



GOVERNMENT OF MEGHALAYA
OFFICE OF THE PRINCIPAL:: WILLIAMNAGAR GOVT. COLLEGE
EAST GARO HILLS, WILLIAMNAGAR.

WGC.210/MBMA/PRIME/2023/246

Date Williamnagar the 23rd June, 2023

From: Principal
Williamnagar Govt. College
Williamnagar, East Garo Hills

To

The Executive Director, MBMA
PRIME START UP HUB
Shillong, Meghalaya.

(Through proper channel)

Subject: Proposal for setting up of an Entrepreneurship Promotion and Development Program (EPDP) of Williamnagar Government College

Sir,

With reference to the subject cited above, I have the honour to forward herewith the proposal for setting up of an Entrepreneurship Promotion and Development Program (SPDP) of our Institution.

Thanking you.

Enclosed: As stated

Shri. Rajiv K Marak

Principal

Williamnagar Government College
Williamnagar Govt. College
East Garo Hills, Meghalaya



GOVERNMENT OF MEGHALAYA
OFFICE OF THE PRINCIPAL:: WILLIAMNAGAR GOVT. COLLEGE
EAST GARO HILLS, WILLIAMNAGAR.

WGC.210/MBMA/PRIME/2023/245

Date Williamnagar the 23rd June, 2023

From: Principal
Williamnagar Govt. College
Williamnagar, East Garo Hills

To
The Director
Higher & Technical Education
Shillong, Meghalaya.

Subject: Forwarding of Proposal for setting up of an Entrepreneurship Promotion and Development Program (EPDP) of Williamnagar Government College

Sir,

With reference to the subject cited above, I have the honour to forward herewith the proposal for setting up of an Entrepreneurship Promotion and Development Program (SPDP) of our Institution. Furthermore, I would like to kindly inform that PRIME Meghalaya has approached our Institution from August, 2022 regarding an Entrepreneurship Program for the students of the Institution. Therefore, over the past few months, faculties of the Institution have attended various workshops, trainings, and meetings with PRIME Meghalaya in this regard. Thus, the final draft of the Proposal is hereby forwarded to your office for necessary action.

Thanking you.

Enclosed: As stated

Shri. Rajiv K Marak
Principal
Williamnagar Government College
Williamnagar Govt. College
East Garo Hills, Meghalaya

Memo No: WGC.210/MBMA/PRIME/2023/245-A

Date Williamnagar the 23rd June, 2023

Copy to:

- ✓ The Executive Director, MBMA PRIME START UP HUB Shillong, Meghalaya.
- Office copy.

Shri. Rajiv K Marak
Principal
Williamnagar Government College

Proposal for setting up of an Entrepreneurship Promotion and Development Program (EPDP) of Williamnagar Government College, Williamnagar, East Garo Hills, Meghalaya.

1. Profile of the College.

Williamnagar Government College was established in the year 2000 by the community members, senior citizens, the NGO and student leaders of the district. It was previously known as Williamnagar College and consequently, in the year 2009 it was provincialized. Currently, the Institution offers Bachelor of Arts Undergraduate Course in Economics, Education, English, Garo, History and Political Science.

The Institution offers quality education to the students within and outside the district. Furthermore, being a government institution, the college caters to students from all walks of life, especially those belonging to low-income households.

Vision of the Institution

To foster intellectual growth and develop citizens of the society.

Core Vision

- To provide academic opportunity to the poor sections of students of the society.
- To provide leadership opportunity to the students at large.
- To provide employability to students.

Mission of the Institution

To ensure educational, social, and cultural values in the society.

Core Mission

- To empower students with access, equity and quality in higher education.

