

CHAPTER-2

The Campaign

2.1. Introduction

The campaign for the National Conference on the Role of Academic-driven Startups in Developing the Economy of J&K was initially spontaneous, growing organically as the concept gained traction. The message of this educational initiative resonated deeply with the public, generating an overwhelming response that necessitated a more structured and proactive approach to outreach.

Recognizing the need to amplify this enthusiasm, the campaign was spearheaded through strategic press conferences and a comprehensive invitation drive. Prominent educationists, influential community members, and key stakeholders who have significantly contributed to the field of education were personally invited.

To ensure wide-reaching impact, the campaign employed both personal invitations and digital outreach. Zonal and District Coordinators facilitated over 4,000 personal invitations across more than four states and three Union Territories. Additionally, an extensive email campaign was launched, distributing over 10,000 invitations nationwide. This digital outreach targeted a diverse audience, from bureaucrats and influencers to change makers, lawmakers, academicians, education ministers, chief ministers, cabinet ministers, and even the Prime Minister and President of India.

The primary goal of this expansive invitation campaign was to raise awareness and generate widespread support for the RASE Conference initiative. While it is challenging to capture the entire campaign visually within a single chapter, subsequent sections provide detailed insights into the geographic reach and volume of invitations sent. Sample visuals are also included to illustrate the breadth and impact of the campaign.

2.2. Invitations

The invitation campaign planned and executed in inaugural edition of RASE Conference was one of its kind across the globe. The methodology of inviting the dignitaries through Placards, releasing the brochure with each dignitary and presenting the kit in eco-friendly RASE Conference bags was not only liked by each and everyone but also the novelty of the campaign was appreciated. A total number of personal invitations given across different districts of 4 states and 3 UTs are described in subsequent sections.

2.2.1. Personal Invitations

2.2.1.1. Jammu & Kashmir

Jammu & Kashmir was the 1st UT of North Zone where massive personal invitations were rendered to the educationists, academicians, change makers and politicians. More than 2K invitations were given in various districts of Jammu & Kashmir. Samples of the pictorial campaign are depicted here



Dr. Thakur SKR and Dr. Vijay Sharma inviting Prof. Aijaz, Chemistry at University of Kashmir, Srinagar.



Dr. Thakur SKR and Mr. Vijay Nadda inviting Prof. Shakeel Ahmed Romshoo, Vice Chancellor, Islamic University of Science and Technology (IUST) Kashmir.



Dr. Thakur SKR and Dr. Praveen Sharma inviting Mr. Manzoor Ahmed



Dr. Thakur SKR, Dr. Jitesh, and Dr. Praveen Sharma inviting Mohammad Nazir and Mr. Shakir Nazir.



Dr. Thakur SKR, Dr. Jitesh, Dr. Vijay, Dr. Jitendra and Dr. Praveen inviting Dr. Mahendra Kumar Verma, Director, CITH, Srinagar.



Dr. Thakur SKR and Dr. Vijay Sharma inviting Mr. G N War, President, Jammu Kashmir Private Schools Association



Dr. Thakur SKR and Dr. Vijay Sharma inviting Mr. Saurabh Bhagat, IAS, Secretary, DST.



Dr. Thakur SKR and Dr. Vijay Sharma inviting Dr. N.K. Bhatia, Director, Silk Board of Ministry of Textile.



Dr. Thakur SKR inviting Dr. Parikshat Singh Manhas, Chairman, Board of School Education, J&K and Director, SCERT



Dr. Thakur SKR and Mr. Vijay Nadda, Mr. Deshraj, Prof. Manjit Bansal and Prof. Vijay Sharma inviting Prof. Ravindranath, VC, Central University of Kashmir



Dr. Waheed and Mr. Pradeep Kumar inviting Prof. Ghulam Jeelani Qurashi, Principal, SP College, Srinagar



Dr. Waheed and Mr. Pradeep Kumar inviting Principal, Government Girls' Higher Secondary School Kothibagh, Srinagar



Dr. Waheed and Mr. Pradeep Kumar inviting Principal Government, S P Higher Secondary School, Srinagar



Dr. Waheed and Mr. Pradeep Kumar inviting Prof. Ajaz Bashir, Principal Amar Singh College, Srinagar



Dr. Waheed and Mr. Pradeep Kumar inviting Principal Government, Women's College MA Road, Srinagar

2.2.1.2. Punjab

Punjab was the 1st state of North Zone where massive personal invitations were rendered to the educationists, academicians, change makers and politicians. More than 0.2K invitations were given in various districts of Punjab. Samples of the pictorial campaign are depicted here.



Dr. Thakur SKR, Mr. Vijay Nadda, and Mr. Paritosh Jain inviting Prof. Dulal Panda, Director, NIPER Mohali.

2.2.1.3. Chandigarh

Chandigarh was the 2nd UT of North Zone where massive personal invitations were rendered to the educationists, academicians, change makers and politicians. More than 0.1K invitations were given in various Places of Chandigarh. Samples of the pictorial campaign are depicted here.



