

Workshop on "Tourism Entrepreneurship for Peace and Development in J&K"

22-09-2018: The College in collaboration with JKEDI organised a One day workshop on entrepreneurship development program under the aegis of ICSSR project titled "Tourism Entrepreneurship for Peace Building in Jammu and Kashmir".

The resource persons for the workshop were Dr Manik Arora, Assistant Professor, School of Hospitality & Tourism Management, University of Jammu and Vaibhav Sharma, CEO- "TravelersDost" and "The Himalayas 360". The objective of the workshop was to emphasize upon inculcating entrepreneurship skills among the students and build a robust entrepreneur ecosystem in Jammu and Kashmir. Prof. (Dr) Udhay Bhanu, Principal, Government Degree College, Udhampur welcomed the organizing team and exhorted the students to take entrepreneurship as employment option. He said the time has come where the country needs the employment generators than the employment seekers.

Dr. Suvidha Khanna, Assistant Professor, SHTM, University of Jammu and Project Director, ICSSR project, emphasized upon the relevance of tourism entrepreneurship in the overall peace building in the state. She stressed that the students should develop the vision to be entrepreneurs, especially in the arena of tourism. This workshop aimed at creating an impact and induce the potential entrepreneurs to start at young age.

Dr. Manik Arora, Assistant professor, SHTM JU emphasized on tourism potential of Jammu and Kashmir. He shared ways to utilize social media and digital media for tourism promotion in J&K.

Mr Vaibhav Sharma discussed the traits to become a successful entrepreneur and gave an insight into the whole concept of First generation Tourism entrepreneurship. He also emphasized that students can play a vital role in providing tourism products viz. local culture, heritage, cuisine, etc. by citing real life examples. He empowered students by sharing his personal journey and discussed the attributes required for being successful First generation entrepreneurs.

The proceedings of the program were carried out by Dr Vipul Chalotra, HOD Commerce. Other Faculty members who participated in the workshop were Prof. Suresh Kumar Dogra, Prof. Kamal Kishore, Deptt. Of Physics, Mr. Ajay Kumar, Ms. Pallavi Bhagat, Mr. Kaku Ram, Asstt. Professor, Deptt of Business Administration, Ms. Shamshad Bibi and Mr. Pardeep Kumar,





GOVT. DEGREE COLLEGE, UDHAMPUR
INTERNAL QUALITY ASSURANCE CELL



A Report on "Tourism Entrepreneurship Workshop for Peace and Development in J&K"

Udhampur, Sept 22: One day workshop on entrepreneurship development program was organized under the aegis of ICSSR project titled "Tourism Entrepreneurship For Peace Building in Jammu and Kashmir" in collaboration with Jammu & Kashmir Entrepreneurship Development Institute and our college.

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Coordinator IQAC


PRINCIPAL
