



REPORT ON AWARENESS SESSION NORTH EAST ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

In its effort to promote entrepreneurial mindset amongst the youth in the college, the Entrepreneurship Development Cell, Shillong College, in collaboration with PRIME Meghalaya, North Eastern Council (NEC) and Indian Institute of Management (IIM) Kolkata Innovation Park, organised its first Awareness Session on North East Entrepreneurship Development Programme on the 13th September, 2022, in Shillong College Auditorium at 11.00 am to 12.30 pm, where a total of approximately 150 participants which include students from all streams (Arts/Science/Commerce/Professional Courses) and the past participants of the EDC Certificate Course attended the session. The objective of the programme is to create awareness among the youth with respect to the different support system and schemes brought out by the government to promote start ups in the entire North East Region. The Principal gave her welcome address, where she welcomed the resource persons and stress on the importance of the programme where the mission is to encourage students to become job creators and not job seekers. The Resource persons for the interactive sessions were Miss Jacqueline Swer, Senior Incubation Manager, PRIME/ IIM Innovation Park Kolkata, and Mr Jeff Rani, Manager, Entrepreneurship Ecosystem Development, PRIME Meghalaya/IIM Kolkata Innovation Park. The Resource Person Miss Jacqueline Swer, created a very pleasant environment for the students whereby they were able to present the program structure of the North East Entrepreneurship Challenge (Hunt), its process, and rewards. She informed the participants about the Hunt which is a culmination of many initiatives to identify the top 270 Startups ideas in the region and provide them with recognition and rewards to enable them to transform their innovative ideas into an actual business plan. The hunt targets two groups namely Pre incubation for those who have an innovative idea or prototype stage and aids them in developing it into a sustainable business venture, and the Incubation for those startups in early revenue stage or proof of concept and supports them to commercialise or scale their business. The participants were informed about the grant which the government intends to give to the winners to help them start their business and the other forms of financial assistance which they can avail. Miss Jacqueline Swer interacts with the participants and also clarified and answered all the questions which were asked by the participants. Mr Jeff Rani presented about PRIME Meghalaya its functions and facilities in facilitating, hand holding, training and support for all the young entrepreneurs registered with them and encourage all the youth with the idea and passion to start their own business to take up the opportunities presented to them.

The programme ended with a vote of thanks by the Shri. B. Syiem, Vice Principal, Shillong College.