Dr. Thakur, Mr. Vijay Nadda and Prof. Mohit Tyagi inviting Prof. Baldev Setia, Director, PEC Chandigarh.

2.2.1.4. Delhi

Delhi was the 3rd UT of North Zone where massive personal invitations were rendered to the educationists, academicians, change makers and politicians. More than 300 invitations were given in various districts of Delhi. Samples of the pictorial campaign are depicted here.



Dr. Thakur SKR and Mr. Amit Saini inviting Dr. Deep Prakash, Branch Secretariat, Department of Atomic Energy



Dr. Thakur SKR, Prof. Kaushal Kumar Sharma, Mr. Vikas Kumar and Mr. Ashish Singh inviting Mr. Giriraj Singh, Union Minister of Textiles



Dr. Thakur SKR, Mr. Amit Saini and Mr. Rajesh Kumar Pathak inviting Dr. Jitendra Singh, Union Minister of Science and Technology, Delhi



Dr. Thakur SKR, Mr. Vijay Nadda, Mr. Deshraj Sharma inviting Prof. Santishree Dhulipudi Pandit, Vice Chancellor, Jawaharlal Nehru University, Delhi.

2.2.1.5. Maharashtra

Maharashtra was the 1st state of West Zone where massive personal invitations were rendered to the educationists, academicians, change makers and politicians. More than 300 invitations were given in various districts of Maharashtra. Samples of the pictorial campaign are depicted here



Dr. Thakur SKR and Prof. Kaushal Kumar Sharma inviting Mr. Vishad Mafatlal, Chairman and Managing Director, Naveen Fluorine International Limited, Mumbai.

2.2.1.6. Gujrat

Gujrat was the 2nd state of West Zone where massive personal invitations were rendered to the educationists, academicians, change makers and politicians. More than 300 invitations were given in various districts of Gujrat. Samples of the pictorial campaign are depicted here



Dr. Thakur SKR and Dr. Neeraj Naithani inviting Prof. Anupam Shukla, Director, NIT Surat.



Dr. Thakur SKR inviting Prof. M.S. Panvi, Vice Chancellor, Birsa Munda Tribal University Rajpipali.



Dr. Thakur SKR and Dr. Neeraj Naithani inviting Dr. Radheshyam, President, NFIL Surat



Dr. Thakur SKR and Dr. Neeraj Naithani inviting Prof. K.N. Chavda, Vice Chancellor, Veer Narmad South Gujarat University, Surat



Dr. Thakur SKR inviting Dr. Nishad Deshpande, HOD, Applied Science Department, IIIT Surat.

2.2.1.7. Rajasthan

Rajasthan was the 2nd state of North Zone where massive personal invitations were rendered to the educationists, academicians, change makers and politicians. More than 300 invitations were given in various districts of Rajasthan. Samples of the pictorial campaign are depicted here



Dr. Thakur SKR and Dr. Neeraj Naithani inviting Dr. Sushant Upadhyay, HOD, Chemical Engineering, NIT Jaipur

2.2.2.E-mails

Throughout Bharat, more than 10,000 invitations were sent to the dignitaries via email for the purpose of invitations in RASE Conference. The breakup of these emails is depicted in the Table

Sr. No.	Particulars	Sent via E-mail
1	Companies	2990
2	National Institute	160
3	Chief Ministers	30
4	Governors	31
5	Education Ministers & Secretaries	91
6	Union Ministers, PM, VP,	105
7	Spiritual Leaders	1022
8	Politicians	2535
9	You tubers	1597
10	Singers	724
11	Universities	1083
12	Organizations	198
Total no. of e-mails		10517

2.3. Conclusion

The campaign for the National Conference on the Role of Academic-driven Startups in Developing the Economy of J&K stands as a testament to the power of grassroots mobilization and strategic outreach. What began as an unplanned initiative quickly transformed into a nationwide movement, driven by the enthusiasm and commitment of individuals passionate about education and innovation.

Through a combination of personal invitations and an extensive email campaign, the message of the RASE Conference reached a vast and diverse audience. The collaborative efforts of Zonal and District Coordinators ensured that over 4,000 personal invitations were delivered across multiple states and Union Territories. Simultaneously, the digital campaign expanded the reach to over 10,000 key stakeholders, including bureaucrats, influencers, change makers, lawmakers, academicians, and top government officials.

The overwhelming response to the campaign highlights the collective desire for educational reform and innovation. By engaging a wide array of participants, from local educators to national leaders, the campaign effectively built a foundation of support for the conference. This widespread engagement not only raised awareness but also fostered a sense of community and shared purpose among all involved.

In summary, the campaign's success underscores the importance of strategic outreach and the power of collective action. The detailed coverage of the campaign in this chapter, supported by sample visuals, provides a glimpse into the extensive efforts and the broad impact achieved. The momentum generated by this campaign set the stage for a successful and impactful RASE Conferences, paving the way for future initiatives aimed at driving educational excellence and economic development.