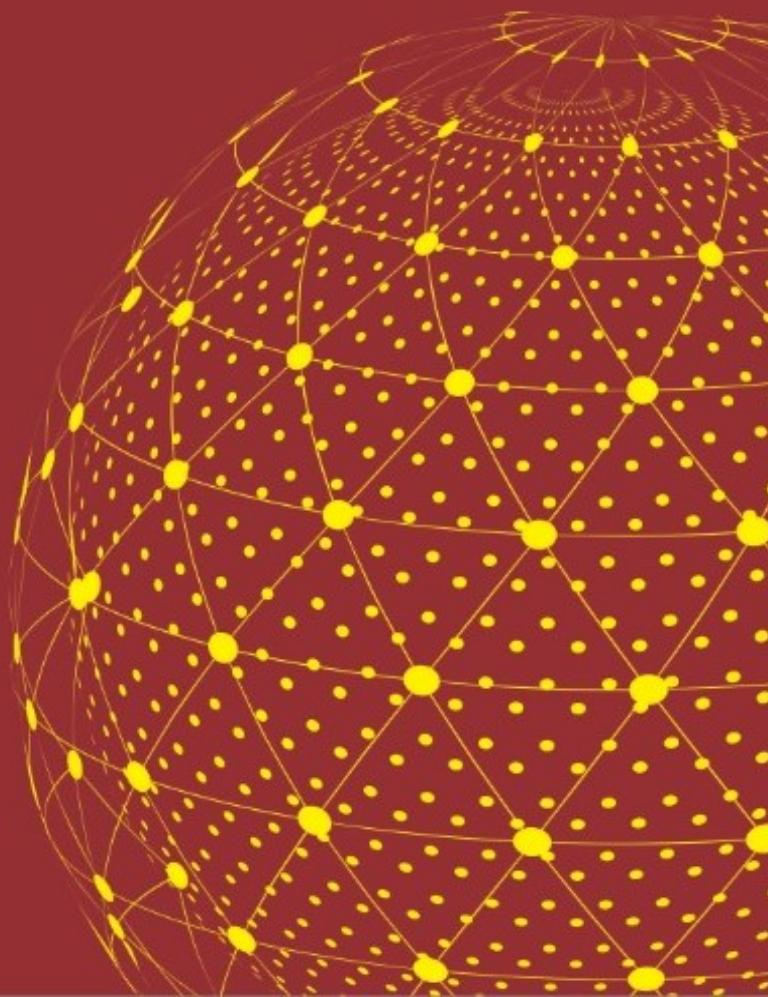


Role of Academic Driven Startups in Developing Economy of Jammu & Kashmir

Edited by
Dr. Vijay Kumar Sharma
Dr. Thakur Sudesh Kumar Raunija



ROLE OF ACADEMIC DRIVEN STARTUPS IN DEVELOPING ECONOMY OF J&K

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Dr. Vijay Kumar Sharma

&

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Proceeding of RASE Conferences 2024



Department of Holistic Education

Proceeding of

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Department of Holistic Education

The foundation of the Department of Holistic Education (DHE) is rooted in the ideology that education should extend beyond academic institutions. Vidya Bharti, the largest educational NGO globally, established a dedicated think tank Department comprising professionals from diverse fields such as academia, bureaucracy, higher and school education, society, scientists, and other experts like advocates and chartered accountants. DHE was conceptualized in 2021 by visionary ISRO scientist Dr Thakur SKR under the guidance of educationist and social reformer Mr. Vijay Kumar Nadda, Organising Secretary, Vidya Bharti - North zone as a pilot project under Vidya Bharti Punjab. Recognizing its remarkable growth and contributions to education, it was elevated to an independent organization under the auspices of Vidya Bharti Institute of Training and Research Trust.

Currently, DHE operates under the trust's umbrella. With 25 dedicated cells led by coordinators, DHE spearheads various initiatives aimed at transforming the education system. These include groundbreaking projects such as E-cycle, Punjab Super 100, Tredul, Sarvatr, Holistic Harbour, PoojaWala, TuDu, Swadeshi Bazaar, Jobs360^o. DHE has also revived the glorious saga of having dedicated Kumbh/Mahakumbh for each major issue of society prevailing in ancient Bharat by creating annual large-scale events in the form of Shiksha Mahakumbh and Shiksha Kumbh, attracting dignitaries and stakeholders from diverse fields. Additionally, DHE laid foundation of a quarterly journal called "Viksit India," covering a wide range of educational topics to make Bharat a self-reliant hub in terms of educational and scientific publication. The Department comprises 310 professionals from diverse backgrounds who are volunteering their service to shape the nation through education apart from 4 full-time employees and 20 graduate engineer trainees.

The Department of Holistic Education, Vidya Bharti, stands at the forefront of a noble mission to promote education rooted in Bhartiya values and culture on a global scale. With unwavering dedication spanning several decades, we have been committed to ensuring the welfare of all through holistic education. This journey has seen the successful launch of the "Shiksha Mahakumbh" initiative, which made its historic debut in June 2023, with the inaugural session held at NIT Jalandhar, marking a momentous stride in our quest to reimagine education.

Owing to the overwhelming demand from educational institutions to host future editions of Shiksha Mahakumbh, we are thrilled to announce that the quota for this groundbreaking initiative has been booked until 2025. However, we recognize the pressing need to reach every corner of our educational ecosystem and maintain the momentum of Shiksha Mahakumbh's transformative impact.

To this end, we introduce "Shiksha Kumbh," a groundbreaking concept designed to complement Shiksha Mahakumbh and ensure that the light of education reaches every institution. The first edition of Shiksha Kumbh is scheduled to take place at NIT Kurukshetra in December 2023. This event represents a focused and area-specific effort, allowing us to concentrate on select groups and address unique challenges while upholding our commitment to holistic and culturally rooted education.

Forward

RASE Conferences – 2024 stands as a commendable initiative undertaken by the Department of Holistic Education at Srinagar, bringing together academia, intelligentsia, educationists, policymakers, and various stakeholders in the education ecosystem. The event has been a significant success, uniting around one thousand participants from across the country, particularly from J&K, to engage in discussions on Role of Academic driven Startups in developing Economy of J&K against the backdrop of the National Education Policy (NEP) and National Curriculum Framework (NCF). This serves as a crucial catalyst for the correct implementation of the national education policy.

As an active participant, I had the opportunity to interact with numerous academicians and luminaries. Their wholehearted involvement throughout the two-day program was truly exceptional. I am optimistic that the commitment to perpetuate RASE Conferences as an annual event will materialize, fostering societal education and continued engagement in policy implementation.

I extend my congratulations to all the visionaries and missionaries who contributed to making this grand event a memorable one. May your recollection encapsulate the essence of all proceedings, deliberations, interactions, guidance, and panel discussions. My heartfelt appreciation goes to all the individuals who dedicated their efforts to this Maha Vidya Yajna. I also extend my greetings to the readers of the proceedings of the inaugural RASE Conferences.

D. Ramakrishna Rao
President,Vidya Bharati

Forward

With immense pleasure and pride, I extend my warmest greetings to all participants of the RASE Conferences and readers of its proceedings. This noteworthy initiative, presented in six comprehensive chapters, encapsulates the collective efforts, aspirations, and accomplishments of educators, institutions, and visionaries dedicated to transforming education in Bharat.

Education lies at the heart of our nation's progress, and initiatives like the RASE Conferences serve as guiding lights, illuminating the path toward excellence. The varied topics covered in these chapters, ranging from media campaigns to the establishment of Centers for School Education Studies in Institutes of National Importance, underscore the diverse nature of education's challenges and opportunities.

This document not only mirrors the dedication and innovation of the educational community but also highlights the spirit of collaboration and unwavering commitment to enhancing society through education. As we explore the pages of this document, a profound understanding of the transformative potential of education unfolds.

I commend the organizers, contributors, and all involved in bringing this vision to life. May the insights and ideas shared within these chapters inspire and guide readers toward a brighter and more equitable future for education in Bharat.

Vijay Kumar Nadda
Organisational Secretary
Vidya Bharti (North Zone)

Editor's Message

Dear Esteemed Readers,

It brings me immense joy and enthusiasm to extend a warm welcome to the RASE Conferences proceedings, a venture that encapsulates the essence of educational excellence, innovation, and collaborative efforts. This extensive document, spanning six chapters, stands as a testament to the dedication and foresight of educators and institutions actively shaping the future of education in Bharat.

Education, far beyond a mere means to an end, represents a journey of exploration, growth, and transformation. The chapters contained herein offer a diverse exploration of this journey, covering aspects from media campaigns disseminating educational initiatives to the establishment of a dedicated journal in the education field. Each chapter serves as a unique exploration of the challenges and opportunities inherent in the realm of education.

In my capacity as the Director of the Department of Holistic Education, where the concept of RASE Conferences originated, I am profoundly inspired by the dedication and passion demonstrated by those involved in the RASE Conferences and its subsequent initiatives. The idea of fostering collaborative efforts for societal betterment, such as the notion of couples working together, and the establishment of the Institute of Teacher Training, have emerged from this monumental movement.

I extend my heartfelt appreciation to all contributors, organizers, and participants who have contributed to the resounding success of this initiative. I encourage all readers to explore these chapters, as within them lie the keys to a more luminous and equitable future for education in Bharat.

May this document serve as a source of inspiration, information, and empowerment for all those committed to the noble cause of education.

Dr. Thakur SKR
Director
RASE Conferences &
Department of Holistic Education
www.drthakurskr.com

Preface

The RASE Conferences initiative stands as a unique endeavor globally, drawing inspiration from the cultural ethos of the ancient Kumbh traditions in Bharat. The inaugural edition concluded on a grand note, and an attempt is made to encapsulate the essence of this inaugural edition in a concise document known as the proceeding. Education, as the guiding light leading us toward progress and prosperity, takes center stage in these pages, showcasing how the RASE Conferences is dedicated to amplifying this light more than ever. The entire proceeding is structured into seven insightful chapters.

The inaugural chapter initiates a comprehensive exploration, delving into the genesis of this grand event, the organizations instrumental in translating the idea into reality, the voluntary organizations contributing to societal transformation, and the support from the ministries of the Government of Bharat.

Chapter 2 unfolds the heart of the RASE Conferences initiative – a campaign heralding a new era in educational excellence. Within these pages, we unravel the meticulous planning, dedication, and tireless efforts invested in spreading the message of holistic education far and wide. The campaign is more than a call to action; it is an invitation to collectively shape a brighter educational future.

Chapter 3 serves as a testament to the resilience and determination of the educational community, sharing stories of transformation from participants spanning schools, institutions, industry, and society. The RASE Conferences is not merely about lofty ideals; it's about actionable change. This chapter celebrates educators and institutions making a tangible difference.

Chapter 4 takes us into the heart of the conference, exploring the wealth of knowledge, ideas, and solutions presented at the RASE Conferences to address the pressing challenges in our education system. These contributions are the foundational blocks of a brighter educational landscape, shaping the future.

Chapter 5 shifts the spotlight to media and its role in amplifying the RASE Conferences message. The diverse mediums, from posters to radio, electronic to print media, highlight the campaign's extensive reach. This chapter invites readers to journey through the media campaign igniting a passion for education.

Chapter 6 marks the culmination of our exploration into the RASE Conferences initiatives. Reflecting on outcomes, achievements, and impact, this chapter underscores that the RASE Conferences is not just an event; it's a catalyst for change. Readers are invited to measure the results and envision a future where education continues to be a force for good.

Each chapter contributes to the narrative of educational transformation, forming a cohesive story of dedication, innovation, and unwavering commitment to the betterment of education in our society. Readers are encouraged to join this enlightening journey through the pages ahead.

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CHAPTER 1

Introduction

1.1. RASE Conferences

RASE Conferences is the brainchild of Dr. Thakur SKR, a prominent ISRO scientist and staunch RSS worker, which took shape under the able guidance of Mr. Vijay Kumar Nadda, Organising Secretary of Vidya Bharti (North Zone).

The 3rd Edition of RASE Conferences was organized by the Department of Holistic Education, a think tank of Vidya Bharati in collaboration with NIT Srinagar, Central University of Kashmir, SKUAST-Kashmir and ICAR- Central Institute of Temperate Horticulture were partners in organizing this event. This RASE Conferences was on the topic of impact of startups started by students in educational institutions on the country's economy. It was inaugurated by the blessings of His Excellency Governor of J&K Mr. Manoj Shina. The conference was held on June 29-30, 2024, at the esteemed premises of NIT Srinagar.

1.2. Objectives

"Role of Academic-driven Startups in Developing Economy of J&K" is to explore and discuss the crucial role that academic driven startups play in contributing to the economy. This includes examining how educational institutions, particularly technical and technology-focused institutions, can foster a culture of entrepreneurship and innovation, helping students and society benefit from startup ventures.

The main objectives of the conference include

1. Highlighting the Importance of Academic driven Startups: Showcasing the impact that startups originating from academic institutions can have on the economy, job creation, and innovation.
2. Fostering Collaboration: Encouraging collaboration between educational institutions, government bodies, and industry to create a conducive ecosystem for startups.
3. Promoting Skill Development: Discussing the relevance of skill education tailored to meet the demands of the modern economy and how academic driven startups can facilitate this.
4. Exploring Incubation Support: Evaluating the role of incubation centers in nurturing and shaping academic driven startups.
5. Expanding the Reach: Investigating how various educational institutions, including ITIs, schools, NITs, and others, can work together to support and nurture startups.
6. Rural Development: Exploring the potential for tech institutions to adopt villages and create a startup-friendly atmosphere in rural areas.
7. Cultivating a Startup Culture: Delving into introducing startup culture at the school level to encourage entrepreneurship from an early age.

1.3. Theme

Role of Academic driven Startups in developing Economy of J&K

1.4. Organizing Institutes

RASE Conferences was an initiative of Department of Holistic Education in collaboration with NIT Srinagar. A brief description of these pioneer institutions of SrinagarHaryana is provided in subsequent sections.

1.4.1. Department of Holistic Education

The foundation of the Department of Holistic Education (DHE) is rooted in the ideology that education should extend beyond academic institutions. Vidya Bharti, the largest educational NGO globally, established a dedicated think tank Department comprising professionals from diverse fields such as

academia, bureaucracy, higher and school education, society, scientists, and other experts like advocates and chartered accountants. DHE was conceptualized in 2021 by visionary ISRO scientist Dr Thakur SKR under the guidance of educationist and social reformer Mr. Vijay Kumar Nadda, Organising Secretary, Vidya Bharti - North zone as a pilot project under Vidya Bharti Punjab. Recognizing its remarkable growth and contributions to education, it was elevated to an independent organization under the auspices of Vidya Bharti Institute of Training and Research Trust.

Currently, DHE operates under the trust's umbrella. With 25 dedicated cells led by coordinators, DHE spearheads various initiatives aimed at transforming the education system. These include groundbreaking projects such as E-cycle, Punjab Super 100, Tredul, Sarvatr, Holistic Harbour, PoojaWala, TuDu, Swadeshi Bazaar, Jobs360⁰. DHE has also revived the glorious saga of having dedicated Kumbh/Mahakumbh for each major issue of society prevailing in ancient Bharat by creating annual large-scale events in the form of Shiksha Mahakumbh and Shiksha Kumbh, attracting dignitaries and stakeholders from diverse fields. Additionally, DHE laid foundation of a quarterly journal called "Viksit India," covering a wide range of educational topics to make Bharat a self-reliant hub in terms of educational and scientific publication. The Department comprises 310 professionals from diverse backgrounds who are volunteering their service to shape the nation through education apart from 4 full-time employees and 20 graduate engineer trainees.

The Department of Holistic Education, Vidya Bharti, stands at the forefront of a noble mission to promote education rooted in Bhartiya values and culture on a global scale. With unwavering dedication spanning several decades, we have been committed to ensuring the welfare of all through holistic education. This journey has seen the successful launch of the "Shiksha Mahakumbh" initiative, which made its historic debut in June 2023, with the inaugural session held at NIT Jalandhar, marking a momentous stride in our quest to reimagine education.

Owing to the overwhelming demand from educational institutions to host future editions of Shiksha Mahakumbh, we are thrilled to announce that the quota for this groundbreaking initiative has been booked until 2025. However, we recognize the pressing need to reach every corner of our educational ecosystem and maintain the momentum of Shiksha Mahakumbh's transformative impact.

To this end, we introduce "Shiksha Kumbh," a groundbreaking concept designed to complement Shiksha Mahakumbh and ensure that the light of education reaches every institution. The first edition of Shiksha Kumbh is scheduled to take place at NIT Srinagar in December 2023. This event represents a focused and area-specific effort, allowing us to concentrate on select groups and address unique challenges while upholding our commitment to holistic and culturally rooted education.

1.4.2. NIT Srinagar

The National Institute of Technology, Srinagar, is a prestigious educational institution located in the northern region of India. Established in 1960, it was one of the eighteen Regional Engineering Colleges sponsored by the Government of India during the 2nd Five-Year Plan. In August 2003, the institute gained the status of a National Institute of Technology with deemed-to-be University status and achieved full academic autonomy.

Situated on the banks of the world-renowned Dal Lake, the campus is adorned with the revered Hazratbal Shrine on its opposite side. NIT Srinagar is a residential institution with accommodations

provided in hostels and staff quarters. The campus features four boys' hostels and one girls' hostel, which can house approximately 1500 boys and 200 girls. Apart from offering BTech programs, the institute provides MTech programs in various streams. Additionally, a substantial number of students are enrolled in MPhil and Ph.D. programs.

The institution offers a wide range of facilities and amenities, including NCC (National Cadet Corps), NSS (National Service Scheme), a bank, consumer-cum-society, shopping complex, recreational center, a dispensary with ambulance service, a guest house, a student activity center, a gymnasium, an internet center, telephone booths, fax services, a diesel generator for power backup, and bus transportation services.

NIT Srinagar has an Industry Interaction cell established in 1989, aimed at staying at the forefront of scientific and technological development and collaborating with industries to utilize manpower and other resources effectively. The institute boasts one of the finest technical libraries in the Jammu and Kashmir state, with a collection of over 60,000 books covering engineering, science, and humanities, along with approximately 6,000 bound volumes and journals, including foreign and Indian publications. The library operates from 9.00 a.m. to 10 p.m. and offers access to online repositories of various organizations like A.S.C.E, A.S.M.E, A.E.L, J.C.C.C, and journals through I.N.S.E.S and COMSORTIEM. Additionally, it houses a collection of I.S.I codes in CD-ROM format.

1.4.3. Bhartiya Shiksha Samiti

Bhartiya Shiksha Samiti, J&K chapter of Vidya Bharti was started in September 1984 by the efforts of Mr. Narayan DassJi (Former North India Incharge of Vidya Bharti) and Mr. IndreshJi (Former PrantPracharak R.S.S. J&K State). At present, it runs 37 schools in Jammu & Kashmir and Ladakh, Union Territories. These schools are located in all districts of J&K U.T. except in Poonch and Kashmir Valley. At present more than 9100 students are studying in these schools under the able guidance of 553 teachers working with missionary zeal.

1.5. Supporting Institutes

1.5.1. Central University of Kashmir

The Central University of Kashmir (CUK) was established in 2009 alongside 15 other Central Universities through an Act of Parliament. Initially, it was part of the Central University of Jammu & Kashmir before being bifurcated into two separate entities: the Central University of Kashmir (CUK) and the Central University of Jammu (CUJ).

The State government allocated 503 acres of land at Tulmulla and its adjoining areas in the Ganderbal district for the establishment of the permanent campus of the University. In May 2009, the administrative office was set up at Baghi-Hyder, Hyderpora, Srinagar. The University later moved its operations to Sonwar, Srinagar, and with the expansion of academic and administrative activities, established three campuses in the Nowgam area of Srinagar.

The Main Campus at Tulmulla, set against a picturesque backdrop, provides a serene ambiance conducive to academic pursuits. Construction is ongoing at the campus site, and the University is progressively relocating its departments to the new campus. As of the academic year 2023, over 2,700 students are enrolled in various programs offered by the University.

The University comprises nine schools with 21 constituent teaching departments offering over 40 programs, including postgraduate, undergraduate, diploma, research, and vocational courses. Academic affairs are overseen by the Dean of Academic Affairs.

The University prides itself on an effective and transparent examination system that adheres strictly to the academic calendar. The Examination and Evaluation Wing (EEW) conducts examinations for all study programs in a timely manner.

To foster quality research and streamline research activities, the University has established a Research and Development Cell. Additionally, it has a full-fledged Office of Dean Students Welfare (DSW), an active Central Placement Cell (CPC), and a robust Directorate of Quality Assurance (DIQA).

The Directorate of Information & Support System (DITSS) provides IT services to scholars, students, faculty, and staff, with browsing centers on all campuses offering 24x7 high-bandwidth internet services. The University is also undertaking an ambitious e-governance project to automate academic, evaluation, finance, and administrative processes.

Despite the challenging circumstances in Kashmir, the University has maintained high standards in academics and research. It is a source of pride that CUK has grown significantly in a short span, not only in human resources but also in infrastructure.

After operating from rented accommodations, the University is now establishing itself in its campuses at Ganderbal, its home district. We continue to progress and achieve, overcoming hurdles along the way. The Central University of Kashmir remains committed to academic excellence and continues to attract students, scholars, and teachers from across the country.

1.5.2. SKUAST-Kashmir

Vision

SKUAST-Kashmir aspires to be the leading innovation-driven agricultural university, fostering a technology-driven bio-economy for the developed regions of Jammu & Kashmir.

Mission

The university aims to become a preferred destination for agricultural education by emphasizing creativity, innovation, entrepreneurship, leadership, and social and gender equity. It seeks to establish a knowledge-based, technology-driven agri-economy in the bio-resource-rich regions of Kashmir and Ladakh through excellence in human resource development, translational research, and ICT-driven initiatives. SKUAST-Kashmir is committed to training young minds in cutting-edge areas that drive smart and intelligent farming practices, addressing the needs of a growing and affluent population, mitigating climate change effects, and conserving natural resources. The university also focuses on inspiring and grooming students for startups and innovation-led entrepreneurship, while inculcating ethical principles and fostering an understanding of environmental and social ethos.

1.5.3. Institute of Training and Research

A dynamic and progressive institution committed to empowering educators, fostering pedagogical innovation, and preparing teachers for excellence in their educational endeavors. VB Institute of Training and Research serves as a guiding light for educators, offering a comprehensive platform that

blends advanced teaching methodologies with robust research practices. We are dedicated to shaping teachers who not only impart knowledge effectively but also inspire and guide students towards academic success and holistic development.

Vision

At the Institute of Training and Research, our vision is to be a catalyst for transformative learning and pioneering research. We strive to create an environment where knowledge is not only disseminated but actively generated; pushing the boundaries of what is possible in training and research.

Mission

Our mission is to cultivate a culture of lifelong learning and scholarly inquiry. We aim to empower individuals with the skills, knowledge, and critical thinking abilities needed to excel in their professional endeavors, all while contributing to the broader body of knowledge through impactful research initiatives.

1.5.4. ICAR-Central Institute of Temperate Horticulture

India has significant area under temperate region including states/UTs of Jammu and Kashmir, Himachal Pradesh, Uttarakhand, Ladakh and North Eastern states. Maximum area and production of temperate horticultural crops is in Jammu and Kashmir followed by Himachal Pradesh and Uttarakhand but there is lot of scope for promotion of temperate horticulture in other states as well. Temperate fruit crops represent a group, which is physiologically diverse from the sub-tropical and tropical fruit crops grown in other regions. The North Western and Eastern Himalayan states with temperate climate have monopoly in production of temperate fruits, vegetables, ornamentals, medicinal and aromatic plants which have vital role in nutritional and economic security of the region. These crops serve as the backbone of region's economy by supporting about 10-12 million people and generating revenue of about Rs. 13,000 crores annually. In 1960-61 the area under temperate fruits in the country was just 0.82 lakh hectares which increased to 6.5 lakh hectares and production increased from 3.0 lakh tonnes to 40.0 lakh tones. Among various crops apple and walnut are the major crops of temperate fruits covering about 75% of the total area and accounting for 65% of temperate fruit production, respectively while rest of the production comes from other fruits like peach, plum, almond, apricot, cherry etc. which have significance in regions economy. During 2018-19 apple crop covered an area of 301 thousand ha and 2327 thousand MT national production. Walnut being second important crop covering an area of 109 thousand ha with 300 thousand MT production at national level. Other important temperate crops include almond (area = 11,000 ha; production = 14, 000 MT), pear (area = 44, 000 ha; production = 318, 000 MT), peach (area = 19, 000 ha; production = 114, 000 MT), plum (area = 23, 000 ha; production = 89, 000 MT, Strawberry (area = 1, 000 ha; production = 5000 MT) etc. No doubt, there has been manifold increase in area, production and productivity but as compared to average world productivity (8.80t/ha) our position is far behind (6.00 t/ha). Temperate fruit crops are contributing significantly to the economic development of the country. Area expansion having its limitations, the gap in production needs to be addressed by increased productivity. Factors limiting productivity should be identified and eliminated by appropriate means.

In addition to introducing and evolving high yielding genotypes, cost effective technologies for harnessing their productive potential needs to be evolved because, increased profitability to the grower is a pre requisite in increasing productivity for the sustainability of production. Increasing the input use efficiency through need based application of inputs should be the strategy in reducing the cost of

production. While evolving such technologies, safety of the workers, environment and consumer should be borne in mind.

Keeping in view the importance of these crops with respect to involvement of major population in temperate region in their cultivation and their contribution towards national economy a separate Institution has been established under the aegis of Indian Council of Agricultural Research at Srinagar, Jammu and Kashmir. ICAR-central Institute of Temperate Horticulture, Srinagar with its two regional stations at Muktешwar, (Uttarakhand) and Dirang, (Arunachal Pradesh) is playing a great role in designing and developing research programmes on crop improvement, production, protection and post-harvest management for achieving economic and nutritional security in the entire Himalayan region. Institute is mainly focussing on research and development in temperate fruits, nuts, vegetables, ornamentals, medicinal & aromatic plants and saffron.

