

YOUTH NETWORK & SENSITISATION WORKSHOP: CREATING HIGHWAYS FOR SUSTAINABLE ENTREPRENEURSHIP 2024

21st - 22nd June 2024 | Doon University, Dehradun, Uttarakhand

SUSTAINABLE DEVELOPMENT FORUM UTTARANCHAL (SDFU)



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FORUM UTTARANCHAL

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1.0 Background

The Sustainable Development Forum Uttarakhand (SDFU) is a civil society-led network platform dedicated to integrating the concerns of Uttarakhand and its people into the state's development dialogue. Registered as a society in 2014, SDFU boasts a board of experienced professionals serving as councilors, executives, and members. It also functions as the state chapter of the Integrated Mountain Initiative (IMI), a national-level network of India's mountain states. SDFU regularly organizes brainstorming meetings, workshops, and seminars, addressing contemporary development issues with the involvement of its network partners and scholars throughout the state.

In line with its mission, SDFU organized a two-day Youth Network & Sensitisation Workshop entitled as “Creating Highways for Sustainable Entrepreneurship” in Dehradun on June 21-22, 2024. This workshop was designed to engage, inspire, and empower young entrepreneurs from Uttarakhand, helping them to navigate the evolving landscape of start-ups and sustainable businesses.

The objectives of the workshop were comprehensive and multifaceted, aiming to address various aspects critical to fostering youth entrepreneurship in Uttarakhand. Firstly, the workshop focused on networking and mentorship, creating a robust network of young individuals and pairing them with experienced mentors. This mentorship provided personalized guidance and support, helping the participants navigate their entrepreneurial journeys more effectively.

Secondly, the workshop aimed to increase trend awareness among the participants. By sensitizing young entrepreneurs to current trends in start-ups, self-employment opportunities, and various vocations, the workshop equipped them with the knowledge and insights needed to stay competitive and innovative in their respective fields.

Thirdly, the workshop served as a platform for discussing local issues and challenges faced by the youth of Uttarakhand. Through these discussions, participants could share their experiences, identify common problems, and brainstorm potential solutions, fostering a sense of community and collective problem-solving approach.

Lastly, the workshop focused on future planning, developing actionable plans and exploring possible ventures in diverse sectors. By doing so, it aimed to chart a clear course of action for the participants, helping them turn their ideas into viable enterprises and contributing to sustainable development in the region. The workshop activities included interactive sessions that engaged participants in discussions on key topics relevant to youth from each district.

This report summarizes the deliberation of various sessions and key steps forward. Detailed programme of the workshop is enclosed in Annexure – 1.

The workshop was attended by officials from Doon University, State Government officials, policy makers, Researchers, Entrepreneurs, members from civil society practitioners, students from Doon University, youth participants from various districts of Uttarakhand and SDFU seniors councilors and members enclosed in Annexure -2.

The expected outcomes of the workshop were multifaceted. Participants were empowered with essential skills for sustainable development. Enhanced networking fostered collaboration among youth from diverse backgrounds. The workshop also encouraged informed participation in policy discussions, contributing to policy development. Finally, it supported the creation of sustainable businesses and fostered innovation among the young entrepreneurs.

In summary, the Youth Network & Sensitisation Workshop aimed to empower the youth of Uttarakhand to become proactive agents of change. By providing networking opportunities, mentorship, and a platform for dialogue, SDFU sought to create an environment where young people could thrive and make a significant positive impact on their communities.



2.0 Inaugural Session

Chief Guest : Shri N Ravi Shanker,

Session Chair : Dr MS Mandrawal, Registrar, Doon University

Guest of Honour : Prof Avinash Chandra Joshi

Chair: Shri STS Lepcha, Dr GS Rawat and Ms Binita Shah

The workshop was inaugurated by Shri N Ravi Shanker, Former Chief Secretary, Govt. of Uttarakhand and senior Councilor, SDFU, who was also the Chief Guest of the session. The Session was chaired by Dr. MS Mandrawal, Registrar, Doon University and Prof Avinash Chandra Joshi was the Guest of Honour. The inaugural session began with the introduction of SDFU by Ms. Binita Shah, Secretary of the Sustainable Development Forum Uttaranchal (SDFU).



Ms. Binita Shah introduced SDFU, a civil society-led network platform established to address the concerns of Uttarakhand and its people. She announced SDFU's plan to host a Youth Workshop on entrepreneurship in Dehradun on June 21-22, 2024, to empower young people for sustainable development. The workshop aims to create a network of young individuals, offer mentorship, discuss local issues, and plan for the future across various sectors. Its anticipated outcomes include equipping youth for sustainable development, enhancing networking, participating in policy

discussions, and supporting entrepreneurial initiatives. She concluded by saying that, "Our goal is to create a supportive environment where young people can thrive and make a positive impact on their communities."



Shri N Ravi Shanker in his inaugural address highlighted the basic challenges faced by the present generation of Uttarakhand. He pointed out that often out migration is viewed as one of the challenges for the state of Uttarakhand. However, according to him, it is a natural process and should not be viewed in negative sense. All over the world, younger generation likes to explore new vocations and skills and this is achieved by going to new places. He further explained that youth of Uttarakhand is much more informed and resourceful as compared to youth of the past. Hence, if youth have gone

out, they will acquire new skills and will return and contribute to the economy of the state. Shri N Ravi Shanker also suggested that the youth of Uttarakhand need better networking, stronger team work and they need to be provided with better mentorship opportunities.

Sustainable entrepreneurship is an approach that goes beyond the traditional focus on profit. It emphasizes the creation of businesses that are economically viable while also being environmentally friendly and socially responsible. This holistic approach to entrepreneurship seeks to balance the need for financial success with the imperative to protect and preserve the environment. Sustainable businesses integrate practices that minimize environmental impact, reduce waste, and promote the use of renewable resources. They are also committed to addressing social issues, ensuring that their operations contribute positively to society by fostering fair labor practices, community development, and ethical governance.



Dr. Mangal Singh Mandrawal, Registrar, Doon University highlighted that for the youth of Uttarakhand, embracing sustainable entrepreneurship is not just an option; it is a necessity. Uttarakhand is a region known for its unique ecological diversity and cultural heritage. The state's natural beauty and resources are its greatest assets, and they are also under threat from unsustainable practices and rapid urbanization. As the next generation of entrepreneurs, the youth have the responsibility to lead by example, adopting

sustainable business models that protect these resources while also generating economic opportunities. By focusing on sustainability, young entrepreneurs can help to create a more resilient economy that is less dependent on external factors and more aligned with the region's natural strengths.

Moving forward in a sustainable manner is essential for the long-term prosperity of Uttarakhand. Sustainable entrepreneurship offers the youth a pathway to create businesses that not only thrive in the market but also contribute to the well-being of their communities and the preservation of their environment. This approach ensures that economic development does not come at the expense of the region's natural and cultural heritage. Instead, it fosters a synergy between economic growth, environmental protection, and social responsibility, positioning the youth of Uttarakhand as leaders in creating a future where business success and sustainability go hand in hand.



Dr. A.C. Joshi, NTPC Chair Professor, Centre for Public Policy, Doon University, emphasized the crucial role of youth in advancing sustainable entrepreneurship initiatives, particularly in environmentally sensitive areas like Uttarakhand. Dr. A.C. Joshi chaired "Technical Session 1: Ventures for Livelihoods Presentations by Experts" at the "Youth Network & Sensitization Workshop: Creating Highways for Sustainable Entrepreneurship 2024," organized by the Sustainable Development Forum Uttaranchal (SDFU). He remarked upon the importance of innovative thinking and local solutions, urging participants to leverage their unique skills and perspectives to address the pressing challenges faced by their communities. Dr. Joshi also encouraged the youth to collaborate across sectors, stating that meaningful change would require collective efforts and a commitment to sustainable practices. He concluded by reminding everyone that the future of sustainable entrepreneurship depended on their willingness to embrace new ideas and take bold actions.



