

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
Tourism & Hospitality Entrepreneurship
24th 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-2 Entrepreneurship in Tourism and Hospitality (24 February 2026)

The Department of Tourism and Hospitality Management (DTHM), Faculty of Management Studies, Jamia Millia Islamia, successfully organized the second day of the two-day **Entrepreneurship Awareness Programme (EAP)** on **24 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 second day focused on entrepreneurial opportunities in the Tourism and Hospitality sectors, highlighting the growing potential of these industries within the MSME ecosystem.

The sessions of the day provided students with valuable exposure to the practical aspects of building businesses in tourism, hospitality, and related sectors. The programme witnessed active participation from students, who enthusiastically interacted with the resource persons and explored various entrepreneurial possibilities within the tourism industry.

The first session was delivered by **Mr. Sajid Mehtab, Partner, Zaika Foods, Darya Ganj**, who shared his inspiring entrepreneurial journey and success story in the tourism-linked food business. Through his engaging interaction, he emphasized the importance of **quality service, customer satisfaction, innovation, and perseverance** in building and sustaining a successful enterprise. His experiences encouraged students to explore diverse entrepreneurial opportunities connected with tourism and food enterprises.



The programme also featured an insightful session by **Mr. S.K. Jha, Director, Sankalp Yatra, Janpath, New Delhi**, who spoke about **entrepreneurship in the travel and hospitality sector**. He provided valuable insights into travel entrepreneurship, operational challenges, customer relationship management, and the importance of **professionalism, networking, and innovation** in establishing a successful tourism enterprise. His practical examples and real-world experiences offered students a deeper understanding of the tourism business environment



An **interactive and thought-provoking session on enterprise idea identification and development** was conducted by **Dr. Syed Wali Khaled, Entrepreneur**. He guided students on refining their business ideas, understanding market feasibility, and developing the entrepreneurial mindset required to establish successful ventures. The session encouraged students to think creatively and transform innovative concepts into viable business opportunities.

The sessions created a dynamic and engaging learning environment, where students actively asked questions, exchanged ideas, and gained valuable insights into entrepreneurship within the tourism and hospitality sectors.



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 their motivating sessions and encouraged students to explore entrepreneurship as a promising and rewarding career path.

The programme successfully sensitized students towards entrepreneurship as a viable career option, generated innovative business ideas among participants, facilitated meaningful interaction between students and industry experts, and strengthened the academia-industry linkage at Jamia Millia Islamia.