



**SCHOOL OF MANAGEMENT STUDIES AND SOCIAL SCIENCES  
BGSB UNIVERSITY, RAJOURI (J&K) 185234**

Ref.No. 893

Dated: 28/5/19

**University initiative for Startup.**

The school of Management studies not only impartstheoretical knowledge but also motivates students to take-up new start up under the schemes floated by Government on and offin view of increasing unemployment.

A committee comprising of following faculty members has been formed to help students initiate process of successful startup since 2010.

1. Dr. Parvez Abdulla
2. Dr.Kafeel Ahmed
3. Dr. Jatinder Kumar

The students who show interest to take up start up initiatives are explained the area of successful business model as the basic principles of what to make,how to make,where to make,for whom to make through various workshops. The general emphasis is given on the following key areas.

1. **Market Survey:** To ensure the success of startup the studentsare asked to conduct market survey to determine market requirement of the product/service one is going to offer. In fact students are asked to look on to the business models, the value proportion,target markets and also the market strategies to be adopted. Students, who want to enter into entrepreneurial activities, are made to understand the importance of novel ideas, and its execution into reality in the form of a new product, a new service so as to cater the society at large. Thestudents are further guided to chalk out various business plans,help them to identify market area,cost component, revenuegeneration, regular flow statement and the investment outlay besides technical know-how.Students are helped to identify various schemes of funding agencies. The availability of funds, govt. support,consolidation evolving technology, escalating market help boost the morale of budding entrepreneurs. It is the passion that makes a start-up successful one. The school of management studies has produced many successful entrepreneurs who are doing very well. The mission and vision of the department is to produce job providers rather than job seekers.
2. **Revenue Sources:** Identify the key revenue sources streams and their revenue drivers.
3. **Cost Drivers.** Identify the cost components that have greater impact on cost structure and their cost drivers.

4. **Critical success factors:** Identify the key drivers and matrix that are important to achieving profit goals.

5. **Investment size:** Identify how much cost is needed to launch the business and how much working capital is needed to sustain the business that determine the total investment size to achieve positive cash outflow.

6. **Interdepartmental help:** The department does not only help students of school of management studies to grow as entrepreneurs but also offers help and guidance to the outgoing students of other departments who want to enter into entrepreneurial activities also other departments offer help in case core of the business is related to their fields.

The Following students have been benefited by the university for setting up their own businesses:

**Mr. Zahid Lone**

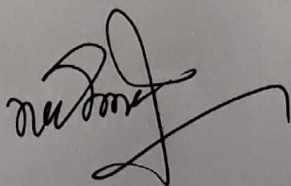
Mr. Zahid Lone runs Black & White collections and sports Gallery and also Cyber Services in GantaMulla, a remote area in District Baramula.

**Help offered by the University:**

- Since the school identified his inquisitiveness towards business he was helped by the startup cell to survey the market of his village and the products and the services available thereoff.
- The department helped him to identify the business he needs to take up in his village.
- For Cyber Services business, the expertise of department of Computer Sciences was taken in.
- Certain Lectures were also arranged for him.

**Registration of his Business:**

His businesses are registered under numbers: 71501823 and 81392619



### **Mr. Sheraz Ahmad Malik**

Mr. Sheraz Malik runs Ghup Shup restaurant in Surankote in district Poonch.

#### **Help offered by the University:**

- The startup Cell helped him to survey the market in Surankote Poonch and over an interaction with him the startup committee identified his inclination towards tourism industry, looking up to his financial position the startup cell advised him to open up a small restaurant in the Pooch region, in first instance.
- The Startup Cell also made arrangements for his visit to the local restaurants of Rajouri and Pooch to gain first hand knowledge of the restaurants.

#### **Registration of his Business:**

His restaurant is registered under his sister's name bearing registration number: skt/19449

### **Mr. Marif Masood**

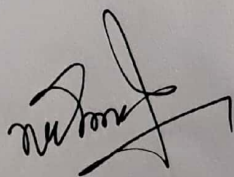
Mr. Marif Masood runs Yamaha Marif Motors in Kupwara District near FCOI Drugmullah

#### **Help offered by the University:**

- The startup Cell besides helping him to survey the market in Kupwara, he was also sponsored to visit various automobile showrooms in Jammu and Srinagar
- The startup Cell analyzed the data he had gathered from Kupwara regarding two wheelers and suggested him to tie up with Yamaha as its market was highly untapped.
- He was assisted by the startup cell in developing the proposal for getting business financed

#### **Registration of his Business:**

His Showroom is registered under registration number: 196-A-SH-Drugmullah



### **Mr. Fayaz Ahmad Wani**

Mr. Fayaz Ahmad Wani runs Mohisn Tours and Travels in Pahalgam, besides Hotel Lidder Resorts in Pahalgam which is on lease.