3.0 Technical Session 1: Ventures for Livelihoods

Chair: Dr. Avinash Chandra Joshi
NTPC Chair Professor CPP
Doon University, Dehradun, Uttarakhand

Speakers: Prof. (Dr.) HC Purohit, Ms Sana Mehra, Ms Sargam Mehta & Mr. Dinesh Joshi



Chair: Dr. Avinash Chandra Joshi
NTPC Chair Professor CPP
Doon University, Dehradun, Uttarakhand

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3.1 Professor (Dr.) H.C. Purohit

Dean, School of Management, Doon University
Dehradun, Uttarakhand



Professor H.C. Purohit began his session on "Our Education System," emphasizing that everyone has the potential to be a genius and advising against judging a book by its cover. He discussed the six waves of innovation that have shaped the world: 1785, 1845, 1900, 1950, 1990, and 2020. He explained that entrepreneurship involves the ability and readiness to develop, organize, and run a business, taking on uncertainties to make a profit. Professor Purohit provided examples of starting new businesses in fields like farming, retail, or manufacturing,

and noted that entrepreneurship, combined with land, labor, natural resources, and capital, produces profit. Further he distinction between entrepreneurs and startup founders, emphasizing that entrepreneurs typically possess a clear business vision and goals, citing examples such as Dhirubhai Ambani. He highlighted that startup founders are individuals involved in new and emerging businesses, typically in their early operational stages, exemplified by figures like Bhavish Aggarwal of Ola Cabs.

Prof. Purohit cited various schemes of the government aimed at fostering economic growth and supporting entrepreneurship, such as the Jan Dhan Yojna, which promotes financial inclusion by enabling individuals without any other bank account to open a basic savings bank deposit account at any bank outlet; Digital India another flagship program designed to transform India into a digitally empowered society and knowledge economy.

Professor Purohit outlined several key government initiatives designed to promote entrepreneurship and economic growth in India. He began with Startup India, which aims to build a robust ecosystem for innovation and startups, followed by MUDRA Bank Yojana, which provides micro-credit loans to support micro-enterprises. The Make in India initiative was discussed as a way to boost domestic manufacturing and attract investments, while the SETU Fund and Atal Innovation Mission were highlighted for their roles in providing financial and technical support to new startups and fostering a culture of innovation and entrepreneurship.

He also detailed the processes and criteria necessary for business registration and incubation, emphasizing the importance of legal compliance, financial planning, and a solid understanding of intellectual property laws. The steps involved in registering a business, from selecting the entity type to providing essential details and uploading required documents, were carefully explained. The discussion then shifted to sources of business ideas, including literature, hobbies, observations, and media, which serve as creative foundations for entrepreneurial ventures. The importance of considering the interconnected elements of Entrepreneur, Enterprise, and Environment in assessing business opportunities was also highlighted, with emphasis on socio-economic profit, investment size, and local market potential.

The session concluded with inspiring success stories of notable entrepreneurs, including Ritesh Aggarwal of OYO, J.K. Rowling, Amancio Ortega of Zara, Jack Ma of

Alibaba, and Falguni Sanjay Nayar of Nykaa. These examples showcased the resilience, creativity, and perseverance required to succeed in the entrepreneurial landscape. The broad reach of the "Startup India" initiative, with over 1,14,902 entities recognized across 763 districts, was underscored, demonstrating the abundance of opportunities available for innovative and diligent individuals in India's startup ecosystem.

3.2 Ms. Sana Mehra

Experience Curator

Been There Doon That (BTDT)



Ms. Sana Mehra underscored the importance of community engagement and sustainable development practices in rural India, exemplifying a commitment to empowering local residents and fostering cultural exchange. She highlighted Saarathi in Indapur, Taluka Pune District, Maharashtra, known for its multilingual community speaking Marathi, Hindi, Kannada, and Marwari. Ms. Mehra also discussed Silkoti Village in Chamba, 18 km from Tehri, with a population of 336 and a literacy rate of 73.21%, governed by a democratically elected sarpanch and economically connected to Tehri. Additionally, she shared insights on

Ushara Village in Uttarakhand's Ukhimath tehsil, Rudrapur district, which spans 159.98 hectares with 544 residents and a literacy rate of 70.04%, highlighting ongoing efforts to enhance educational access supported by its gram panchayat structure.

During her discussion on "Homestay Needs," Ms. Mehra outlined several essential requirements. These included clean washrooms, tidy bedrooms, efficient room services, delicious food options, and organizing nature walks for guests. She emphasized the significance of catering to children's interests, noting that their enthusiasm for nature walks often encourages their parents to visit, thereby increasing customer engagement and satisfaction levels.

Transitioning to the Kaudia Forest Range in Tehri Garhwal, Ms. Mehra described it as a picturesque picnic spot renowned for hiking adventures in Kanatal. Spanning a serene 6-kilometer trail, the forest features dense foliage, rolling hills, and tranquil natural springs. The area is also accessible via jeep safari, offering glimpses of local wildlife and medicinal plants used for treating ailments like asthma. Her narration highlighted Uttarakhand's scenic beauty and the rich biodiversity that enhances its appeal as an eco-tourism destination.

She also dealt with including allocating 30% of operational costs, saving between 30% to 40% through affordable pricing strategies, and dedicating 20% to experimental travel initiatives. She underscored the importance of ecotourism, defined as responsible travel that conserves the environment, supports local communities, and promotes education about natural and cultural heritage. Through these insights into homestay management, local tourism attractions, and sustainable revenue practices, Ms. Mehra not only demonstrated her expertise but also emphasized the interconnectedness of guest satisfaction, environmental conservation, and community well-being. Her holistic approach to hospitality and tourism underscores the

importance of thoughtful management strategies that balance economic viability with ecological responsibility, contributing to a more sustainable and enriching travel experience for visitors and locals alike.

3.3 Ms. Sargam Mehra **Communications specialist and researcher** **Been There Doon That (BTDT)**



Ms. Sargam Mehra, a communications specialist and researcher, combines her expertise in history with a dedication to uncovering hidden narratives. Her presentations, enriched with engaging anecdotes from ghost tales to imperial whims, are both informative and captivating. In her recent address, Ms. Mehra discussed the balance between conservation and commercialization, using the Jabarkhet Nature Reserve near Mussoorie as a case study. This reserve exemplifies sustainable tourism, attracting visitors with its diverse landscapes, hiking opportunities, photography spots, and rich biodiversity, offering a retreat from urban life while promoting environmental preservation.

During her discussion, Ms. Sargam Mehra focused on the Mushroom Trail at Jabarkhet Nature Reserve, known for its seasonal transformations and year-round discoveries. In spring, the trail features vibrant scarlet rhododendron blooms and diverse foliage, accompanied by bird songs against the Himalayan backdrop. In summer, it offers cool forest glens and blooming meadows with the scents of pine and cedar, providing a refuge from the heat. The monsoon season transforms the landscape into a lush area filled with wildflowers, ferns, and mushrooms, ideal for exploration despite occasional rain. In autumn, the trail displays warm colors as the forest prepares for winter, which brings snow-covered trails and serene vistas, along with opportunities to spot wildlife.

During a recent excursion near Clouds End, Ms. Mehra and her companions had a serendipitous encounter with a rare and coveted species: the Blue Cup Fungus. This discovery, long sought-after by researchers across the Himalayan region, sparked a moment of collective wonder and excitement among the group. Known for its striking blue hue and delicate structure, the Blue Cup Fungus symbolizes the region's remarkable biodiversity and ecological importance. Its appearance on their hike underscored the profound significance of conservation efforts and the role of ecotourism in fostering appreciation and stewardship of natural ecosystems.

For Ms. Mehra and her fellow adventurers, the discovery of the Blue Cup Fungus was more than a biological find; it was a transformative experience that reaffirmed their commitment to exploring and safeguarding the Himalayan wilderness. It served as a reminder of the mysteries waiting to be uncovered in nature's sanctuaries and the profound connections between humans and their natural environment. Through her narratives and discoveries, Ms. Mehra continues to inspire others to cherish and protect these invaluable landscapes for future generations.

Delving into local festivities and natural wonders, Ms. Mehra shared insights about the Devalsari Butterfly Festival, celebrated annually from May to June. This year's

festivities, held from 6th to 12th June 2024, highlighted the region's biodiversity and cultural richness. She talked about the purity of honey found just 100 meters from Devalsari, renowned for its demand in metropolitan cities like Delhi and Mumbai. Her connection to these cultural celebrations reflects her deep appreciation for local traditions and environmental conservation efforts.

Transitioning to Thandi Kamad in Uttarkashi, Ms. Mehra provided a detailed glimpse into village life and governance. Administered by a democratically elected sarpanch, Kamad Village falls under the Gangotri assembly constituency and Tehri Garhwal parliamentary constituency. Located approximately 60 km from Dunda and 48 km from Uttarkashi, Kamad serves as a hub for economic activities in the region. Ms. Mehra's emphasis on local governance and community dynamics highlights her commitment to understanding the social fabric of the Himalayan villages she explores.

