the supervision of Teacher In-Charge, Start-Up Club; Prof. Suresh Sadotra (Department of Management Studies) were enriched with new taxation reforms and its mechanism.

START-UP ACTIVITIES IN THE PAST

Department of Management Studies, Government SPMR College of Commerce, Jammu had been organizing a lot of Start-Up Activities in the past before this initiative in order to linked students with the Industrial Sector and to motivate them to start their own ventures.

List of Start-Up Activities in the session 2017-18

1. Interactive Session with Ms. Sana Khan KAS :

On 25th of August, 2017, Government SPMR College of Commerce Jammu, organized an Interactive Session with Sana Khan KAS, District Information Officer, an Alumni of BBA Department of the College. She spoke on length about Career Opportunities for BBA students. She discussed in details about various schemes of the Government for developing industries and to become entrepreneur. Areas covered by Ms. Sana Khan were Start-up India, Digital India, Skilled India and Industrial policy 2013.

Principal of the college, Prof. Romesh Chandra appreciated the guest for enlightening the students about entrepreneurship and Industrial Policy (2013).

2. GST reports submitted to Addition District Development Commissioner, Jammu

Two teams of Department of Management Studies in which the Team Leader were Sahil Gupta and Swyam Duggal (students of BBA Sem 5th) who conduct a survey among the Business Man, Industrialists and Companies to prepare a report on the issues faced by them and their suggestions on implementation of Goods and Sales Tax on the direction of Ms. Anuradha Gupta KAS (ADDC, Jammu).

The objective of this activity is to make students aware about the new taxation system and interact with various Industrialists of Jammu District in order to learn about the working of their Start-Up ventures and the problems in running business because of the implementation of GST.

3. GST Reports Presentation

Department of Management Studies of Govt. SPMR College of Commerce, Jammu organized Presentation on G.S.T Survey on 11th of October, 2017. Director Horticulture (KAS) Ms. Anuradha Gupta was the Chief Guest on the occasion and Mr. Gaurav Gupta, Secretary Chamber of Commerce and Industry, Jammu was the Guest of Honour.

The presentation was based on survey conducted by students of the department in the month of August as per the directions given by ADDC (Additional District Development Commissioner) to understand the awareness amongst the masses about the GST (Goods and

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Services Tax. Director Horticulture (KAS) Anuradha Gupta applauded the efforts of students of Govt. SPMR College of Commerce and advised the students to continue with such enriching activities in the near future.

Gaurav Gupta, Secretary CCI, Jammu stressed the need for interaction of students with industry and appreciated the step in the right direction and also assured the whole hearted support of CCI in this regard. The Students of BBA sem V, sem III and sem I participated in the session.

Prof. (Dr.) Romesh Chander, Principal S.P.M.R College in his address encouraged the students to participate in such programs so that they are able to feel comfortable and knowledgeable when they go in the market. He thanked the Chief Guest Anuradha Gupta for providing the research and the learning opportunities to the students of BBA.

OUTCOMES OF THE START UP ACTIVITIES

1. Students have been well groomed about what does a Start-Up means and how to start a venture.
2. Students have been well guided about various Government Incentives and Policies for establishing Micro, Small and Medium Enterprises in the state.
3. The risk of loss in starting a venture seems reduced among the students and many students started working on their business ideas.
4. Student's motto of being Job Seeker has been changed to Job Maker.
5. The queries of students have been well handled by the resource persons from Industrial Sectors in the JK Future Talks.
6. Many legalities of starting a venture have been discussed with students in every JK Future Talks.
7. Students have been provided with full support of Convenor Ms. Shakun Sethi to approach investors for funding.

FUTURE START-UP ACTIVITIES

Nodal Officer, Cluj have planned the following activities in the future:

1. EDP Workshop in collaboration with LinkedIn Canada in the month of April.
2. Business Proposal Competition

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