

## NEWS ITEM

**On 31 August 2015, Interactive Session organized on “Spirit of Entrepreneurship, Changing Indian Demographic Profile: Opportunities and Perspectives” at Central University of Jammu**

School of Business Studies, Central University of Jammu organized one day interaction session on ‘*Spirit of Entrepreneurship, Changing Indian Demographic Profile: Opportunities and Perspectives*’ in collaboration with the International Institute for Peace Through Tourism-India (IIPT-India) a chapter of IIPT UNWTO on. The International Institute For Peace Through Tourism (IIPT-I) is non profit organization dedicated to fostering and facilitating tourism initiatives which contribute to international understanding and cooperation, an improved quality of environment, the preservation of heritage, and through these initiatives, helping to bring about a peaceful and sustainable world. IIPT envision world’s largest industry, tourism and travel as world’s first “**global peace industry**” and consider every traveller as “**Ambassador for Peace**”.

This interactive session was organized with an objective of creating the awareness about changing entrepreneurial landscape and emerging entrepreneurial opportunities for youth in India. Featured speakers on the panel include: Mr. Ajay Prakash, President, International Institute of Peace Through Tourism-India (IIPT-I), Mr. Kiran Yadav, Director, IIPT-I and Chairman Success Try Angels and Dr. B.R. Manjunath, Chairman, IIPT-Education Network Forum.

Deliberating on the occasion, Mr. Ajay Prakash stated that the fear is the root of conflicts and tourism is the best way to overcome this fear. “*Terrorism divides, tourism unites*” emphasizing on this tagline, he also stressed on how tourism can be the best tool as when people travel and interact with each other, they come to know, they all are alike and likeminded. Tourism creates the “Power of One”. Talking about the demographic dividend of India, he said that India has the advantage of being youth nation with potential and skills to serve the whole world. Young people are more intellectual, tech-savvy and have good problem solving skills. We need to integrate these Meta skills in order to make our world inclusive and sustainable for better living.

Dr. B.R. Manjunath in his impressive interaction with students emphasized that travel and communication is the essence of peace. He suggested that traveller should integrate his/her travel with the local community to respect local culture in order to overcome conflict and grow intellectually. Quoting the example of Jammu and Kashmir, he mentioned that the conflict can be avoided through the expansion of tourism across the state. Tourism and travel broaden our attitude to think positive about the places and people. One should not try to change the lifestyle of others but simply carry a message of peace “Come to my land and see how we celebrate life”. He emphasised upon the role of primary education system to inculcate the children with the commonalities and not with the conflicts. This approach will lead to rigorous passion for celebration, happiness and prosperity.

Mr. Kiran Yadav, speaking on the occasion stressed that human resource is the real asset for nation competitiveness. The behavior, ability and emotion of individual are crucial tool for the conflict resolution in present world order. He suggested that one should travel

with open mind and appreciate diversity with grace. Talking about the entrepreneurship, Mr. Yadav suggested that students should think out of the box and have original business ideas. Since, the entrepreneurial landscape of India is changing very fast and there are lot of government funding support and venture capital funds for start-ups.

It was followed by question answer session.

Prof. Ashok Aima, Vice Chancellor, Central University of Jammu in his presidential remarks stressed that employability is important than degrees and is part of sustainable growth of nation. The need of hour is to re-architect the academic ecosystem in order to harness employability among the young demographic dividend. He also emphasized that the eminent people and experts create a direction for the youth development which leads to nation building and stressed that such interactive sessions and workshops should be conducted for students in future on continuous basis.

The interactive session started with the formal welcome address by Prof. Deepak Raj Gupta, Dean, School of Business Studies, Central University of Jammu. Dr. Jaya Bhasin, Head, HRM & OB introduced the key speakers.

The session was attended by heads and deans of various departments and students and scholars of Business School, Central University of Jammu. The session was conducted by Dr. Neelika Arora and formal vote of thanks was given by Dr. Bharti Gupta.