The Central Institute for Temperate Horticulture (CITH) was established in 1994. Initially it started functioning from Lucknow, and shifted to Srinagar in 1997. Research activities started first at Mukteshwar regional Station because of social disturbances in Kashmir valley. Field trials could be initiated at CITH main institute only in 2000 AD.

1.5.5. University of Jammu and Kashmir

The University of Jammu and Kashmir was founded in the year 1948. In the year 1969 it was bifurcated into two full-fledged Universities: University of Kashmir at Srinagar and University of Jammu at Jammu. The University of Kashmir is situated at Hazratbal in Srinagar. It is flanked by the world famous Dal Lake on its eastern side and Nigeen Lake on the western side. The Main Campus of the University spread over 247 acres of land is divided into three parts - Hazratbal Campus, Naseem Bagh Campus and Mirza Bagh Campus (serving residential purpose). Additional land has been acquired at Zakura near the main campus for further expansion of the University. The tranquil ambience of the Campus provides the right kind of atmosphere for serious study and research.

Over the Years University of Kashmir has expanded substantially. It has established Satellite Campuses at Anantnag (South Campus), Baramulla (North Campus) and Kupwara (Kupwara Campus) to make higher education more accessible to people living in remote areas of Kashmir valley. The University has also established a Sub-Office at Jammu to cater to the needs of the candidates enrolled with the University from outside Kashmir.

The University is committed to provide an intellectually stimulating environment for productive learning to enhance the educational, economic, scientific, business and cultural environment of the region. The University offers programmes in all the major faculties; Arts, Business & Management Studies, Education, Law, Applied Sciences & Technology, Biological Sciences, Physical & Material Sciences, Social Sciences, Medicine, Dentistry, Engineering, Oriental Learning and Music & Fine Arts. It has been constantly introducing innovative/ new programmes to cater to the needs and demands of the students and the society.

Over the years, the University has marched towards excellence in its programmes and activities. It has been re-accredited as Grade-A+ University by the National Assessment & Accreditation Council (NAAC) of India. This is recognition and reflection of the high standard of quality in teaching and research at the University of Kashmir.

1.5.6. Industry-Academia Association of Semiconductors and Space

Industry-Academia Association of Semiconductors (IAAS), where innovation meets collaboration in the dynamic world of semiconductor and space technologies.

Our Mission

At IAAS, our mission is to bridge the gap between industry and academia to foster collaboration, innovation, and advancement in semiconductor and space technologies. We believe that by bringing together experts from both sectors, we can drive groundbreaking research, develop cutting-edge technologies, and propel the semiconductor and space industries forward.

Our Vision

Our vision is to create a vibrant ecosystem where industry professionals, researchers, educators, and students come together to exchange ideas, share knowledge, and address the challenges facing the semiconductor and space industries. We aspire to be a catalyst for innovation and a driving force behind the continued growth and evolution of semiconductor and space technologies.

1.6. Supporting Organisation

1.6.1. Technology Development Board

The Technology Development Board (TDB) provides financial assistance to Indian industrial concerns and other agencies for developing and commercializing indigenous technology or adapting imported technology for broader domestic applications.

TDB aims to

- Promote new ideas from small enterprises, even at the risk of failure.
- Encourage the production of competitive consumer products.
- Motivate industries and R&D institutions towards product innovation.
- Develop socially relevant and profitable technologies.
- Identify and act in areas requiring strategic interventions.
- Invest in core technological strengths to enable Indian industries to withstand competitive pressures and become global players.

TDB's support for technology development and commercialization is distinctive. Additionally, the board proactively:

- Facilitates interaction between industry, scientists, technocrats, and specialists.
- Promotes the creation of a new generation of entrepreneurs.
- Assists in forming partnerships with similar technology financing bodies.
- Creates new job opportunities.

1.6.2. Jammu and Kashmir Bank

Jammu and Kashmir Bank (J&K Bank) is a Scheduled Commercial Bank and one of the oldest private sector Bank in India, incorporated in 1938. Bank is listed on the NSE and the BSE and has its Corporate Headquarters at Srinagar. Bank functions as a leading bank in the Union Territories of Jammu & Kashmir and Ladakh and is designated by Reserve Bank of India as its exclusive agent for carrying out banking business for the Government of Jammu & Kashmir and Ladakh. J&K bank caters to banking requirements of various customer segments which includes Business enterprises, employees of government, semi-government and autonomous bodies, farmers, artisans, public sector organizations and corporate clients. The bank also offers a wide range of retail credit products, including home, personal loans, education loan, agriculture, trade credit and consumer lending, a number of unique financial products tailored to the needs of various customer segments.

1.6.3. Level9

Just a few years ago, four masterminds from the fields of architecture, management, finance, and real estate united to revolutionize construction. Their goal was to make construction more environmentally friendly, cost-effective, and modern in appearance. Today, Level9 is a globally recognized name, celebrated for delivering exceptional quality at unimaginable prices. By collaborating with various contractors and partners, Level9 excels in project management, civil construction, EPS construction, PUF panel construction, and waste-to-value projects.

Mission

Level9 aspires to secure a leading global market position by delivering world-class services, fostering innovation, maintaining foresight and integrity, and demonstrating aggressive performance.

Vision

Level9 aims to be a premier project management organization by achieving extraordinary results for customers, building fulfilling careers for employees, and earning a fair return on the value delivered.

1.6.4. Swami Vivekananda Association

Swami Vivekananda Association is a non-profit organization dedicated to creating positive societal impact. Rooted in Swami Vivekananda's principles, our mission encompasses raising awareness about AIDS, educating youth on sexual diseases, and improving the well-being of the elderly. Emphasizing the importance of yoga, we conduct camps and establish Yoga Centres for holistic wellness.

Our commitment extends to education, advocating for girls' education, supporting talented but economically disadvantaged students, and publishing educational resources. Through open meetings and yoga camps, we foster community engagement. Open to aid from various sources, we aim to amplify our impact and contribute meaningfully to societal progress. Swami Vivekananda Association, though property-free at registration, is rich in the collective dedication of its members working towards positive change.

1.6.5. Viksit India

"Viksit India" is a quarterly journal, a transformative evolution of the revered "Echoes of RASE Conferences." This journal stands as an integral component of the RASE Conferences initiative, a distinguished effort spearheaded by the Department of Holistic Education (DHE). DHE, a visionary endeavor founded by Dr. Thakur SKR, renowned scientist of ISRO, dedicated RSS worker, and accomplished author, envisions education as more than just marks on a page. It represents the complete transformation of young minds into valuable assets for society. In this spirit, "Viksit India" is dedicated to the advancement of education. We firmly believe that education's worth cannot be solely gauged by academic scores. True education involves the holistic development of individuals, infusing them with energy, skills, and values that go beyond textbooks. Our journal is an open invitation to all those who share this vision and are committed to nurturing discussions, research, and insights that pertain to the

global educational landscape. "Viksit India" offers comprehensive coverage of a multitude of educational aspects, from school education to higher education, language pedagogy to technological advancements, child pedagogy to scientific research. It encompasses pioneering research, visionary perspectives, and in-depth explorations of every facet of the ever-evolving domain of learning and teaching. It is a passport to a realm filled with knowledge, inspiration, and innovation within the field of education. The subjects covered in "Viksit India" are a testament to our commitment to a holistic education approach. We explore school and university education, language education, child pedagogy, research and development, legal education, sports, technology, and basic science. The multidisciplinary approach of our journal ensures that you remain at the forefront of the ever-changing educational landscape.

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.

	
<p>Dr. Thakur SKR inviting Dr. Parikshat Singh Manhas, Chairman, Board of School Education, J&K and Director, SCERT</p>	<p>Dr. Thakur SKR and Mr. Vijay Nadda, Mr. Deshraj, Prof. Manjit Bansal and Prof. Vijay Sharma inviting Prof. Ravindranath, VC, Central University of Kashmir</p>

	
<p>Dr. Waheed and Mr. Pradeep Kumar inviting Prof. Ghulam Jeelani Qurashi, Principal, SP College, Srinagar</p>	<p>Dr. Waheed and Mr. Pradeep Kumar inviting Principal, Government Girls' Higher Secondary School Kothibagh, Srinagar</p>



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. Dular 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

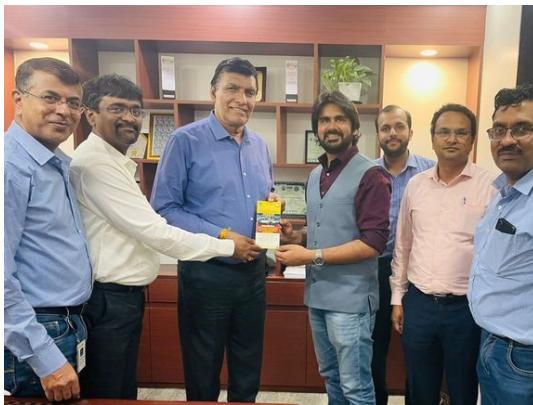


Dr. Thakur SKR and Prof. Kaushal Kumar Sharma inviting Mr. Vishad Mafatlal, Chairman and Managing Director, Naveen Fluorine International Limited, Mumbai.

2.2.1.6. Gujarat

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 Gujarat. 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.

CHAPTER-3

Turn Around

3.1. Introduction

In the dynamic landscape of event management, the concept of a turnaround represents a crucial process of transformation and rejuvenation that significantly influences the impact and success of an event. The National Conference on the Role of Academic-driven Startups in Developing the Economy of J&K exemplified this transformative process. Through meticulous planning, innovative strategies, and unwavering dedication, the conference marked a remarkable success, bringing together educators, dignitaries, industry professionals, and students.

This chapter unfolds the narrative of the inaugural edition of the National Conference, illustrating the pivotal role of a turnaround in orchestrating a significant gathering. It provides a detailed account of the key elements that contributed to the event's success, from the engaging registration and paper presentation sessions to dynamic panel discussions, exhibitions, and cultural programs. The chapter also highlights the invaluable contributions of the speakers, the critical role of sponsorships, and the comprehensive accommodation and hospitality arrangements that ensured a seamless experience for all participants.

The following section delves into the specifics of the conference, beginning with an overview of the speakers who ignited the minds of the attendees, followed by insights into the panel discussions that provided a platform for exchanging innovative ideas. The chapter further explores the exhibition that showcased cutting-edge solutions and the cultural programs that added a rich, immersive dimension to the event. Additionally, it outlines the vital role of sponsorships in fueling the innovation engine of the conference and the meticulous hospitality arrangements that underscored the organizers' commitment to excellence.

Through this detailed narrative, we witness the convergence of knowledge, experience, and vision, propelling academic-driven startups into the forefront of economic development in J&K. This chapter captures the essence of the conference, painting a vivid picture of an event that not only fostered intellectual growth and networking but also celebrated the spirit of collaboration and innovation.

3.2. Speakers Who Ignited Minds of National Conference

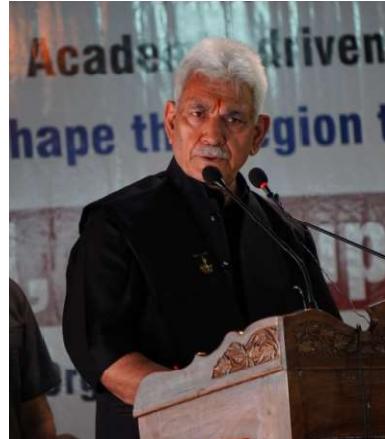
The National Conference on the "Role of Academic driven Startups in Developing Economy of J&K" brought together an esteemed lineup of speakers and guests who provided valuable insights and inspiration. This section details the contributions of each speaker and guest, emphasizing the depth and breadth of knowledge shared during the conference.

Inaugural Session

Welcome by Anchor

The event commenced with a warm welcome by the anchor, setting a positive and enthusiastic tone (spirit/approach) for the conference. The anchor provided an overview of the day's agenda, highlighting the significance of the event in fostering academic-driven startups in J&K.

Chief Guest Speech: Mr. Manoj Sinha, Hon'ble Lieutenant Governor J&K



Mr. Manoj Sinha, Hon'ble Lieutenant Governor J&K delivered the Chief Guest Speech, emphasizing the crucial role of innovation and entrepreneurship in the economic development of Jammu and Kashmir. They highlighted the government's commitment to supporting startups and fostering a conducive environment for academic-driven initiatives.

Guest of Honour Speech: Mr. Rajesh Kumar Pathak, Secretary, Technology Development Board, DST, Ministry of Science and Technology



Mr. Rajesh Kumar Pathak, as the Guest of Honour, shared his insights on the role of technology and innovation in driving economic growth. He discussed various initiatives by the Technology Development Board to support startups and encouraged participants to leverage these opportunities.

Keynote Speech: Mr. K.N. Raghunandan, Organising Secretary, Vidya Bharti Uchch Shiksha Sansthan



Mr. K.N. Raghunandan delivered the keynote speech, focusing on the importance of academic institutions in nurturing entrepreneurial skills among students. He emphasized the need for a strong collaboration between academia and industry to create a robust startup ecosystem.

Role Introduction: Mr. Deshraj Sharma, General Secretary, Vidya Bharti (North Zone)



Mr. Deshraj Sharma introduced the roles and responsibilities of various stakeholders in promoting academic-driven startups. He highlighted the initiatives undertaken by Vidya Bharti to support educational institutions and foster innovation.

Welcome Address: Dr. Ravinder Nath, Director, VC, NIT Srinagar, CU Kashmir



Dr. Ravinder Nath extended a warm welcome to all participants, speakers, and guests. He underscored the significance of the conference in bridging the gap between academia and industry and encouraged active participation in the discussions and activities.

Remarks: Mr. Vijay Nadda, Organizing Secretary, Vidya Bharti (North Zone)



Mr. Vijay Nadda shared his thoughts on the importance of organizing such conferences to stimulate intellectual exchanges and collaborative efforts. He emphasized the need for continuous dialogue and cooperation among various stakeholders.

Vote of Thanks: Harbir Pali



Concluding Session:

Opening Remarks: Mr. Hari Bhushan, General Secretary, BSS

Mr. Hari Bhushan opened the concluding session with remarks on the importance of the conference in shaping the future of academic-driven startups in J&K. He acknowledged the efforts of all participants and organizers in making the event a success.

Remarks: Mr. Bal Krishn Ji, Joint Organising Secretary, Vidya Bharti North Zone



Mr. Bal Krishn Ji shared his thoughts on the collaborative efforts required to promote entrepreneurship. He emphasized the role of community and collective action in driving economic development.

Remarks: Prof. A. Ravinder Nath, Director, NIT Srinagar & VC, CU Kashmir

Mr. Ravinder Nath discussed the initiatives taken by NIT Srinagar and CU Kashmir to support startups. He highlighted the importance of innovation and research in fostering entrepreneurial growth.

Prof. Najeeb Ud Din, Secretary, RASE 2024



Prof. Najeeb Ud Din highlighted the role of partnerships and collaborations in scaling startups. He shared examples of successful collaborations and the impact of strategic alliances on business growth.

Dr. Parikshat Singh Manhas, Chairman, Board of School Education, J&K



Dr. Parkash Singh Manhas discussed the role of school education in nurturing entrepreneurial skills. He highlighted the need for early exposure to entrepreneurship and the incorporation of entrepreneurial education in school curriculums.

Chief Guest Speech: Dr. Jitendra Singh (MoS), Hon'ble Minister, Earth Sciences & Science and Technology



Dr. Jitendra Singh delivered the Chief Guest Speech, focusing on the government's vision and policies to support startups. He highlighted the significance of scientific research and technological innovation in economic development.

Vote of Thanks: Mr. Yashwant Mehta, NIT Srinagar



Mr. Yashwant Mehta extended a vote of thanks to all speakers, guests, and participants. He expressed gratitude for their valuable contributions and support, ensuring the success of the conference.

This detailed account of the speakers and their contributions highlights the depth and diversity of insights shared during the National Conference on the Role of Academicdriven Startups in Developing Economy of J&K. The event successfully brought together a wide range of perspectives, fostering a rich exchange of ideas and inspiring future entrepreneurs.

3.3. Panel Discussion: Voices of Experience and Innovation

The panel discussion, a centrepiece of the conference, brought together a diverse array of voices including startup CEOs, directors, academicians, and industry experts. Moderated by, the panel delved into the theme of the role of academic-driven startups in the economy, with a focus on skill development, entrepreneurship, and best practices.

Panel Discussions:

Panel Discussion 1: Academic Startup Conceptualization, Nucleation and Product Development

Panel Members:

Prof. Rakesh Sehgal, Former Director NIT Srinagar

Prof. Rakesh Sehgal shared insights into the process of nucleation and product development. He highlighted best practices for transforming academic research into viable products and services, and the significance of mentorship and incubation.



Dr. M. K. Verma, Director, CITH Srinagar

Dr. M. K. Verma discussed the specific challenges and opportunities faced by startups in the agricultural sector. He provided examples of successful agricultural startups and the impact of technological innovations on agriculture.

Prof. R. N. Yadav, VC, Purnea University

Prof. R. N. Yadav emphasized the role of universities in fostering entrepreneurship. He shared initiatives taken by Purnea University to support startups and the importance of creating a supportive ecosystem for student entrepreneurs.

Prof. G. N. Var, President, PSAJK



Prof. G. N. Var discussed the role of school education in nurturing entrepreneurial skills. He highlighted the need for early exposure to entrepreneurship and the incorporation of entrepreneurial education in school curriculums.

Ms. Sweta Sahu, Director, T.I.M.E. Greater Noida



Ms. Sweta Sahu shared her experiences in guiding and mentoring startups. She discussed the importance of providing practical training and support to young entrepreneurs, and the role of mentorship in startup success.

Prof. Manjit Bansal, Dean, MRS PTU Bhatinda



Prof. Manjit Bansal shared insights into the process of nucleation and product development. He highlighted best practices for transforming academic research into viable products and services, and the significance of mentorship and incubation.

Dr. Vipul Gupta, Founder Director, Reequil Chandigarh



Dr. Vipul Gupta discussed his journey as an entrepreneur and the challenges he faced in product development. He emphasized the importance of resilience and adaptability in the startup journey.

Moderator: Dr. Dinesh Rajendran NIT Srinagar



Panel Discussion 2: Marketing and Fundraising

Panel Members

Prof. Deepti Dharmani, CBLU, Bhiwani



Prof. Deepi Dharmani discussed effective marketing strategies for startups. She highlighted the importance of understanding the target market, creating a strong brand, and leveraging digital marketing tools.

Dr. Sudipto Chakraborty, Director, NFIL Mumbai



Dr. Sudipto Chakraborty highlighted the role of innovation in marketing and fundraising. He shared examples of successful marketing campaigns and fundraising strategies adopted by startups.

Shri Radheshyam Singh, President, NFIL Surat



Shri Radheshyam Singh discussed the initial stages of startup conceptualization and the importance of nurturing innovative ideas from academic institutions. He emphasized the role of educational

organizations in providing the necessary support and infrastructure for startups.

Dr Touseef, CEO Info Kash



Dr Touseef shared his experiences as an entrepreneur and investor. He discussed the importance of mentorship, funding, and strategic planning in building successful startups.

Prof. Manjit Bansal, Dean, MRS PTU Bhatinda



Prof. Manjit Bansal discussed the importance of research and development in creating innovative products. She emphasized the need for continuous learning and adaptation in the dynamic startup environment.

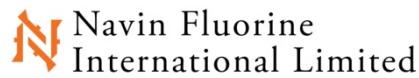
Moderator: Dr Dinesh Kumar Rajendran, NIT Srinagar



3.4. Sponsorships that Fueled the Innovation Engine

The National Conference on the Role of Academic-driven Startups in Developing the Economy of J&K owes much of its success to the generous and strategic sponsorships provided by several esteemed organizations. These sponsors not only contributed financially but also brought invaluable support, credibility, and resources, reinforcing the collaborative spirit necessary for the growth and development of academic-driven startups. Here is a detailed overview of the key sponsors whose contributions were instrumental in the success of the conference:

NFIL (Navin Fluorine International Limited)



Navin Fluorine International Limited (NFIL) played a pivotal role as a major sponsor, reflecting its commitment to fostering innovation and supporting entrepreneurial initiatives. NFIL's sponsorship provided critical financial backing, enabling the conference to attract top-tier speakers and host a high-quality event. Additionally, NFIL's involvement underscored the importance of industry-academia collaboration, offering insights into how established businesses can support and benefit from the startup ecosystem.

- **Financial Support:** NFIL's funding was crucial in covering various logistical aspects of the conference, including venue arrangements, technical setups, and hospitality for participants.
- **Industry Insights:** NFIL representatives participated in discussions, sharing their experiences and expertise, which enriched the dialogues around industrial support for startups.
- **Networking Opportunities:** The presence of NFIL facilitated networking between academia, startups, and industry leaders, fostering potential collaborations and partnerships.

TDB-DST (Technology Development Board, Department of Science and Technology)



The Technology Development Board, under the Department of Science and Technology (DST), was another cornerstone sponsor, emphasizing its mission to promote technology development and commercialization. TDB-DST's support was a testament to the government's dedication to nurturing innovation and entrepreneurship, particularly in regions like Jammu and Kashmir.

- **Government Support:** The sponsorship highlighted the role of government bodies in providing a conducive environment for startups, including policy support, funding, and infrastructure development.
- **Expertise and Guidance:** Representatives from TDB-DST offered valuable guidance on accessing government grants, navigating regulatory frameworks, and leveraging government resources for startup growth.
- **Promotion of Science and Technology:** TDB-DST's involvement ensured that the conference maintained a strong focus on scientific and technological advancements as key drivers of economic development.

LEVEL9



LEVEL9, a leading name in business incubation and acceleration, provided substantial sponsorship, reflecting its commitment to mentoring and supporting startups from ideation to market entry. Their sponsorship brought in a wealth of expertise and resources tailored to the needs of budding entrepreneurs.

- **Incubation Support:** LEVEL9 offered insights into the incubation process, highlighting the importance of structured support in transforming innovative ideas into viable businesses.
- **Mentorship Programs:** The sponsorship included the provision of mentorship opportunities, where experienced entrepreneurs and business leaders guided startup founders on various aspects of business development.
- **Resource Sharing:** LEVEL9 facilitated access to critical resources such as business development tools, market research data, and networking platforms, essential for startup success.



The Jammu and Kashmir Board of School Education (J&K Board) played a crucial role as a sponsor, emphasizing the importance of education in fostering a culture of innovation and entrepreneurship. Their sponsorship underscored the connection between education and entrepreneurial success.

- **Educational Support:** The J&K Board's sponsorship highlighted the role of educational institutions in nurturing entrepreneurial skills from an early age, promoting the integration of entrepreneurship into the school curriculum.
- **Student Participation:** The J&K Board facilitated the participation of students and educators in the conference, ensuring that the event served as a learning platform for the next generation of entrepreneurs.
- **Community Engagement:** The involvement of the J&K Board fostered a sense of community engagement and encouraged local participation, enhancing the conference's impact on the regional startup ecosystem.

Impact of Sponsorships

The combined efforts and contributions of NFIL, TDB-DST, LEVEL9, and the J&K Board were instrumental in shaping the success of the National Conference. Their support provided the necessary financial backbone and enriched the event with diverse perspectives and resources. The sponsorships enabled the conference to:

- **Attract High-Caliber Speakers:** The financial backing allowed for the invitation of renowned speakers and experts, enriching the conference with high-quality content and insights.
- **Ensure Smooth Logistics:** Adequate funding ensured seamless organization and execution of the event, from venue arrangements to technical support.
- **Enhance Participant Experience:** The sponsorships enabled the provision of excellent hospitality and resources for participants, contributing to a positive and productive conference experience.
- **Promote Collaboration:** The involvement of these sponsors fostered a collaborative environment, encouraging networking and partnerships among academia, industry, and government entities.

The sponsorships from NFIL, TDB-DST, LEVEL9, and the J&K Board not only fueled the innovation engine of the conference but also exemplified the collaborative spirit essential for the growth of academic-driven startups. Their contributions underscored the importance of a multi-faceted approach involving financial support, expertise sharing, and community engagement in fostering a thriving startup ecosystem.

3.5. Exhibition

Exhibitions are an integral part of conferences, providing a platform for participants to engage in knowledge exchange, witness innovative advancements, and establish valuable connections. The exhibition at the National Conference on the Role of Academic-driven Startups in Developing the Economy of J&K was no exception. It transcended the traditional concept of a physical display area, evolving into a dynamic space where groundbreaking ideas, sustainable practices, and transformative solutions were showcased.

Key Highlights of the Exhibition

The exhibition featured a diverse array of stalls, each representing a distinct aspect of education, sustainability, technology, and innovation. Here's a detailed look at the exhibitors and the unique contributions they brought to the conference:

1. Khakhi Association

- Focus: Promoting the role of disciplined services in community development.
- Showcase: Initiatives and programs led by the Khakhi Association aimed at integrating educational values and social responsibility.

2. CITH (Central Institute of Temperate Horticulture)

- Focus: Agricultural innovation and horticultural practices.
- Showcase: Advanced techniques in horticulture, sustainable agricultural practices, and research outputs supporting local farmers and entrepreneurs.

3. IIDC (Industrial Infrastructure Development Corporation)

- Focus: Infrastructure development and industrial growth.
- Showcase: Projects and initiatives for creating robust industrial infrastructure, facilitating the growth of startups, and supporting economic development in J&K.

4. DHE (Department of Holistic Education)

- Focus: Advancements in Holistic Education and academic research.
- Showcase: Educational programs, research initiatives, and collaborations aimed at enhancing the quality of higher education and fostering innovation.

5. Prealm

- Focus: Digital learning and educational technology.
- Showcase: E-learning solutions, educational platforms, and digital tools designed to enhance learning experiences and outcomes.

6. J&K Government

- Focus: Regional development and governmental initiatives.
- Showcase: Government policies, initiatives, and programs aimed at supporting startups, fostering innovation, and driving economic growth in Jammu and Kashmir.