Ms. Mehra also highlighted the neighboring villages surrounding Kamad, including Chaundiyat Gaon, Kumarkot, Thandi, Jalang, Bagi, Bharkot, Lodara, Bhetiyera, Siri Gaon, and Udri. This detailed geographical knowledge underscores her dedication to portraying the interconnectedness of communities within the Tehri Garhwal district. Her insights into population demographics, literacy rates, and gender dynamics within Kamad Village further illustrate her comprehensive approach to understanding and celebrating rural life in the Himalayan region.

Through her engaging narratives and intimate knowledge of local festivals, natural wonders, and community dynamics, Ms. Sargam Mehra not only connects with her audience but also fosters a deeper appreciation for the cultural and environmental treasures of the Himalayas. Her commitment to sharing these stories serves as a bridge between urban dwellers and the rural communities she passionately advocates for, ensuring their stories and traditions are honored and preserved for generations to come.

3.4 Mr. Dinesh Joshi

Programme Manager

Uttarakhand Bamboo and Fiber Development Board (UBFDB)



Dr. Dinesh Joshi, serving as Programme Manager at the Uttarakhand Bamboo and Fiber Development Board (UBFDB), played a crucial role in advancing initiatives aimed at promoting bamboo-based livelihood options. Established in 2003 under the Societies Registration Act 1860 and supported by the Government of Uttarakhand, UBFDB was integral to the state's entrepreneurship development policy. The board focused on fostering a network of rural and urban entrepreneurs dedicated to utilizing locally available bamboo and natural fibers. This endeavor involved

extensive research into the physical properties of bamboo and natural fibers within Uttarakhand to identify potential industrial applications and enhance income opportunities, with a strong emphasis on livelihood development.

UBFDB's objectives were centered on enhancing resource development for bamboo and natural fibers, generating employment opportunities, upgrading skills and

capacity-building, fostering design innovation and value addition, and implementing effective promotion and marketing strategies to boost market presence and economic sustainability.

Bamboo is utilized across various sectors including building materials, paper production, furniture crafting, food processing, fodder cultivation, and medicinal applications, making it a cornerstone of India's cottage industries. Its versatility not only supports environmental sustainability but also provides economic stability and livelihood security for local communities dependent on its resources.

UBFDB undertook significant initiatives such as large-scale bamboo plantation drives and subsidized activities under the National Bamboo Mission Scheme (NBMS). Launched in 2006-07 as a Centrally Sponsored Scheme, NBMS aimed to promote nationwide bamboo cultivation, thereby supporting sustainable growth and economic empowerment in both rural and urban settings.

Dr. Dinesh Joshi's role at UBFDB was instrumental in harnessing bamboo's economic potential and promoting sustainable development in Uttarakhand. By facilitating entrepreneurship, enhancing local skills, and exploring innovative uses for bamboo and natural fibers, UBFDB significantly contributed to the state's economic landscape while safeguarding its ecological heritage.

Dr. Dinesh Joshi, as Programme Manager at the Uttarakhand Bamboo and Fiber Development Board (UBFDB), has been pivotal in spearheading training and capacity-building initiatives. These programs encompass a wide array of skills essential for bamboo cultivation and management, including nursery plantation techniques, furniture crafting, handicraft production, charcoal making, ringal-based value addition, and bamboo construction. These efforts are aimed at empowering local communities with the knowledge and skills needed to harness the potential of bamboo and natural fibers sustainably.

Dr. Dinesh Joshi highlighted several success stories of prominent entrepreneurs nurtured under UBFDB's guidance. One such example is M/s Jash Manufacturing Industry, specializing in bamboo products like chopsticks, skewers, stirrers, toothpicks, and barbeque accessories, achieving an annual turnover of 2 Crore. The enterprise employs 12 to 15 staff members, contributing significantly to local employment and economic growth through innovative bamboo-based products.

Another notable venture discussed by Dr. Dinesh Joshi is Bio Craft Innovation, specializing in bamboo granules and bamboo ware, with an annual turnover of 1 Crore. This enterprise employs 9 to 12 individuals and serves clients ranging from retailers to wholesalers, utilizing both offline distribution channels in major cities and online platforms for marketing and sales.

Dr. Dinesh Joshi also highlighted Sara Crafts Kotdwar, renowned for producing bamboo furniture and handicraft items, achieving an annual turnover of 30 lakh. This enterprise employs 5 to 6 staff members and caters to a diverse clientele including retailers, wholesalers, and government and non-government organizations. The business leverages direct distributorship and online platforms like Amazon to expand its market reach and promote sustainable bamboo products.

Beyond entrepreneurial successes, Dr. Dinesh Joshi shared intriguing facts about bamboo. Notably, bamboo exhibits fire-resistant properties and boasts a mass greater than that of steel, making it suitable for constructing earthquake, hurricane, and flood-resistant housing. These attributes underscore bamboo's versatility and its potential to address critical housing needs in disaster-prone regions.

Discussing the status and possibilities of natural fibers in Uttarakhand, Dr. Dinesh Joshi emphasized their eco-friendliness, sustainability, and biodegradability. Plant fibers, such as those derived from hemp, offer additional benefits like wrinkle resistance, making them ideal for various applications including eco-friendly construction materials like Hempcrete. This innovative material offers thermal regulation and high acoustic insulation, making it a promising component in sustainable building practices. High-end automobile manufacturers like BMW, Mercedes, Jaguar, and Volkswagen have also adopted hemp-based composites and plastics for interior components such as door panels, dashboards, and body moldings, highlighting the growing acceptance and utilization of natural fibers in high-performance industries. These developments underscore the significant potential of natural fibers in enhancing sustainability across diverse sectors, facilitated by initiatives led by Dr. Dinesh Joshi and UBFDB in Uttarakhand.



4.0 Technical Session 2 : Panel Discussion on Prospects for Youth Entrepreneurship and Innovation in Uttarakhand

Technical Session 2 was conducted as a panel discussion, which was Chaired by Dr. AC Joshi and curated by Mr. Prahlad Adhikari.

4.1 Mr. Prahlad Adhikari

Secretary, Himalayan Academy of Science and Technology, Dehradun, Uttarakhand



Mr. Prahlad Adhikari welcomed the audience to technical session 2. He began by presenting a picture of the Olympic Games and recalling Usain Bolt, the fastest runner in history. He emphasized that throughout history, only those who come first are remembered, whether in sports or space exploration. He underscored the quote, "History is the story of a few who dared to dream and lived to realize them," urging the audience to internalize this message in their lives.

During his presentation, Mr. Adhikari also referenced Robert Frost's renowned poem, "The Road Not Taken." His aim was to encourage the audience to think independently and not simply follow the crowd, fostering new ideas and potentially cultivating future entrepreneurs.

4.2 Ms. Malavika Chauhan

Former Deputy Director, Program Design, Tata Trusts



The next speaker, Ms. Malavika Chauhan, addressed the audience on the topic of Networking. She emphasized the importance of networking in establishing connections and fostering positive relationships. Using the example of a traditional flour mill in rural Uttarakhand, Ms. Chauhan highlighted its significance in producing nutritionally superior flour compared to factory-made alternatives. She advocated for the preservation of these mills powered by natural forces like running water along riverbanks.

Ms. Chauhan recounted her organization's efforts to restore a local flour mill in collaboration with the mill's owner and village community. Despite initial challenges such as farmer reluctance and funding issues, they successfully revitalized the mill. This initiative not only secured a local market but also expanded their reach to other states, demonstrating remarkable success over time.

Reflecting on their journey, Ms. Chauhan attributed their achievements to effective networking across various platforms. She emphasized that the project's success was contingent upon collaboration and outsourcing tasks, underscoring the importance of networking for entrepreneurs. She concluded by encouraging the audience to recognize the limits of individual effort and to leverage collaborations for mutual

growth. With these insights, she concluded her address and made way for the next speaker.

4.3 Mr. Shubham Tomar **The PSA's Office, Delhi**



Mr. Shubham Tomar, the speaker addressing the audience, discussed the prospects for innovation and entrepreneurship. He emphasized the critical role of innovation, defining it as the process of introducing new ideas, methods, products, services, or solutions that bring significant positive impact and value. Additionally, he underscored the importance of entrepreneurship, highlighting it as the ability and readiness to develop and manage a business.

