



Friday 04th Aug 2023

IIM Jammu Meets Local Entrepreneur – Sanchaita @ Shilpkari Bazaar

Dated : Aug 04, 2023 Jammu



IIM Jammu Meets Local Entrepreneur – Sanchaita @ Shilpkari Bazaar

JAMMU, AUGUST 04: The IIM Jammu Foundation for Entrepreneurship Innovation & Skill Development under the leadership of Prof. B.S. Sahay, Director, IIM Jammu hosted the serial event INSPIRE: Meet Your Local Entrepreneurs today at the Canal Road Campus.

The event featured Sanchaita Khajuria, a women entrepreneur who shared her story of success, determination, and passion without fear.

The show was managed entirely by the student body of IIM Jammu viz. Entrepreneurship Development Cell where the students had the unique opportunity to hear firsthand the inspiring story of the entrepreneur.

She shared her entrepreneurial journey from wild-life tourism at Delhi to the handicrafts of Jammu through the turmoil of COVID. Being from Orisha and married into a Dogra family she built her business three years ago on the art forms of the small town of Basohli in the Kathua district of Jammu and Kashmir.

She eloquently recounted her challenges, triumphs, and the pivotal role of courage in shaping her journey to explore and preserve the culture and heritage of J&K. She shared how she

worked at small organizations before embarking on her current entrepreneurial journey as the founder of Shilpkari Bazaar, a startup that focuses on manufacturing and repositioning local arts and crafts of India for the next generation. Through candid conversations, she emphasized that persistence is the driving force that enables individuals to pursue their dreams, even in the face of fear and uncertainty. She urged students to instill qualities such as risk-taking and perseverance in their paths to success.

The fireside session was conducted by Dr Niti Shekar, faculty, IIM Jammu & the event witnessed the presence of Dr Vivek Sharma, Chief Innovation Officer, IIM Jammu. The session was followed by an engaging Q&A session, where participants enthusiastically interacted with the speaker. Students were eager to seek advice, guidance, and practical tips to excel in their entrepreneurial endeavours. Ms. Sanchaita Khajuria graciously shared her insights, leaving the audience with valuable knowledge and a renewed sense of determination. This was the first of the series of interactions planned by the IIM Jammu student body EDC, under the aegis of IIMJ-FEISD.

<https://www.jkinfonews.com/newsdet.aspx?q=81623>

Saturday, 05 August 2023

IIM Jammu meets local entrepreneur Sanchaita

■ STATE TIMES NEWS

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Women entrepreneur, Sanchaita Khajuria with students and faculty.

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GJ REPORT

JAMMU, AUG 4: The IIM Jammu Foundation for Entrepreneurship Innovation & Skill Development organized an event called "INSPIRE: Meet Your Local Entrepreneurs" on Saturday, at the Canal Road Campus. The event featured Sanchaita Khajuria, a successful women entrepreneur, who shared her inspiring journey of success, determination, and passion.

The event was managed entirely by the student body of IIM Jammu's Entrepreneurship Development Cell (EDC). Students had the unique opportunity to hear directly from the entrepreneur about her experiences and challenges. Sanchaita Khajuria shared her entrepreneurial journey, starting from wildlife tourism in Delhi to promoting handicrafts in Jammu during the COVID-19 pandemic. Having married into a Dogra family in Jammu and Kashmir, she built her business, Shilpkari Bazaar, three years ago, focusing on manufacturing



Students and staff posing for a group photograph with local entrepreneur Sanchaita Khajuria at IIM Jammu.

and promoting local arts and crafts from the small town of Basohli in Kathua district.

During the session, Sanchaita eloquently described the obstacles she faced, the triumphs she achieved, and the role of courage in shaping her path to explore and preserve the culture and heritage of J&K. She emphasized that persistence is crucial in pursuing dreams, even in the face of fear and uncertainty. She encouraged the students to develop qualities like risk-taking and perseverance to succeed in their entrepreneurial ventures.

