

Thursday 28th March 2024-Print Version

LEAD, IIM Jammu host JK Tourism Summit 'SUYOG'

Excelsior Correspondent

JAMMU, Mar 27: The 1st edition of SUYOG: JK Tourism Summit was organized by LEAD and co-hosted by IIM Jammu at its Jagti campus today.

The Summit brought together various stakeholders, including academicians, sector experts, policymakers, entrepreneurs, investors, and youth representatives, to engage in meaningful dialogue on tapping employment

Prof BS Sahay spoke about the rapid transformation of the UTs of J&K and Ladakh. He mentioned the economy of J&K being dependent on tourism and gave an overview of the immense potential of J&K and Ladakh. He emphasized that tourism is an extremely promising sector that can make one an entrepreneur and emphasized the collaboration and working together among the three Institutes of national importance in Jammu.



Yasha Mudgal (Commissioner Secretary, Tourism) and other dignitaries during JK Tourism Summit at Jagti campus of IIM Jammu.

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Home Business-left LEAD, IIM Jammu host JK Tourism Summit 'SUYOG'

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By Daily Excelsior -March 28, 2024



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The Summit brought together various stakeholders, including academicians, sector experts, policymakers, entrepreneurs, investors, and youth representatives, to engage in meaningful dialogue on tapping employment opportunities in the tourism sector.

Chief Guest of the event was Yasha Mudgal (Commissioner Secretary, Tourism, J&K). The event was presided over by Prof BS Sahay (Director, IIM Jammu). The event commenced with the lighting of the lamp, followed by welcome address by Raman Suri (LEAD) and an overview of the Concept & Introduction of SUYOG 24 Rajesh Gupta (Board Member, LEAD).

Yasha Mudgal, in her address, spoke about the various tourism-related opportunities and mentioned the socio-economic impact of the changing tourism scenario in Jammu and Kashmir. She emphasized engaging activities for tourism development along with ease of doing business. She addressed various topics with regard to tourism ranging from current gaps and intervention.

Prof BS Sahay spoke about the rapid transformation of the UTs of J&K and Ladakh. He mentioned the economy of J&K being dependent on tourism and gave an overview of the immense potential of J&K and Ladakh. He emphasized that tourism is an extremely promising sector that can make one an entrepreneur and emphasized the collaboration and working together among the three Institutes of national importance in Jammu.

Arun Kumar Manhas (Director, Industries and Commerce, Jammu) gave an overview of various schemes and incentives offered by the Government and reiterated about empowering women.

This was followed by Technical Sessions by Dr Bharti Gupta (Assistant Professor, Tourism Department, Central University of Jammu), Dr Anil Gupta (HoD, School of Hospitality and Tourism Management, University of Jammu) and Rajinder Kumar Sharma (Director, Entrepreneurship Development Institute).

The leaders and visionaries from diverse backgrounds also shared profound insights on key sectors and initiatives that can propel the region towards holistic and sustainable growth.

<https://www.dailyexcelsior.com/lead-iim-jammu-host-jk-tourism-summit-suyog/>

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Leads, IIM Jammu host SUYOG'24 JK Tourism Summit

GJ REPORT

JAMMU, MAR 27: The 1st Edition of SUYOG: LJK Tourism Summit was organized by Lead and co-hosted by IIM Jammu at its Jagti Campus on Wednesday. The summit aimed to bring together various stakeholders to discuss and explore employment opportunities in the tourism sector, with a focus on the region's transformative journey. The event was graced by the presence of Chief Guest Yasha Mudgal, IAS, Commissioner Secretary Tourism Jammu and Kashmir (J&K), and was presided over by Prof. B.S. Sahay, Director, IIM Jammu.

The event began with the lighting of the lamp and a warm welcome extended to

the guests by Raman Suri, Lead, followed by an overview of the Concept & Introduction of SUYOG 24 by Rajesh Gupta, Board Member of LEAD.