7. Level9

- Focus: Business incubation and startup acceleration.
- Showcase: Incubation programs, mentorship opportunities, and success stories of startups nurtured by Level9, emphasizing the importance of structured support for new ventures.

8. DST (Department of Science and Technology)

- Focus: Promotion of science and technology.
- Showcase: Government schemes, funding opportunities, and technological innovations facilitated by DST to support research and development.

9. JKBOSE (Jammu and Kashmir Board of School Education)

- Focus: Educational reforms and school education.
- Showcase: Initiatives to improve school education, integration of technology in classrooms, and programs aimed at holistic student development.

10. SCERT (State Council of Educational Research and Training)

- Focus: Teacher education and curriculum development.
- Showcase: Innovative teaching methods, curriculum enhancements, and teacher training programs designed to improve educational standards.

11. DST-J&K (Department of Science and Technology, J&K)

- Focus: Regional scientific and technological development.
- Showcase: Local innovations, research projects, and initiatives by the DST-J&K aimed at fostering a scientific temper and supporting regional startups.

12. Sericulture/Silk Board

- Focus: Silk production and sericulture practices.
- Showcase: Sustainable sericulture practices, advancements in silk production, and their economic impact on local communities.

13. Department of Horticulture

- Focus: Advanced horticultural practices and agricultural innovation.
- Showcase: Research and practices in horticulture that contribute to sustainable agriculture and economic growth.

14. Department of Agriculture

- Focus: Agricultural development and innovation.
- Showcase: Modern agricultural techniques, sustainable farming practices, and innovations supporting local farmers.

15. Indian Army

- Focus: Defense and community engagement.
- Showcase: Initiatives and programs by the Indian Army aimed at community development, disaster response, and supporting local education.

16. Registration

- Focus: Smooth facilitation of conference participation.
- Showcase: Efficient registration processes, participant information desks, and assistance with conference logistics.

17. May I Help You

- Focus: Participant assistance and information dissemination.
- Showcase: On-site support for attendees, providing information on the conference schedule, venue navigation, and general inquiries.

Exhibition Experience

The exhibition created an immersive environment where attendees could:

- **Explore Innovations:** Attendees had the opportunity to explore the latest innovations and technological advancements presented by various exhibitors.
- **Engage in Dialogue:** The exhibition facilitated interactive discussions between exhibitors and attendees, encouraging the exchange of ideas and collaboration opportunities.
- **Network with Experts:** It provided a networking platform where participants could connect with industry experts, academicians, and fellow entrepreneurs, fostering partnerships and mentorship opportunities.
- **Gain Insights:** Attendees could gain valuable insights into diverse fields such as education, technology, agriculture, and business incubation, enriching their knowledge and broadening their perspectives.

Impact of the Exhibition

The exhibition at the National Conference played a crucial role in

- **Showcasing Talent:** It highlighted the talent and innovative spirit present within the academic and entrepreneurial communities of J&K.
- **Fostering Collaboration:** By bringing together various stakeholders, the exhibition encouraged collaboration between academia, industry, and government bodies, essential for driving economic growth.
- **Promoting Sustainability:** The focus on sustainable practices and solutions underscored the importance of environmental responsibility in the development of startups and industries.

The exhibition was a cornerstone of the National Conference, encapsulating the essence of innovation, collaboration, and knowledge sharing. It provided a vibrant and interactive platform for showcasing the convergence of education, technology, and entrepreneurship, contributing significantly to the conference's overarching goals.

3.6. Toycathon Presentation

The Toycathon Presentation was one of the highlights of the National Conference, emphasizing the role of creativity and innovation in the burgeoning toy industry. This segment showcased groundbreaking toy designs and concepts developed by students and startups, illustrating the fusion of imagination and technology.

Key Highlights of the Toycathon Presentation

1. Innovative Toy Designs

- **Creativity Unleashed:** The presentation featured a diverse range of toy designs, each showcasing unique concepts that blended traditional play with modern technology.
- **Interactive and Educational:** Many of the showcased toys were designed to be both fun and educational, aiming to enhance learning experiences for children through play.

2. Student and Startup Contributions

- **Student Innovations:** Talented students from various educational institutions presented their innovative toy ideas, reflecting the fresh and creative perspectives of young minds.
- **Startup Showcase:** Emerging startups in the toy industry displayed their latest products, highlighting their journey from concept to market-ready solutions.

3. Emphasis on Creativity and Innovation

- **Thinking Outside the Box:** The presentation underscored the importance of thinking creatively and innovatively in toy design, encouraging participants to push the boundaries of conventional toy-making.
- **Multidisciplinary Approaches:** It showcased how integrating elements from different disciplines—such as engineering, design, and psychology—can lead to the creation of innovative and engaging toys.

Featured Toy Concepts

1. Smart Educational Toys

- **Interactive Learning:** Toys equipped with interactive features, such as augmented reality and smart sensors, that provide a hands-on learning experience.
- **STEM Focus:** Toys designed to introduce children to science, technology, engineering, and mathematics (STEM) concepts in an engaging and playful manner.

2. Sustainable Toys

- **Eco-Friendly Materials:** Toys made from sustainable and biodegradable materials, promoting environmental consciousness among young users.
- **Green Manufacturing:** Innovative manufacturing processes that reduce waste and energy consumption, aligning with global sustainability goals.

3. Cultural and Heritage Toys

- **Reviving Traditions:** Toys that reflect and celebrate cultural heritage, aiming to preserve traditional crafts and stories through modern design.
- **Educational Heritage:** Products that teach children about their cultural roots and history in an interactive and engaging way.

Impact of the Toycathon Presentation

1. Encouraging Innovation

- **Inspiring Creativity:** The Toycathon Presentation inspired participants to think creatively and innovatively, highlighting the endless possibilities within the toy industry.
- **New Perspectives:** It provided a platform for students and startups to present fresh ideas, fostering a culture of innovation and experimentation.

2. Networking and Collaboration

- **Connecting Innovators:** The event facilitated networking opportunities, allowing participants to connect with fellow innovators, industry experts, and potential investors.
- **Collaborative Opportunities:** It opened doors for collaborations between educational institutions, startups, and established toy manufacturers, promoting the exchange of ideas and expertise.

3. Industry Growth

- **Market Trends:** The presentation highlighted emerging trends and consumer demands in the toy industry, providing valuable insights for participants looking to enter or expand in this market.
- **Economic Potential:** By showcasing innovative products and ideas, the Toycathon Presentation underscored the economic potential of the toy industry, encouraging investment and development.

The Toycathon Presentation was a vibrant and dynamic segment of the National Conference, showcasing the innovative spirit of students and startups in the toy industry. It highlighted the crucial role of creativity and technological integration in designing toys that are not only fun but also educational and sustainable. By encouraging participants to think outside the box, the Toycathon Presentation played a pivotal role in fostering innovation and collaboration within the toy industry, setting the stage for future advancements and growth.

3.7. Accommodation & Hospitality

The accommodation and hospitality arrangements for the National Conference were meticulously planned to ensure the utmost comfort and convenience for all attendees. This chapter provides insights into the thoughtful preparations made to host VIPs, guests, members of the organizing team, principals, professors, and student participants.

Accommodation Arrangements

1. NIT Guest House

- **VIPs and Distinguished Guests:** The NIT Guest House provided luxurious accommodations for VIPs and distinguished guests, ensuring they enjoyed a comfortable stay. The guest house offered well-appointed rooms equipped with modern amenities.
- **Convenient Location:** Located within the National Institute of Technology, the guest house provided easy access to the conference venue, facilitating smooth transportation and logistics.

2. JKBOSE (Jammu and Kashmir Board of School Education)

- **Organizing Team and Speakers:** Members of the organizing team and invited speakers were accommodated at the **JKBOSE (Jammu and Kashmir Board of School Education)** Guest House. This facility offered a tranquil environment, allowing guests to relax and prepare for their sessions.
- **Hospitality Services:** The guesthouse staff were attentive to the needs of the guests, providing exceptional hospitality services to ensure a pleasant stay.

Hospitality Services

1. Warm Welcome

- **Reception and Check-In:** Attendees were warmly welcomed upon arrival, with dedicated reception desks set up at each guest house to facilitate a smooth check-in process. The hospitality team ensured that all guests received a detailed itinerary and information about the conference.
- **Personalized Assistance:** Personalized assistance was provided to guests to address any specific needs or requests, ensuring a comfortable and hassle-free stay.

2. Culinary Delights

- **Dining Arrangements:** Each guest house featured dining facilities that served a variety of delicious meals, catering to diverse dietary preferences. Special arrangements were made to offer local Kashmiri cuisine, giving guests a taste of the region's culinary heritage.

- **Refreshments and Snacks:** Throughout the conference, refreshments and snacks were available at strategic locations, ensuring that participants remained energized and refreshed.

3. Transport and Logistics

- **Shuttle Services:** Shuttle services were organized to transport guests between their accommodations and the conference venues. This ensured timely arrivals and departures, allowing participants to focus on the event without worrying about transportation.

- **Guided Tours:** For guests interested in exploring the local area, guided tours were arranged, offering a glimpse of Kashmir's natural beauty and cultural landmarks.

4. Recreational Facilities

- **Leisure Activities:** The guest houses offered recreational facilities such as lounges, gardens, and sports amenities, providing guests with opportunities to unwind and socialize during their free time.

- **Cultural Programs:** In the evenings, cultural programs showcasing traditional Kashmiri music and dance were organized, enriching the conference experience with local cultural flavors.

The accommodation and hospitality arrangements for the National Conference were a testament to the organizers' commitment to excellence. By providing luxurious accommodations, exceptional hospitality services, and convenient transportation, the organizers ensured that all participants experienced a comfortable and enjoyable stay. These thoughtful preparations not only enhanced the overall conference experience but also reflected the warm and welcoming spirit of the host institutions.

3.8. Conclusion

The National Conference on the Role of Academic-driven Startups in Developing the Economy of J&K was a resounding success, marked by meticulous planning, a diverse range of activities, and a commitment to fostering excellence in education and innovation. The event showcased the transformative potential of academic-driven startups as catalysts for economic growth, innovation, and societal progress.

This chapter has provided a detailed glimpse into the heart of the conference, highlighting the key components that made it an impactful and memorable event. From the inspiring speeches of distinguished guests and keynote speakers to the insightful panel discussions and the vibrant exhibition, every aspect of the conference was designed to promote knowledge exchange, innovation, and collaboration.

The support from strategic sponsors like NFIL, TDB-DST, LEVEL9, and J&K Board was instrumental in bringing the conference to life, underscoring the importance of collaborative efforts in driving the growth of academic-driven startups. The Toycathon presentation added a unique dimension to the event, encouraging creativity and innovation in the toy industry.

The meticulous accommodation and hospitality arrangements ensured that all participants, including VIPs, guests, and members of the organizing team, experienced the highest level of comfort and convenience. The dedication to providing a seamless and enriching experience for all attendees was evident in every aspect of the event.

In conclusion, the National Conference not only achieved its goal of fostering a conducive environment for academic-driven startups but also created a platform for meaningful interactions between academia, industry, and policymakers. The event successfully highlighted the potential of academic initiatives to reshape the economy of J&K, paving the way for a brighter and more innovative future. With its transformative impact and unwavering dedication to the field of education and entrepreneurship, the conference stands as a beacon of inspiration and progress, setting a high standard for future events.

CHAPTER-4

Papers

Papers

4.1. Introduction

Chapter 4 of our National Conference on the Role of Academic-driven Startups in Developing Economy of J&K is dedicated to the scholarly exploration and insightful revelations encapsulated in the numerous paper submissions. This crucial segment serves as a platform for intellectual exchange, fostering an environment where ideas converge to shape the contours of academic-driven entrepreneurship. A total of 61 papers have been presented, representing a rich tapestry of perspectives and research endeavors.

These submissions, spanning both online and offline modes, exemplify the diverse dimensions of academic contributions to the entrepreneurial landscape. Categorizing these papers into three distinct themes – Startup Conceptualization and Product Development, Marketing, Branding and Funding, and Miscellaneous – provides a comprehensive lens to examine the multifaceted impact of academic-driven startups on our economy.

The papers offer a deep dive into the core areas, unraveling the symbiotic relationship between academia and entrepreneurship. Each category, with its unique focus, contributes to the overarching narrative of innovation, skill development, and the transformative role of startups in the economic paradigm of J&K.

As we traverse through the chapters of these intellectual contributions, we embark on a journey of discovery, exploring the nexus between academia and the vibrant entrepreneurial spirit that propels our region towards progress and prosperity.

Startup Conceptualization and Product Development

Session Chairs

Dr. Deepti Dharmani, VC, Chaudhary Devi Lal University, Bhiwani

Dr. Rekha Kalia Bhardwaj, Registrar, DAV University Jalandhar

Prof. Sathans, Dean, NIT Srinagar

Prof. Sandhya Tiwari, Dean, Central University of Kashmir

Dr..Rajneesh Talwar, Dean DICE, Chitkara University

Dr. Neelu Nawani, Professor and Incharge of Microbial Diversity Research Centre

Prof Manjit Bansal, Professor & Dean, MRSPTU, Bathinda

New Data Protection Regime in India: Challenges and Opportunities for Start-ups

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Abstract

In the present age, data has emerged as a new currency across the globe. The digital economy is interconnected, and data protection regulations have been significant in almost every country's legislation. The introduction of the General Data Protection Regulation (GDPR) has changed privacy and security laws in different countries. In line with GDPR, India also brought the Data Protection Act (DPA) 2023, although the act is not as stringent as GDPR. The DPA 2023 brought the landscape for emerging businesses in the area of privacy by focusing on their compliance obligations, operational challenges, and strategic implications. The present act provides the country's people with a legitimate choice and control to determine the use of their personal data. The act provides a comprehensive framework for managing data at different levels. The present paper looks into how this most awaited DPA, 2023, brings challenges and opportunities for the startups in the country. Regulation no doubt brings opportunities for startups to build a foundation of trust, resilience, and responsibility. Adhering to the regulation strengthens the trust and credibility among stakeholders, including customers, investors, and partners. But for certain startups, compliance with the act's provisions can be daunting as they have to navigate the new regulatory framework and how startups will manage their growth with limited resources. Though the act gives certain exceptions to startups, it will be a prefatory remark to say that it will benefit Indian startups. To look into the implications of the DPA, 2023 information is collected from certain startups to look into the impact of the new act and what are the challenges faced by the startups dealing with personal data.

Keywords: Data protection Act, Start-ups, General Data Protection Regulation (GDPR) Act.

NP Series' NP30 Introducing State-of-the-Art Electric Bicycles

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Abstract

The NP Series' NP30 represents a state-of-the-art advancement in electric bicycles, a product of the Department of Holistic Education. The NP30 is available in three models: Advanced, Basic, and Sports. All models feature a 26-inch steel frame with a glossy powder coating, double-wall aluminum alloy rims, and a 24V DC, 250W motor, ensuring a robust and reliable ride. The Advanced and Basic models share similar specifications, including a lithium-ion 7.5Ah, 24V, 240Wh battery, and a range of 30 km per charge. The Sports model, designed for enhanced performance, includes a 10Ah battery, offering a range of 60 km. Each model includes standard features like LED lights, electronic horn, and adjustable saddle settings. These bicycles are designed to cater to various needs, providing an eco-friendly and efficient mode of transportation. The introduction of the NP30 series underscores the commitment to innovation and sustainable mobility solutions.

Keywords: Electric Bicycle, NP30 Series, Sustainable Transportation, Holistic Education, Eco-friendly Mobility, Lithium-ion Battery.

Secure Satellite-to-Satellite Communication: An ECC-Based Authentication Protocol

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Abstract

The remarkable flexibility is offered by the satellite resource-based communication network in a wide range of applications such as news gathering, aeronautical, and maritime tracking. For remote areas, a satellite resources-based terrestrial network facilitates high-throughput services, stable and reliable network quality, and seamless geographical coverage. Though, this network is also susceptible to unauthorized intrusions and faces significant and potentially hazardous disruptions. To resolve these issues, plenty of researchers came up with various authentication protocols, but these protocols are either user-oriented or have security and efficiency challenges. Therefore, we propose an authentication protocol for satellite-to-satellite communication relying on the elliptic curve discrete logarithm problem. The Real-or-Random (ROR) model, Burrows-Abadi-Needham (BAN) logic are the formal proofs utilized to demonstrate the robustness of the proposed protocol. Additionally, informal analysis and scyther verification tools are other methods employed in security analysis. The metrics such as computational, communication, and bandwidth overhead are used for the comparative analysis of the proposed protocol with other state-of-the-art. The obtained results highlight the efficiency and superiority of the proposed protocol, which makes it suitable for the satellite communication network.

Keywords: Authentication, Satellite-to-satellite communication, Real-or-Random (ROR) model, Burrows-Abadi-Needham (BAN).

Integration of Artificial Intelligence and Machine Learning in Academic Startup

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Abstract

Every person has the fundamental right to an education. Over the past few years, there have been numerous changes to education at different levels. The method that professors teach and how students learn has changed significantly as a result of the numerous technological breakthroughs. The development of artificial intelligence and machine learning has been one of the major turning points in the history of technology. Artificial intelligence (AI) & Machine learning, once simply a pipe dream, is now a reality, permeating every facet of our life, including education, and becoming a part of our daily routines. Although the field is still in its early stages, we will be able to see how AI develops and discover its unrealized potential as time goes on. The ways that teaching and learning are conducted are impacted by the advent of new technologies. The use of artificial intelligence (AI) in education has grown in popularity as a result of the technology's recent rapid progress. It's true that educators and teachers are indispensable. But the role of a teacher and best practices in education will alter significantly as a result of technology. This paper discusses the use of Artificial intelligence (AI) & Machine learning in education, including virtual classrooms, adaptive learning, smart campus, Sensible Tutoring Machines. In light of this, this paper also explores the present and potential applications of AI in academic start-ups.

Keywords: Artificial Intelligence (AI), Machine Learning, Education, Start-ups.

Secure and Lightweight Authentication for Patient Monitoring via Wireless Medical Sensors

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Abstract

The integration of wireless medical sensor networks into conventional medical networks has significantly enhanced efficiency while introducing new security challenges. Recently, Servati and Safkhani proposed an IoT-based authentication scheme for healthcare environments, aiming to provide a secure protocol resistant to various attacks. However, analysis reveals that their protocol is vulnerable to user, gateway node and server impersonation attacks in addition to the gateway bypassing attacks, ephemeral secret leakage attacks and offline password guessing attacks. To mitigate these security flaws, we devised a lightweight three-factor authentication protocol utilizing the user's biometric data and fuzzy extractor technique. We validate our approach utilizing the Burrows-Abadi-Needham (BAN) logic, the Real-or-Random (ROR) oracle model and the SCYTHON simulation tool. Heuristic analysis demonstrates that our proposed framework is resilient against potential threats and provides enhanced security features. A comprehensive comparison with existing state-of-the-arts delineates that our framework significantly improves security and efficiency while reducing communication, computational and security overheads.

Keywords: Wireless medical sensor network (WMSN), Authentication, Security, ROR model, SCYTHON.

Fostering Growth: How Entrepreneurship Education Can Drive Economic Development in Jammu and Kashmir.

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Abstract

Entrepreneurship education is crucial for economic development, especially in regions with unique socio-economic challenges like Jammu and Kashmir. This study investigates the role of entrepreneurship education in catalysing economic growth by equipping individuals with the skills, knowledge, and mind-set needed to initiate and sustain businesses. It evaluates the existing educational landscape, identifies the region's specific needs, and highlights the potential benefits of entrepreneurship education. The analysis underscores the transformative impact of such education on the local economy, emphasizing its contributions to job creation, innovation, and the establishment of a resilient entrepreneurial ecosystem. Key findings reveal that entrepreneurship education can directly address high unemployment rates by fostering new business ventures and supporting small and medium-sized enterprises (SMEs), which are vital for local economic stability. Furthermore, it promotes a culture of innovation, enhancing regional competitiveness and encouraging the development of new markets and industries. The study also identifies challenges in implementing effective entrepreneurship education, such as limited resources, cultural barriers, and difficulties in accessing finance. Recommendations include policy support, public-private partnerships, capacity building, and improved financial access to fully leverage the potential of entrepreneurship education for economic revitalization. This comprehensive approach aims to transform Jammu and Kashmir's economic landscape, fostering sustainable development and resilience against external economic shocks.

Keywords: Resilient Entrepreneurial Ecosystem, Entrepreneurship Education, Socio-Economic Challenges, Economic Development, Job Creation, Jammu and Kashmir.

Cyber Security and Data Privacy in Academic-driven Tech Start-ups

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Abstract

In recent years, technology has greatly influenced the landscape of Indian school education, playing a pivotal role in its expansion and development. In the current national education policies, the Indian government has given significant importance to education technology (ET). Edtech struggled to secure adequate funding until 2019, but the emergence of the Covid-19 pandemic accelerated the growth of online education and led to the establishment of numerous EdTech start-ups in India and other countries. These Edtech businesses, with nearly two decades of experience, presented a promising outlook for education. Education is widely recognized as the key factor that greatly contributes to the prosperity of millions of individuals living in Asian nations. However, it was some time before the primary delivery method experienced a noteworthy change. The education sector was slow to adopt and incorporate the latest technology, despite the fact that some institutions had started to take advantage of it. The primary concept behind this was that, particularly in the realm of school education, the introduction of digital methods of teaching could potentially lead to a reduction in the number of teaching positions.

Keywords: EdTech, Funding, Start-ups, Education, Digital.

Startup Kashmir: Designing a Sustainable Entrepreneurial Ecosystem Model for the Academia

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Abstract

The extraordinary times we live in demand that education be consciously and actively connected with opportunity. Unlike in previous times, when the population and competition were less, one could quickly get admission for higher studies and go for a postdoc before settling in a permanent job. Times have changed. The traditional career formulae are no longer working. It's time to reboot our thinking and create a new center of gravity. The "lonely innovator" is a thing of the past. The modern world is about collaboration, creating viable ecosystems, and partnering with all stakeholders for the common good. There is a pressing unmet need to foster an entrepreneurial culture within academia. By actively connecting education with opportunity, universities can empower graduates with the skills and resources to create their own paths. This shift requires a fundamental change in the mindsets of students and faculty. Having experienced entrepreneurship, we envision a vibrant ecosystem within universities where students, faculty, and stakeholders work together. This collaboration can leverage university resources, expertise, and partnerships with the private sector to create a launchpad for student ventures.

By integrating entrepreneurial education into existing curriculums, universities can equip graduates with essential skills like problem-solving, critical thinking, risk assessment, and innovation. Fostering a collaborative culture within academia can also connect students with mentors and resources, enabling them to translate their ideas into viable businesses.

This shift towards an entrepreneurial ecosystem empowers graduates to become self-reliant contributors to the economy. They can leverage their unique talents and contribute meaningfully to society, no longer confined by the limitations of the traditional employment model. Developing an entrepreneurial culture within academia is a strategic investment in a future where graduates are future ready!

Keywords: Startup, Academia, Model, Entrepreneur.

A Quantum Authentication Scheme for Wireless Body Area Networks

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Abstract

The wireless body area network (WBAN) has emerged as a promising networking paradigm thanks to embedded systems, integrated circuit technologies, and wireless communications advancements. WBAN has the ability to send real-time biomedical data to remote medical personnel for clinical diagnostics through intelligent medical sensors in or around the patient's body. Moreover, WBANs have played an increasingly important role in modern medical systems over the past decade as part of the Internet of Things (IoT). In addition to their conveniences, WBANs present us with the data confidentiality challenge and protecting patient's privacy. The system requires a robust security mechanism to protect against threats because of the massive production of delay-sensitive data. We proposed a novel privacy preserving quantum authentication scheme for WBANs to enhance security by encrypting medical data and safeguarding patient's identities.

Keywords: Quantum cryptography, Quantum key distribution, Wireless body area network, Quantum entanglement, Internet of things

A Secure Quantum Designated Verifier Signature Scheme for Electronic Voting Machine

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Abstract

Designated verifier signatures prove to be an invaluable tool in the applications like electronic voting, electronic bidding, and electronic transactions. The development of quantum computing presents a looming danger to the security of current cryptographic approaches. To address this issue, we propose an identity-based, quantum designated verifier signature protocol that provides robust security against quantum attacks.

Keyword: Designated verifier, Quantum signature, Unforgeability, Non-Transferability, Hiding source.

Exploring the role of Academic startups in creating socially responsible reverse logistics for Packaging Industry.

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Abstract

This research paper explores the pivotal role of academic startups in fostering socially responsible reverse logistics within the packaging industry. These academic startups emerge from university research and development and provide a distinct advantage in spearheading innovation in this particular domain. This paper investigates the role of these startups in developing and executing reverse logistics systems that prioritize sustainability and social responsibility. Through a comprehensive literature review, the paper identifies key areas where academic startups have made substantial impacts. Additionally, the study highlights the role of these startups in advocating for regulatory changes and increasing public consciousness regarding sustainable practices. The findings demonstrate that academic startups not only bring in innovative solutions but also engage in significant collaborations with industry partners, government agencies, and local communities to enhance the effectiveness of reverse logistics systems. Nevertheless, the research also pinpoints the challenges faced by these startups, including financial limitations, reluctance from the market, and regulatory complexities. This work is crucial in showcasing how academic startups may revolutionize the packaging business by integrating social responsibility into reverse logistics operations and help in creating a more sustainable and socially responsible future for packaging waste management.

Keywords: Academic start-ups, Reverse logistics, Packaging industry, Social responsibility, Sustainability, Innovation.

Tredul - Travel, Educate & Live

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Abstract

Tredul is an innovative platform designed to connect tourists with educational institutions, such as schools and universities, to foster meaningful cultural and educational exchanges. The platform is developed using HTML, CSS, JavaScript, React, TypeScript, Node.js, Express.js, and MySQL. Tredul enables tourists to register, create detailed profiles, browse available educational hosts, and send visit requests. Hosts receive notifications, review tourist profiles, and manage requests efficiently through an integrated booking system that supports real-time scheduling and secure user authentication. The user interface is designed to be intuitive and user-friendly, incorporating continuous feedback from usability tests to ensure a seamless experience. A future mobile application is planned to enhance accessibility further. Tredul's development follows an incremental model, ensuring iterative improvements and robust performance. This project highlights the successful application of modern web technologies and iterative development processes to create a dynamic and user-centered platform for educational tourism.