Mr. Tomar encouraged motivated youth in Uttarakhand to pursue innovation and entrepreneurship. He also delved into the distinction between microeconomics and macroeconomics. Microeconomics, he explained, focuses on the behavior of individual economic agents such as individuals, households, and firms, whereas macroeconomics studies the overall behavior of the economy, encompassing markets, businesses, and consumers.

Addressing the challenges faced by entrepreneurs, Mr. Tomar posed a key question: Whose advice should entrepreneurs seek? He advised entrepreneurs to consult experts in their respective fields to navigate uncertainties effectively. He emphasized the importance of identifying unique opportunities specific to Uttarakhand and encouraged entrepreneurs to seek guidance from experienced individuals in their industries.

Acknowledging the difficulties along the entrepreneurial journey, Mr. Tomar emphasized the need for entrepreneurs to create a strategic plan for success. He highlighted crucial factors such as understanding the changing environmental dynamics, knowing their target customers, and being intimately familiar with their own products or services.

Discussing Uttarakhand's unique attributes and challenges, Mr. Tomar segmented entrepreneurship into three essential components: the ability to generate sustainable revenue, spatial awareness regarding industry competitors, and the development of a compelling brand narrative. He urged the audience to focus on continuous knowledge acquisition, skill enhancement, and maintaining personal motivation and integrity through adversity.

Mr. Tomar also emphasized that entrepreneurship is more of an art than an exact science, requiring a balanced approach across business management, salesmanship, and problem-solving. In conclusion, he encouraged aspiring entrepreneurs to view their journey as a learning experience, stressing the importance of perseverance and adaptability in pursuing sectors with promising potential like tourism, nutraceuticals, and agribusiness.

4.4 Ms. Sangita Gairola **CEO, The Living Tree Foundation**



Ms. Sangeeta Gairola addressed the audience, emphasizing that entrepreneurship goes beyond business—it offers educational and financial opportunities. She explained that entrepreneurship involves developing, organizing, and managing a business enterprise, navigating uncertainties to achieve profitability. Ms. Gairola highlighted the critical role of innovation in entrepreneurship, demonstrating how it drives organizational success by implementing ideas to introduce new goods, services, or improve existing ones.

Discussing pricing strategies, Ms. Gairola described it as the process of determining the value manufacturers receive for their goods and services. She illustrated this with an example of creating unique products by combining elements, such as blending books and cafes to explore new entrepreneurial opportunities. She advocated for reforming the education system to equip youth with entrepreneurial skills, emphasizing its potential to significantly contribute to national development.

Ms. Gairola shared her personal entrepreneurial journey during the lockdown, recounting how she started a business making handmade crochet bags. She stressed the importance of effective selling, highlighting that sellers must understand how to price their products affordably to attract consumers. She underscored the need for producers to have knowledge about their product's quality and pricing strategy to set prices that encourage consumer purchases.

4.5 Ms. Rikta Krishnaswamy **Design Researcher, Catapult Design**



Ms. Rikta Krishnaswamy, a design researcher and strategist with extensive experience in emerging markets across India, East Africa, Indonesia, and Cambodia for over a decade, discussed her work spanning various domains. She focused on areas such as financial inclusion, public health, waste management, consumer products, and grassroots technology platforms. Ms. Krishnaswamy holds a graduate diploma in Product Design from the Symbiosis Institute of Design in Pune, India.

During her session, Ms. Krishnaswamy emphasized entrepreneurship as the ability and readiness to develop, organize, and operate business enterprises amidst uncertainties to generate profits. She elaborated on product designing, describing it as the process of creating new products tailored for sale to customers. She highlighted the importance of systematic ideation processes that lead to the creation of innovative products, essential for meeting market demands and achieving business success.

Furthermore, Ms. Krishnaswamy discussed the current generation's involvement in generating ideas through structured processes that foster innovative product

development. She underscored the significance of these processes in enabling entrepreneurs to conceptualize and bring to market products that address specific consumer needs and preferences. By leveraging her experience in design research and strategy, Ms. Krishnaswamy illustrated how entrepreneurial ventures can effectively navigate challenges and capitalize on emerging opportunities in diverse global markets.

In conclusion, Ms. Krishnaswamy reiterated the transformative potential of entrepreneurship in driving economic growth and societal impact. She encouraged aspiring entrepreneurs to embrace innovation, apply strategic design thinking, and leverage market insights to create sustainable business ventures. Through her insights and experiences, Ms. Krishnaswamy inspired her audience to explore entrepreneurial opportunities that contribute positively to both business success and broader community development.



5.0 Technical Session 3: Success Stories

5.1 Ms. Geeta Bisht Entrepreneur (Apiculture)



Ms. Geeta Bisht greeted the audience warmly and shared her journey from a successful business background to starting anew. Her interest in entrepreneurship was sparked by observing traditional honey cultivation practices in her village. She became intrigued by the role of bees in the ecosystem and the art of honey production. As she learned more, her fascination with beekeeping grew, recognizing its potential as both an environmental asset and a sustainable livelihood option.

Ms. Bisht embarked on her entrepreneurial path by actively participating in workshops and seminars focused on beekeeping and honey production. She dedicated herself to learning from experts, often traveling long hours by bus to nearby towns. Her determination to gather insights and expertise underscored her commitment to transforming her vision into reality. During her presentation, she highlighted the unique qualities of Himalaya Organic Honey and its associated health benefits.

Himalaya Organic Honey is predominantly found in regions such as Uttarkashi, Rudrapur, Chamoli, and Pithoragarh, nestled at altitudes ranging from 8000 to 8500 feet. These areas are rich in herbal plants, providing an ideal environment for the indigenous bee species, *Apis cerana indica*, to thrive. Each bee, measuring approximately 1 cm, travels up to 3 kilometers in search of nectar to produce honey. A single hive, averaging 8-10 inches in length and consisting of 12 layers, yields approximately 3-5 kilograms of honey per harvest. The harvesting seasons typically occur in April, July, and October, aligning with the natural cycles of floral abundance in the Himalayan region. Ms. Geeta Bisht elaborated on the diverse types of honey she works with, each sourced from different altitudes and regions in the Himalayas. She discussed Multifloral/Rock Honey, which is harvested from beehives situated at altitudes ranging from 6000 to 9000 feet above sea level. These hives, measuring approximately 6 by 4 feet, yield substantial amounts of honey—around 20 to 30 kilograms per hive. The bees, averaging 1.5 to 2 centimeters in size, forage up to 10 kilometers for nectar, and the honey is typically harvested in the month of June.

Spring Honey/Low Altitude Honey, found between 4000 to 6000 feet above sea level, was another type Ms. Bisht highlighted. These smaller hives, about 8 to 10 inches in size with 12 layers, produce 3 to 5 kilograms of honey per harvest. The honey is collected during the spring months, from March to April, taking advantage of the blooming flora at lower altitudes. In addition to these varieties, Ms. Bisht discussed several other types of Himalayan honey, each distinguished by its unique source and characteristics. Himalayan Forest Honey, sourced from the dense forests of the Himalayan foothills, stands out for its darker hue and robust, earthy flavor profile. It is renowned for its antioxidant-rich composition and mineral content, appealing to health-conscious consumers seeking natural benefits.

Himalayan Acacia Honey, derived from acacia trees in the lower Himalayan region, was noted for its light, clear appearance and mild, sweet taste. Its high fructose content ensures slow crystallization, making it a preferred choice for tea, desserts, and as a natural sweetener. Ms. Bisht also highlighted Himalayan Rhododendron Honey, collected from rhododendron flowers blooming in higher altitudes. This honey boasts a distinctive floral and slightly tangy flavor, recognized for its medicinal properties such as anti-inflammatory and immune-boosting benefits.

Among the varieties, Himalayan Wildflower Honey stands out for its diverse flavor profile, influenced by the array of wildflowers native to Himalayan meadows. Ranging from light to medium in color, it is cherished for its natural sweetness and aromatic qualities, reflecting the seasonal bloom of indigenous flowers. Ms. Bisht further discussed specific monofloral honeys from the Himalayas, such as Litchi Honey and Mustard Honey. Litchi Honey, sourced from litchi orchards, offers a fruity and floral taste, while Mustard Honey, collected from mustard flowers, is known for its slightly spicy and tangy flavor profile.

Lastly, Ms. Bisht mentioned Himalayan Bee Bread Honey, a rare and nutrient-rich variety produced by bees that combine pollen and nectar from various Himalayan plants. Known as bee bread, this honey variant is packed with vitamins, minerals, and amino acids, making it highly valued as a superfood among health enthusiasts.