Chief Guest, Yasha Mudgal highlighted the various tourism-related opportunities and discussed the socio-economic impact of tourism on the region. She emphasized the importance of engaging activities for tourism development, ease of doing business, and the Promotion 5 Pillar Strategy.

Prof. B. S. Sahay, Director of IIM Jammu, in his inaugural address, discussed the rapid transformation of the region and emphasized the immense potential of tourism in Jammu, Kashmir, and

Ladakh. He encouraged collaboration among institutions and urged participants to



explore unexplored tourist destinations.

Arun Kumar Manhas, Director of Industries and Commerce, Jammu, spoke about the potential and diversity of the region, highlighting various government schemes and incentives. He

emphasized the empowerment of women and encouraged investment in the region.

The event also featured technical sessions by experts from Central University of Jammu, University of Jammu, and the Entrepreneurship Development Institute.

Overall, the summit provided valuable insights into key sectors and initiatives that can contribute to the region's growth and empowerment. It aimed to disseminate knowledge, engage youth, foster networking, and promote collaboration. The event was coordinated by the Center for Entrepreneurship, Innovation, and Skill Development, IIM Jammu.

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30th Year of Publication



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LEAD, IIM Jammu host 'SUYOG: LJK Tourism Summit'



Director of IIM Jammu, in his inaugural address, spoke about the rapid transformation of the U.T of Jammu, Kashmir, and Ladakh. He advocated for affordable and economically viable tourism, mentioning the tradition of "Atithi Devo Bhava" and the need for foreign investment. Arun Kumar Manhas, Director, Industries and Commerce, Jammu, spoke about the U.T of Jammu, Kashmir, and Ladakh boasting immense potential and diversity. He urged all participants to encourage their friends to invest in the U.T of Jammu and Kashmir due to the great returns on investment. This was followed by thought leaders and visionaries from diverse backgrounds sharing profound insights on key sectors and initiatives that can propel the region towards holistic and sustainable growth.

NL CORRESPONDENT

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was Yasha Mudgal Commissioner Secretary Tourism Jammu and Kashmir (J&K). The event was presided over by Prof. B.S. Sahay, Director, IIM Jammu. Yasha Mudgal spoke about the various tourism-related opportunities and mentioned the

socio-economic impact of the changing tourism scenario in the U.T of Jammu and Kashmir. She emphasized engaging activities for tourism development along with ease of doing business and spoke about Promotion 5 Pillar Strategy. Prof. B. S. Sahay,



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Leads and IIM Jammu hosts SUYOG'24 JK Tourism Summit

EXCEL EXPRESS BUREAU
JAMMU, MAR 27

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about the various tourism-related opportunities and mentioned the socio-economic impact of the changing tourism scenario in the U.T of Jammu and Kashmir. She emphasized engaging activities for tourism development along with ease of doing business and spoke about Promotion 5 Pillar Strategy. She addressed various topics with regard to tourism ranging from current gaps and intervention.

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Analysis and visit the Ministry of Tourism, Government of India website to download the report. He advocated for affordable and economically viable tourism, mentioning the tradition of "Atithi Devo Bhava" and the need for foreign investment. He stressed tourism growth and promotion in the U.T of Jammu, Kashmir, and Ladakh.

Shri Arun Kumar Manhas, JKAS, Director, Industries and Commerce, Jammu, spoke about the U.T of Jammu, Kashmir, and Ladakh boasting immense potential and diversity. He gave an overview of the various schemes and incentives offered by the Government and reiterated about empowering women. He urged all participants to encourage their friends to invest in the U.T of Jammu and Kashmir due to the great returns on investment.

This was followed by Technical Sessions by Dr. Bharti Gupta, Assistant Professor, Tourism Department, Central University of Jammu, Dr. Anil Gupta, Head of Department, School of Hospitality and Tourism Management, University of Jammu, and Sh. Rajinder Kumar Sharma (JKAS), Director, Entrepreneurship Development Institute.

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**NIN NEWS SERVICE
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THURSDAY, MARCH 28, 2024

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■ JL NEWS SERVICE

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Written by: JK Monitor News Network

Created: 27 March 2024

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