#### **Help offered by the University:**

- Training was imparted to him by the start up cell with the help of experts hired form tourism industry
- He was also sponsored to visit various tour and travel operators across Jammu and Kashmir so as to understand the market effectively.
- For development Business proposal and its execution first hand knowledge was arranged by the startup cell

#### **Registration of his Business: Under Process**

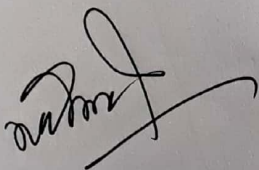
### **Ms. Farah Deeba**

Ms Farah Deeba runs an online portal Habba Khatoon deals in clothing for women

#### **Help offered by the University:**

- Industrial visit to various fashion stores dealing in women Garment was arranged and sponsored by the startup cell
- She was helped in designing the web portal with help of computer experts within the University
- She is still in touch with the university start up cell seeking expert opinion on and off and is que for opening retail outlet in Ganderbal

#### **Registration of her Business: Under Process**



### **Amir Bashir Khan**

Mr Amir Bashir runs a garment store namely Fabrique Bazaar in Shopina

#### **Help offered by the University:**

- University helped him in screening of idea pertaining to Garments out of many and after proper discussion with him he was advised to go into business of garments.
- The university made proper arrangement of interaction with the business gaints in the same field in Rajouri
- He is still in touch with one the members of the startup call and most likely he is going to set up his business in other districts of the Kashmir.

#### **Registration of His Business:**

The registration of his business is 1640539

### **Mohammad Samee**

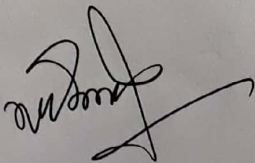
Mr Samee is in the business of restaurant with a name Goln Café situated in Dooru, Verinag

#### **Help offered by the University:**

- Out of number of ideas he submitted to the startup cell, the cell helped in selecting the best viable idea and helped him in its execution in letter and spirit.
- Many experts from the related field especially food experts were made possible wherein Mr Samee was trained scientific techniques of preparation and preservation of food
- He approaches university time and again at the time of any crisis and also is going to start home delivery process on which he is deliberating with the startup cell as how to make it more profitable.

#### **Registration of His Business:**

The registration of his business is 044



### **Syed Irfan Hussain Masoodi**

Mr**Syed Irfan** runs skill development institute in Chadoora with name Knack Skill Development Institute and Knack Millennial Ltd solid Waste Management in Srinagar

#### **Help offered by the University:**

- Several visits were arranged for him by the startup cell to various HimmayatCentres across J&K as in to imbibe the ifs and buts of skill development programmes and techniques
- He was associated to University Swachh Bharat Abhiyaan as in to learn SWM techniques at gross root.
- The proposal he submitted to agencies for getting the contract of both of his businesses was refined by startup cell.

#### **Registration of His Business:**

The registration of his business is AAHCK4953E

### **Syed Tafiq Andrabi**

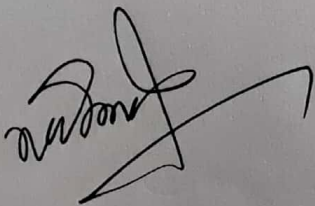
Mr**SyedTafiqAndrabi** runs skill development institute in Awantipora with name Parvaaz Skill Development Institute

#### **Help offered by the University:**

- Several visits were arranged and for him by the startup cell to various HimmayatCentres across J&K as in to imbibe the ifs and buts of skill development programmes and techniques
- The proposal he submitted was refined by the startup cell of the University
- The University helped him in installing the required equipment's for imparting skill development techniques in his centre by sending the team of experts to his institute

#### **Registration of His Business:**

The registration of his business is under Process



### **Shiraz Khan**

Mr**Shiraz Khan** runs Sports accessories Firm in Anantnag, with name Khan International Sports. (KIS)

#### **Help offered by the University:**

- Industrial visits to various leading manufacturing firms were arranged by the University for him to learn about how it actually works.
- He was assisted by the university Startup Cell in getting various contracts for his business.
- The university Startup cell also helped him in getting in touch with various famous to Players in J&K, so as help him to promote his brand.

#### **Registration of His Business:**

The registration of his business is under Process

### **Pallavi Sharma**

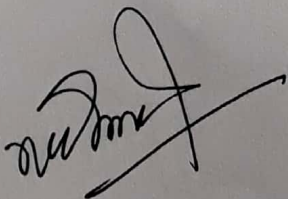
Ms**Pallavi Sharma** runs an online clothing and women accessories store, in Rajouri, with name Ornate Designs and You.