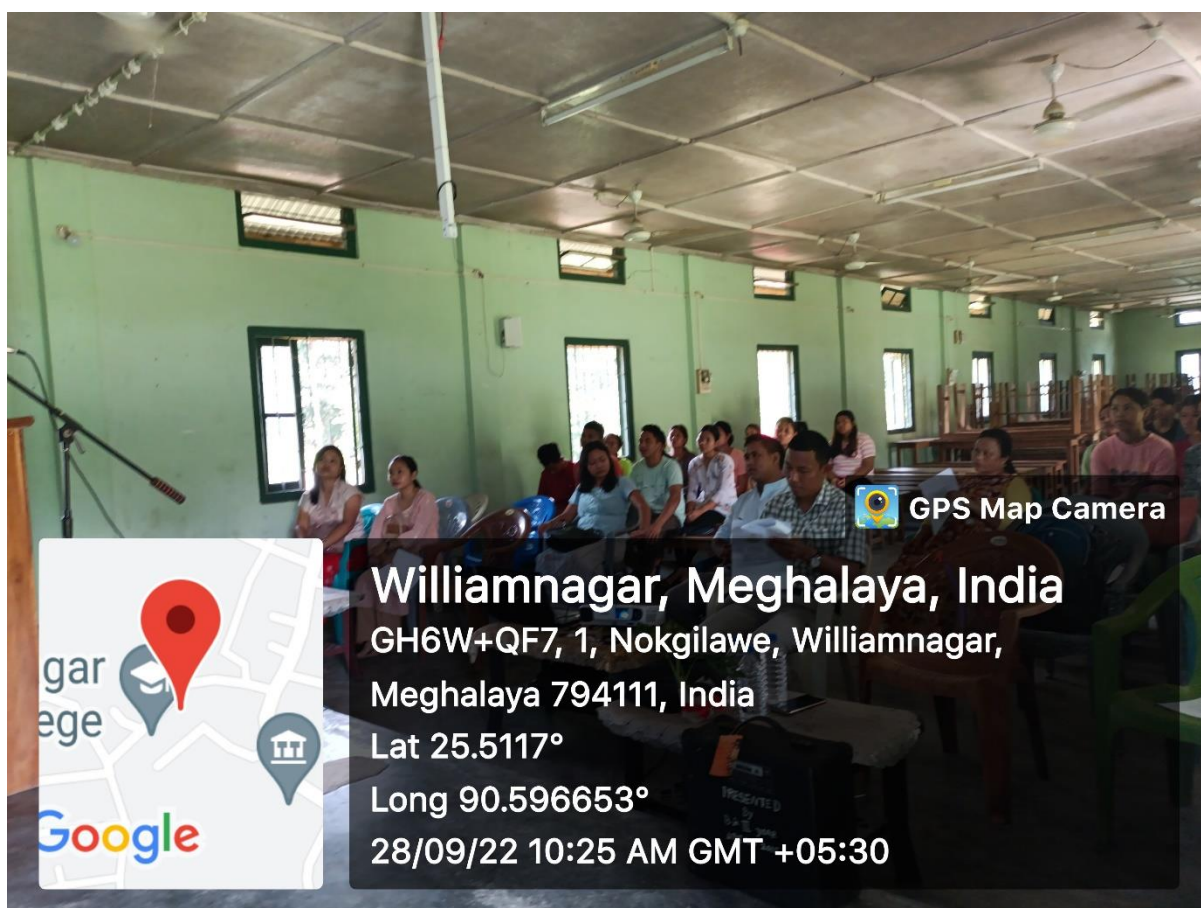
- To provide values, skills and outcome- based education to students as envisaged in NEP 2020.
- To incorporate National Education Policy 2020 and Meghalaya State Policy on Education 2018.

The present student enrolment of the Institution are as follows:

Table 1: Student Enrolment 2022-23

Departments	Semester I/II	Semester III/IV	Semester V/VI	Total
Economics	42	78	28	148
Education	104	106	79	289
English	99	105	53	257
Garo	104	107	87	298
History	70	114	61	245
Political Science	99	107	85	291
			Total	1528

2. Activities on Entrepreneurship.



A Workshop on “**Livelihood Opportunities in the Rural Areas**” was conducted by the Department of Economics, under the aegis of the IQAC, Williamnagar Government College on the 28th September, 2022 with the objective of bringing to the fore the important aspects of livelihood in rural areas. India is one of the largest economies of the world and is undergoing through drastic changes in its growth and structure. However, the majority of the demography comprises of rural population, whereby people are employed in labour activities with minimum income. Thus, the well-being of people in rural areas is usually in peril and under poverty. The Workshop was therefore organized for the students of the Economics Department, in order to enlighten them on practical aspects of livelihood in the economy in connection to the theory that they learn in their Undergraduate Course.

