

ACTIVITIES:

1. Academic :

1. WORK SHOP

Two days National Workshop on “*Managing Yourself and Leading Others*”

9th and 10th November 2016

The Department of Management, Shillong College organised a **Two days National Workshop** on “*Managing Yourself and Leading Others*” on the 9th and 10th November 2016 as part of the Diamond Jubilee Celebration of the College and was sponsored by the Government of Meghalaya under the VAF 2013-14 (CM’s Fund).

The Inaugural Programme of the workshop was graced by Shri. Zenith Sangma, the Hon’ble Minister, Taxation, Excise, Housing Dept. Sports and Youth affairs Department and Shri. F. R. Kharkongor, IAS was the Chief Guest at the valedictory function.

2. Popular Talk:

- a. The Department organised Popular talk on Consumer Behaviour” on the 7th of July, 2017 at 2:00PM, where Smt. S. Mawiong, C.E.O. TNT. Northeast Today and The Heritage Group , was invited as the main speaker for the programme



3. Panel Discussion on “Capitalism Kills” with resource persons: (1) (Retd.)Prof. Dr. M. N. Bhattacharjee, (2) Prof. K. D Roy, (3) Prof. Dr. (Mrs) E. Kharkongor , (4) Prof. V. Solomon, (5) Asst Prof. B. J. Mawrie (6) Asst Prof. R. Tham , 27th July 2017

Capitalism is the social system which now exists in all countries of the world. Under this system, the means for producing and distributing goods (the land, factories, technology, transport system etc) are owned by a small minority of people. We refer to this group of people as the capitalist class. The majority of people must sell their ability to work in return for a wage or salary (who we refer to as the working class.)



- o Guest Lecture - “New Age Marketing with Digital Flavour” by Shri Ajoy Roy, Head of Centre, NIIT, Shillong, September 2018. - “Green Marketing /Marketing Mix/Smart Marketing”, by Prof Bhupendra Mishra (MBA - International Business), ITM Group of Institute, 2018

4. The Students' Seminar on "*Entrepreneurship In The North East With Special Reference To The Hospitality Industry*" Organised by The Department of Business Administration, Shillong College Shillong on the 21st April 2022. With resource persons Dr. Ricky A. J. Syngkon, Department of Commerce, NEHU and Shri Jason Lenthang, Entrepreneur & Managing Director, Souper Bowl.

The hospitality industry is a broad category of fields within the service industry that includes lodging, food and drink service, event planning, theme parks, travel and tourism. It includes hotels, tourism agencies, restaurants and bars.



5. Industrial Exposure Programmes :

INDUSTRIAL EXPOSURE TRIP TO BHUTAN 2020



Brief History about the Bhutan Agro Industries Limited (BAIL)

Bhutan Agro industries Limited (BAIL) is a fruits and vegetables processing company of the Himalayan kingdom of Bhutan. It was established in 1993 with the financial and technical assistance of the Danish International Development Agency (DANIDA). BAIL is located in Wangchutaba, 12km from the capital, Thimphu, Bhutan. The BAIL is wholly owned by the Royal Government of Bhutan and governed by Board of Directors, headed by chairman. The managing director is the functional head of the company. The company's key technical and managerial staffs have been trained in Europe, Thailand, Korea, Japan and USA.

The rationale for the company's existence was to help uplift the Bhutanese rural economy by creating opportunities for the farmers to earn cash. The company achieves this objective by buying off surplus horticulture produces of the farmers. It forms the main source of the company's raw materials.

MARKETS

Besides the domestic marketed, Bhutan Agro Industries Limited products are marketed and sold in India and Bangladesh, based in Dhaka. Bhutan however is the company's main market. At present, the company is exploring markets in South East Asia. In the past 60% of the products are marketed in India, 10% in Bangladesh and the rest inside the country.

STUDY TOUR AND EXCURSION TRIP

The Management Department of Shillong College organised a student exchange programme, industrial visit to Pune and an excursion trip to Goa and Kolkata from 1st-14th November 2017 with the participation of 65 students, i.e., 25 students from the 4th semester and 40th students from 6th semester a long with 3 faculty's members, Sir. P. Kipgen, Ma'am A. Diengdoh and Sir. Pynskhemlang Pakyntein.

On 2nd November 2017, we reach Calcutta and spend a day in Howrah city, visited Howrah bridge, park and other places till we boarded the train to Pune. On the 4th November 2017 we reach Pune railways station and then directly went to PIBM campus, on the same day we were received with great hospitality from the students and faculties of PIBM. On next hours we have a briefing programme by Mr. David and followed by Induction session lead by Mr Bibhas. Apart from that we also have another session with Mr Vinay Tridevi on the topic 'Building the right self for the corporate self'



6. **Career Guidance Program in the 5th and 6th Semesters for every batch.**
7. **Personality Development Program for each batch**