#### **Help offered by the University:**

- She was guided by the University Startup Cell in designing her business plan.
- She was also assisted in getting contracts with the dealers of the product she deals in.
- She was also helped in setting up her online business by a team of experts from Computer Sciences.

#### **Registration of Her Business:**

The registration of her business is under Process



## **Neelofar Parvez**

Ms **Neelofar Parvez** runs an online clothing and women accessories store, in Srinagar, with name Pick and Pack outlet.

### **Help offered by the University:**

- A market survey was conducted by a few students of Management department as a part of their internship, which was basically conducted to aid her business.
- She was guided by the University Startup Cell in designing her business plan.
- She was also assisted in getting contracts with the dealers of the product she deals in.
- She was also helped in setting up her online business by a team of experts from Computer Sciences.

### **Registration of Her Business:**

The registration of her business is under Process

## **Mantasha Aijaz**

Ms Mantasha Ajaz runs an online clothing and women accessories store, in Srinagar, with name Villa of Choices.

### **Help offered by the University:**

- She was guided by the University Startup Cell in designing her online page by computer experts within the University.
- She was also assisted in getting contracts with the dealers of the product she deals in.
- She was also guided for proper promotion of the business across the valley.

### **Registration of Her Business:**

The registration of her business is under Process







**School of Management Studies & Social Sciences**  
**Baba Ghulam Shah Badshah University**  
Rajouri, J&K 185234, INDIA

**Students of School of Management Studies**

Emergence of Peer Pal Café is in line with the idea floated by our Prime Minister

Shri Narendra Modi, 'Be the Job Creator & not Job Seeker'.

The School along with the students runs PEER PAL CAFÉ, a restaurant

**Help offered by the University**

Peer Pal Café is one of its kinds to benefit students and is operational within Campus and is for the Campus as a Startup Initiative. To impart practical knowledge to the students of Management Studies and Tourism, the school started its own venture with the University, which gave emergence to Peer Pal Café, a Restaurant. The Department allows group of the Students to run the Café for a period their stay in the University during their Pursuance of Degree. Modus Operandi of the Café is on the basis of profit sharing . Our School in the University in fact is the only one in J&K which runs an enterprise with the help of future Student Entrepreneurs so as to make them familiar with outside business world

The objective of this startup is "Earn while you Learn" i.e. gain the practical knowledge viz a viz studies. After threadbare discussions of faculty with the Competent Authority the café came into inception in 2017. The students during the course learn the basic principles of Business, the practical knowledge, also learn to handle pressures at the time the crisis. Within the period the Café is growing in terms the profit and the customer base which is increasing cumulatively day by day.

The Peer Pal offers the blend to the students of theory and practice in such an efficient manner. It is a wonderful experience for the Department in general & for the students in particular. Till date based on the past experiences and feedback from the students this endeavor has helped the students of Management and Hospitability to a greater Extent.

Registration/MOU with University: BGSBU/Estates/9345-49 dated 25-03-17

**Mudasir Ahmad Shah and Zeeshan Hyder**

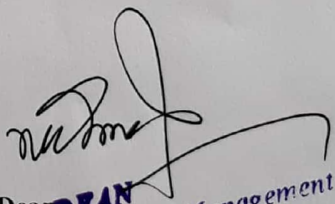
They run online portal for tourism related Queries under the banner of Kishmish Food and Tour

**Help offered by the University:**

- University arranged an interaction with Deputy Director Tourism and they were encouraged to go ahead in the proposal they had submitted to the startup call.
- The university is likely to sanction seed money for their startup and their proposal stands sent to the EDI through the cell for financial help and other technical support
- This portal is working and right now they are doing their business through web

**Registration of their Business:**

Under Process

  
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School of Management Studies  
**BGSB University** Rajouri



**SCHOOL OF ENGINEERING AND TECHNOLOGY  
BGSB UNIVERSITY, RAJOURI (J&K) 185234**

Ref. No. BGSBU/SoET/11/19/2019

Dated: 07.08.19

**Mr. Hakim Nadeem Abbas**

Mr. Hakim Nadeem Abbas runs H. M. Enterprises in Alamgiri Bazaar, Srinagar.

**Help offered by the University:**

- School of Engineering and Technology, BGSBU works as a helping hand to its pass out students. Hence, a team of faculty members extended a helping hand to Mr. Hakim Nadeem Abbas in identifying his objective of inclination towards the business startup that could be started in his locality.
- The team did the market survey along with some faculty from School of Business studies and identified an outlet as well for his proposed business startup.

**Registration of his Business:**

With the Registration Number: 07196919329.  
Date: 26-06-2017

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M's  
Dean  
SoET, BGSBU  
2/8/19