Keywords: Educational Tourism, Tredul, Education, Booking System, Real-time Scheduling, Travel.

Holistic Harbour: Celebrating Diversity in Religious and Cultural Practices

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Abstract

Holistic Harbour is a unique platform dedicated to celebrating the diversity of religious and cultural practices globally. Initiated by the Department of Holistic Education, it serves as a vibrant space for individuals of all ages to document and share their cultural heritage. This manuscript outlines our mission to create an inclusive community-driven platform that fosters understanding, respect, and appreciation for different traditions. We detail our commitment to promoting harmony and tolerance through the documentation of cultural practices, pilgrimages, and events. Our vision is to break down barriers and create a world where every tradition is valued and respected. Through this endeavor, we aim to build a sense of belonging and mutual respect among our global audience, thereby preserving and celebrating our shared cultural heritage.

Keywords: Cultural Diversity, Religious Practices, Holistic Education, Community-Driven Platform, Cultural Heritage, Global Audience

A Dynamic Platform Connecting Tourists and Educational Institutions: Tredul

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Abstract

This research paper examines Tredul, an innovative platform that connects tourists with educational institutions, such as schools and universities, to foster meaningful cultural and educational exchanges. Developed with a robust stack of technologies including HTML, CSS, JavaScript, React, TypeScript, Node.js, Express.js, and MySQL, Tredul facilitates comprehensive interactions between tourists and educational hosts. Tourists can register, create detailed profiles, browse available educational hosts, and send visit requests. Educational hosts receive notifications, review tourist profiles, and manage requests through an integrated booking system that supports real-time scheduling and secure user authentication. The platform's user interface is designed to be intuitive and user-friendly, continuously refined through feedback from usability tests to ensure a seamless user experience. A mobile application is planned for future development to enhance accessibility. Tredul's development adheres to an incremental model, ensuring iterative improvements and robust performance. This study showcases the successful application of modern web technologies and iterative development processes in creating a dynamic, user-centred platform for educational tourism. The findings demonstrate Tredul's potential to transform educational tourism by providing a bridge for cultural and educational exchanges between tourists and academic institutions. Moreover, Tredul exemplifies how modern web technologies can be harnessed to create platforms that not only meet user needs but also promote global learning and cultural exchange. By continuously incorporating user feedback, Tredul ensures a high-quality user experience, making it a significant contribution to the field of educational tourism. The platform's future expansion to mobile devices further emphasizes its commitment to accessibility and user engagement, positioning Tredul as a pioneering solution in the educational tourism sector.

Keywords: Educational Tourism, Tredul, Education, Booking System, Real-time Scheduling, Travel.

Sarvatr: A Comprehensive Management System for Educational and Non-Educational Institutions

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Abstract

Sarvatr is an integrated management system designed to streamline administrative functions for both educational and non-educational institutions. It offers a comprehensive suite of features to manage employee details, tasks, and attendance for office environments, while providing robust tools for school management, including super-admin and admin panels. Sarvatr's educational component allows for detailed oversight of student records, class organization, exams, grades, and parental engagement. Super Admins have exclusive rights to delete records, create user accounts, and oversee system settings. The system enhances communication within institutions by offering dashboards, attendance tracking, task management, and messaging features. Future developments aim to unify all web applications on a single platform, connecting various non-institutional organizations and schools. Sarvatr represents a significant step towards efficient institutional management, fostering improved communication, streamlined administrative processes, and enhanced educational outcomes.

Keywords: Management System, Educational Administration, Non-Educational Administration, Institutional Management, Super Admin, Admin Panel.

VB Institute of Training & Research: Empowering Educators for Excellence

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Abstract

VB Institute of Training & Research is dedicated to transforming the landscape of education through comprehensive training programs aimed at empowering educators. Conceptualized by Dr. Thakur SKR, a visionary ISRO scientist, and guided by Mr. Vijay Nadda, a forward-thinking RSS Pracharak, the institute seeks to prepare teachers to meet contemporary educational challenges. The institute offers a range of development programs including Skill Development, Faculty Development, Management Development, Staff Development, and Teacher Development. These programs focus on integrating technology into teaching, enhancing research skills, developing leadership capabilities, and improving administrative efficiency. Additionally, the institute's research initiatives cover areas such as community education, educational technology, cultural competency, environmental education, and social skills. VB Institute aims to cultivate a culture of lifelong learning and scholarly inquiry, contributing to the broader body of knowledge through impactful research while fostering an environment of inclusive and transformative education.

Keywords: Educational Empowerment, Teacher Training, Pedagogical Innovation, Research Initiatives, Lifelong Learning, Inclusive Education.

Empowering Employment with Technology: Jobs360Degree

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Abstract

Jobs360degree is a comprehensive job application platform designed to connect job seekers with potential employers across diverse industries. The website offers an intuitive interface for users to create detailed profiles, upload resumes, and apply for a wide range of job opportunities. Advanced features include personalized job recommendations, real-time application tracking, and the ability to save job searches for future reference. Employers benefit from a robust suite of tools to post job listings, manage applications, and identify ideal candidates through advanced search and filtering options. These tools streamline the hiring process, reduce time-to-hire, and improve candidate quality. The platform's analytics and reporting capabilities provide insights into the effectiveness of job postings and recruitment strategies, aiding data-driven decisions. Dedicated to revolutionizing the job search and recruitment landscape, Jobs360degree provides a reliable, user-friendly, and efficient platform that bridges the gap between talent and opportunity. Whether you are a job seeker or an employer, Jobs360degree offers the tools and resources to achieve your employment goals.

Keywords: Jobs, Technology in employment, Careers, Employment.

Punjab Super 100 - Transforming Future Education

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Abstract

Punjab Super 100 is a unique educational initiative designed to provide innovative and comprehensive support to school students, enhancing their fundamental knowledge and exposing them to various professions. Initially launched in the academic year 2021-22 as Sarvhitkari Super 100 for Sarvhitkari Educational Society schools, it catered to students from grades 6-8 entirely and grades 9 and 11 partially. Following its success and positive feedback, the program expanded to include students from all over Punjab and was renamed Punjab Super 100. The program aims to establish a residential campus to accommodate 700 students and staff, embodying the values of the Bhartiya Gurukul System through advanced technologies such as AI, VR, AR, and ML. Punjab Super 100 is divided into three phases, focusing on foundational learning, interest-specific subject exposure, and career-specific education. The initiative is supported by a diverse team of regular and visiting faculties from prestigious institutions and organizations, providing top-tier education and mentorship. The program's vision is to create a world-class, competitive education system available to all students globally, ensuring they have the foundation and exposure to excel in their chosen professions.

Keywords: Innovative Education, Punjab Super 100, Professional Exposure, Holistic Learning, Bhartiya Gurukul System, AI in Education

**Empowering Agriculture in Jammu and Kashmir:
The Role of Weather-Based Information Startups in Economic Growth**

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Abstract

Weather-based agriculture information systems have emerged as pivotal tools in modern agricultural practices, offering timely insights to farmers for informed decision-making. This abstract explores the potential of establishing a startup focused on weather-based agriculture information in Jammu and Kashmir, aiming to enhance the region's agricultural productivity and economic resilience. By harnessing meteorological data through advanced technology and analytics, such a startup could empower farmers with accurate forecasts, crop-specific advisories, and climate risk assessments tailored to the unique agro-climatic conditions of the region. This initiative not only seeks to optimize crop yields and resource utilization but also aims to mitigate weather-related risks, thereby contributing significantly to the overall economic upliftment of farmers in Jammu and Kashmir. Through strategic partnerships, innovative business models, and targeted farmer outreach, the proposed startup endeavors to foster sustainable agricultural practices and foster economic growth in the region. Our centre has benefitted numerous farmers (>50 thousands of district) by this startup mechanism, through media platforms and village level-farmers awareness programmes (>90 FAPs) during 2020-24. Results, with the initiative, the farmers of district received, in average 25-30% more economic benefits; also, improved crop/fruit quality on following the advisories on time.

Keywords: Advisories, Climate risks, Crop growth, Economic growth, FAPs.

Attracting and Retaining Youths in Agriculture (ARYA) Project: An Initiative for Entrepreneurship Development among Rural Youth of Baramulla District of J&K

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Abstract

The Kashmir region's agricultural potential includes diverse crops like rice, maize, mustard, pulses, and temperate fruits, along with significant opportunities in honey production and livestock farming. However, challenges such as lack of quality seeds, planting material, processing units, and market stability hinder agricultural productivity and economic growth. The NITI Aayog/Govt. of India identified Baramulla as aspirational district during 2018 and subsequently Attracting and Retaining Youth in Agriculture (ARYA) project was sanctioned by ICAR to KVK Baramulla to mitigate above challenges by providing specialized training to rural youth, fostering entrepreneurship, and enhancing household incomes. The project specifically aims to develop entrepreneurship among rural youth by promoting various agricultural enterprises such as quality seed production, low-cost polyhouse nurseries, livestock farming, sheep husbandry, and bee keeping. The outcomes of the project include the training of 17 youths in bee keeping, resulting in the establishment of five sustainable units with substantial economic gains. The 18 youths were trained for Quality seed production. The 12 youths were trained for low-cost polyhouse nursery enterprise and four sustainable units were established with notable profits. Livestock farming and sheep husbandry involved 14 trained youths, forming eight sustainable units with significant economic returns. Overall, the project has generated year-round employment for participating youths, contributing to local economic development and agricultural sustainability. By addressing technical constraints and enhancing skills, the ARYA project demonstrates a viable model for engaging rural youth in agriculture, thus fostering rural development and ensuring the sustainable growth of the agricultural sector in Baramulla District.

Keywords: Youth, Agriculture, Planting equipment's, Playhouse.

Harnessing Bio Agent Production as Startup Initiative for Entrepreneurship Development among youths

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Abstract

Bioagents in agriculture refer to living organisms used for biological control of pests, diseases, and weeds. These organisms include beneficial insects, bacteria, fungi, viruses, and nematodes that target specific agricultural pests and pathogens. The use of bioagents is part of an integrated pest management (IPM) strategy, aiming to reduce reliance on chemical pesticides and promote sustainable farming practices. Predators' insects like ladybugs, lacewings, and predatory mites feed on harmful pest insects. Parasitoids Insects like certain wasps that lay their eggs inside or on pest insects, leading to the death of the host. Bioagent like Bacteria (e.g., *Bacillus thuringiensis*), fungi (e.g., *Beauveria bassiana*), and viruses that can infect and kill pests. Plant growth-promoting rhizobacteria (PGPR) and rhizobium enhances plant growth and health, making plants more resistant to diseases and pests. These bioagents are crucial for sustainable agriculture, as they are natural pest controllers, soil health enhancers, and nitrogen fixers, thereby reducing the reliance on chemical inputs. The entrepreneurship opportunities is high in establishing a bioagent lab where farmers can start production of these bioagents with minimum cost and with taking training from KVK, agriculture University. By utilizing advanced techniques to cultivate and optimize these bioagents, the proposed lab aims to meet the growing demand for eco-friendly agricultural solutions. This initiative seeks to foster innovation and sustainability in farming practices, providing farmers with effective tools to enhance crop productivity and soil fertility. The business model includes diverse revenue streams such as direct sales, strategic partnerships, and agricultural consultancy services. Through this approach, the startup not only supports environmental conservation but also promotes economic growth and entrepreneurial development in the agricultural sector.

Keywords: Bio agents, Pests, Bio agent lab, Innovation, Sustainability.

Connecting tourists with Knowledge : Tredul

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Abstract

This research paper examines Tredul, an innovative platform that connects tourists with educational institutions, such as schools and universities, to foster meaningful cultural and educational exchanges. Developed with a robust stack of technologies including HTML, CSS, JavaScript, React, TypeScript, Node.js, Express.js, and MySQL, Tredul facilitates comprehensive interactions between tourists and educational hosts. Tourists can register, create detailed profiles, browse available educational hosts, and send visit requests. Educational hosts receive notifications, review tourist profiles, and manage requests through an integrated booking system that supports real-time scheduling and secure user authentication. The platform's user interface is designed to be intuitive and user-friendly, continuously refined through feedback from usability tests to ensure a seamless user experience. A mobile application is planned for future development to enhance accessibility. Tredul's development adheres to an incremental model, ensuring iterative improvements and robust performance. This study showcases the successful application of modern web technologies and iterative development processes in creating a dynamic, user-centered platform for educational tourism. The findings demonstrate Tredul's potential to transform educational tourism by providing a bridge for cultural and educational exchanges between tourists and academic institutions. Moreover, Tredul exemplifies how modern web technologies can be harnessed to create platforms that not only meet user needs but also promote global learning and cultural exchange. By continuously incorporating user feedback, Tredul ensures a high-quality user experience, making it a significant contribution to the field of educational tourism. The platform's future expansion to mobile devices further emphasizes its commitment to accessibility and user engagement, positioning Tredul as a pioneering solution in the educational tourism sector.

Keywords: Educational Tourism, Tredul, Education, Booking System, Real-time Scheduling, Travel.

An Overview of Intellectual Property Management for Academic Driven Start-ups

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Abstract

The academic-driven startups emphasize the significance of venture creations and commercialization of innovation ideas of academic students and faculties. It involves specialized awareness and training programmes, academic incubation centres, partnerships of industry and academic institutions, new policy formation, international collaboration, and standardized evaluation metrics in managing intellectual property rights (IPR). The key feature of a startup involves extensive standards and policies, their operationalization, initiating outreach and awareness regarding initiatives, capacity development, application programming interface (API) integration with startup India hub and strategic inputs and support on programs. The IPR management policies support these innovation, entrepreneurship, and technology commercialization as top priority by governments in India and around the world. Further, more effective initiatives and efforts are necessary to boost these academic-driven startups, which can enhance the economic growth, combined benefit, and startup success.

Keywords: Start-ups, Innovation, Intellectual property rights, Incubation centres and application programming interface.

An Online Event Management System-TuDu

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Tudu is a cutting-edge online event management platform designed to simplify the process of booking and organizing events of all kinds. Whether it's a corporate conference, wedding, concert, or a community gathering, TuDu offers a comprehensive solution to meet the diverse needs of event planners and participants.

At its core, TuDu streamlines the event management lifecycle through an intuitive interface and robust functionality. Users can easily browse and book venues, coordinate with vendors, send out invitations, and manage RSVPs all within the platform. TuDu's centralized system ensures that every aspect of event planning is seamlessly integrated, reducing the complexity and time required for organizing successful events.

Key features of TuDu include a dynamic event calendar, real-time availability checking, and a customizable booking system. The platform also provides advanced analytics and reporting tools that offer insights into attendee engagement and event performance. This data-driven approach helps users make informed decisions and optimize their event planning strategies.

Additionally, TuDu supports social sharing and integrates with popular social media platforms, allowing users to promote their events and reach a wider audience effortlessly. The platform's mobile-friendly design ensures that users can manage their events on-the-go, offering flexibility and convenience.

Security and user privacy are paramount in TuDu's design. The platform employs robust encryption and data protection measures to safeguard user information and ensure a secure booking experience.

In summary, TuDu is a comprehensive online event management platform that revolutionizes the traditional approach to organizing events. By combining powerful tools with a user-friendly interface, TuDu empowers individuals and organizations to create memorable events with ease and efficiency.

Keywords: Online event management, Booking, Organizing event, Dynamic

Empowerment of Scheduled Tribes Entrepreneurship: A Contextualised Institutional Support Model

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Abstract

Purpose: The study aims to investigate the entrepreneurial process of **institutional support** and the challenges faced by scheduled tribe entrepreneurs and provide suggestions.

Design/methodology/approach: These study is a conceptual survey with exploratory cum descriptive in nature; this study attempts to probe into the problems and difficulties in the way of the entrepreneurship development process with the help of statistical tools such as simple averages, chi-square and correlations. This research follows the analytical research methodology based on quantitative data. The information related to the study has been collected from 20 entrepreneurs of scheduled tribes who were selected in the state of Telangana. Primary data were collected with the help of CMSTEI authorities and experts. Secondary data were collected from state reports, websites, journals, magazines, newspapers and books, and other source.

Findings: As all the entrepreneurs under study belong to scheduled tribe families, they faced difficulties obtaining support. Most respondents stated that the economically poor position they inherited was the primary difficulty, as their applications for financial assistance were often delayed or rejected. Most entrepreneurs opined that their products should be given priority and support for marketing and the position of the products in the government purchase programme. A few of them opined that the fear of loss and uncertainty did not allow them to expand their entrepreneurial activities. The process of scheme disbursement is a significant problem for emerging entrepreneurs. Though the Government of India and state governments are intensely focused on addressing the tribal' needs, the usual planning mechanisms require more attention on these grounds. The findings contribute to academic, policy, and practical implications.

Research limitations/implications: Study limited to tribal entrepreneur of the Telangana state under the scheme Chief Minister Scheduled Tribe Entrepreneur and Innovation (CMSTE&I) beneficiaries

Originality/value: Uniqueness of the study is to explore the successive tribal entrepreneur in the state of Telangana

Keywords: Entrepreneurship, Scheduled Tribe, Empowerment, CMSTEI

**Role of Entrepreneurship Education and Training in
Rural Skill Development in India**

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Abstract

The significance of entrepreneurship education and training in promoting skill development among rural students in India is an important research topic, particularly in terms of economic empowerment and sustainable development. This research article uses secondary data to investigate several aspects of this position, including a thorough analysis of government initiatives, comparable models, and the influence of digital education platforms. The study focuses on the strengths and limitations of various educational approaches, emphasising long-term outcomes, gender-specific consequences, and sectoral disparities in skill development. Reviewing existing regulations and public-private partnerships, the report sheds light on the socioeconomic constraints that impede effective entrepreneurship education and makes concrete recommendations to policymakers and educators. The report emphasizes the practical benefits of entrepreneurship education by using case studies of successful rural entrepreneurs provided by the Employment & Training Centre, (Rozgar Srijan Kendra), CBLU. The findings underline the importance of personalized educational programs that target the specific needs of rural students, thereby improving their entrepreneurial abilities and contributing to overall economic development. The report concludes with recommendations for future research to address existing gaps and improve the effectiveness of entrepreneurship education in rural India.

Keywords: Education, Entrepreneurial skills, Training, Individual entrepreneurial inclination, Enterprise Establishment, Entrepreneurship program

Seamlessly Integrating Ancient Spiritual Traditions with Modern Convenience: The Pooja Wala Platform

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Abstract

Spirituality is a cornerstone of human existence, offering a sense of purpose and connection. Recognizing this essential need, the Pooja Wala project aims to seamlessly integrate ancient spiritual traditions with modern convenience through a robust online platform. Pooja Wala is a initiative designed to streamline the booking of pandits for a wide array of ceremonies and rituals, catering to linguistic preferences such as Odia, Hindi, Gujarati, and Marathi. Offering over 250 distinct poojas and rituals, the platform provides users with a comprehensive selection to fulfill their needs. This innovative platformenabling individuals to register either as users seeking pandit services or as pandits offering their expertise. The registration process is thorough, capturing essential details and addresses to enhance both user and pandit profiles with comprehensive information. Additionally, Pooja Wala offers detailed state wise pooja and ritual descriptions, supplemented by instructional videos, ensuring users have a deep understanding and can perform ceremonies correctly. Pooja Wala's mission is to foster the preservation and promotion of Indian spiritual heritage by leveraging cutting-edge technology to offer accessible and reliable pandit booking services. The platform aims to bridge the gap between tradition and modernity, connecting people with qualified pandits to ensure that rituals are conducted with authenticity and reverence. By accommodating diverse linguistic and cultural needs, Pooja Wala not only upholds the sanctity of spiritual practices but also fosters a sense of community and continuity in today's fast-paced world.

Keywords:Spirituality, Online Platform, Pandit Booking, Poojas and Rituals, Cultural Preservation, Linguistic Diversity.

The Government Initiative and Policies for Promoting Academic Driven Start-ups in Jammu and Kashmir -An Evaluation

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Abstract

The Government of India has initiated as a flagship program that is Start-up India on 16th January 2016. It envisioned to shape a strong eco-system for nurturing innovation and Start-ups in the country that will drive sustainable economic growth and generate large scale employment opportunities.

The Government through this initiative aims to empower Start-ups to grow through innovation and design. Subsequently, Start-up India has rolled out several programs with the objective of supporting entrepreneurs, and transforming India into a country of job creators instead of job seekers. Various ministries and departments have introduced schemes to provide financial, infrastructural, and regulatory support to start-ups. The listed schemes cover sectors like technology, manufacturing, agriculture, healthcare, and more.

The Ministry of Human Resource Development in 2019, released the National Innovation and Start-up Policy 2019 for students and faculty of Higher Education Institutions (HEIs). The Policy is in line with the focus of Central Government on entrepreneurial projects. The framework was created to enable the institutes to actively engage students, faculties and staff in innovation and entrepreneurship related activities.

The Government of Jammu and Kashmir recognises the importance of start-up in driving initiative and economic growth. The policy envisages the nature and inspire the young and entrepreneurial brains of Jammu and Kashmir to pursue innovation and entrepreneurship thereby creating a vibrant and robust start-up ecosystem in Jammu and Kashmir. This policy initiative aimed at fostering a supportive environment creating conducive start-up ecosystem in Jammu and Kashmir.

Objectives of the Study: To analyse the government initiatives and policies for promoting academic driven start-ups in India in-general and in-particular in Jammu and Kashmir; To evaluate the implementation and impact of startup policies in academic institutions in Jammu and Kashmir. To trace-out best practices of start-ups in HEIs in Jammmu and Kashmir.

Methodology: this study has adopted distractive, conceptual and analytical method, data and information has been collected from secondary data sources.

Key Words: The Government Initiatives and policies for start-ups, The role of Higher Education Institutes, Status of start-ups in Academic field in Jammu and Kashmir.

Empowering Employment WithTechnology: Jobs360Degree

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Abstract

JOB 360 degree is job portal which helps to find the perfect matched job according the requirements and skills and easily get interview calls and response from recruiter and employer and employer easily can get the job seeker details and able to judge job seeker the perfect details.

Jobs360Degree is a Swadeshi job portal dedicated to connecting school teachers with rewarding opportunities. Founded on the principles of efficiency and responsiveness, our platform addresses the unique needs of educators, ensuring a seamless and effective job search experience. With a two-way rating system and automatic application cancellation within a week. Jobs360Degree is committed to providing a platform that values both the teachers and the institutions seeking their expertise

The "Jobs360 Degree" project aims to revolutionize the job search and career development landscape by integrating comprehensive career services into a single platform. This innovative solution leverages advanced algorithms and machine learning to provide personalized job recommendations, skill assessments, and career guidance tailored to individual user profiles. Users will benefit from a seamless experience that encompasses job searching, skill development, networking opportunities, and career planning, all accessible through a user-friendly interface. "Jobs360 Degree" seeks to empower job seekers and professionals alike by equipping them with the tools and insights needed to navigate today's dynamic employment market successfully.

Keywords- Job Search Platform, Career Development, Personalized Recommendations, Skill Assessment, User Interface and Professional Development.

Evaluating Indian Government Initiatives and Policies for Promoting Academic-Driven Start ups: A Comprehensive Analysis

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Abstract

This study aims to examine the Indian government initiatives and policies designed to promote academic-driven start ups. It underscores the significance of these policies in fostering innovation, entrepreneurship, and economic growth by leveraging academic research and student innovation. The research adopts a qualitative approach, reviewing and synthesizing existing literature, government reports, and policy documents. It conducts a detailed analysis of key initiatives such as Startup India, Atal Innovation Mission, and NIDHI to understand their impact on academic-driven entrepreneurship. The study finds that Indian government initiatives have significantly strengthened the startup ecosystem by providing financial support, infrastructure, and mentorship. These efforts have led to increased startup activity in academic institutions, promoting innovation and economic development. However, challenges such as bureaucratic obstacles and inconsistent policy implementation persist. This study is based on qualitative analysis using secondary data sources. Further empirical research is necessary to quantify the impact of these initiatives. The findings suggest a need for continuous policy refinement and effective implementation to sustain and enhance the startup ecosystem. This research offers a comprehensive overview of Indian government policies promoting academic-driven startups, highlighting their unique approach in integrating academia with entrepreneurship. It provides valuable insights for policymakers, educators, and entrepreneurs on fostering innovation and economic growth through academic ventures.

Keywords: Academic-driven startups, Indian government initiatives, Atal Innovation Mission, Entrepreneurship, Startup India, NIDHI.

Marketing, Branding, and Funding

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Dr. Vijay Kumar Sharma, Associate Professor, NIT Srinagar

Dr. Neelam Sharma, Associate Professor at Lovely Professional University

Dr. Mohit Tyagi, Associate Professor, Punjab Engineering College, Chandigarh

Dr. Pooja Devi, Principal Scientist, CSIR-CSIO

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Empowering Futures: The Critical Role of Skill-Based Education in the Market

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Abstract

Right now, skill-based learning is required rather than optional. Pure academic courses are always more popular with students, parents, and society at large since they are traditionally acceptable degrees. The misconception that skill-based education exclusively helps students with weaker academic backgrounds and leads to low-paying employment is still held by the majority of young people. A fundamental human right, productive employment not only pays well but also allows people to express their dignity and sense of fulfillment. Therefore, improving skills is essential to promoting the global job market. By enhancing functional and analytical skills, skill education gives people and communities more access to the job market and means of subsistence. In addition to being a means of increasing productivity, skill-based education also serves as a powerful weapon for increasing democratic involvement and raising standards of living for both individuals and society as a whole. Employers place a higher value on individuals with greater skills because they can better utilize emerging economic opportunities and modern technologies, as well as increase the productivity of their own enterprises. This paper offers a succinct summary of the ways in which skill education can support individuals in finding productive jobs or working for themselves. It also shows why, given the circumstances, skill-based education is essential.

Keywords: Skill based education, employment, Productive jobs, Productive employment.