Ms. Geeta Bisht shared insights into the traditional beekeeping practices of Mohana village, emphasizing the unique aspects of their bee boxes. These 400-year-old boxes, crafted from Oak Wood, are distinctive for their cylindrical shape standing 4 feet tall. Each box accommodates up to 12 hives, yielding approximately 3 kilograms of honey per box. Found exclusively in Chamoli district, these traditional bee boxes highlight the local craftsmanship and sustainable beekeeping methods passed down through generations.

Discussing the methodology of honey harvesting in Mohana village, Ms. Bisht explained the traditional approach where the villagers encourage bees to inhabit wall cavities. This process involves cleaning the area with special herbs and coating the walls with honey to attract the bees. Once the bees settle and start building their hives, they remain active within the colony. Unlike commercial bee boxes that confine the queen bee to prevent desertion, Mohana village's method integrates bees into natural habitats, fostering a symbiotic relationship between villagers and the local bee population.

Ms. Bisht also elaborated on the rich flora found in the region surrounding Mohana village, situated at an altitude of 7000-8500 feet. The area boasts a diverse ecosystem with 520 species of higher plants, including angiosperms, gymnosperms, and pteridophytes, of which 498 are flowering plants. This biodiversity encompasses numerous medicinal plants like *Dactylorhiza hatagirea*, *Picrorhiza kurrooa*, and *Aconitum violaceum*, alongside botanical treasures such as *Polygonatum multiflorum*, *Fritillaria roylei*, and *Podophyllum hexandrum*. These plants not only contribute to the local ecology but also sustain traditional practices rooted in herbal medicine and cultural heritage.

Furthermore, Ms. Bisht highlighted Uttarakhand's diverse ecosystems, ranging from subtropical forests in the foothills to alpine meadows at higher altitudes. The state's forests are home to various species of oak, pine, rhododendron, and deodar trees, each playing a crucial role in maintaining ecological balance and supporting wildlife habitats. The Valley of Flowers National Park, a UNESCO World Heritage site, stands out for its breathtaking display of endemic flora, including vibrant flowers like the blue poppy and Brahma Kamal. This natural heritage not only attracts tourists but also underscores the importance of conserving biodiversity for future generations.

In conclusion, Ms. Bisht emphasized the interconnectedness between traditional beekeeping practices, local biodiversity, and sustainable livelihoods in Uttarakhand. The region's rich flora, coupled with age-old beekeeping traditions, not only preserves cultural heritage but also contributes to the socio-economic well-being of local communities. By safeguarding these practices and ecosystems, Uttarakhand continues to nurture a harmonious relationship between nature and human activities, ensuring the preservation of its natural wealth for generations to come.

5.2 Mr. P.K. Patro, IFS

Chief Conservator of Forests (CCF), Kumaon, Govt. of Uttarakhand



Mr. PK Patro, addressing members of SDFU and youth participants, commenced his speech with warm greetings. As an Indian Forest Service (IFS) officer with extensive experience, he shared insights into Uttarakhand's geography and its significance in the west Himalayan Biogeography zone. He highlighted the region's rich floral diversity, boasting approximately 4,000 species of flowering plants, many of which hold economic, medicinal, aromatic, and artistic value. Dr. Patro underscored the importance of Uttarakhand's endemic plant species, emphasizing their role as part of the national heritage, with about 116 species unique to the Himalayan region.

Discussing sustainable entrepreneurship, Mr. Patro stressed the importance of balancing economic objectives with social and environmental responsibilities. He emphasized that sustainable entrepreneurs aim to create businesses that not only generate profit but also contribute positively to society and the environment. These entrepreneurs prioritize eco-friendly practices such as using renewable resources, reducing waste, and minimizing carbon footprints. They innovate solutions to address social challenges, thereby benefiting communities and promoting social equity. By adopting sustainable practices, entrepreneurs can build resilient businesses capable of adapting to market changes and regulatory demands. Moreover, sustainability serves as a distinguishing factor in the market, attracting conscientious consumers and investors who value ethical business practices. Ultimately, sustainable entrepreneurship aims to create lasting value while preserving natural and social environments for future generations.

Mr. Patro elaborated on the importance of Rhododendron as a significant Non-Timber Forest Product (NTFP) in the Himalayan region. He explained how Rhododendron flowers, leaves, and bark are harvested for various purposes, including traditional medicine, culinary uses, and ornamental gardening. The nectar from Rhododendron

flowers is particularly prized for producing high-quality honey, while the leaves are commonly used in herbal teas. Sustainable harvesting practices are crucial to maintaining the health and productivity of *Rhododendron* populations. Dr. Patro emphasized the need for careful management of harvesting techniques, timings, and quantities to prevent overexploitation and habitat degradation. Community-driven conservation efforts and supportive policies are essential in ensuring sustainable use of *Rhododendron* resources, balancing economic benefits with ecological preservation for future generations.

Highlighting historical conservation efforts, Mr. Patro recounted the Kumaon Movement between 1916 and 1921. During this period, villagers in Kumaon led significant protests and strikes in response to restrictive colonial policies on forest access and utilization. In an act of defiance, villagers set fire to forests in the Gaula range of Nainital, targeting trees earmarked by the colonial government for commercial exploitation. The fires resulted in the premature felling of 28,000 burned trees. This historical event underscored the local community's deep-rooted connection to their forest resources and their resistance against exploitative colonial practices, ultimately shaping conservation movements and policies in the region.

5.3 Mr. Manoj Chandran

Chief Conservator of Forests (CCF), Uttarakhand Forest Department



Mr. Manoj Chandran began his speech by greeting all SDFU members and youth participants present in the hall. As an IFS officer currently serving as CCF/Project Director for the Namami Gange project, he outlined the scope and objectives of their environmental initiatives. He emphasized the importance of eco-friendly and sustainable development practices, highlighting the collective effort required from local communities, governing bodies, and developers to minimize pollution and safeguard environmental well-being through effective policy implementation.

Discussing forest products, Mr. Chandran introduced Sal seeds harvested from the *Shorea robusta* tree, emphasizing their diverse applications and entrepreneurial potential. These seeds, rich in oil, are traditionally used for producing Sal butter, renowned for its moisturizing properties and stable fat content in cosmetics and confectionery. He discussed opportunities for entrepreneurs to explore Sal oil extraction for high-value cosmetic products like lotions, creams, and lip balms, with by-products serving as animal feed or organic fertilizers to achieve zero waste. Leveraging Sal extracts' anti-inflammatory and antioxidant properties, there's also potential for developing value-added products such as herbal soaps and medicinal salves, supporting sustainable supply chains and rural livelihoods.

Moving to pine seeds, also known as pine nuts or pignoli, Mr. Chandran highlighted their nutritional richness and culinary versatility. These edible seeds are prized for their high protein, healthy fats, vitamins, and minerals, commonly used in global cuisines, particularly in pesto sauce, baking, and as salad garnishes. He pointed out the expanding market demand for organic and natural food products, presenting entrepreneurial opportunities in organic pine seeds and value-added products like

flavored pine nuts, pine nut oil, and pine nut butter. Highlighting their labor-intensive harvesting process, he discussed strategies for positioning pine seeds as premium products, capitalizing on consumer preferences for gourmet and health-centric options.

Mr. Chandran concluded by emphasizing the potential for entrepreneurs to thrive in the growing market for pine seeds and related products, emphasizing sustainable practices and fair trade collaborations with local communities. By aligning with trends towards organic and sustainable foods, businesses can not only meet market demands but also contribute to socio-economic development while preserving natural resources for future generations.



6.0 Technical Session 4: Recap of Day 1

Dr. GS Rawat, Vice Chairman, SDFU



Objectives

- (i) Establish a network of young entrepreneurs and provide them mentorship opportunities
- (ii) Sensitize the young entrepreneurs to current trends in start-ups and self-employment opportunities
- (iii) Discuss the local issues and challenges faced by the youth of Uttarakhand
- (iv) Charter the future course of action and possible ventures in various sectors.