The Workshop comprised of two sessions, whereby four resource persons from the Department of Veterinary, District Commerce and Industries, Department of Agriculture and the Cluster Co-Ordinator of NRLM, Samanda Block gave their insightful knowledge and experiences on various livelihood opportunities in the rural areas. Furthermore, the Principal and faculties of the College, along with 50 students of the Economics Department attended the Workshop.



Although the College has only an Arts Stream, however, the presence of the Economics department has enabled the students of the department to learn about livelihood, industries and employment, therefore, taking this step forward, the Institution desires to pursue and create an entrepreneurial environment for budding entrepreneurs of the Institution. With the pressing issues of unemployment and career development for the youth, the Institution seeks to incorporate aspects of entrepreneurship and career development as an integral part of imparting education for

its students. Therefore, a Vocation and Entrepreneurial Committee was constituted to undertake the task of creating viable opportunities and activities on entrepreneurship development for the students.

3. Methodology/ Activities of EPDP at Williamnagar Government College.

The Institution has short-term and long-term objectives for the EPDP. The short-term objectives envisage the immediate activities to be conducted within the 3-years under the financial assistance from PRIME Meghalaya, thereafter, the long-term plans of the Institution would be implemented.

3.1 The short-term objectives are:

- a) To sensitize students on entrepreneurship and its significance in career building and livelihood.
- b) To identify potential entrepreneurs from the student community of the Institution.
- c) To train the students on entrepreneurship and encourage development of entrepreneurial skills and talent.
- d) To ensure that students who are interested in becoming entrepreneurs are competent on the existing market conditions as well as the niche that they can fill as entrepreneurs.
- e) To provide education-industry linkage, thus, by collaborating with industries and firms so that students would be able to have practical knowledge on business and entrepreneurship.

3.2 The long-term objectives are:

- i. The long-term goal of the Institution would be to ensure that the students graduate with a degree as well as with the necessary skills and knowledge to start their own venture and become self-sufficient. Given the financial predicament of the majority

of the students of the college, an entrepreneurship venture after the completion of their Undergraduate degree would guarantee an improved livelihood for them and their household.

- ii. The Institution envisages to acquire trained resource persons and faculties in the future, so as to ensure that the required skills and knowledge are given to students who seek to be trained on entrepreneurship development.
- iii. The Institution is also committed to encourage students to develop an entrepreneurial spirit and tap into sectors that are viable to start a business, especially given the strategic geographical location of the district. Moreover, given the rich resources of the rural areas, as well as the proper road connectivity of the district, students would be able to venture into entrepreneurship.
- iv. In the long-term, the Institution intends to incorporate entrepreneurship development and skills as a course to be integrated in the Undergraduate level course so that it becomes an integral part of the Curriculum structure.
- v. The long-term goals would ultimately be to open the EPDP to youths of the district, beyond those who are enrolled in the Undergraduate Degree course. This goal would be undertaken with the important outcome so as to develop human resource of the district, encourage self-employability through entrepreneurship and becoming an incubation center to develop such skills for the youths.

3.3 Activities for the 3-year short-term goals of the EPDP of Williamnagar Government College

(i) Workshop on Entrepreneurship and Innovation.

