

Event Report

Entrepreneurship Awareness Programme (EAP) under ESDP Scheme of MSME

Organized by

Department of Tourism and Hospitality Management (DTHM)

Jamia Millia Islamia, New Delhi

Centre for Innovation and Entrepreneurship
Jamia Millia Islamia

ESDP Scheme
Ministry of MSME, GoI

One Day
Entrepreneurship Awareness Program

Entrepreneurship in Food Processing & Bakery

23rd February, 2026

Seminar Hall
Department of Tourism and Hospitality Management,
Faculty of Management Studies,
Jamia Millia Islamia, New Delhi

Chief Patron
Prof. Mazhar Asif
Hon'ble Vice-Chancellor
Jamia Millia Islamia

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Jamia Millia Islamia

Prof. Rihan Khan Suri
Director - CIE JMI

Prof. Sarah Hussain
Coordinator

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Day-1 Entrepreneurship in Food Processing and Bakery (23 February 2026)

The Department of Tourism and Hospitality Management (DTHM), Faculty of Management Studies, Jamia Millia Islamia, successfully organized the **first day of the two-day Entrepreneurship Awareness Programme (EAP) on 23 February 2026** under the **Entrepreneurship and Skill Development Programme (ESDP) Scheme of the Ministry of Micro, Small and Medium Enterprises (MSME), Government of India**, in collaboration with the **Centre for Innovation and Entrepreneurship (CIE), Jamia Millia Islamia**. The programme aimed to promote entrepreneurial awareness among students and encourage them to explore innovative business opportunities, particularly in the rapidly growing sectors of **Food Processing and Bakery**.

The programme created an engaging learning environment where students gained practical insights into entrepreneurship, startup culture, and enterprise development. The first day witnessed enthusiastic participation from students, who actively interacted with the resource persons and showed keen interest in understanding real-world entrepreneurial experiences.

The highlight of the day was the inspiring session delivered by **Ms. Areeba, Founder of Crumbs of Paris, Shaheen Bagh**, who shared her entrepreneurial journey and success story in establishing a popular bakery venture. Through her engaging interaction, she emphasized the importance of **passion, creativity, product innovation, quality consistency, and effective digital marketing strategies** in building a successful bakery business. Her motivational story encouraged students to believe in their ideas and pursue entrepreneurship with determination.



The programme also featured an insightful session by **Mr. Mohammad Ather, Founder and Managing Partner of Al Azan Exports, Jamia Nagar**, who spoke about **entrepreneurship in the food processing sector**. He shared his experiences of growing a small enterprise into export-oriented operations and highlighted the importance of maintaining quality standards, understanding regulatory compliance, and strategic planning for business sustainability and expansion.



An interactive and engaging session on **enterprise idea identification and development** was conducted by **Dr. Syed Wali Khaled, Entrepreneur**. He guided students on how to identify feasible business opportunities, analyse market needs, and transform innovative ideas into successful ventures. His interactive discussion encouraged students to think creatively and view entrepreneurship as a promising career option.

The sessions created a vibrant and inspiring atmosphere, with students actively asking questions, sharing ideas, and gaining valuable exposure to entrepreneurial practices in the food and bakery industries.



All the resource persons were felicitated by **Prof. (Dr.) Sarah Hussain, Head, Department of Tourism and Hospitality Management**, in recognition of their valuable contribution and inspiring interaction with the students. The programme concluded with a vote of thanks delivered by **Prof. (Dr.) Sarah Hussain**, who appreciated the speakers for sharing their knowledge and experiences and encouraged students to explore entrepreneurship as a dynamic and rewarding career path.

The programme successfully sensitized students towards entrepreneurship as a viable career option, encouraged innovative thinking, and strengthened the connection between academic learning and industry practices, thereby contributing to the entrepreneurial ecosystem at Jamia Millia Islamia.