Inaugural Session

- (i) Definition of enterprise and start up
- (ii) Outmigration should not be viewed in negative sense. It is a natural process
- (iii) Today's youth is far more informed and resourceful than the youth of the past
- (iv) Youth of Uttarakhand need better networking, stronger team work and to be provided more mentorship opportunities

Technical Session 1: Ventures for Livelihoods

- Success stories in enterprise development
- Government schemes in livelihood development / livelihoods
- Gandhian model of development
- Don't compromise with your ethics and principles
- Love your natural surrounds & culture
- Involve local communities in homestay eco-tourism

Technical Session 2: Prospects for youth entrepreneurship and innovation in Uttarakhand

- Innovations and entrepreneurship needed in all professions
- Local goodwill and network model (Gharat / Panchakki ka atta)
- Design process – multiple hats and hard work
- 90% time for test and improvement - 10% time for production of final product - branding
- Entrepreneurship is matching your interest with resources around you.
- Costing and pricing
- Story sells

Technical Session 3: Success Stories

- Plenty of natural resources in Uttarakhand but neither managed nor utilized sustainably
- Chir Pine is like a Kalpvriksh for Uttarakhand
- Honey bees for ecological and economic security in rural areas
- Importance of self help groups → Federation of Farmers → Farmers Producer Groups
- High Density Orchards

7.0 Technical Session 5: Challenges and other Entrepreneurship opportunities in Uttarakhand

7.1 Mr. Rajendra Koshyari

Project Associate, Himmotthan Society



Mr. Rajendra Koshyari warmly greeted everyone gathered at the workshop, setting a welcoming tone for his speech. He began by addressing a pressing issue in Uttarakhand: the migration of people from hill villages to urban or plain areas due to the lack of essential amenities like clean drinking water, proper schooling, and healthcare facilities. He empathized with the reasons behind such migrations, acknowledging that individuals often seek better opportunities for quality of life and education elsewhere. However, he emphasized the importance of maintaining ties to one's roots and encouraging those who migrate to eventually return and contribute to the development of their

native regions.

Transitioning to economic matters, Mr. Koshyari discussed the potential of Uttarakhand's natural resources, stressing the need for their sustainable management and utilization to benefit local communities. He highlighted the scope for creating employment opportunities, particularly in the hilly regions where economic activities are crucial for livelihoods. His emphasis on promoting domestic industries underscored his vision for fostering local entrepreneurship and economic self-reliance. Delving deeper into the tourism sector, Mr. Koshyari painted a vibrant picture of Uttarakhand's tourist potential. He spoke passionately about adventure sports such as paragliding, hiking, rafting, and skiing, which attract a significant number of tourists each year. These activities not only showcase the state's breathtaking landscapes but also provide employment opportunities in hospitality and adventure tourism. He praised the growing network of homestays that offer visitors an authentic experience of village life, contributing to the cultural immersion and economic empowerment of local communities.

Highlighting the broader economic impact, Mr. Koshyari underscored tourism as a vital pillar of Uttarakhand's economy, bringing in revenue and creating jobs across various sectors. He stressed the importance of sustainable tourism practices to preserve the state's natural beauty and cultural heritage for future generations. By leveraging Uttarakhand's scenic landscapes and rich cultural tapestry, he believed the state could further enhance its appeal as a preferred destination for domestic and international travelers alike.

In conclusion, Mr. Rajendra Koshyari's speech not only addressed the challenges faced by Uttarakhand but also outlined a vision for sustainable economic development through tourism and local enterprise. His advocacy for balanced growth, preserving environmental integrity, and empowering local communities resonated with the audience, fostering a sense of optimism and determination to chart a prosperous future for the state.

7.2 Ms. Jyoti Chamoli

Diversity Equity and Inclusion, Genpact



Ms. Jyoti Chamoli began her speech by extending greetings to all SDFU members, setting a welcoming atmosphere for her presentation. She introduced Genpact, a global professional services firm renowned for transforming businesses and shaping future outcomes. Ms. Chamoli elaborated on the diverse range of services offered by Genpact, including finance & accounting, collections and customer services, insurance, supply chain & procurement, analysis, enterprise, IT infrastructure, and management. She underscored the firm's commitment to delivering comprehensive solutions across various sectors.

Transitioning to corporate social responsibility (CSR), Ms. Chamoli emphasized its significance in business operations. CSR activities, she explained, are voluntary initiatives undertaken by companies to demonstrate social accountability to stakeholders and the broader public. She highlighted Genpact's CSR projects aimed at making a positive impact on society and fostering sustainable development through strategic initiatives.

Ms. Chamoli shared insights on skill development for youth, drawing from her collaboration with Ms. Richa Ghansiyal, a member of SDFU, in a skill-based company. She stressed the importance of crafting proposals that are clear, concise, and relevant to the intended audience. Emphasizing the need for thorough research and planning in entrepreneurship, she advised entrepreneurs to understand market dynamics, identify existing competitors, and innovate to achieve business goals effectively.

During the interactive session, Shubham Rana from the audience shared his project on CSR and sought Ms. Chamoli's feedback. He expressed his interest in receiving guidance and suggestions for his project. Ms. Chamoli graciously offered her email address for further correspondence and encouraged attendees to seek mentorship and networking opportunities. She underscored the value of mentorship in providing valuable insights and building professional relationships crucial for career advancement and business growth.

In conclusion, Ms. Jyoti Chamoli's presentation provided a comprehensive overview of Genpact's services, the importance of CSR in business operations, and practical advice for aspiring entrepreneurs. Her emphasis on strategic planning, effective communication, and leveraging networking opportunities resonated with the audience, fostering a spirit of collaboration and empowerment among attendees.

7.3 Mr. Anoop Nautiyal

Founder, Social Development for Communities (SDC) Foundation



Mr. Anoop Nautiyal began his speech by warmly greeting all SDFU members and the youth participants gathered at the event. As the founder of Social Development Communities (SDC) and a respected community leader in Uttarakhand, Mr. Nautiyal drew from his extensive background in development, government, and corporate sectors to deliver a compelling address. His organization, based in Dehradun, is dedicated to environmental advocacy and community mobilization, playing a pivotal role in driving sustainable initiatives across the region.

Under Mr. Nautiyal's leadership, social development committees in Uttarakhand played a transformative role in fostering community-driven progress. These committees, composed of local leaders, volunteers, and sector representatives, focused on addressing a wide spectrum of social issues. Education, healthcare, infrastructure development, and environmental conservation were among their primary concerns. By adopting a grassroots approach, these committees ensured that their efforts were aligned with the specific needs and aspirations of the local communities they served.

Facilitating access to essential services and resources was a cornerstone of their work. Collaborating closely with government agencies, NGOs, and various stakeholders, these committees implemented programs aimed at enhancing educational opportunities, improving healthcare access, and promoting sanitation practices. They organized awareness campaigns, health camps, and skill development workshops, empowering individuals and fostering self-sufficiency at the grassroots level.

In addition to social development, Mr. Nautiyal emphasized sustainable practices as integral to Uttarakhand's future. Given the region's susceptibility to natural disasters and its reliance on natural resources for tourism and agriculture, environmental conservation became paramount. The committees championed initiatives that promoted responsible management of natural resources, eco-friendly practices, and conservation efforts. Their advocacy aimed to strike a balance between development and environmental stewardship, ensuring long-term sustainability for the region.

Beyond their operational roles, these committees served as effective intermediaries between local communities and government bodies. They played a crucial role in advocating for community interests in policy-making processes, ensuring that the voices of residents were heard and considered. By mobilizing community participation in development projects, they fostered a sense of ownership and accountability among the populace, thereby strengthening the social fabric of Uttarakhand.

Turning to environmental challenges, Mr. Nautiyal highlighted the pervasive issue of plastic pollution. He critically analyzed existing government policies aimed at controlling plastic usage, noting that despite regulatory efforts, a significant portion of plastic continued to degrade the environment daily. Introducing his Plastic Bank

Project, Mr. Nautiyal outlined a proactive approach to tackle this problem. The project involved setting up collection points across schools, colleges, cafes, restaurants, and tourist spots to segregate plastic waste from regular garbage. By educating and engaging local communities in plastic waste management, the initiative aimed not only to reduce environmental impact but also to promote sustainable practices among residents.

Looking ahead, Mr. Nautiyal emphasized the critical importance of effective waste management for Uttarakhand's sustainable development. Proper waste disposal not only preserved the region's natural beauty, biodiversity, and cultural heritage but also enhanced public health by reducing pollution in rivers, forests, and urban areas. Furthermore, initiatives in waste management could spur economic opportunities through recycling, composting, and waste-to-energy projects, thereby contributing to local livelihoods and economic resilience.