The fireside session was conducted by Dr. Niti Shekar, a faculty member at IIM Jammu, and witnessed the presence of Dr. Vivek Sharma, Chief Innovation Officer at IIM Jammu. The event concluded with an interactive Q&A session, where participants enthusiastically interacted with the speaker, seeking advice and practical tips for excelling in their entrepreneurial endeavors. This event marked the beginning of a series of interactions planned by the IIM Jammu student body EDC under the IIMJ-FEISD initiative, aiming to inspire and guide students towards successful entrepreneurship.

+ Daily

Jammu Bulletin

NO FAVOUR, NO FEAR

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JAMMU BULLETIN NEWS

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**HEMALAYAN MAIL NEWS
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■ JL NEWS SERVICE

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NL CORRESPONDENT

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The NEWS NOW

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Most gender justice with all sections under:
Randeep Kaur, President S&K on Friday 24th in 19th year, third government of Jammu and Kashmir.

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Dr. Anand Mohan on implementation of various government programs, public in a significant step towards the overall development.

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Dr. Anand Mohan on the progress of the implementation of various government programs, public in a significant step towards the overall development.

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Saturday 5th Aug 2023

IIM hosts Meet Your Local Entrepreneur

■ TNN BUREAU

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<https://www.takeonedigitalnetwork.com/iim-jammu-meets-local-entrepreneur-sanchaita-shilpkari-bazaar/>



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Written by: JK Monitor News Network Category: [NEWS WRAP UP](#) Published: 04 August 2023

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<https://jkmonitor.org/complete-news-list/iim-jammu-meets-local-entrepreneur-sanchaita-shilpkari-bazaar>

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<https://www.campusvarta.com/article/iim-jammu-meets-local-entrepreneur>



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JAMMU

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Jammu Links News



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<https://www.jammulinksnews.com/mob/newsdet.aspx?q=324483>

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by [K H News Service](#) [August 5, 2023](#) in [Region](#)

Reading Time: 2min read

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<https://thekashmirhorizon.com/2023/08/05/iim-jammu-meets-local-entrepreneur-sanchaita-shilpkari-bazaar/>

BOLD NEWS

Independent, Honest & Dignified Journalism

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By **Bold News Online Desk** On Aug 4, 2023



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<https://boldnewsonline.com/iim-jammu-meets-local-entrepreneur-sanchaita-shilpkari-bazaar/>



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By [skilloutlook](https://skilloutlook.com) / August 4, 2023 / Comments Off on IIM Jammu Meets Local Entrepreneur – Sanchaita @ Shilpkari Bazaar

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The show was managed entirely by the student body of IIM Jammu viz. Entrepreneurship Development Cell where the students had the unique opportunity to hear firsthand the inspiring story of the entrepreneur. She shared her entrepreneurial journey from wild-life tourism at Delhi to the handicrafts of Jammu through the turmoil of COVID. Being from Orissa and married into a Dogra family she built her business three years ago on the art forms of the small town of Basohli in the Kathua district of Jammu and Kashmir.

She eloquently recounted her challenges, triumphs, and the pivotal role of courage in shaping her journey to explore and preserve the culture and heritage of J&K. She shared how she worked at small organizations before embarking on her current entrepreneurial journey as the founder of Shilpkari Bazaar, a startup that focuses on manufacturing and repositioning local arts and crafts of India for the next generation. Through candid conversations, she emphasized that persistence is the driving force that enables individuals to pursue their dreams, even in the face of fear and uncertainty. She urged students to instill qualities such as risk-taking and perseverance in their paths to success.

The fireside session was conducted by Dr Niti Shekar, faculty, IIM Jammu & the event witnessed the presence of Dr Vivek Sharma, Chief Innovation Officer, IIM Jammu. The session was followed by an engaging Q&A session, where participants enthusiastically interacted with the speaker. Students were eager to seek advice, guidance, and practical tips to excel in their entrepreneurial endeavours. Ms. Sanchaita Khajuria graciously shared her insights, leaving the audience with valuable knowledge and a renewed sense of determination. This was the first of the series of interactions planned by the IIM Jammu student body EDC, under the aegis of IIMJ-FEISD.

<https://skilloutlook.com/education/iim-jammu-meets-local-entrepreneur-sanchaita-shilpkari-bazaar>