The objective of a **1-Day** Workshop on Entrepreneurship and Innovation is to bring to the fore the significance of entrepreneurship and innovation in our lives and inculcate skillsets required for a young graduate. The Workshop would enable the students to learn on the overall architecture of

the Entrepreneurship life cycle and how they can create innovative products. Thus, this would give the students a first-hand experience to learn on local as well as global entrepreneurship activity

The Outcome of the Workshop is to understand the basics of Entrepreneurship and its Importance in modern society. Furthermore, students will be briefed on various Skills set required to become an entrepreneur and how to convert a simple idea into an innovation. Therefore, the significant outcome of the Workshop would be to encourage and create curiosity for the students to graduate and also have the vision and courage to become an entrepreneur.

(ii) Ideathon.

The Student E-cell would be conducting activities such as Ideathon, with the objective to harness the creativity in the students and enable them to bring forth solutions to pre-defined problems, identify various opportunities and ideate on the most viable solution. An Ideathon would be conducted over a **1-day period** within a time constrain, in order to create an intensive brainstorming event, whereby students of the college, comprising of different backgrounds, skills and interest collaborate with each other in order to find a feasible solution to problems.

The outcome of an Ideathon would be to enable the students to create a roadmap of their ideas or solutions, and transforming this road map into an actionable plan. Student teams will be required to utilize technology, ideas and a roadmap towards the solution to a particular problem, which would develop their interest by learning to have a thorough approach to a problem.

(iii) Design Thinking.

Design Thinking would be conducted over a period of **3-days** in order to enable the students to understand the design thinking process of an idea or a problem and to come up with solutions, products, or services that are desirable for the user, economically viable from a business

perspective, and technologically feasible. Furthermore, Design Thinking involves various stages, which would enable students to work collaboratively in groups to come up with solutions.

The outcome of Design Thinking is to encourage the student teams to collaborate with each other and find ground-breaking solutions to a problem. Furthermore, Design Thinking enables the student teams to test out their ideas with the user group, which would further enhance their knowledge on meeting the market demand for a product or service.

(iv) Workshop on Entrepreneurship as a Career Opportunity.

Entrepreneurship as a career provides students with a broad-based exposure. A **1-day** Workshop would therefore enhance in them both analytical and communication skills, providing a platform to work with a range of business issues, linkage with industries and companies, and the opportunity to explore what the world needs and how the youth can come up with the solution.

The outcome of the Workshop would be to educate and encourage the students to take up entrepreneurship as a career and not just a hobby. The current unemployment rate in the country and in the state of Meghalaya implies that most educated youths are either unemployed or underemployed. Therefore, through the Student E-Cell of the Institution, the goal would be to encourage the students to take up Entrepreneurship and acquire the necessary skill sets to run their own ventures after their graduation. Thus, the ultimate outcome would be to nurture the students of the Institution to become job-creators and not job-seekers.

(v) Workshop on Skills needed in Startups and Human resource planning in Start-ups.

The Workshop on Skills would be conducted for One Day, whereby resource persons comprising of entrepreneurs in Meghalaya would be invited to share their experiences on the skills that they have acquired to run their startups. The objective of this Workshop would be to give the

students a first-hand understanding on the necessary factors in terms of skills and Human Resource in order to run a successful Startup. Given the dearth of training in Human Resource development, the workshop would enable the students who are interested in starting their own business.

The outcome of the **1-Day Workshop** would be to impart skills, knowledge on sales and marketing, risk assessment in a business venture, managing supplies, finance and accounting, managing logistics, supply chain and distribution, communication, pitching to investors, etc. The outcome would be to ensure that each student who takes up entrepreneurship would be equipped with a thorough understanding on the importance of having the appropriate skills in business, as well as a great team that contributes effectively to the business, which is essential in scaling up production.

(vi) Product design.

A **3-Day Workshop** on Product design would impart knowledge on the students with regards to visualizing their ideas by designing a product as a solution to a problem. The objective of this workshop would be to encourage students to immerse in market survey in order to gather information for the feasibility of their potential product. Student teams would then be able to assess the gathered information and build their product.

The outcome of this Workshop would be to engage the student to discover the viability of introducing their potential product in the and test if it would be able to fill a niche and obtain market demand.

(vii) Workshop on market knowledge and competition.