From Policy to Practice: Government Initiatives Boosting Women Entrepreneurship in India

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Abstract

Purpose: The aim of the paper is to explore the dynamics of women's entrepreneurship in India, focusing on various government policies and initiatives for enhancing women's entrepreneurship. The study examines key schemes such as the Annapurna Scheme, the MUDRA Loan Scheme, the Dena Shakti Scheme, and the Bhartiya Mahila Bank Business Loan. The primary objective is to examine and analyze the contributions of government initiatives to encourage women entrepreneurs and provide valuable suggestions for effective policy decisions.

Design/Methodology/Approach: The methodology of the paper involves the use of secondary data. It mentions that relevant literature was obtained from reputable sources, including research papers, specifically Web of Science (WOS), Scopus and reports from various government sources.

Findings: In India, 8.05 million out of 58.5 million entrepreneurs are women, or around 14% of all entrepreneurs. The findings highlight the pivotal role of government initiatives to promote women's entrepreneurship in driving economic growth and development in India. The analysis of the presented women entrepreneurship scheme suggests future research questions and methodological approaches related to each scheme.

Originality: This research offers future directions for academicians, researchers, and policymakers, suggesting frameworks to reorient programs and policies to foster the growth of women's entrepreneurship in India.

Practical Implications: The paper's contributions primarily concentrate on enhancing information on government initiatives to promote women's entrepreneurship in India by providing future research direction for each scheme and providing practical insights for policymakers refining existing schemes.

Research Limitations: The paper acknowledges a limitation primarily that it relied on secondary data for its analysis. In the future, various econometric models could be used to measure the effectiveness of these initiatives and identify the factors that significantly contribute to their success or failure.

Keywords: Women Entrepreneurship, Government Policies, Financial Support, Women Empowerment, Government Initiatives.

Swadeshi Bazaar: True Indian Buys Indian

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Abstract

Swadeshi Bazaar is an innovative online marketplace dedicated to promoting and supporting indigenous Indian products and craftsmanship. Recognizing the importance of cultural heritage and sustainability, Swadeshi Bazaar aims to seamlessly integrate traditional Indian craftsmanship with modern e-commerce convenience. The platform empowers local artisans, craftsmen, and small-scale manufacturers by providing them with a digital space to showcase and sell their products to a broader audience. Swadeshi Bazaar offers a diverse range of authentic Indian products, including handmade crafts, traditional clothing, organic food items, and eco-friendly goods, all sourced from various regions across the country.

The website features a user-friendly interface that allows easy navigation and a seamless shopping experience. Sellers can create detailed profiles, upload product listings with images and descriptions, and manage their inventory efficiently. Buyers can browse through various categories, read product reviews, and make informed purchasing decisions. The platform integrates a secure and reliable Jodo payment gateway to ensure smooth and safe transactions for both buyers and sellers.

Swadeshi Bazaar is dedicated to preserving India's rich cultural heritage while fostering economic growth and sustainability for local communities. By bridging the gap between traditional Indian craftsmanship and modern e-commerce, Swadeshi Bazaar offers a reliable, user-friendly, and efficient platform that connects buyers with authentic Indian products and supports the livelihoods of local artisans.

Keywords: Indian craftsmanship, Local artisans, Organic food items, Sustainable shopping, Herbal Jadi buti.

Miscellaneous

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Variational Quantum Classifier Algorithm on Iris Dataset

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Abstract

Now a day, quantum-enhanced methods have been widely studied to solve machine learning related problems. This paper presents the application of a Variational Quantum Classifier (VQC) for binary classification. We utilized Iris dataset a publicly available University of California Intelligence Machine learning (UCI) consisting flower data. The process includes feature selection and state preparation. Quantum state preparation is critical for obtaining a functioning pipeline in a quantum machine learning (QML) model.

Keywords: Quantum computing, Machine Learning, Support Vector Classifier, and Variational Quantum Classifier.

AI and ML in Education: Teacher's perspectives on AI and ML in the classroom

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Abstract

Artificial intelligence allows machines to execute tasks that have traditionally required human cognition. AI-powered programs and devices can make decisions, solve problems, understand and mimic natural language, and learn from unstructured data. Teachers have long recognized the value of play-based learning, and schools have used educational computer games—such as The Oregon Trail, first released in 1974—since the early days of computer gaming. Today's AI-powered games can deliver targeted learning thanks to user-responsive programming. Continuous assessment allows for immediate feedback and helps the system adjust its approach. Adaptive learning methodologies vary from simple rules-based systems to multifaceted machine learning algorithms. By automating grading, planning, and administrative work, artificial intelligence systems can free up educators' time and energy for increased student contact. This is a common argument in support of using AI in the classroom. At many higher education institutions, university chatbots support learners by responding to admissions queries, connecting students to course information and student services, and delivering reminders. Other chatbots can help students brainstorm ideas, improve their writing skills, and optimize their study time. Often dedicated to a single subject such as math or language; intelligent tutoring systems simulate the one-on-one experience of working with a human tutor. Examples include the Duolingo app and Khan Academy's Khanmigo tutoring system.

Keywords:AI; ML; Chatbot; ChatGpt; Learning apps

Anti-oxidant potential of Himalayan plants with possible use in ethno-veterinary medicine

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Abstract

The Himalayan region has been well known for rich biodiversity of medicinal plants from its ancient period. Ethno-veterinary medicine is important in animal health care in developing countries. In India, ethno-veterinary approach is commonly practiced in primary health care treatment to render domesticated animals productive and healthy. The use of herbal products in dairy industry relies on the new trend in dairy sector of organic dairy farming. The locally available plant materials (tree leaves, fruits, stem, or else) of *Asparagus racemosus* (Shatavari), *Tinospora cordifolia*, *Withaniasomnifera*, *Eruca sativa*, and *Glycrrhiza glabra* were procured from authentic sources for further exploration from Western Himalaya. Sampling criteria and procedures for individual plant materials were followed in such a manner that the collected samples were representative of the field. The composite sample was about 500-1000 g fresh weight. Further aqueous, ethanolic and methanolic extracts of *Asparagus racemosus* (Shatavari) and *Tinospora cordifolia*, plants were prepared for further processing and analysis. In *Asparagus racemosus*, highest recovery was observed in methanolic extract (40.91%) followed by aqueous and ethanolic extract. With respect to antioxidant activity quantified by DPPH assay in each of the study species, highest percentage was obtained in methanolic extract of *Tinospora cordifolia* (66.51%) and lowest value was observed in aqueous extract (32.45%). Ethanolic extract of *Asparagus racemosus* showed highest percentage of antioxidant activity. Total phenolic content in Methanolic extract extracts were relatively high when compared with ethanolic extract in *Tinospora cordifolia* and *Asparagus racemosus*. The highest amount of phenolic was detected in methanolic extract of *Asparagus racemosus* (29.42 µg GAE/g). The high content of total phenol in the methanolic extract of *Asparagus racemosus* indicates good antibacterial property.

Keywords: Animal health, Anti-oxidant, Himalayan Plant, Shatavari

वैदिक साहित्य में राष्ट्र एवं राजनीतिक जीवन एक विमर्श

प्रावीण कुमार

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शोधसारः

कई सहस्राब्दी पूर्व विश्व में जब आखेट से जीवन-यापन व पेड़ की छाल से शरीर बकने वाले कचीलों की प्रधानता थी। तब भारतीय वैदिक साहित्य में गणराज्य लोकतंत्र और राष्ट्र की भौगोलिक भू-सांस्कृतिक, भू-राजनैतिक और सार्वभौम शासन को उम्मत विमर्श संकलित कर लिए गए थे। ऋग्वेद में 40 स्थानों पर अथर्ववेद में स्थानों पर ब्राह्मण पंथों में कई स्थानों पर गणतंत्र व राष्ट्र के कई संदर्भ हैं।

वेदों में राष्ट्र लोकतंत्र राष्ट्राध्यक्ष या राजा के निर्वाचन और निर्वाचित संस्थाओं के प्रति उसकी उत्तरदेयताओं के कई संदर्भ मिलते हैं। वेद वेदांग, रामायण, महाभारत, पुराणों, नीति शास्त्रों सूत्र ग्रंथों कौटिल्य व कामन्दक आदि ग्रंथों में गणराज्य, सार्वभौम शासन विधान अर्थात् गरीबल गर्वन्स व निर्वाचित प्रतिनिधि को वापस बुलाने जैसी अवधारणाएं भी विद्यमान हैं। राजशास्त्र के सभी प्राचीन प्रणेताओं ने राजधर्म को सभी धर्मों का तत्त्व वा सार सत्य, राष्ट्र को राजधर्म का आधार और गणतंत्र को राजधर्म का साधन कालाया है।

वैदिक शासन व्यवस्था के तीन प्रकार दृष्टिगोबर होते हैं-धर्मतान्त्रिक लोकतान्त्रिक अचया प्रजातान्त्रिक तथा राजतान्त्रिक किसी राजनैतिक संस्था के विकास से पूर्व समाज प्रकृति-नियम द्वारा शासित था। जिसको हम स्वशासन अथवा धर्मतान्त्रिक शासन कह सकते हैं। प्रत्येक व्यक्ति ऋत के नियम का पालन करता था। यह एक आदर्श शासन व्यवस्था थी जिसमें किसी तत्त्वग्रात्मक संस्था के बिना ही सभी अतधर्म के नियमों के द्वारा शासित थे। वैदिक साहित्य में प्रयुक्त अराजक, अराजता अपरुद्ध आदि शब्द राजाविहीन समाज की और संकेत करते हैं।

गणतंत्र से आशयः गणतंत्र या गणराज्य में राष्ट्र के अध्यक्ष का चुनाव होता है। भारत में राष्ट्रपति का चुनाव होता है। इंग्लैण्ड व कई राष्ट्रमंडल देशों जैसे कनाडा, ऑस्ट्रेलिया आदि में महारानी (इंग्लैण्ड की महारानी) राष्ट्राध्यक्ष होती है। इसलिए यहां लोकतंत्र होने और प्रधानमंत्री का चुनाव होने पर भी वे गणराज्य नहीं कहलाते हैं।

वेदों में चुनाव एवं लोकतंत्र के संदर्भ वैदिक काल में चुनाय, चुने हुए राजा व राष्ट्राधिपति को पदमुक्त किए जाने तक के संदर्भ हैं। सभा, समिति, विष पंचजना जैसी लोकतंत्रिक संस्थाओं के चुनावों की परपरा भी अति प्राचीन है। ऋग्वेद के मंत्र क्रमांक 10-173-1 के अनुसार वैदिक युग में भी देश में राजा या राष्ट्र के अधिपति के चुनाव होते रहे हैं और राष्ट्राधिपति से शासन में स्थायित्व एवं स्वयं जनप्रिय बने रहने की अपेक्षा की गई है। अधुनिक समय में भी ऐसी शासन प्रक्रिया की अवश्यकता है की अगर चुनी हुई सरकार प्रजा की भलाई का कार्य करने में असफल हो तो उसे भी पद मुक्त किया जा सके।

संकेत शब्द :- गणतंत्र, शासन व्यावस्था, लोकतंत्र

Study of Varying Concentration and its effect on Magnetic properties of LNMO

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Abstract

Time to time, past or present humans are always in search of new methods which are not cost effective but are multifunctional in nature. This research conducted is based on the consequences of varying concentration by doping of Sr and Eu in $\text{La}_2\text{NiMn}_0_6$ at A-Site respectively and the visible changes are verified by using Local Density approximation with Density function theory (DFT) and Hubbard U correction (LDA +U). The analysis done will notify how effectively the dopants Sr and Eu can alter the properties to enhanced values to develop new materials that are exotic and can produce tailored properties in the material. This means the doping done can produce magnetic properties to enhanced values which are valuable in the field of applications regarding spintronics. This analysis will provide new insights about the spin polarization percentage, which can be a source of next generation memory devices and spin-based transistors. The computed values are generated by using vienn ab initio simulation package in which projector-augmented wave method is deployed to describe the electron-ion interaction. Undoped material and doped material both have been employed in the paper. Undoped and doped materials are compared to check the present state and desired state which could be beneficial for future technologies and innovations in the scientific world. These materials will also provide the improved understanding of the double perovskites respectively.

Keywords: Perovskite, Double perovskite, LMNO.

Adaptive Skill Education: Aligning Learning with the Needs of the 21st Century Workforce

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Abstract

The old educational approach is becoming more and more out of step with the changing demands of the contemporary workforce in the quickly changing 21st-century environment. In exploring the idea of adaptive skill education, this study highlights the need for an adaptable and responsive educational framework that can keep up with changing economic needs and technology breakthroughs. Adaptive skill education strives to give students the resources they need for ongoing personal and professional development by fusing real-time labour market data, personalised learning pathways, and an emphasis on soft skills in addition to technical proficiency. The potential of this strategy to promote innovation and narrow skill gaps is demonstrated by case studies of successful deployments in a range of educational settings. According to the findings, education in adaptive skills must change if people are to be ready to prosper in a world that is unpredictable and changing quickly.

Keywords: Adaptive Skill Education, Workforce Development, Education Technology, Soft Skills, Technical Proficiency, Continuous Learning, Skill gap,

वैदिक वाङ्य में राष्ट्रीय भावना

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शोधसारः

संस्कृत भाषा संसार की सभी भाषाओं में सर्वश्रेष्ठ है। हमारा संस्कृत साहित्य समग्र सभ्य साहित्यों से प्राचीनता, व्यापकता तथा अभिरामता में बढ़कर है। यदि इस भूमि-वलय पर कोई भी भाषा सबसे प्राचीन होने की अधिकारिणी है, तो यह हमारी संस्कृत भाषा ही है। सामाजिक उत्कर्ष एवं समाज में सुख समृद्धि के कारण जन-जन में राष्ट्रीय भावना होना आवश्यक है क्योंकि राष्ट्रीय भावना से मनुष्य की आत्मीयता का दायरा बढ़ता है, जिससे उसकी संकीर्ण स्वार्थ परता पर अंकुश लगता है। फलतः अपराध, अविश्वास, वैर, विद्वेष सभी समाप्त हो जाते हैं और यह 'वसुधैव कुटुम्बकम्' के स्तर तक अपनी मान्यताओं को विस्तृत कर लेता है। वैदिक काल में ऐसा ही था इसलिए उस समय सर्वत्र सुख शान्ति के दर्शन होते थे। वैदिक काल में प्रत्येक मानव राष्ट्रीय भावना से ओत-प्रोत थे, इसी कारण वे राष्ट्रभावना का मूल स्रोत वेद हैं। वेदों में प्रयुक्त राष्ट्र शब्द सम्पूर्ण भूमण्डल का प्रतिनिधित्व करता है। वैदिक वाङ्मय में राष्ट्रीय भावना को जानने के लिए राष्ट्र शब्द की व्यत्पत्ति जानना आवश्यक है। राज् धातु से पकार संयुक्त होकर छून प्रत्यय जुड़कर निष्पत्र राष्ट्र शब्द का अर्थ जनपद होता है। उस देश की संस्कृति, सभ्यता, धर्म, तीर्थ, यन, पर्वत एवं नदियों आदि देश के अन्तर्गत ही स्वीकार किये जाते हैं। देश शब्द राष्ट्र का बोध कराता है। किन्तु देश और राष्ट्र के मूल अर्थ में कुछ वैमिन्य है। जहाँ गिरि, सागर, नदियों की भौतिक सीमा में अबद्ध भूखण्ड को देश कहते हैं, वह देश जब प्रशासनिक दृष्टि से भावना का द्योतक बनता है। तब वही राष्ट्र कहा जाता है। चारों वेदों एवं अन्य वैदिक वाङ्य में राष्ट्रीय भावना का पर्याप्त रूप दर्शन होता है। तत्कालीन मानव सम्पूर्ण पृथ्वी को अपनी माता तथा स्वयं को पृथ्वी का पुत्र मानता था इसी चिन्तन के साथ व्यवहार करते हुए वह प्रत्येक प्राणी के साथ भाई चरे की भावना से युक्त था। अतः उस समय सर्वत्र शान्ति विराजमान थी। आज के अपराधी एवं संकीर्ण के युग में वैदिक कालीन राष्ट्रीय भावना सार्थक है। इसी भावना की अवधारणा से मनुष्य सच्चे अर्थों में मनुष्य बन सकता है, जिससे मानवोचित जीवन जीकर, यह न कंवल सृष्टि का मुकुट मणि बनकर, सबका मार्गदर्शक बनेगा वरना सम्पूर्ण घरा पर शान्ति की स्थापना में भी महत्वपूर्ण सिद्ध होगा।

शब्दकूँजी - राष्ट्रभावना, विश्वबन्धुत्व, वैदिक वाङ्य एवं भेदक राष्ट्र

Skill Education in Horticulture: The Need of the Hour

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Abstract

India, the nation with the second-largest population globally, boasts a rich pool of human resources. Approximately 1.4 billion people reside in India, with over 68.84 per cent living in rural areas. Of the estimated 15.61 crore rural households, 9.02 crore (57.8%) are engaged in agriculture. Despite the significant portion of the population dependent on agriculture, the sector faces severe challenges, leading to a decline in profitability and a migration of farmers and youth to urban areas. Indian agriculture is plagued by low productivity, land and irrigation issues, urbanization pressure, natural disasters, price fluctuations, market uncertainties, and economic instability, as evidenced by the rising number of farmer suicides. To combat the issue of concealed unemployment and enhance agricultural productivity and income, it is imperative to make farming profitable. One potential solution lies in skill development within the agricultural sector. Horticulture, a vital part of agriculture, contributes significantly to India's economy, employing over 30 million people and accounting for nearly 30 per cent of agricultural GDP. To address global challenges and the need for improved productivity, sustainability, and efficiency, traditional horticultural practices must be modernized. Skill education in horticulture is crucial to meet these evolving demands. The Agriculture Skill Council of India (ASCI) plays a pivotal role in promoting skill development and creating a proficient workforce to propel the sector towards a prosperous future through Horticulture.

Keywords: Horticulture, Urbanization pressure, Productivity, Sustainability

वैदिक शिक्षा एवं आधुनिक शिक्षाशास्त्र में गुरु-शिष्य सम्बन्ध

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सारांश

शिक्षा ही एक सुदृढ़ साधन है, मानव के मनोरथ का मानवीय गुणों के स्थापन का, संस्कृति की रक्षा का, जो सारे मनोरथों को पूर्ण करती है। क्योंकि समाज को ही नहीं अपितु सम्पूर्ण विश्व की विचारधारा को प्रभावित अथवा परिवर्तित करने का सशक्त माध्यम है शिक्षा। वैदिक शिक्षा में गुरु शिष्य का सम्बन्ध पिता-पुत्र के सम्बन्ध जैसा होता था। गुरु न केवल भौतिक विद्याएँ ही छात्र को पढ़ाता है, वह उसका आध्यात्मिक गुरु भी है। शिष्य की कमियों और निर्बलताओं का उत्तरदायित्व आचार्य को ही समझना चाहिए। यदि शिष्य में कोई दोष है तो उसके लिए उसका आचार्य ही उत्तरदायी है। जहाँ वैदिक शिक्षा में अध्यापक की भूमिका प्रमुख होती है वही प्रायः आधुनिक शिक्षाशास्त्र में विद्यार्थी की। वैदिक शिक्षा में अध्यापक छात्र की योग्यतानुसार शिक्षण विषयों का अध्यापन करता है वहीं आधुनिक शिक्षा में विद्यार्थी की इच्छानुसार विषयों का अध्यापन करना। वैदिक शिक्षा में आचार्य स्वतंत्र निर्णय लेने में सक्षम है वह अनुशासन एवं दण्ड का विधन भी करता है। वहीं इसके विपरीत आधुनिक शिक्षा में आचार्य निरीक्षक हैं एवं छात्र को पढ़ाता नहीं अपितु छात्र की सहायता मात्र करता है। जहाँ वैदिक-छात्र आचार्य को सृष्टि की सबसे महत्वपूर्ण कृति मानकर श्रद्धावनत् होकर अध्ययन करता है, वही आधुनिक शिक्षाशास्त्र में छात्र क्रेता के रूप तथा अध्यापक विक्रेता के रूप में अपनी भूमिका निभाता है। इस शोध पत्र की कार्यप्रणाली में वैदिक और आधुनिक गुरु-शिष्य के सम्बन्ध पर प्रकाश डाला जाएँगा।

कुट-शब्द:-वैदिक, आधुनिक, शिक्षाशास्त्र, गुरु-शिष्य, विद्याएँ

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सारांश

पौराणिक शिक्षा भारतवर्ष की मूल एवं प्राचीन शिक्षा पद्धति का प्रतिनिधित्व करती है। यह शिक्षा सर्वथा मौलिक तथा तत्कालीन समाज के लिये उपयोगी थी। इसकी संरचना उन शैक्षिक तत्वों के आधार पर की गयी थी जो विद्यार्थियों के व्यक्तित्व को निखारने तथा उसे पूर्ण रूप से विकसित करने में सक्षम थे। आश्रम की रीति नीति तथा उसका वातावरण शिक्षार्थी को सैद्धान्तिक ज्ञान के साथ ही साथ व्यवहारिक ज्ञान भी प्रदान करते थे। गुरुकुल वास वस्तुतः व्यक्ति के भावी जीवन की तैयारी था। इससे व्यक्ति में निश्चित रूप से ऐसे संस्कारों का विकास होता था जो उसके वैयक्तिक तथा सामाजिक जीवन के लिये अनिवार्य थे। अनेक पुराणों में साहित्य छन्दशास्त्र, औषधि विज्ञान ज्योतिषशास्त्र, नृत्य कला, स्थापत्य कला, मूर्तिकला, इतिहास, भूगोल, योगशास्त्र, अध्यात्म दर्शन, संगीतशास्त्र, रत्नविज्ञान, स्वप्न विचार, व्याकरण, शास्त्र विज्ञान, सैन्य विज्ञान, अर्थशास्त्र, राजनीति, शत्र्यु चिकित्सा आदि का विस्तार से वर्णन किया गया है। पुराणों में भारतीय ज्ञान की सत्य और शाश्यत आत्मा निहित है। पुराणों का अध्ययन करने के उपरान्त ही इस मर्म को अच्छी तरह समझा जा सकता है वर्तमान युग की भाँति पौराणिक युग में भी शिक्षा शास्त्र का प्रयोग विस्तृत एवं संकुचित दोनों अर्थ में किया गया है। हम अपने जीवन में अन्तिम क्षणों तक कुछ न कुछ सीखते रहते हैं। यदि हम शिक्षा को उसके उद्देश्य और आदर्श की दृष्टि से देखें तो शिक्षा शब्द का अर्थ थोड़ा संकुचित हो जाता है। इस अर्थ में शिक्षा से हमारा तात्पर्य उस शिक्षण से होता है जो प्रत्येक युवा अपने व्यवसाय में लगकर जीवन में प्रविष्ट होने से पूर्व ग्रहण करता है। शिक्षा अज्ञान रूपी अंधकार को दूर करने के लिए ज्ञान रूपी प्रकाश है।

संकेत शब्द:- पुराण, शिक्षा, आदर्श, व्यवसाय, बौद्धिक ज्ञान

Khelo India Winter Games a step towards making Gulmarg: A Global winter sports Destination.

Sneha Choudhary

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Abstract

Khelo India is one of the highest multi-disciplinary sport events for the Indian youth now a days and gaining popularity all over the world. The Khelo India Programme has been introduced to revive the sports culture in India at gross root level by building a strong framework for all sports played in our country with an aim and objective of sports for peace and developing sports infrastructure in the country. After the grand success of Khelo India Youth Games (KIYG) and Khelo India University Games (KIUG) in India, the Union Ministry has included winter games in the Khelo India Programme (KIWG) with an aim to popularize winter games across the nation. After analysis we got to know the event is fulfilling the purpose of the programme by gaining popularity across the nation as youth is getting attracted to winter sports which lead a way to international arena of sports for them. This will led Gulmarg ski resort Centre of Excellency for winter games. The purpose of this study is to analyse the KIWG edition from 2020-2024 related to its number of participants and its positive impact on the promotion of tourism in Gulmarg and otherrelated factors of the games.

Keywords: *Khelo India, Winter Games Promotion, Gulmarg, Tourism, International Level Slopes.*

Role of Educational Programme for Sustainable Women Entrepreneurship Development in Rural Areas

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Abstract

The field of entrepreneurship covers a wide range of ideas and practices, with various perspectives on what it means to be an entrepreneur. In our country women entrepreneurs are increasingly taking on challenging roles to achieve economic independence and meet their personal needs. In India, there are approximately 63 million micro, small, and medium enterprises (MSMEs), with around 20% being owned by women (MoMSME annual report 2021-22). Rural areas have a slightly higher proportion of women-owned enterprises compared to urban areas, yet there remains a significant gender gap in employment within the MSME sector. In the context of Jammu and Kashmir, out of 5476 MSMEs, only 10% are run by women. However, initiatives promoting women's entrepreneurship in rural areas of J&K are contributing to significant grassroots changes. Recognizing the pivotal role of women entrepreneur calls for exploring ways to maximize their potential. One effective avenue is through education, which can nurture their skills, provide strategic guidance, and help them in creating an environmentally sustainable enterprise. Currently, focus is shifting towards integrating sustainability (SDGs) into entrepreneurship education, moving beyond mere product innovation to encompass broader social and environmental impacts. Entrepreneurship can be taught and learned, underscoring the importance of educational initiatives tailored to the needs of aspiring female entrepreneurs. Women entrepreneurs in J&K who are getting trained in agriculture and allied entrepreneurial activities like Mushroom cultivation, livestock management, value addition, by product development and food processing, handicraft (Weaving and embroidery) through Krishi Vigyan Kendra (KVKs) and other line departments also need the sustainability entrepreneurship education (formally/ informally) that is oriented to commercialization, dealing with risk and uncertainty, and finally business establishment with sustainability. Despite their substantial contributions to agriculture and related sectors, women often lack opportunities for skill upgrading and sector diversification. Many women-run businesses in rural areas operate informally, limiting their exposure to markets and marketing skills and face unique challenges such as mobility constraints, time poverty due to unpaid care work, and safety concerns. Addressing these challenges requires targeted education that prepares women to manage risks, ensure

businesses which are sustainability focused, and navigate market dynamics effectively through designing courses for formal as well as informal education considering the triple helix model (Academia, Industry and Government: KVKs and Line departments) based on various case studies of sustainability entrepreneurs, active learning approach, institutional design of business and sustainable entrepreneurial vision.

