

‘CHIRGISH-2024’: KU encourages entrepreneurial ecosystem; mentors students to earn while they learn: VC

‘Practical initiatives equip future leaders with skills, confidence to thrive in competition’



Srinagar, November 07: To support student entrepreneurship through practical initiatives and to equip future leaders with the skills and confidence to thrive in the competitive business landscape, the University of Kashmir (KU), Wednesday inaugurated its much-anticipated annual mega business fest, ‘CHIRGISH-2024’.

The three-day fest provides students a unique platform to showcase their entrepreneurial spirit, innovation and creativity, while gaining hands-on training and experience. The event is being organised by the varsity’s Department of Management Studies and runs through Friday.

KU Vice Chancellor, Prof Nilofer Khan, who inaugurated the festival, highlighted the varsity’s commitment to encourage an entrepreneurial ecosystem for the youth by mentoring students and helping them earn while they learn.

“CHIRGISH provides our students a platform to exhibit their skills and venture into entrepreneurship with innovation,” she said, commending the active participation of students, especially the significant presence of female entrepreneurs.

On the sidelines, Prof Khan, said the event emphasises on skill development and practical learning as enshrined in and aligning with the New Education Policy (NEP-2020) and that KU is doing its best to mentor youth and provide them all the necessary handholding “so that our students can earn while they learn”.

Dean, Academic Affairs, Prof Shariefuddin Pirzada, said that he was overwhelmed by the kind of enthusiasm displayed by the youth.

"It is heartening to witness the growing interest and capabilities of KU students in launching their own startups and entrepreneurial units," he added.

Talking to media on the sidelines of the inaugural ceremony, Head, Department of Management Studies, KU, Prof Bashir Ahmad Joo, underscored the fest's role in bridging academic knowledge with real-world experience.

“CHIRGISH-2024 is structured to teach participants crucial business skills -- how to market a product, manage finances, execute event planning and allocate human resources effectively. By immersing students in these practical aspects, we prepare them to become business and corporate leaders.”

He also shared the previous fest's success stories, including a well-known event management company established by former participants of 'CHIRGISH'.

“We are confident that this year's event will inspire 10-20 new startups led by KU students,” he maintained.

Expressing Satisfaction, Senior faculty and the event's Organising Secretary, Dr Ajaz Akbar, said: "Platforms like 'CHIRGISH' enable students to apply their academic knowledge, develop essential skills and cultivate an entrepreneurial spirit that is vital for their future success."

Emphasising KU's endeavours in supporting female entrepreneurs, Placement Officer, Department of Management Studies, M Ayoub Shah, said: "KU is encouraging them to seize opportunities and lead in business innovation," he said.

The event features a range of product stalls set up by KU students and various local businesses and startups, ranging from art and crafts, bakery and beverages, food, calligraphy and handmade articles.

'CHIRGISH' is attracting huge participation, including students, faculty, university officials, local entrepreneurs and content creators.

The event features cultural and musical performances by valley's young and celebrated artists and the entry is free and open for all.

The event is supported by the region's leading industry partners and sponsors, including Khyber, Nathus, Techboxx, Kanwal Spices, Safa Resorts, Good Morning Kashmir and Radio Mirchi (FM 98.3).