In conclusion, Mr. Anoop Nautiyal's enlightening speech highlighted the role of community-driven development, sustainable practices, and effective waste management in shaping Uttarakhand's future. His dedication to environmental conservation and innovative solutions exemplified his commitment to building a resilient and inclusive society. By advocating for social equity, environmental stewardship, and community empowerment, Mr. Nautiyal's leadership continues to inspire positive change and sustainable development in Uttarakhand.

7.4 Ms. Preeti Tolia

Deputy General Manager, TRIFED



Ms. Preeti Tolia served as Deputy General Manager at TRIFED in New Delhi, India. Prior to this role, she held positions as Assistant General Manager at NABARD (National Bank of Agriculture and Rural Development) from May 2018 to November 2023, including six years as Assistant General Manager in Haryana and eleven years and seven months as Manager in Uttarakhand.

Ms. Preeti Tolia, discussed the organization's role and objectives. TRIFED, established in August 1987 under the Multi-State Cooperative Societies Act, 1984 by the Government of India, operates under the Ministry of Tribal Affairs. Its primary mandate is to promote socio-economic development among tribal communities by institutionalizing the trade of Minor Forest Produce (MFP) and Surplus Agricultural Produce (SAP) collected or cultivated by them.

During her session, Ms. Tolia explained TRIFED's dual role as both a market developer and a service provider. She said that the organization empowers tribal communities with knowledge, tools, and systematic approaches to enhance their operational capabilities. TRIFED supports tribes in developing effective market strategies and improving their production techniques through training and assistance.

She further elaborated on TRIFED's specific objectives, emphasizing its focus on marketing development for tribal peoples. Beyond market development, TRIFED

engages in retail marketing, empanels tribal producers and artists, and facilitates the development of minor forest produce (MFP). These activities are geared towards increasing tribal income and promoting sustainable economic growth within tribal communities. Ms. Tolia highlighted TRIFED's comprehensive involvement across the entire supply chain of forest produce. From gathering and harvesting items like non-timber forest products, flower herbs, barks, leaves, honey, and natural spices, to their primary processing, packaging, transportation, and marketing, TRIFED ensures a seamless process that benefits tribal producers.

Finally, she touched upon the Tribal Cooperative Marketing Federation of India (TRIFED), noting its status as a national-level cooperative body under the Ministry of Tribal Affairs. She said that this federation plays a crucial role in coordinating and supporting TRIFED's initiatives nationwide, ensuring effective implementation of tribal welfare and development programs.

In conclusion, Ms. Preeti Tolia provided insights into how TRIFED contributes to the socio-economic upliftment of tribal communities through strategic market interventions and supportive services. Her discussion highlighted the importance of empowering tribal artisans and producers, enhancing their market access, and fostering sustainable development practices in tribal regions across India.

7.5 Ms. Richa Ghansiyal

Founder, Alaya Design Studio



Emerging Issues as Voiced by the Youth

Ms. Richa Ghansiyal is a visionary entrepreneur from Uttarakhand, who founded Alaya Design Studio in 2008 with a focus on sustainable and eco-conscious design. Her studio blends tradition with modernity, creating green furniture and products that support a conscious economy. Alaya Design Studio specialises in crafting furniture and architecture using sustainable materials like bamboo, alongside ecological, regenerative, and recyclable resources. The studio aims to create products that are both local and global, respecting traditional craft while embracing modern design techniques.

Ms. Ghansiyal's work extends beyond furniture design; she has also ventured into creating premium handcrafted copper platters and eco-textiles. In collaboration with local communities, she explored Himalayan nettle-based handlooms through a joint initiative with the Himmoththan Society, an NGO funded by the Sir Ratan Tata Trust. Her efforts helped rural producer communities in Uttarakhand generate sustainable livelihoods while preserving their traditional crafts.

In addition, Ms. Ghansiyal has worked with the Rana Tharu tribal women in Uttarakhand, utilising natural grasses to create artisanal products. Studio Alaya provided design and marketing linkages to support these producers, in collaboration with the Uttarakhand Bamboo and Fiber Development Board, fostering income generation and economic growth. Driven by her goal to inspire Dehradun's citizens to

conserve and appreciate their unique cultural heritage, Ms. Ghansiyal aspires to challenge current urban planning practices. She envisions a future city that reflects Uttarakhand's cultural richness, blending ecological principles with sustainable design for a more conscious and connected society.

8.0 Group Workshop: Project Formulation and Strategy

In this session, the participants were asked to form 3 mixed groups and brainstorm about any innovative project which could be taken up as new enterprise in the state. Each group was then asked to discuss the ideas and present the concept.

Group - 1:

Event Management Proposal: BYO BARAAT

Topic: Event Management

Name: BYO BARAAT

Location: Kumaon Region

Participants: Hushveen Kaur, Sumbul Naaz, Shahnaaz Ahmed, Anjali, Rajat, Amit, Sharda, and Sonam



An event management group was formed with a primary focus on organizing "marriages in villages". The inaugural event was planned for the Kumaon region, aiming to support marginalized artists. Operating on a commission-based model, the business objective was to build a comprehensive database of local artists through these events.

The business plan was structured into three phases:

- **Phase 1:** Targeting one district
- **Phase 2:** Developing a mobile app for scalability
- **Phase 3:** Scaling operations across the entire Kumaon state

Key assets required included traditional wedding paraphernalia like horse-drawn carriages, musicians, and bands. For the first year, an initial investment of 8-10 lakhs was earmarked to ensure smooth operations.

Revenue Sharing Model:

- 10% commission on lead generation
- 30% commission from company profits
- 60% share for the artists involved
-

The commitment was to empower local artists from any village in the Kumaon region, offering them significant job opportunities and enhancing their livelihoods with a generous 60% share of the business proceeds. This initiative not only provided them with event management experience but also prepared them for organizing various events beyond weddings.

As the business grew profitable and expanded its reach, diversification into organizing birthday parties, kitty parties, and other celebratory events was envisioned. Additional benefits included skill development for artists, uplifting marginalized groups, and creating positive societal impacts.

This holistic approach aimed not only at business success but also at fostering community development and cultural enrichment across the Kumaon region.

Group – 2 :

Topic: Agro-based commodities (Apple-related products)

Name of Brand: Sebwala

Location: Uttarakhand

Participants: Mr. Tushar Badola, Ms. Pooja Tamta, and Mr. Vijay Dhyan



In Group - 2, participants were tasked with developing a business model centered around agro-based commodities. Tushar Badola, Pooja Tamta, and Vijay Dhani formed a team focusing on Apple-related products, specifically planning to produce Apple squash under the brand name "Sebwala".

Initially, the team aimed to procure 50 quintals of apples from 50 farmers across 5 villages, amounting to an estimated cost of Rs. 2,00,000. Additionally, they planned to set up a processing unit with essential assets such as a pulper and mixer, costing Rs. 20,000 and Rs. 50,000, respectively.

The detailed breakdown of expenses for setting up the processing unit included:

- Bottles: Rs. 3,600
- Labor: Rs. 18,000
- Electricity: Rs. 5,000
- Packaging and Labeling: Rs. 45,000
- Other Miscellaneous Costs: Rs. 11,200
- Processing House: Rs. 50,000

These expenditures totaled approximately Rs. 2,02,800, subsidized to Rs. 1,83,200.

For marketing and sales, the team planned to sell each bottle of Apple squash at Rs. 100, targeting sales of 3,000 bottles per month, generating a monthly revenue of Rs. 3,00,000 and an annual revenue of Rs. 36 lakh. Operational costs included shop rent (Rs. 3,000), fixed assets installation (Rs. 50,000), and a Single Point of Contact (SPOC) cost (Rs. 10,000), amounting to an annual cost of Rs. 27,37,400 against revenues of Rs. 36,00,000, resulting in an annual profit of Rs. 8,62,000.

Looking ahead, the team's future plans included expanding their business by involving 100 farmers across 50 villages, and diversifying their product line to include Apple juice, jelly, jam, and other derivatives, capitalizing on the success of their initial model.

Group - 3

Topic: Homestay Ecotourism

Name Homestay: Himalayan view

Location: Almora Mathana

Participants: Mr Nawal Deep Bania, Saurabh Joshi, Vikram Singh Negi, Suruti Thapa and Shalini Thapa.



Himalayan View

Assets: Land, (renovated house), old Pahadi House

Material: Cement bricks, land, stones, old doors, old window, toilet material etc.