Keywords: Women entrepreneurs, Rural, KVK, Education, Sustainability.

राजतरंगिणी में वर्णित कक्षाओं के राजाओं का कश्मीर को योगदान आधुनिक सत्रदभ में।

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सारांश

कश्मीर सदा से ही भारत के साम्राज्यों की ओँख का तारा रहा है। कश्मीर अपने प्राकृतिक वातावरण और सुन्दरता के कारण विश्व को सदा ही आकर्षित करता रहा है और लोगों की चर्चा का विषय बना रहा है। काश्मीर की गाथा उतनी ही पुरातन और पवित्र है, जितनी इसकी उन्नत शैलभूगों पर जमी कुँआरी बर्फ कश्मीर की पवित्र भूमि ने उन राजाओं की अद्भुत शृंखला उपस्थित की है। जिसमें ऋषि-मुनि थे, कतिथे दार्शनिक थे, धर्मवेला में, वक्ता थे, सम्राट् थे, दिग्विजयी थे, राजर्षि थे, स्वर्ग को जानने वाले और जीते जी मुक्ति पाने वाले थे। उसमें वे थे, जिन्होंने प्राणिरक्षा के लिए शरीर अर्पण किये तुवराज सुख का त्याग किया, राज-सिंहासन की अपेक्षा पर्णकुटी में रहना पसंद किया और संदेह सप्तीक स्वर्ग की यात्रा की। उनमें थे थे, जिन्होंने प्राणिरक्षा के लिए शरीर अर्पण किये राज-सुख को सुख नाहीं, सेवा का साधन मागा उनमें वे मरगयथेजिन्होंने सहित धर्म-निषेद्धिता मान-स्नेह की दुदुभी बजायी, मेरी घोष के स्थान पर धग किया जिसकी ध्वनि आज भी मन्द नहीं हुई है। नीलमत पुराण में कश्मीर के इतिहास का बड़ा ही सुन्दर वर्णन मिलता है। इसके बाद इतिहास को निरन्तर रखने में महाकविकल्पने राजतरंगिणी नामक ग्रन्थ की रचना की और कश्मीर के इतिहास में अनेक योद्धाओं को सदा के लिए अमर कर दिया। इसमें अनेक राजाओं और रानियों के शासनकालका विस्तारपूर्वक कथन किया गया परन्तु मेरा उद्देश्य संबल कक्षाओं यश के राजाओं का प्रजा के प्रति किए गए पुण्यकार्यों को दर्शना है। जी आज भी कश्मीर की भूमि पर है।

कूट-शब्द:- कश्मीर, राजतरंगिणी, नीलमपुराणकोट, यश, इतिहास।

Empowering Teachers through training: From textbooks to tinkering labs

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Abstract

The traditional image of a STEM classroom, with rows of students passively absorbing information from textbooks, fails to capture the excitement and wonder inherent in science, technology, engineering, and mathematics. We are revolutionizing this model by transforming classrooms into vibrant hubs of discovery and innovation. Our approach focuses on empowering teachers to bring abstract concepts to life through hands-on experiences, fundamentally altering the way STEM education is delivered. Central to our initiative is a comprehensive training program for teachers, designed to integrate Internet of Things (IoT) sensors and microcontrollers into the STEM curriculum. Our workshops equip teachers with the technical skills and pedagogical strategies needed to implement these technologies effectively, allowing them to develop interactive experiments that seamlessly integrate with their existing lesson plans. The flexibility of our training programs ensures that they cater to the diverse needs and schedules of educators. The impact of our program is evident in the overwhelmingly positive feedback from participating teachers, who report feeling significantly more empowered to create dynamic and engaging learning experiences for their students. By fostering an educational environment where curiosity meets creation, we are creating a new paradigm in STEM education, paving the way for a future where every classroom buzzes with the energy of discovery, and every student has the opportunity to experience the thrill of scientific exploration.

Purpose: The aim of our study is to revolutionize STEM education by transforming classrooms into vibrant hubs of discovery and innovation. The importance of this study lies in empowering teachers to bring abstract concepts to life through hands-on experiences, thereby fundamentally altering the way STEM education is delivered.

Design/methodology/approach: Our approach involves a comprehensive training program for teachers, integrating IoT sensors and microcontrollers into the STEM curriculum. We offer workshops tailored to various STEM disciplines, equipping teachers with both technical skills and pedagogical strategies. These immersive training programs enable teachers to develop interactive experiments that align with their existing lesson plans.

Finding: Our program has received overwhelmingly positive feedback from participating teachers, who report feeling significantly more empowered to create dynamic and engaging learning experiences for their students. This empowerment translates into increased student interest and participation in STEM subjects, fostering a deeper understanding of scientific concepts through hands-on projects.

Research limitations/implications: The primary limitation of our study is its current focus on the integration of IoT technologies in STEM education. Future research could explore the incorporation of additional emerging technologies and the long-term impact of such integrations on student learning outcomes. Additionally, ongoing feedback from teachers is essential for continuously improving our training programs.

Originality/value: The uniqueness of our research lies in its holistic approach to redefining STEM education by empowering teachers. We are fostering an engaging and effective educational environment by providing them with the expertise to integrate IoT technologies into their curriculum. This initiative paves the way for a future where every classroom is a dynamic space for scientific exploration and innovation.

Appendix



IIT Jammu conducts workshop on 'Design Thinking in STEM'



NL CORRESPONDENT
Jammu, Tues, APRIL 13
The Indian Institute of Technology (IIT) Jammu conducted a one-day workshop on "Design Thinking in STEM" for school teachers, aimed at training them for the operation of already-established Atal Tinkering Labs (ATL) at Army Public Schools and Kendriya Vidyalayas.

Dr. Vijay Kumar Pal, Assistant Professor, IIT Jammu, coordinator of the workshop, emphasized the importance of experiential and project-based learning in school education and its role in building the nation. He stated that the Government of India has initiated the implementation of the National Education Policy (NEP-2020) with its primary focus on experiential and project-based learning. The training of school teachers is crucial in this transition period, so that they can transmit their experiential knowledge to young students and ignite their creative minds for product development.

The workshop saw various sessions led by Prof. Singhvi, Deepesh Patidar, Ashutosh, and Vishal, enlightening the teachers on the concept of Arduino, making interesting and innovative experiments for school teaching. The experiments included various such as speed of sound, distance measurement, traffic light system, and robotic hands.

During the workshop, the teachers also visited the Institute Innovation and Entrepreneurship Development Centre (IEIDC) of IIT-Jammu to understand utilization of machines for tinkering purposes. This will play a crucial role in the development of STEM education and promote entrepreneurship among students.

"Design Thinking in STEM" Workshops hosted at IIT Jammu

[IIT Jammu Conducts ATL Workshop for Sainik School Nagrota](#)

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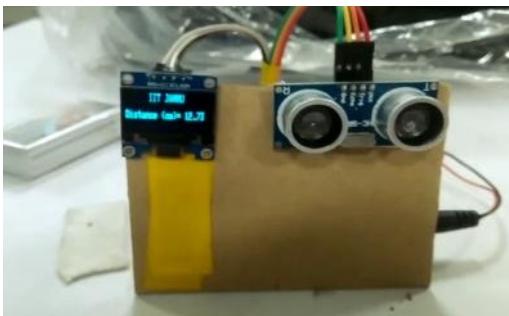
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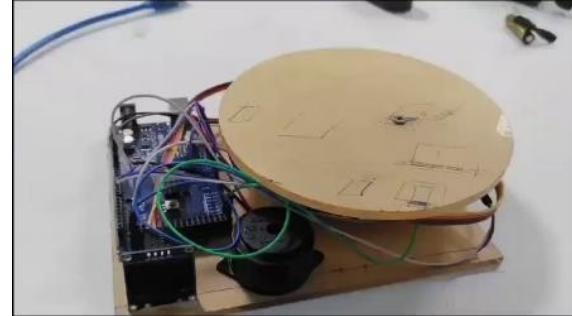
Overall, the workshop was successful and was aligned with the vision of students.



Distance measuring experiment withsound setup



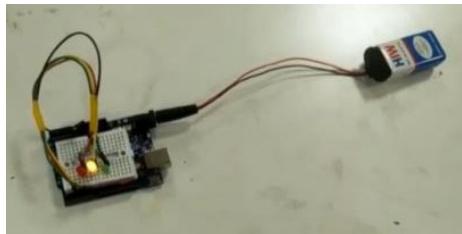
Weighing Machine setup



Drone assembly



Traffic Signal setup



Smart Street Light setup



Interactive Kits for Engaging Learning: Bridging Theory and Practice

Vijay K. Pal^{}, Vishal Kashyap¹, Arvind Rajput², Ankit Tyagi³*

**Department of Mechanical Engineering
Indian Institute of Technology, Jammu, Jammu and Kashmir*

Email: - vijay.pal@iitjammu.ac.in^{}*

Abstract

Traditional STEM education often confines students to passive learning from textbooks, which can stifle their natural curiosity. At IIT Jammu, we are transforming this paradigm by providing interactive kits that bring theoretical concepts to life. These kits, equipped with IoT sensors and microcontrollers, enable hands-on learning across STEM disciplines. They empower students to explore scientific principles actively, fostering critical thinking and problem-solving skills. Comprehensive support for teachers ensures the effective integration of these kits into lesson plans, enhancing the educational experience. Feedback indicates increased student engagement and enthusiasm as they become active participants in their learning process. The kits' adaptability ensures that all students, regardless of their background, can benefit from enhanced STEM education.

Purpose: The aim of our study is to revolutionize STEM education by providing interactive kits that bridge the gap between theory and practice. These kits empower teachers to create engaging, hands-on learning experiences, fostering curiosity and enthusiasm among students. This study is crucial for transforming traditional STEM education into a more dynamic and interactive process.

Design/methodology/approach: Our approach involves developing interactive kits that include IoT sensors and microcontrollers tailored for real-world experiments in various STEM disciplines. We provide comprehensive support to teachers through detailed guides and pedagogical strategies to integrate these kits seamlessly into their lesson plans. This ensures the effective utilization of the kits, enhancing both teaching and learning experiences.

Findings: Feedback from schools implementing our kits has been overwhelmingly positive. Teachers report revitalized teaching methods and more dynamic lessons, while students show increased interest and enthusiasm for STEM subjects. The hands-on nature of these projects helps students grasp complex concepts better and fosters a deeper understanding of the material.

Research limitations/implications: The primary limitation of our study is its focus on the integration of IoT technologies in STEM education. Future research could explore the incorporation of additional emerging technologies and the long-term impact on student learning outcomes. Continuous feedback from educators is essential for the ongoing improvement of our interactive kits and support resources.

Originality/value: The uniqueness of our research lies in its holistic approach to transforming STEM education by bridging the gap between theory and practice. Our interactive kits and comprehensive teacher support enable the creation of immersive, hands-on learning experiences. This approach cultivates a new generation of students who are curious, engaged, and excited about STEM, paving the way for a future where innovation and exploration are central to education.

Appendix

- “Design Thinking in STEM” Workshops hosted at IIT Jammu



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Further, the teachers also visited the Institute Innovation and Startup Development Centre (IISDC) lab of IIT Jammu to understand the facilities available for tinkering purposes. This will play a crucial role in the development of STEM education.

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Further, the teachers also visited the Institute Innovation and Startup Development Centre (IISDC) lab of IIT Jammu to understand the facilities available for tinkering purposes. This will play a crucial role in the development of STEM education.

During the workshop, various experts, including Prof. Shashi Mitra, Prof. Padmaraj Mr. Ashutosh, and Mr. Vishal, enlightened the participants on the concept of design thinking, making interesting and innovative experiments for school teaching. The experiments included topics such as aero plane, distance measurement, traffic light system, and many more.

Furthermore, the teachers also visited the Institute Innovation and Startup Development Centre (IISDC) lab of IIT Jammu to understand the facilities available for tinkering purposes. This will play a crucial role in the development of STEM education.

Overall, the workshop was aligned with the vision of NEP-2020 and focused on experiential and project-based learning to ignite critical thinking and skills in students. The workshop, which was successfully conducted, saw participation of students and faculty of IIT Jammu and secondary school teachers. It was an excellent opportunity for school teachers to gain knowledge and expertise in STEM education and promote innovation among their students.

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Accessible Online Platform: Democratizing STEM Education

**Vijay K. Pal, Ashutosh Vishwakarma¹, Goutam Dutta²*

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Abstract

In our pursuit to revolutionize STEM education, we are developing an innovative online platform that aims to democratize access to IoT and Artificial Intelligence (AI) tools. Recognizing the barriers posed by expensive equipment and software, our platform is designed to provide an inclusive, scalable, and user-friendly solution that makes advanced STEM education accessible to students and teachers across India. The platform offers programming directly within web browsers, supports multiple languages, and includes block-based programming for beginners. It also integrates AI tools to help students build and train simple AI projects, enhancing critical thinking and problem-solving skills. The platform's user-friendly interface, tutorials, project templates, and community forum foster collaborative learning, enabling students from diverse backgrounds to engage in hands-on STEM education. Additionally, the platform supports virtual IoT projects, allowing students to simulate real-world applications without physical devices. We also provide extensive resources for educators, including lesson plans and professional development modules. Continuous improvement based on user feedback ensures the platform remains cutting-edge. By breaking down geographical and economic barriers, we aim to create a truly inclusive learning environment.

Purpose: The aim of our study is to develop an innovative online platform that democratizes access to IoT and AI tools in STEM education. The importance of this study lies in its potential to eliminate barriers posed by expensive equipment and software, making advanced STEM education accessible to students and teachers across India.

Design/methodology/approach: Our approach involves leveraging web technology to create an inclusive and scalable platform. The platform allows users to program directly within their web browsers, supporting multiple programming languages and block-based programming for beginners. We integrate AI tools to enable hands-on learning and critical thinking development. Additionally, the platform supports virtual IoT projects, facilitating real-world applications without the need for physical devices.

Findings: We found that our platform significantly enhances accessibility to advanced STEM education. The integration of AI and IoT tools, coupled with a user-friendly interface and comprehensive resources for educators, fosters a collaborative and inclusive learning environment. Students from diverse backgrounds can engage in hands-on projects, developing critical thinking and problem-solving skills applicable across various fields.

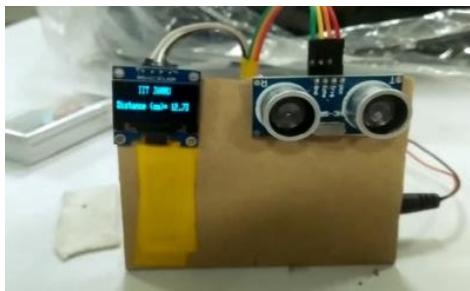
Research limitations/implications: Our study is limited by its current focus on the Indian educational landscape. Future research could explore the platform's applicability and effectiveness in other regions and educational contexts. Additionally, ongoing user feedback is essential for continuous improvement and adaptation to evolving technological and educational needs.

Originality/value: The uniqueness of our research lies in its holistic approach to democratizing STEM education through a web-based platform. By integrating AI and IoT tools, providing extensive educator resources, and fostering a collaborative learning environment, we are pioneering a model that transcends geographical and economic barriers, empowering students and teachers alike.

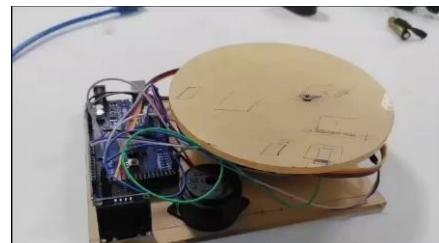
Conclusion: our initiative is a bold step towards redefining STEM education. By providing teachers with the expertise to integrate IoT technologies into their curriculum, we are fostering an educational environment that is both engaging and effective. Our commitment to teacher empowerment is paving the way for a future where every classroom buzzes with the energy of discovery and every student has the opportunity to experience the thrill of scientific exploration

Appendix.

Distance measuring experiment with sound setup



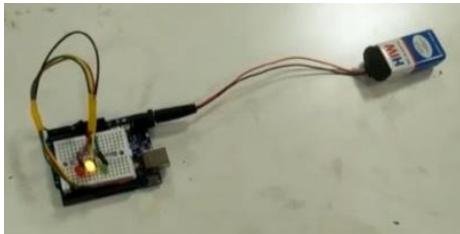
Weighing Machine setup



Drone assembly



Traffic Signal setup



Smart Street Light setup



- “Design Thinking in STEM” Workshops hosted at IIT Jammu
- Vigyan Jyoti programme for TribalCommunity students



IIT Jammu conducts workshop on 'Design Thinking in STEM'



NL CORRESPONDENT

JAMMU, APRIL 13
The Indian Institute of Technology (IIT) Jammu has organized a one-day workshop on "Design Thinking in STEM" for school teachers, aimed at training them for the operation of already-established ATL Timbering Labs (ATL) at Army Public Schools and Kendriya Vidyalayas.

Mr. Vijay Kumar Pal, Assistant Professor, IIT Jammu, coordinator of the workshop, emphasized the importance of experiential and project-based learning in school education and its role in building the nation. He stated that the Government of India has initiated the implementation of the National Education Policy (NEP-2020) with its primary focus on experiential and project-based learning. The training of school teachers is crucial in this transition

to ATL, which provides a platform for school teachers to engage in various activities.

ATL: IIT Jammu conducts workshop on 'Design Think

NIN NEWS SERVICE

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ATL: IIT Jammu conducts workshop on 'Design Think

IIT Jammu hosts Vigyan Jyoti programme for tribal community students

students from the Tribal community in Mahore.

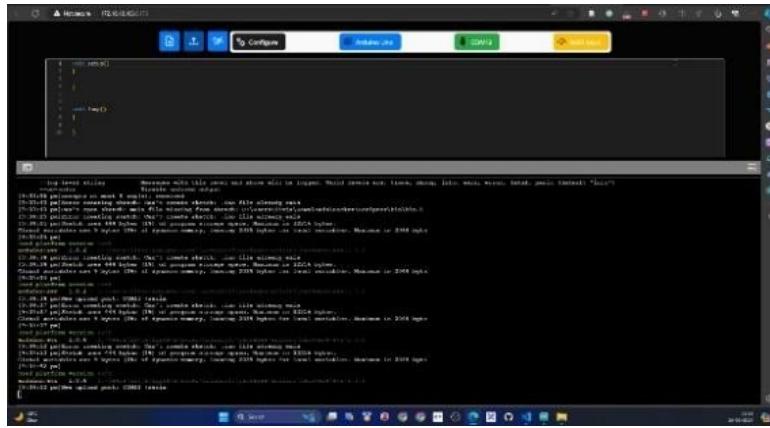
IIT Jammu continues its commitment as a knowledge partner for the Vigyan Jyoti Programme, a visionary initiative aimed at ushering in gender equality within the realm of STEM. At its core, this program strives to foster active participation of young girls in diverse fields of Science and Technology right from their formative years. The Outreach Section of IIT Jammu has been wholeheartedly embracing this noble cause since 2021.

In the latest chapter, the Outreach Section had the privilege of hosting 175 bright young minds on the 21st and 22nd of September 2023. Amongst these budding enthusiasts, 150 were participants of the Vigyan Jyoti Programme, while 25 hailed from the ST Community (Gujjar) of Mahore village in Reasi. These dynamic students represented various esteemed institutions, including Jawahar Navodaya Vidyalaya Udhampur; Kendriya Vidyalaya Udhampur; Government Higher Secondary School Rakhi Jaganoo, Udhampur; Jawahar Navodaya Vidyalaya Reasi; Government Higher Secondary School Reasi; Jawahar Navodaya Vidyalaya Samba; Government Higher Secondary School Samba; And the diligent

with invaluable insights into the academic calendar of IIT's, the pathways to gain admission to prestigious institutions like NIT's and IIT's, and the intricacies of the admission process itself. Dr Vijay Pal conducted enlightening practical sessions at the ATAL Lab, while Prof Singhvi graced the occasion with an informative presentation and engaging interactions with the students, shedding light on potential career trajectories over the next decade.



- [IIT Jammu Conducts ATL Workshop for Sainik School Nagrota](#)
 - [ATL workshops started in IIT Jammu](#)
 - [Five-day Entrepreneurial Boot Camp for students kicks off at IIT](#)
 - [Empowering Young Minds: IIT Jammu hosts Vigyan Jyoti students](#)
 - [IIT Jammu hosts Vigyan Jyoti programme for tribal community students](#)
 - [DSEJ'S 5 DAY WORKSHOP 'A LITTLE TINKERING' CONCLUDES](#)
 - Under development web-based coding and IoT platform



The Role of Skill Education in Boosting Employability and Nation's Growth

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Abstract

Skill education is essential in today's higher education scenario as it stresses honing critical skills and competencies among prospective job seekers and transforming them into industry-ready professionals. Skills in their respective domains help develop scientific temperament and higher-order thinking skills, further empowering students to be independent and resilient across various stages of life. Skill development helps in bridging skills gaps and allows an individual to learn new skills. Education skills and skill development help build critical thinking, problem-solving, and transferable soft skills for workplace success. Further, skill education focuses on certain prominent 21st-century skills that students are expected to master during their academics which will help them prosper in their present academic and future professional prospects. They include Critical thinking, Problem-solving, Leadership, Communication, Digital literacy, Adaptability, etc.

In addition, skill education enhances students' career prospects by identifying the current trends and skill requirements in the job market, designing customized syllabi, and imparting skills through hands-on and industry-oriented training, thereby equipping them to cater to industry requirements. Thus, skill education plays its part in addressing the long-standing problem in industry-academia i.e. bridging the yawning skill gap. The present research paper presents an overview of the significance of skill education, its objectives, requisite skills to be taught, statistical details about the recent surveys and their analysis of skill gaps and unemployment, and necessary measures in place. It is concluded with the advantages of skill education and its role in promoting national development and recommendations for further improvement in this process.

Keywords: Higher-order thinking, Critical Thinking, Leadership, Communication, Digital Literacy, and Skill Development.

Role of Perceived university support, motivation and passion in fostering Indian students' entrepreneurial intention: an application of stimulus- organism-response theory

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Abstract

Purpose-In keeping with the 17 sustainable development goals (SDG): SDG1 for reducing of poverty in all forms and SDG8 for promoting inclusive and sustainable economic growth and employment generation, every member country has started launching programs for promoting entrepreneurship as it is the only way for employment generation and poverty reduction. In this connection, this study is proposed to investigate the role of perceived university support (PSU) and the mediating role of entrepreneurial motivation (EM) and entrepreneurial passion (EP) on entrepreneurial intention (EI) among Indian university students by employing the stimulus- organism-response (SOR) theory.

Design/methodology/approach- The data will be collected from the business and management students of different universities in Kashmir using both online and offline questionnaire. Structural equation modelling (SEM) technique will be employed to test the hypothesis using AMOS.

Expected findings- We expect that perceived university support (PSU), entrepreneurial motivation (EM) and entrepreneurial passion (EP) will positively enhance the entrepreneurial intention of university students. We further expect that entrepreneurial motivation (EM) and entrepreneurial passion (EP) will significantly mediate the relationship between PSU and EI

Research implications- The results of this study will have both theoretical as well as practical implications. Firstly this study will add to the body of knowledge by studying the association between perceived university support, motivation, passion and entrepreneurial intention by employing the stimulus-organism-response theory in the context of India as there are only few studies that have used stimulus-organism-response in research on entrepreneurial research as majority of the studies have used theory of planned behaviour (TPB). Secondly the results of this study will offer useful insights to universities and policy makers in framing the curriculum for entrepreneurship courses and developing the entrepreneurial intention among the university students. This study will also help government in policy making that will enable universities to provide sufficient financial support to their students in starting profitable ventures.

Keywords: Perceived University Support, Entrepreneurial Motivation, Entrepreneurial Passion. Entrepreneurial Intention, Stimulus-Organism-Response Theory.

