

A REPORT ON THE ENTREPRENEURSHIP BOOTCAMP ON FRESHWATER PEARL FARMING CONDUCTED TO PROMOTE SUSTAINABLE LIVELIHOOD OPPORTUNITIES

The **Entrepreneurship Development Cell (EDC), Shillong College**, through its Bootcamp Committee, organised a two-day entrepreneurship bootcamp titled "**Community Mobilization and Sensitization for Freshwater Pearl Farming: A Two-Day Entrepreneurship Bootcamp on Livelihood Opportunities**" on **24–25 April 2026** at **Kordor Resort, Nongdiengagan, Ri-Bhoi District**.

The programme was organised in collaboration with the **Department of Zoology, Shillong College, Cotton University, Assam**, the **Community Engagement Cell**, and the **Internal Quality Assurance Cell (IQAC), Shillong College**.

The bootcamp was designed to introduce both local community members and students to the emerging opportunities in freshwater pearl farming as a sustainable livelihood option. Through interactive sessions, demonstrations, and expert guidance, participants gained valuable insights into the scientific techniques involved in pearl culture, along with its entrepreneurial and commercial potential.

The programme provided a comprehensive understanding of the technical processes of freshwater pearl farming, while also highlighting the business aspects of establishing and managing pearl cultivation as a viable enterprise. By bringing together academic expertise and community participation, the bootcamp encouraged knowledge sharing and promoted the practical application of scientific innovation for socio-economic development.

The initiative reflects Shillong College's commitment to fostering entrepreneurship, strengthening community engagement, and promoting sustainable livelihood opportunities through skill-based learning. It also reinforced the institution's vision of empowering students and local communities with knowledge and practical competencies that contribute to self-employment, rural development, and inclusive economic growth.