Budget: 2 House renovation: 15 lakh

Renovation: 8 lakh

Waste Management and Art Installation: working model, seasonal, 4 staff, (local villagers), normal package, traditional.

Future Plan with Explanation: Participants were tasked with establishing a homestay named "Himalayan View." The homestay, set in an old pahadi house, utilized assets like land for renovation. An emphasis was placed on offering an authentic experience with nature walks led by local experts and engaging in various activities. Organic products such as dal, masala, and soap were used, ensuring affordability. Buransh juice was provided as a refreshing drink, and revitalizing ghost villages for profitability was prioritized through cost-effective operations.

The homestay, "Himalayan View," focused on cleanliness and sanitation, ensuring pristine washrooms, bedrooms, kitchens, and bathrooms. Natural resources were maximized; for instance, broken trees were repurposed into furniture like benches, chairs, and dining tables. Recycling was integral, utilizing plastic bottles for decorative purposes like creating attractive butterflies and cartoons, which appealed to guests. Waste management was diligently managed, with informative boards promoting environmental conservation, urging actions such as tree preservation, water conservation, prayers for the environment, and electricity conservation.

In seasonal operations, four local villagers were employed, supporting the community and enhancing local employment opportunities. The homestay offered both standard and traditional packages to cater to diverse guest preferences. The focus remained on continuous improvement, sustainable practices, and the development of the business. Dedication and hard work aimed at achieving the goal of expanding and enhancing the homestay business in the Himalayas.

9.0 Building the Network and way forward

Ms. Binita Shah, Secretary SDFU



Ms. Binita Shah, Secretary of the Sustainable Development Forum Uttarakhand (SDFU), delivered an impactful conclusion speech, wrapping up the two-day Youth Network & Sensitisation Workshop: Creating Highways for Sustainable Entrepreneurship held in Dehradun on June 21-22, 2024.

Reflecting on the workshop, Ms. Shah expressed her gratitude to all participants, mentors, and organizers for their active involvement and dedication. She highlighted the significance of the event in the broader context of sustainable development for Uttarakhand, emphasizing that the workshop successfully met its multifaceted objectives.

Ms. Shah noted the primary goal of the workshop was to establish a robust network among young entrepreneurs and experienced mentors. This objective was achieved through numerous interactive sessions, where participants were able to forge valuable connections and receive personalized guidance. She commended the participants for their enthusiasm and willingness to learn, which she believed would significantly aid their entrepreneurial journeys.

She also underscored the importance of trend awareness in today's rapidly evolving market landscape. The workshop provided young entrepreneurs with critical insights into current trends in start-ups, self-employment opportunities, and various vocations. This, she mentioned, equipped them with the necessary tools to remain competitive and innovative.

Addressing local issues and challenges faced by the youth of Uttarakhand was another key component of the workshop. Ms. Shah praised the participants for their candid discussions and collective problem-solving efforts, which fostered a strong sense of community. She highlighted that these discussions not only identified common challenges but also sparked potential solutions, paving the way for future initiatives.

Ms. Shah elaborated on the future planning sessions, where participants developed actionable plans and explored possible ventures across diverse sectors. She expressed her confidence that these plans would lead to the creation of viable enterprises, contributing significantly to the sustainable development of the region.

She highlighted the workshop's outcomes, stating that participants were empowered with essential skills for sustainable development, and enhanced networking fostered collaboration among youth from various backgrounds. The workshop also encouraged informed participation in policy discussions, which is crucial for effective policy development. Moreover, it supported the creation of sustainable businesses and fostered innovation among young entrepreneurs.

In her closing remarks, Ms. Shah emphasized the importance of continued support and collaboration. "Our journey does not end here. Let us continue to work together to empower our youth and build a sustainable future for Uttarakhand," she urged. She reaffirmed SDFU's commitment to nurturing young talents and ensuring that the unique challenges and opportunities of Uttarakhand are recognized and addressed.

The conclusion of the workshop marked not just an end but a new beginning for the participants. With renewed vigor and a clear sense of direction, they are now better equipped to become proactive agents of change, driving sustainable entrepreneurship and development in Uttarakhand. In her closing remarks, Ms. Shah emphasized the importance of the proposed youth platform in empowering the youth to take on this role. By fostering networking, mentorship, and dialogue, the platform aims to cultivate a culture of sustainable entrepreneurship in the state. "Let us continue to work together to empower our youth and build a sustainable future for Uttarakhand," she concluded.

Annexure 1: Programme Schedule

Day – 1 (21.06.2024)

Time	Particulars	Speaker / Moderator	On the dice
0900-1000	Registration and Meeting the Participants		SDFU
1000-1130	INAUGURAL SESSION		
	Welcome	Ms. Binita Shah, Secretary, SDFU	Chair of the session - Dr. Mangal Singh Mandrawal, Registrar, Doon University
	Lighting of Lamp & Welcome with Flowers	Nodal – Ms. Nupur Sarkar, Secretariat SDFU	
	Objectives of Workshop	Sri STS Lepcha (PCCF retd) Chairman, SDFU	
	Remarks	Dr Avinash Chandra Joshi, NTPC Chair Professor CPP, Doon University	
	Key Note Talk by Chief Guest	Sri N Ravi Shanker, Principal Advisor DIT University & Councilor SDFU	
	Closing Remarks	Chair of the session: Dr. Mangal Singh Mandrawal, Registrar, Doon University	
	Vote of Thanks	Dr. G.S Rawat, Vice Chairman, SDFU	
1130-1145	Tea		
1145-1200	Self-Introduction by Participants	Moderated By: Ms Richa Ghansiyal, Member SDFU	
1200-1300	Technical Session 1 : Ventures for Livelihoods Presentations by Experts	1. Dr. HC Purohit, Dean Student Welfare, Doon University (Entrepreneurship Development)	Chair: Dr Avinash Chandra Joshi, NTPC Chair Professor CPP, Doon University
		2. Ms Sargam Mehra (Heritage Walks)	
		3. Mr. Dinesh Joshi (Bamboo Fiber)	
		4. Ms Sana Mehra (Successful Homestay Model)	
1300-1400	Lunch		
1400-1600	Technical Session 2 : Prospects for Youth and Entrepreneurship Innovation in Uttarakhand	Panelists : Mr Prahlad Adhikari Mr ShubhamTomar Ms Malavika Chauhan Ms Rikta Krishnaswamy Ms Sangeeta Gairola	Chair: Dr G S Rawat, Vice Chairman, SDFU

1600-1700	Technical Session 3: Success Stories	1. Mr. PK Patro, IFS	Chair: Mr. STS Lepcha, Chairman, SDFU
		2. Mr Manoj Chandran, IFS	
		3. Ms. Geeta Bisht (Apiculture)	
		4. Dr. Rajendra Koshhyari (Himmotthan Society)	
		5. Ms Richa Ghansiyal (Design)	
1800-1900	Cultural Program	Participants	

Day – 2 (22.06.2024)

Time	Particulars	Speakers / Moderator	On the dice
0930-1000	Technical Session 4: Recap of Day 1	Dr. G S Rawat, Vice Chairman SDFU	
1000-1100	Technical Session 5: Challenges and other Entrepreneurship opportunities in Uttarakhand	Panelist: Mr Anoop Nautiyal (Expert Solid Waste Management) Mr Preeti Tolia (TRIFED)	Moderated By - Dr Rajender Koshyari, Himmotthan Society
1130-1200	Tea		
1200-1430	Emerging Issues as Voiced by the Youth	Participants	Moderated By - Ms. Richa Ghansiyal Supported by - Ms Lorraine Teron & Ms Nupur Sarkar
1430-1530	Lunch		
1530-1600	Corporate Social Responsibility : Ms Jyoti Chamoli, GENPACT		
1600-1700	Building the Network and way forward	Ms. Binita Shah, Secretary SDFU Supported by all SDFU Members	
1700-1800	Certificate Distribution	Mr STS Lepcha, Chairman SDFU & Dr Avinash Chandra Joshi, NTPC Chair Professor CPP, Doon University	
1800-1930	Vote of Thanks	Ms Richa Ghansiyal, SDFU	

Annexure 2: Participants List



ATTENDANCE SHEET

Title: Youth Network & Sensitisation Workshop: Creating Highways for Sustainable Entrepreneurship 2024

Venue: Doon University, Dehradun, Mothorowala Road, Doon University Campus,
Kedarpur, Dehradun, Uttarakhand 248001
Date: 21st – 22nd June 2024

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Photographs of the Event









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