सर्वांगीण विकास हेतु कौशल-शिक्षा के साथ-साथ नैतिक शिक्षा की भी आवश्यकता

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सारांश

विद्या वितर्कों विज्ञानं स्मृतिः तत्परता किया। यस्यैते षड्गुणस्तस्य नासाध्यगतिवर्तते ॥ (आचार्य चरकः)

अर्थात् विद्या, तर्कशक्ति, विज्ञान, स्मृतिशक्ति तत्परता, और कार्यशीलता, ये छः जिसके पास हैं। उसके लिए कुछ भी असाध्य नहीं है। परन्तु आज हम आधुनिकता की दौड़ में पाश्चात्य जगत की नकल करते-करते ऐसी स्थिति में पहुँच चुके हैं जहाँ हम भौतिक सुख सुविधाओं को तो प्राप्त कर रहे हैं परन्तु मानसिक शामित दूर-दूर तक भी दिखाई नहीं देती। इस भौतिक उन्नति का पीछा करते हुए हम कौशल-शिक्षा की ओर अग्रसर तो हो रहे हैं किन्तु सामाजिक समस्याएँ हमें घेरती ही जा रही हैं। हम आज बच्चों को आधुनिक तो बना रहे हैं परन्तु वृद्ध माता-पिता के लिये हमारे पास समय ही नहीं है। समाज विभिन्न प्रकार से उन्नति तो कर रहा है किन्तु उसे जल वायु एवं अन्य पदार्थ शुद्ध रूप में प्राप्त नहीं हो पा रहे हैं। हम राष्ट्रीय एकता की बात भी दृढ़ता से करते हैं परन्तु जातिवाद का जहर अन्दर ही अन्दर देश को खोखला करता जा रहा है। अतः यदि हराम सूक्ष्म रूप से विचार करें तो यही पाते हैं कि आज देश उन्नति तो कर रहा परन्तु इसके साथ ही साथ अनेक प्रकार की भयंकर समस्याएँ भी हमारे सामने पनप रही हैं। तो क्या इसी की आधुनिकता की संज्ञा दी जाए अथवा हमें ऐसी आधुनिकता की कल्पना करनी चाहिए जिसमें उन्नति तो हो परन्तु समाज का सर्वांगीण विकास भी हो सके।

अत यदि समाज का सर्वांगीण विकास चाहिए तो हमें कुछ उपाय करने होंगे जैसे हम बच्चों को सुख सुविधायें तो प्राप्त करवायें किन्तु इसके साथ-साथ उनको दादा-दादी, नाना-नानी का प्यार भी मिले।

एम मौतिक उन्नति तो करे परन्तु इसके साथ ही नैतिक एवं आध्यात्मिक शिक्षा पर भी बल दे। हम कौशल-शिक्षा की ओर ध्यान तो दें किन्तु भारतीय संस्कृति की सरकार व्यवस्था को भी अपनायें। हम नाला की विभिन्न भस्कृतियों को महत्व अवश्य दें परन्तु जातियाद से दूर रहने की कोशिश करें। इसी के साथ विकास के कार्य तो करें किन्तु प्रकृति के साथ अनावश्यक छान करें।

प्राचीन भारतीय परम्परा में यह सम सम्भव था। क्योंकि उस समय भारत में नैतिक शिक्षा तथा अध्यात्मिक ज्ञान का बोला था। नैतिक शिक्षा तथा क्रयात्मिक ज्ञान के कारण ही भारत कभी विश्वमुक के पद पर आसीन था। परन्तु उसके पश्चात देश ने कई उत्तर-चढ़ाव देखे। निष्ठा-भिन्न सरकृतियों के लोगों का भारत में आगमन हुआ। इन सरकृतियों ने भारत की सभ्यता को इतना प्रभावित किया कि उस प्रभाव के कारण हमारी नैतिकता पीछे छूटती गयी। स्वार्थ ने लोगों को अपने वश में कर लिया तथा परमार्थ को लोग भूलने लगे। लोगों में साथ-साथ चलने तथा जिया और जीने दो की भावना में कमी आने लगी। व्यार्थपरता के कारण लोगों ने प्रकृति का आदर करना भी कम कर दिया जिसके कारण प्राकृतिक सानों में भी कमी आती गयी। इसी स्वार्थपरता के कारण अलगाववाद ने हमारे बीच अपना स्थान बना लिया। इसी बात का लाभ विदेशी ताकतों नागत में प्रवेश किया। नांकि वे हमारे सताधमा को सूदना चाहते थे। उनको इस सफलता भी प्राप्त हुई। मत्तु माल के दुद्धिजीवियों ने अपने काम पर कभी भी पता को स्वीकार नहीं किया और

सतत संघर्ष करते रहे। आखिरकार विभिन्न प्रकार के आन्दोलन करके भारत के लोगों ने विदेशियों को बाहर का रास्ता दिखाया। विदेशी तो चले गये परन्तु उनकी संस्कृति का प्रभाव आज भी हम पर स्पष्ट दिखाई देता है। जिसके कारण अनेक सामाजिक समस्यायें आज हमारे समक्ष हैं। अतः अत्यावश्यक है कि कौशल-शिक्षा के साथ-साथ नैतिक, व्यवहारिक एवं अध्यात्मिक शिक्षा पर भी बल दिया जाए। जिससे देश बेरोजगारी, अलगाववाद तथा जातिवाद से मुक्त हो सके और समाज का सर्वांगीण विकास हो। यदि ऐसा सम्भव हो पाया, तो भारत पुनः विश्वगुरु के पद को अवश्य ही प्राप्त कर लेगा।

संगच्छधं संवदधं संवो मनांसि जानताम्। देवा भागं यथा पूर्वं संजनाना उपासते ॥

प्रमुख शब्द- नैतिकता, अध्यात्मवाद, कौशल-शिक्षा, सर्वांगीण विकास, आधुनिकता

Entrepreneurship Education and Training in Academic Institutions.

Priya Kohli

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Abstract

This paper examines the role of entrepreneurship education and training in academic institutions in fostering entrepreneurial mindsets, skills, and intentions among students. We conducted a comprehensive review of existing literature and surveyed 200 students and 15 entrepreneurs and educators. Our findings show that entrepreneurship education and training programmes in academic institutions have a positive impact on student's entrepreneurial self-efficacy, creativity, and intention to start their own venture. We also identified key factors influencing the effectiveness of such programmes, including instructor expertise, industry connections, and hands-on learning experiences. Our study highlights the significance of integrating entrepreneurship education and training into academic curriculum to promote innovation, economic growth, and sustainable development.

Keywords: Entrepreneurship education, Training programmes, Academic institutions, Entrepreneurial mindsets, Innovation, Economic growth.

Impact of Dividend announcement on stock prices

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Abstract

Past research has demonstrated that the market receives information when the dividend are announced, and that there is a connection between the stock price and the release of the dividend. Dividend announcement has been the subject of numerous research both inside and outside of India, yet it is still a contentious topic in corporate finance. We tried to objectively investigate Dividend Announcements in the Indian Stock Market using Event Study Methodology on the companies listed on the National Stock Exchange for the years 2019 to 2023. The majority of the findings in this study are similar with the earlier studies, and the anomalous Return increases after the announcement of the Dividend announcement.

Keywords: Dividend announcement, Stock prices, Abnormal return, Event Study

Graphene And Related Materials: Large Scale Production &Application

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Associate Professor

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Abstract

Graphene and related materials have garnered significant interest due to their extraordinary properties and diverse applications. This educational talk will explore the large-scale production and applications of graphene, along with other 2D materials. I will begin by discussing the fundamental properties of graphene, as its high surface area, mechanical strength, and exceptional thermal properties, which make it a material of choice for various technologies. The talk will then probe into the methods of large-scale production of graphene, highlighting techniques such as chemical vapor deposition, liquid-phase exfoliation, and reduction of graphene oxide. We will analyze the advantages and limitations of each method in terms of scalability, cost-effectiveness, and quality of the produced graphene.

Then, the focus will shift to the wide range of applications for graphene and related materials including quantum dots. These utilizations range from electronics, including flexible and wearable devices, to energy storage solutions such as supercapacitors and composites. By the end of this talk, the audience may get a clear understanding of how large-scale production techniques are paving the way for the integration of 2D materials into mainstream applications, driving innovation across multiple industries.

Keywords: Graphene, Diverese application, Chemical vapour deposition, Quantom dots

Fruit and Vegetable Waste is a Potential Source of Biofuel

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Abstract

Currently, the waste management scenario worldwide is not efficient. To address this issue, current work is based on utilizingon utilizing the waste of Srinagar's the fruit and vegetable market (Parimpura Market) into value-added products like biofuel. Currently, the weekly production of waste in the fruit and vegetable market is approximately 30 tons, with fruit waste accounting for 5 tons and vegetable waste totaling 25 tons. The main sources of fruit waste in these markets are rotten Mango, Banana, Grape, Watermelon, Muskmelon, and Orange. At the same time, vegetable waste is rotten Potato, Onion, Tomato, Cabbage, and so on. The current study's main aim is the segregation and classification of waste according to its physio-chemical and biological condition. So, an exhaustive market survey has been done to identify the challenges of segregation and waste classification. As fruits and vegetables are rich sources of starch, hence the production of ethanol is likely to be higher due to the presence of high carbohydrate chains. For e.g., around 135 liters of ethanol can be produced from 1 ton of waste potatoes. Therefore, biofuel production through fruit and vegetable waste is a sustainable and environmentally friendly method of waste management.

Keyword: Biofuel, Waste management, Segregation of waste, Market survey.

Economic Impact of High Density Planting on Apple Orchards in Jammu and Kashmir

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Abstract

High-density planting (HDP) in apple orchards has emerged as a transformative agricultural practice in Kashmir, aimed at enhancing productivity and fruit quality. This method involves the systematic arrangement of dwarf and semi-dwarf apple trees at higher planting densities than traditional orchards. The introduction of HDP in Kashmir's apple cultivation leverages several benefits: increased yield per unit area, improved resource utilization, and enhanced orchard management efficiency. HDP facilitates better light penetration, uniform fruit size, and ease of pest and disease management. Additionally, it supports the adoption of modern agricultural techniques, such as drip irrigation and mechanized harvesting, further boosting productivity. This abstract explores the implications of HDP on the economic and environmental sustainability of apple farming in Kashmir, highlighting its potential to revolutionize the region's horticultural landscape. The study underscores the need for supportive infrastructure, farmer training, and policy interventions to optimize the benefits of HDP in Kashmir's apple orchards.

Keyword: High-density planting (HDP), Apple farming, Environmental sustainability.

Effect Of Kashmiri Traditional Dance Rouf And Yoga On Motor Educability On Adolescent Girls

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Abstract

The purpose of the study was to find out the "Effect of Kashmiri traditional dance rouf and yoga on motor educability on adolescent girls," For the purpose of the study a total (N=30) female subjects were selected from Govt Middle School, Chowdrybagh Rainawari Srinagar Jammu and Kashmir by using simple random sampling technique. The age of the participants ranged from 14 to 16 years. The medical history of the participants was investigated and consent was also sought from the students in the study. All the participants volunteered in the study. The participants were explained about the purpose, methods and importance of the study. The actual training program was started after one week of orientation phase in which subjects were made acquainted with the testing procedures, exercise methods, etc. The subjects were divided into two groups (Group A Rouf and Group B Yoga) and data were collected as per by applying the Metheny Johnson motor educability test before training (Pre-test). After the pre-test Kashmiri traditional dance rouf was administered to Group A (Rouf group, n = 15) and Group B (Yoga group, n = 15). Rouf and yoga interventions were given to the two groups simultaneously under the supervision of experts thrice a week for 50 minutes. After the completion of six weeks intervention, again data were collected for all the selected variables (Post-test). The data collected for the current study was analyzed by using descriptive statistics (mean, standard deviation) and independent T-test was applied in order to find out whether there was any significant difference between the groups. Value of significance was set at 0.05.

Key words Rouf, Yoga, Motor Educability, motor skills, coordination, and mental health.

Recent advancements in preservation in fruits and vegetables using cell alive system technology

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Abstract

The Cell Alive System (CAS) technology offers a cutting-edge solution for fruit preservation, combining rapid freezing with oscillating magnetic fields to safeguard cellular integrity and freshness. Traditional freezing methods often result in the formation of large ice crystals, which damage cell structures and compromise fruit quality. CAS technology mitigates this issue by preventing significant ice crystal growth, thus maintaining the fruit's natural texture, flavor, and nutritional value. The CAS-treated fruits and vegetables exhibit better retention of texture, color, and taste compared to those preserved via conventional freezing techniques. Furthermore, CAS technology helps maintain higher levels of essential vitamins and antioxidants, enhancing the nutritional profiles of the fruits. The application of CAS technology also significantly reduces microbial growth, thereby extending the shelf life of the produce. By effectively preserving fruit quality and prolonging shelf life, CAS technology presents a promising approach to reducing food waste and ensuring the availability of fresh, high-quality produce. This innovative preservation method not only benefits consumers by providing superior fruits but also supports sustainability by promoting a more efficient and resilient food supply chain.

Keywords: Cell Alive System, CAS technology, fruit preservation, rapid freezing, food quality, shelf life, sustainability.

Anti-Parrhesia to Parrhesia: A Foucauldian study in Religious Discourse of India

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Abstract

Purpose – The aim of this study is to understand the basic requisite for developing a sound and productive system for startup culture in Kashmir. One of the biggest challenges Jammu & Kashmir has seen in recent years has been that of terrorism. Lately also, there have been attacks in the Jammu region and the area is on high alert. Terrorism emanates from various causes, the fundamental one being India's neighbouring country that is Pakistan. If one dwells into the origins of Pakistan, it can be believed to be religious intolerance. Therefore, religion needs to be upheld and differences need to be sorted. For this purpose, religion needs to be studied and how or why one speaks against religion and with what consequences. This research studies this aspect in detail and tries to bring forth solutions to everlasting peace in Kashmir that can leapfrog the startup culture there.

Design/methodology/approach- A combination of quantitative as well as qualitative analysis has been done using Interviews and an online questionnaire using google forms. Also, historical research has been done to ascertain the facts.

Findings-. When somebody comes forward and tries to speak against the ills of any religion, what matters is not whether what he has said is truth or not but on the basis of what practices and through what types of discourse have we tried to tell the truth about the subject, is what saves or destroys the parrhesiast as the one who speaks freely.

Research limitations/implications: The quantitative analysis is based on the discretion of the participant of the research. He/ She may not be ready to express his free will and participate in the game of parrhesia

Keywords: Foucault, Parrhesia, God, Religion, Discourse, Free Speech

A Study of selected socio-economic determinants of tourism impacting Hotel Industry in Jammu and Kashmir

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Abstract

Tourism industry is considered one of the potential industries across the world these days as it is very helpful in generating GDP of the State and creating a lot of employment. The main purpose of the present study was to "find out the factors responsible for creating hurdles in the tourism of Jammu and Kashmir: with reference to South Kashmir. The study entails in four districts namely Anantnag and Pulwama, Kulgam and Shopian. Descriptive survey method was employed in the present investigation. Survey was conducted on a sample of 200 hoteliers and which includes both genders (Male and female) from rural and urban areas. The data was collected using a questionnaire encompassing the following variables (i.e., Information, Customer Services, Value of Money, Ambience, Security, Cleanliness, Sanitations, Accessibility by Road/Air/ Rail Networks, Accommodation, Tourist Information Centers, Emergency Helpline, Health Care Facilities and Total socio-economic development, Annual Income of Hoteliers and Name of the District) from the 200 hoteliers. Information, Customer Services, Value of Money, Ambience, Security, Cleanliness, Sanitations, Accessibility by Road/Air/ Rail Networks, Accommodation, Tourist Information Centers, Emergency Helpline and Health Care Facilities are all determinants of socio-economic development. Further the data has been analyzed using descriptive statistics and inferential statistics (ANOVA). The results reveal that the factor Name of District $F(3, 196) = 8.657$, $p < 0.01$, has a significant impact on information. There is significant effect of the district-name factor $F(3, 196) = 3.449$, $p < 0.05$, on Customer Services (CS). This suggests that the four study districts' approaches to providing customer service are different. The district name factor $F(3, 196) = 4.989$, $p < 0.01$, has a discernible effect on Value of Money (VM). The district name factor $F(3, 196) = 4.989$, $p < 0.01$, has discernible effect on Value of Money (VM). Post hoc (Multiple comparisons, Table 4.3) shows that Value of Money is significantly ($p < 0.01$) higher in District Pulwama and Anatnag than District Kulgam. There is a significant effect of Name of District $F(3, 196) = 6.676$, $p < 0.01$, on Security (SEC). According to Table 5.3's post hoc multiple comparison, District Anantnag's Security is substantially ($p < 0.01$) higher. There is significant effect of the district-name factor $F(3, 196) = 2.283$, $p < 0.01$, on Cleanliness (CLN). According to Table 4.3's post hoc multiple comparisons, District Anatnag's Cleanliness is substantially ($p < 0.01$) higher/better than District Kulgam and Pulwama than District Shopian's and Kulgam, it can be concluded that the level of Sanitations (SANI), Accessibility by

Road/Air/ Rail Networks (ACCE), Accommodation (ACCO), and Emergency Helpline (EH) across the four districts (Kulgam, Anantnag, Pulwama and Shopian) of Kashmir province is similar.

Key words: Kashmir, Tourism, Hotelier, Socio Economic variables, Districts.

4.2. Conclusion

In the culmination of Chapter 4, we find ourselves immersed in the wealth of knowledge and groundbreaking insights shared through the diverse array of paper presentations. The journey through these scholarly works has been nothing short of enlightening, showcasing the vigor and vitality of academic-driven startups in the economic landscape of J&K.

With a total of 61 papers presented, our contributors have delved into the nuances of Startup Conceptualisation and Product Development, Marketing Branding and Funding, and Miscellaneous themes. The thought-provoking discussions and innovative solutions presented in each category underscore the integral role of academia in shaping a sustainable and innovative economic future for the region.

As we recognize the exceptional efforts of our contributors, it is evident that these papers not only contribute to academic discourse but also serve as catalysts for real-world change. The identification of winners in each category further emphasizes the exemplary contributions, reflecting the commitment and dedication of individuals and institutions to drive positive change through academic-driven startups.

This chapter stands as a testament to the collective spirit of inquiry, innovation, and collaboration that defines our academic community. It is our hope that the insights gained from these papers will inspire further research, dialogue, and action, propelling us towards a future where academia continues to be a dynamic force in shaping the entrepreneurial landscape of J&K.

CHAPTER-5

In Media

5.1. Introduction

The media campaign for the National Conference on the Role of Academic-driven Startups in Developing the Economy of J&K was a pivotal component in amplifying the event's reach and impact. This comprehensive media strategy was designed to transcend geographical boundaries, extending its influence far beyond the confines of Jammu and Kashmir to encompass multiple states and Union Territories across India. By leveraging various media channels, the campaign aimed to raise awareness, foster engagement, and galvanize support for the conference's objectives. This chapter delves into the strategic execution and expansive reach of the media campaign, highlighting its effectiveness in mobilizing a diverse and widespread audience.

5.2. Campaign in Media

The media campaign for the National Conference on the Role of Academic-driven Startups in Developing the Economy of J&K was meticulously crafted to maximize its reach and influence. This section serves as the foundation for the chapter, highlighting the extensive breadth of the campaign across various regions. The strategy was designed not only to target audiences within Jammu and Kashmir but also to extend its reach beyond Jammu & Kashmir, encompassing multiple states and Union Territories across India.

The campaign utilized a diverse range of media channels, including print, digital, and broadcast media, to ensure comprehensive coverage. Press releases, media briefings, and social media posts were employed to disseminate information about the conference, its objectives, and the significant role of academic-driven startups in regional economic development.

5.2.1. Print Media

The print media campaign for the National Conference on the Role of Academic-driven Startups in Developing the Economy of J&K achieved significant visibility and impact. By strategically targeting a diverse array of prominent newspapers, the campaign ensured broad coverage and reached a wide audience across various regions.

NIT Srinagar to host 2 day National Conference on RASE-2024 in June

Director releases brochure of the summit at campus

Global Kashmir Desk

Srinagar, Mar 20: The National Conference on Role of Academic-driven Startups in Developing Economy of J&K (RASE-2024) will be hosted by NIT Srinagar from 29-30th June this year. The conference will be held in association with prestigious institutions including the Department of Holistic Education, Vidya Bharti, Punjab, Director NIT Srinagar, Prof. A.

Ravinder Nath released a brochure of the (RASE-2024). It was attended by Dr. Thakur SKR, Sci/Engr-SF and Director, DHE & VBTR, eminent educationists Vijay Nadda and Deshraj Sharma, Dr. Saad Parvez, Head, IEDC, Dr. Vijay Kumar, Dr. H.S Pali, Dr. Ranjeet Kumar Rout and Shahid Abbas Mir, CEO - ITBI Greenovator, Incubation Foundation, NIT Srinagar. In his keynote address, Director NIT Srinagar, Prof. A. Ravinder Nath said this innovative conference is expected to bridge between academia and

industry. "The conference will serve as a dynamic platform for students, researchers, and entrepreneurs, facilitating discussions on various aspects of startup culture, spanning from ideation to execution. It will offer valuable insights into the challenges and opportunities present within the startup ecosystem," he said. Prof. Nath said the primary goal of this conference is to nurture a culture of innovation and entrepreneurship among the institute's community, including students,

NIT Srinagar to host 2 day National Conference on RASE-2024 in June Director releases brochure of the summit at campus

**NIN NEWS SERVICE
SRINAGAR, MAR 20**
The National Conference on Role of Academic-driven Startups in Developing Economy of J&K (RASE-2024) will be hosted by NIT Srinagar from 29-30th June this year. The conference will be held in association with prestigious institutions including the Department of Holistic Education, Vidya Bharti, Punjab, Director NIT Srinagar, Prof. A. Ravinder Nath, Head, IEDC, Dr. Thakur SKR, Sci/Engg SF and Director, DHE & VBTR, eminent educationists Vijay Nadda and Deshraj Sharma, Dr. Saad Parvez, Head, IEDC, Dr. Vijay Kumar, Dr. H.S Pali, Dr. Ranjeet Kumar Rout and Shahid Abbas Mir, CEO - ITBI Greenovator, Incubation Foundation, NIT Srinagar. In his keynote address, Director NIT Srinagar, Prof. A. Ravinder Nath said this innovative conference is expected to bridge between academia and industry. "The conference will serve as a dynamic platform for students, researchers, and entrepreneurs, facilitating discussions on various aspects of startup culture, spanning from ideation to execution. It will offer valuable insights into the challenges and opportunities present within the startup ecosystem," he said. Prof. Nath said the primary goal of this conference is to nurture a culture of innovation and entrepreneurship among the institute's community, including students, with eminent innovators from across the country sharing their experiences and ideas with attendees." Director NIT Srinagar added. Dr. Saad Parvez Organizing Secretary, RASE-2024 and Head, IEDC, NIT Srinagar, said, "The conference will bring together experts from various institutions to discuss and exchange ideas covering different aspects of innovation and startup development. We will invite judges comprising industry experts and investors. They will receive constructive feedback and guidance on their ideas and strategies. Dr. Saad said that this conference will offer plenty of networking opportunities, allowing students and participants to connect with peers, mentors, and industry professionals. This environment will foster collaboration and open doors for potential partnerships," he said. Dr. Thakur SKR, who is a member of the IEDC and also serves as the Director of DHE & VBTR, reiterated that this event will offer valuable insights and learning opportunities. "This conference will be bringing together key stakeholders to discuss and shape the future of academic-driven startups and economic development in Jammu and Kashmir," he added. It is pertinent to mention here that NIT Srinagar is going to host its 3rd conference of RASE Conferences Series after NIT Jalandhar and NIT Kurukshetra.

5.2.2. Digital Media

Delving into the digital landscape, this subsection provides an in-depth analysis of the campaign's presence on various digital media platforms. The campaign effectively utilized the digital domain to enhance its reach and engage with a broader audience, thereby ensuring that the conference's key messages were disseminated widely and effectively.

Key Digital Media Links

- [Rising Kashmir Coverage](#)
 - [Kashmir Reader Coverage](#)
 - [UNI India Coverage](#)
 - [Street Times Coverage](#)
 - [India24 Coverage](#)
 - [Kashmir Convener Coverage](#)
 - [Kashmir Dot Com Coverage](#)

5.3. The Programme

This section sums up the coverage of the main programme in print and digital media. The details of each media are described in subsequent sections.

5.3.1. Print Media

This section encapsulates the coverage of the main program in both print and digital media during the event at NIT Srinagar. An overview of the press coverage in leading newspapers, Kashmir News Service, Northlines, Kashmir Observer, Kashmir Reader, Rising Kashmir, Street Times, Greater Kashmir, GK News Service, The Print, State Times News such as provided. These media clippings serve as tangible evidence of the event's prominence in both local and global print media.

Day 1

5.3.2. Digital Media

Continuing into the digital realm, this subsection highlights the digital footprint of the event, offering links to videos and social media posts capturing the marathon brainstorming. The inclusion of links from various sources, including news articles and social media platforms such as YouTube and Facebook, showcases the pivotal role of digital media in broadcasting the event's activities to a broader audience.

Day 1

- **KNS Kashmir:** [LG Manoj Sinha addresses National Conference on Role of Academic-driven Startups in Developing Economy of J&K (RASE-2024)]([https://www.knskashmir.com/lg-manoj-sinha-addresses-national-conference-on--role-of-academic-driven-startups-in-developing-economy-of-jandk-\(rase-2024\)--187410](https://www.knskashmir.com/lg-manoj-sinha-addresses-national-conference-on--role-of-academic-driven-startups-in-developing-economy-of-jandk-(rase-2024)--187410))
- **Kashmir Reader:** [Focus on Problem First, Not Product First, LG to Startups, Entrepreneurs] (<https://kashmirreader.com/2024/06/30/addresses-national-rase-2024-focus-on-problem-first-not-product-first-lg-to-startups-entrepreneurs/>)
- **Daily Excelsior:** [J&K has got over Rs 1.10 lakh Cr industrial proposals: LG] (<https://www.dailyexcelsior.com/jk-has-got-over-rs-1-10-lakh-cr-industrial-proposals-lg/>)
- **One India:** [LG Manoj Sinha Spearheads J&K's Startup Revolution, Bridges Academia and Industry at RASE 2024] (<https://www.oneindia.com/amphtml/india/l-g-manoj-sinha-spearheads-j-ks-startup-revolution-bridges-academia-and-industry-at-rase-2024-3865757.html>)
- **Kashmir Reader:** [Startups: A Powerful Instrument to Bridge the Gap Between Universities and Industries, says LG at NIT Srinagar] (<https://kashmirreader.com/2024/06/30/startups-powerful-instrument-to-bridge-gap-between-universities-industries-says-lg-at-nit-srinagar/>)
- **One India Hindi:** [J&K LG Sinha Inaugurates Academic-driven Startups RASE 2024 National Conference] (<https://hindi.oneindia.com/news/jammu-and-kashmir/j-k-lg-sinha-inaugurates-academic-driven-startups-raise-2024-national-conference-1041401.html>)
- **Grinning Face:** [Academic-driven Startups] (<https://www.grinningface.ca/vir458/tjfaic142741k1dcd18.php>)
- **The Week:** [J&K Startups Sinha] (<https://www.theweek.in/wire-updates/business/2024/06/29/nrg10-jk-startups-sinha.amp.html>)
- **Rediff Money:** [J&K Startup Opportunities: Lt Governor Sinha's Vision] (<https://money.rediff.com/amp/news/market/j-amp-k-startup-opportunities-lt-governor-sinha-x27-s-vision/12007920240629>)
- **The Kashmir Images:** [Academic-driven Startups to Transform J&K's Economy: LG Sinha] (<https://thekashmirimages.com/2024/06/30/academic-driven-startups-to-transform-jks-economy-lg-sinha/>)
- **Scoop News:** [LG Manoj Sinha at NIT Srinagar on Saturday] (<http://www.scoopnews.in/det.aspx?q=131346>)
- **Daily Excelsior:** [LG Manoj Sinha at NIT Srinagar] (<https://www.dailyexcelsior.com/lg-manoj-sinha-at-nit-srinagar-on-saturday/>)
- **Good Returns:** [Startup Opportunities in Jammu & Kashmir] (<https://www.goodreturns.in/news/startups-opportunities-in-jammu-kashmir-011-1354681.html>)
- **Rising Kashmir:** [Academic-driven Startups Vital to J&K's Economic Growth: LG] (<https://risingkashmir.com/academic-driven-startups-vital-to-jks-economic-growth-lg/>)

- **Bold News Online:** [Startups: A Powerful Instrument to Bridge Universities and Industries Gap, Meeting Two Important Objectives - Employment Generation and Profit Generation: LG](<https://boldnewsonline.com/amp/startups-are-powerful-instrument-to-bridge-universities-industries-gap-meeting-two-important-objectives-employment-generation-profit-generation-lg/>)
- **The Kashmir Horizon:** [LG Addresses National Seminar on Role of Academic-driven Startups in Developing Economy of J&K (RASE-2024)](<https://thekashmirhorizon.com/2024/06/30/lg-addresses-national-seminar-on-role-of-academic-driven-startups-in-developing-economy-of-jk-rase-2024/>)
- **Kashmir Dot Com:** [Lt Governor Addresses National Seminar on Role of Academic-driven Startups in Developing Economy of J&K (RASE-2024)](<https://kashmirdotcom.in/2024/06/29/lt-governor-addresses-national-seminar-on-role-of-academic-driven-startups-in-developing-economy-of-jk-rase-2024/>)
- **Morning Kashmir:** [Lt Governor Addresses National Seminar on Role of Academic-driven Startups in Developing Economy of J&K (RASE-2024)](<https://www.morningkashmir.com/lt-governor-addresses-national-seminar-on-role-of-academic-driven-startups-in-developing-economy-of-jk-rase-2024/>)
- **Kashmir Vision:** [Startups: A Powerful Instrument to Bridge Universities and Industries Gap: Lt Govv](<https://kashmirvision.in/2024/06/30/startups-are-powerful-instrument-to-bridge-universities-industries-gap-lt-guv/>)
- **Street Times:** [LG Addresses National Seminar on Role of Academic-driven Startups in Developing Economy of J&K (RASE-2024)](<https://www.streettimes.in/lg-addresses-national-seminar-on-role-of-academic-driven-startups-in-developing-economy-of-jk-rase-2024/>)
- **The North Lines:** [LG Sinha Champions Academic Startups, Propels J&K Economy Forward] (<https://thenorthlines.com/lg-sinha-champions-academic-startups-propels-jk-economy-forward/>)
- **Daily Good Morning Kashmir:** [Startups: Powerful Instrument to Bridge Universities and Industries Gap: LG] (https://www.dailygoodmorningkashmir.com/startups-powerful-instrument-to-bridge-universities-industries-gap-lg/#google_vignette)
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- **Kashmir News Observer:** [LG Addresses National Seminar on Role of Academic-driven Startups in Developing Economy of J&K (RASE-2024)] ([https://www.kashmirnewsobserver.com/top-stories/lg-addresses-national-seminar-on-role-of-academic-driven-startups-in-developing-economy-of-jandk-\(rase-2024\)-kno-186624](https://www.kashmirnewsobserver.com/top-stories/lg-addresses-national-seminar-on-role-of-academic-driven-startups-in-developing-economy-of-jandk-(rase-2024)-kno-186624))
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- **MENAFN:** [Immense Possibilities for Startups Across Sectors in J&K: LG](<https://menafn.com/1108388760/Immense-Possibilities-For-Startups-Across-Sectors-In-J-K-LG>)

Social Media

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- **Jammu Diamond:** [LG Sinha addresses National Seminar on Role of Academic-driven Startups in Developing Economy of J&K (RASE-2024)] (<https://jammudiamond.com/lg-sinha-addresses-national-seminar-on-role-of-academic-driven-startups-in-developing-economy-of-jk-rase-2024/>)
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- **Facebook Video:** [LG Manoj Sinha Addresses National Conference] (<https://www.facebook.com/share/v/j1wP2P1UBiUxhdX/?mibextid=xfxF2i>)

Day 2

- **The Statesman via Dailyhunt:** [StartUp Movement has Picked Up in India in a Big Way: Dr. Jitendra Singh] (<http://dhunt.in/VmpJo>)

- **Rising Kashmir:** [Change of Mindset Key to Startups in J&K: Dr. Jitendra Singh](<https://risingkashmir.com/change-of-mindset-key-to-startups-in-jk-dr-jitendra-singh/>)
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- **State Times:** [Mindset Change, Exploration of Regional Resources Key to J&K Startups: Dr. Jitendra](<https://www.google.com/amp/s/statetimes.in/amp/mindset-change-exploration-of-regional-resources-key-to-jk-startups-dr-jitendra/>)
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- **The Print:** [Change of Mindset Key for Success of Start-Ups in J&K: Union Minister Jitendra Singh](<https://www.google.com/amp/s/theprint.in/india/change-of-mindset-key-for-success-of-start-ups-in-jk-union-minister-jitendra-singh/2154416/%3famp>)
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- **Jammu Links News:** [Exploration of Regional Resources Key to Build Startup Ecosystem in J&K: Dr. Jitendra Singh](<https://www.jammulinksnews.com/mb/newsdet.aspx?q=354375>)

- **The Print:** [Change of Mindset Key for Success of Start-Ups in J&K: Union Minister Jitendra Singh](<https://www.google.com/amp/s/theprint.in/india/change-of-mindset-key-for-success-of-start-ups-in-jk-union-minister-jitendra-singh/2154416/%3famp>)
- **Greater Kashmir:** [Dr. Jitendra Singh Attends National Conference on Skill, Startup, Entrepreneurship in Education at NIT Srinagar](<https://m.greaterkashmir.com/article/dr-jitendra-singh-attends-national-conference-on-skill-startup-entrepreneurship-in-education-at-nit-srinagar/310043/amp>)

Social Media

- **YouTube:** [Dr. Jitendra Singh's Speech](<https://www.youtube.com/live/-gx3XA0KxYg?si=S6LZXM9nocxf6O3J>)
- **Facebook:** [Video Coverage](<https://www.facebook.com/share/v/j1wP2P1BUbiUxhdX/?mibextid=xfxF2i>)
- **Facebook:** [Video Coverage](<https://www.facebook.com/share/p/adBqx7dp4fdT1grg/?mibextid=WC7FNe>)

5.4. Conclusion

The extensive media campaign for the National Conference on the Role of Academic-driven Startups in Developing the Economy of J&K significantly amplified the event's reach and impact. Through a well-coordinated approach spanning print and digital media, the campaign successfully engaged a diverse and expansive audience, both locally and globally.

Key Achievements

Broad Print Media Coverage: The event received substantial attention from leading newspapers such as Northlines, Kashmir Observer, Kashmir Reader, Rising Kashmir, Street Times, Greater Kashmir, GK News Service, The Print, State Times News. This widespread print media coverage highlighted the event's importance and ensured that key messages reached a broad readership.

Robust Digital Media Presence: By leveraging digital platforms, including news websites and social media, the campaign effectively captured and disseminated real-time updates, videos, and interactive content. This digital strategy not only extended the event's reach but also facilitated greater engagement with a global audience.

Comprehensive Press Coverage: The inclusion of detailed articles, opinion pieces, and analysis in both print and digital media provided a holistic view of the event. This comprehensive coverage helped underscore the significance of academic-driven startups in fostering economic growth in J&K.

Enhanced Visibility and Engagement: The strategic use of various media channels ensured that the event's objectives, discussions, and outcomes were widely disseminated. This enhanced visibility not only raised awareness but also fostered meaningful dialogue among key stakeholders, including policymakers, academicians, entrepreneurs, and the general public.

In summary, the media campaign for the National Conference exemplifies the power of integrated communication strategies in amplifying the reach and impact of significant events. The concerted efforts across print and digital media platforms not only highlighted the event's key messages but also engaged a wide array of stakeholders, contributing to the broader goal of promoting academic-driven startups and economic development in Jammu and Kashmir.

CHAPTER-6

The Outcome

6.1. Introduction

Exploring the Impact of Academic-Driven Startups on the Economy: Insights from the National Conference on the Role of Academic-driven Startups in Developing the Economy of J&K.

In today's rapidly evolving educational and entrepreneurial landscapes, the intersection of academia and startups has emerged as a catalyst for innovation, growth, and transformation. The recent conference, focused on the pivotal role of academic-driven startups in the economy of Jammu and Kashmir, provided a unique platform for scholars, industry experts, entrepreneurs, and policymakers to delve into the intricacies of this dynamic relationship.

As we explore the outcomes of the National Conference, we examine the diverse dimensions of academic-driven startups and their profound economic impacts. From the conceptualization of the franchise model to the vibrant exhibition showcasing groundbreaking innovations, from the scholarly discourse presented in meticulously crafted research papers to the invaluable insights shared by distinguished speakers, and from the stimulating panel discussions to the strategic sponsorships that underpinned the event's success, each aspect offers a nuanced perspective into the multifaceted world of academic-driven startups.

Join us as we unravel the intricate threads of innovation, collaboration, and entrepreneurship that are intricately woven into the fabric of the economy by academic-driven startups. Through the enlightening sections that follow, we aim to shed light on the transformative potential of these startups and their pivotal role in shaping the economic landscape on a regional and national scale.

6.1.1. Franchise Model

The strategic evolution of the conference into a franchise model is a groundbreaking outcome that showcases the event's growing influence and adaptability. This transformation originated from the success of previous conferences, highlighting the need for a more structured and expansive approach to fostering academic-driven startups and educational innovation.

Key Highlights

- **Growing Influence:** The shift to a franchise model demonstrates the increasing impact and recognition of the conference. It highlights the event's ability to attract a diverse range of participants and stakeholders from various regions and sectors.
- **Institutional Collaboration:** The decision to collaborate with prestigious institutions such as NIT Srinagar, NIT Hamirpur, and NIT Delhi for future editions marks a significant paradigm shift. These collaborations are set to enhance the conference's reach and effectiveness by leveraging the resources, expertise, and networks of these Institutions of National Importance.
- **Annual Field-Specific Events:** By transforming into an annual field-specific event, the conference will focus on different thematic areas each year. This approach ensures a comprehensive exploration of various aspects of academic-driven startups, providing in-depth insights and fostering innovation across multiple domains.

- Continuing Legacy: While the franchise model introduces a new structure, it continues the legacy of broader educational initiatives established by previous editions. This continuity ensures that the conference remains a significant platform for knowledge exchange, collaboration, and the promotion of academic entrepreneurship.

- Enhanced Opportunities: The franchise model offers enhanced opportunities for stakeholders to engage with the conference. It allows for more tailored and region-specific content, addressing the unique needs and challenges of different academic and entrepreneurial communities.

- Sustainable Growth: This model paves the way for sustainable growth and scalability of the conference. By establishing a network of collaborating institutions, the conference can maintain its momentum, expand its reach, and continually adapt to the evolving landscape of academic-driven startups.

The strategic shift to a franchise model is a testament to the conference's success and its potential for future growth. By partnering with renowned institutions and focusing on field-specific themes, the conference is poised to make a lasting impact on the global economy through academic-driven innovation and entrepreneurship.

6.1.2. Exhibition

The exhibition at the conference was a cornerstone of the event, encapsulating the essence of innovation, collaboration, and knowledge sharing. It featured a diverse array of stalls, each representing a distinct aspect of education, sustainability, technology, and innovation. Highlights included:

- Khakhi Association: Promoted the role of disciplined services in community development.
- CITH (Central Institute of Temperate Horticulture): Showcased advanced techniques in horticulture.
- I IDC (Industrial Infrastructure Development Corporation): Highlighted projects for industrial growth.
- DHE (Department of Holistic Education): Presented advancements in holistic education.
- Prealm: Focused on digital learning and educational technology.
- J&K Government: Showcased government initiatives supporting startups.
- Level9: Highlighted business incubation and startup acceleration.
- DST (Department of Science and Technology): Promoted science and technology advancements.
- JKBOSE (Jammu and Kashmir Board of School Education): Showcased educational reforms.
- SCERT (State Council of Educational Research and Training): Highlighted innovative teaching methods.
- Sericulture/Silk Board: Showcased sustainable sericulture practices.
- Indian Army: Featured exhibitions on military education and innovation.

6.1.3. Papers

The conference featured a series of meticulously crafted research papers that provided in-depth analyses and innovative solutions related to academic-driven startups. These papers were instrumental in fostering scholarly discourse and sharing cutting-edge research with the broader community. The topics covered in these papers ranged from the challenges and opportunities faced by startups in academia to case studies showcasing successful models of academic entrepreneurship.

Key Highlights:

- **In-Depth Analyses:** The research papers delved into various aspects of academic-driven startups, including their impact on local economies, strategies for overcoming common hurdles, and methods for fostering a culture of innovation within academic institutions.
- **Innovative Solutions:** Many papers proposed novel solutions to enhance the collaboration between academia and industry, such as frameworks for better integration of academic research into commercial applications and methods for scaling innovative ideas into viable businesses.
- **Case Studies:** Several papers presented case studies of successful academic-driven startups, offering valuable insights into their journey from inception to market success. These case studies served as inspirational examples and practical guides for aspiring entrepreneurs.
- **Policy Recommendations:** Some papers provided policy recommendations aimed at creating a more supportive ecosystem for academic-driven startups. These recommendations included suggestions for regulatory reforms, funding mechanisms, and incentives for both academic institutions and entrepreneurs.
- **Interdisciplinary Approaches:** The diversity of topics highlighted the interdisciplinary nature of academic-driven startups, encompassing fields such as technology, healthcare, agriculture, and education. This variety underscored the broad potential for innovation across different sectors.

Overall, the research papers presented at the conference not only contributed to the academic knowledge but also offered practical solutions and inspiration for real-world applications, demonstrating the significant role of academic-driven startups in fostering economic development and innovation.

6.1.4. Speakers

Distinguished speakers from various fields shared invaluable insights, drawing on their extensive experience and expertise. Their contributions not only enriched the conference but also inspired participants to explore new avenues in academic-driven entrepreneurship. The speakers included esteemed academicians, industry leaders, policymakers, and innovators who provided a wealth of knowledge and a broad range of perspectives on the role of academic-driven startups in economic development.

Key Highlights:

- **Diverse Perspectives:** The speakers represented a wide array of disciplines, including education, technology, business, and government, offering a comprehensive view of the ecosystem surrounding academic-driven startups.
- **Inspirational Keynotes:** The keynote speeches set the tone for the conference, with speakers like Shri K.N. Raghunandan, Organising Secretary of Vidya Bharti - Ucch Shiksha Sansthan, who highlighted the importance of innovation in education, and Shri Manoj Sinha, Hon'ble Lieutenant Governor of J&K, who emphasized the role of academic initiatives in regional development.

- Expert Panels: Panel discussions featured dynamic exchanges on critical topics such as the commercialization of academic research, funding strategies for startups, and the integration of sustainable practices in entrepreneurial ventures. Speakers like Shri Atul Kothari, National Secretary of Shiksha Sanskriti UtthanNyas, and Dr. Nagarajan Ramamoorthy, Director of IIM Amritsar, provided actionable insights and shared best practices.

- Real-World Success Stories: Several speakers shared their personal journeys and success stories, illustrating the transformative impact of academic-driven startups. These narratives not only motivated the audience but also provided practical lessons on navigating the challenges of entrepreneurship.

- Policy Insights: Policymakers such as Shri Rajesh Kumar Pathak, Secretary of the Technology Development Board, DST, Ministry of Science and Technology, discussed the role of government initiatives in supporting academic-driven startups. Their insights on policy frameworks and funding opportunities were particularly valuable for aspiring entrepreneurs.

- Interactive Sessions: The conference also included interactive Q&A sessions, where participants had the opportunity to engage directly with the speakers, ask questions, and seek advice. This interactive format facilitated deeper understanding and networking opportunities.

Overall, the contributions of these distinguished speakers were instrumental in broadening the horizons of the participants, fostering a culture of innovation, and encouraging the pursuit of academic-driven entrepreneurship. Their insights and experiences provided a solid foundation for the conference, making it a rich learning experience for all attendees.

6.1.5. Panel Discussions

Engaging panel discussions provided a platform for diverse perspectives on critical issues related to academic-driven startups. These discussions facilitated dynamic exchanges of ideas and fostered a collaborative environment conducive to innovation and growth. The panel discussions were structured around key themes and featured thought leaders from academia, industry, and government, creating a rich dialogue on the opportunities and challenges facing academic-driven startups.

Key Highlights

- Thematic Focus: Each panel discussion centered around a specific theme relevant to academic-driven startups, such as "Academic Startup Conceptualization, Nucleation and Product Development" and "Marketing and Fundraising." These focused discussions allowed for in-depth exploration of each topic.

- Expert Panelists: The panels included a diverse group of experts, such as Shri Atul Kothari, National Secretary of Shiksha Sanskriti UtthanNyas, Dr. Nagarajan Ramamoorthy, Director of IIM Amritsar, and Dr. Parikshat Singh Manhans, Chairman of the Board of School Education, J&K. Their varied backgrounds and expertise provided a comprehensive view of the issues discussed.

- Dynamic Exchanges: The format of the panel discussions encouraged lively exchanges of ideas and experiences. Panelists shared their insights on best practices, innovative strategies, and practical challenges, providing attendees with actionable takeaways.

- Audience Engagement: Interactive Q&A sessions allowed participants to engage directly with the panelists, ask questions, and contribute to the discussions. This interactive element enriched the dialogue and ensured that the discussions were relevant to the audience's interests and concerns.

- Collaborative Environment: The panel discussions fostered a spirit of collaboration, highlighting the importance of partnerships between academia, industry, and government in driving the success of academic-driven startups. Panelists discussed how collaborative efforts can lead to more effective commercialization of academic research and support sustainable growth.

- Innovative Solutions: The discussions brought to light various innovative solutions to common challenges faced by academic-driven startups, such as securing funding, scaling operations, and navigating regulatory landscapes. These insights were invaluable for participants looking to implement similar strategies in their own ventures.

- Policy Implications: Several panels addressed the role of policy in supporting academic-driven startups, with policymakers providing insights into current and future initiatives designed to foster innovation and entrepreneurship. These discussions underscored the importance of a supportive policy environment in facilitating the growth of startups.

Overall, the panel discussions were a cornerstone of the Shiksha Kumbh conference, offering a vibrant platform for knowledge exchange and collaboration. They played a crucial role in advancing the understanding of how academic-driven startups can contribute to economic development and provided participants with the tools and insights needed to succeed in this dynamic field.

6.1.6. Sponsorship

Strategic sponsorships from NFIL, TDB-DST, LEVEL9, and the J&K Board played a crucial role in the conference's success. These partnerships provided not only financial support but also highlighted the collaborative spirit essential for the growth of academic-driven startups. The involvement of these sponsors underscored their commitment to fostering innovation and supporting the entrepreneurial ecosystem in the academic sector.

Key Highlights

- Financial Support: The sponsorships provided the necessary financial resources to organize and execute the conference at a high standard. This support ensured that the event could offer a wide range of activities, from keynote speeches and panel discussions to exhibitions and networking opportunities.

- Collaborative Spirit: The involvement of sponsors like NFIL, TDB-DST, LEVEL9, and the J&K Board showcased a strong commitment to collaboration. These partnerships were crucial in bringing together stakeholders from various sectors, including academia, industry, and government, to discuss and promote academic-driven startups.

- Enhanced Visibility: Sponsorship by prominent organizations helped elevate the profile of the conference, attracting a larger audience and more diverse participation. The credibility and recognition of these sponsors lent additional prestige to the event, making it a significant gathering in the field of academic entrepreneurship.

- Resource Sharing: Sponsors contributed more than just financial aid; they also provided valuable resources, expertise, and networks. This enriched the conference experience for all participants, offering them access to industry leaders, cutting-edge research, and potential funding opportunities.

- Support for Innovation: The sponsorships reflected a broader commitment to supporting innovation within the academic sector. By backing the conference, these organizations demonstrated their belief in the potential of academic-driven startups to drive economic growth and social change.

- Long-term Partnerships: The success of these sponsorships set the stage for future collaborations. The relationships built through this conference are expected to foster ongoing support for academic entrepreneurship, creating a sustainable ecosystem that nurtures innovation and startup growth.

Overall, the strategic sponsorships were instrumental in the success of the Shiksha Kumbh. They provided the necessary financial backing and fostered a collaborative environment that is crucial for the development and growth of academic-driven startups. The involvement of these esteemed organizations underscored the importance of partnerships in achieving the conference's goals and advancing the entrepreneurial landscape in academia.

6.2. Conclusion

In conclusion, the National Conference on the Role of Academic-driven Startups in Developing the Economy of J&K stands as a testament to its transformative impact on the discourse surrounding academic-driven startups. The event provided a robust platform for knowledge exchange and collaboration, featuring a franchise model, dynamic exhibition, scholarly papers, distinguished speakers, engaging panel discussions, and strategic sponsorships. It set the stage for continued innovation and growth in the realms of education and entrepreneurship, highlighting the pivotal role of academic-driven startups in shaping the economic landscape of Jammu and Kashmir.

The conference's strategic evolution into a franchise model signifies its growing influence and the potential for even greater impact in future editions. The vibrant exhibition showcased the latest advancements in technology, sustainability, and education, offering attendees a firsthand look at the innovative solutions driving economic development.

Scholarly papers presented at the conference provided in-depth analyses and innovative solutions, fostering a rich environment for academic discourse. Distinguished speakers and engaging panel discussions brought diverse perspectives to the table, facilitating dynamic exchanges of ideas and fostering a collaborative spirit essential for growth and innovation.

Strategic sponsorships from organizations such as NFIL, TDB-DST, LEVEL9, and the J&K Board played a crucial role in the conference's success, underscoring the importance of collaboration between academia, industry, and government in driving economic progress.

Overall, the National Conference on the Role of Academic-driven Startups in Developing the Economy of J&K highlighted the transformative potential of academic-driven startups and their critical role in shaping the future economic landscape of the region. As we look to the future, the insights and collaborations forged at this conference will continue to inspire and drive innovation, ensuring that academic-driven startups remain at the forefront of economic development in Jammu and Kashmir.

Results

Results of the winners of the Paper Presentations is provided in subsequent sections.

Papers Presentation

Authors	Institute/ Affiliation	Manuscript Title	Session Title	Prize/ Position
Mr. Pawan K. Dhar & Ms. Anju K Ojha (Paper ID- G1-P8)	Department of Botany, Ramjas College, Delhi University & Synthetic Biology group, School of Biotechnology, Jawaharlal Nehru University	Startup Kashmir: Designing a Sustainable Entrepreneurial Ecosystem Model for the Academia	Startup Conceptualization and Product Development	1 st Prize (Joint)
Mr. Salman firdous, Inder Kumar Pandey & Mr. Gul faroz Ahmad Malik (Paper ID- G3-P5)	Department of Chemistry, Singhania University	Study of Varying Concentration and its effect on Magnetic properties of LNMO	Miscellaneous	1 st Prize (Joint)
Ms. Ritu Rani, Dr. Nidhi Tanwar & Dr. Mohit Tyagi (Paper ID- G2-P2)	Punjab Engineering College (Deemed to be University), Chandigarh	From Policy to Practice: Government Initiatives Boosting Women Entrepreneurship in India	Marketing, Branding, and Funding	2 nd Prize (Joint)
Mr. Karan Chhabra & Mr. Manoj Kumar(Paper ID G1-P19)	ICAR- CITH, Krishi Vigyan Kendra, Baramulla	Empowering Agriculture in Jammu and Kashmir: The Role of Weather-Based Information Startups in Economic Growth	Startup Conceptualization and Product Development	2 nd Prize (Joint)
Mr. Puneet Kumar, Mr. Vishal Dinkar & Mr. Sudhakara N. R (Paper ID G3-P27)	ICAR-Central Institute of Temperate Horticulture, Srinagar	Recent advancements in preservation in fruits and vegetables using cell alive system technology	Miscellaneous	3 rd Prize (Joint)
Ms. Meenakshi Chauhan & Mr. Kapil Arya (Paper ID G1-P23)	Innovation Protection Unit (IPU), Council for Scientific and Industrial Research (CSIR)	An Overview of Intellectual Property Management for Academic Driven Start-ups	Startup Conceptualization and Product Development	Consolation Prize

Role of Academic-driven Startups in developing Economy of J&K -

Embark on a transformative journey through the pages of "Role of Academic-driven Startups in developing Economy of J&K," a comprehensive chronicle from the inception to the historic culmination of 3rd edition of RASE Conferences. The movement of RASE Conferences was conceptualized by Dr. Thakur SKR, an eminent scientist of ISRO which found vibrant manifestation under the guidance of Mr. Vijay Kumar Nadda, Organizing Secretary of Vidya Bharti (North Zone). This compendium unfolds the narrative of 3rd edition of RASE Conferences, titled "National Conference on Role of Academic-driven Startups in developing Economy of J&K (RASE 2024)." Meticulously organized by the Department of Holistic Education, Vidya Bharti in collaboration with the esteemed National Institute of Technology Srinagar, the conference held on June 29-30, 2024, served as a dynamic platform where ideas converged, innovations ignited, and academia and entrepreneurship seamlessly integrated. Immerse yourself in the insights, dialogues, and initiatives presented within these pages, celebrating the union of academia and entrepreneurship in shaping a vibrant and sustainable economic future. As we close this chapter, let the essence of RASE Conferences inspire you to be a catalyst for change, propelling academic-driven startups to the forefront of our nation's transformative journey.

To register for the next session of Shiksha Mahakumbh/ Kumbh, please visit the website
www.rase.co.in

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