Startups arise because of an innovative idea that could evolve into a feasible solution to a problem. Therefore, by conducting a **2-Day Workshop** on market knowledge and competition, through resource persons who would give insights on the present market conditions and using

appropriate tools to run a Startup and also develop competitive strategies in order to acquire market share.

The outcome of the Workshop is to bring to the fore the importance of understanding market conditions in order to run a successful startup, and scale up production to meet the requirements of market demand and supply. The workshop would therefore, encourage the students to ‘think outside the box’ as an approach in developing a competitive strategy for their business venture.

(viii) Financial Literacy and Legal Workshop on Entrepreneurship.

The objective of a **2-Day Workshop** on Financial Literacy and Legal Issues for Startups is to highlight the importance of not only having a strong focus on customers and the market, but it is equally critical to have a good understanding about the basic laws, rules and regulations that are applicable for the smooth running of the business. Furthermore, the Workshop would impart financial literacy which is vital in running a Startup. Students, would therefore be given insights by Experts in the field of Finance and Law on how to run a business that earns profits, as well as abiding with the rules and regulations in their business operations.

The outcome of the **2-Day Workshop** is to facilitate financial and legal knowledge for the student entrepreneurs, which is very much needed to survive as a business amidst the growing competition and to obtain funding from agencies or investors.

(ix) Panel Discussion

A **1-Day** Panel Discussion would be organized with the objective emphasizing on the importance of Entrepreneurship in today’s current employment scenario. Experts from the government sector, entrepreneurs, academicians, etc. would be invited to give their opinions and advice on Entrepreneurship, its challenges, and opportunities. Experts from the Government sector

would also highlight the availability of schemes and elucidate on various government policies that support budding entrepreneurs.

The outcome of the Discussion would be to give a learning experience to the students on the opportunities and challenges that entrepreneurs face in business, how they managed these challenges and the lessons learnt from these experiences.

(x) Boot camp.

A **3-Day Bootcamp** would bring together many young entrepreneurs, students of the institution and professionals from the State as well as other parts of the country, placing them on a common platform to innovate and create new startups by collaboration. The objective of a Bootcamp is to create a program that is focused on different themes around which businesses can be built, and develop an avenue to work in teams and learn how to build a scalable solution to an opportunity ready for innovation.

The outcome of a bootcamp is to give the opportunity to Boot campers (students) to hear from and meet with local entrepreneurs and innovators, experience the concentrated active learning experience so as to gain entrepreneurial skills and techniques that will improve chances of success for their venture.

(xi) Exposure trip to Startups in Meghalaya and Industrial visit.

An exposure trip to various Startups in Meghalaya would be organized with the objective of facilitating experiential learning for the students. The on-site visit of Startups and Industries would give the students a first-hand experience on the day-to-day operations of a business.

The outcome of this Activity would be to provide ample knowledge about innovative and growth in startups and to provide workspaces, mentorship, education, and access to investors for startups or sole entrepreneurs.

3.4 Coordinator and Joint-Coordinator of the EPDP at Williamnagar Government College.

The Institution has constituted the following faculties as Coordinator and Joint-Coordinator of the Entrepreneurship Promotion and Development Program (EPDP):

- (i) Smt. Bandakerlin Lyngdoh (*Asst. Professor*) – **Coordinator**
- (ii) Dr. (Mrs.) Cherik Donish D Sangma (*Asst. Professor*) – **Joint-Coordinator**

Besides the Faculties, two Student members from the E-Cell will be inducted to supervise the E-Cell.

3.5 Student E-Cell manpower.

The Institution has constituted the following faculties and students for the Student E-Cell. Initially, the E-cell shall be managed under the supervision of the faculties. However, in the near future, the E-cell would be run by the students themselves.

- (i) Smt. Bandakerlin Lyngdoh (*Asst. Professor*)
- (ii) Dr. (Mrs.) Cherik Donish D Sangma (*Asst. Professor*)
- (iii) Shri. Artis L Sohshang (*Asst. Professor*)
- (iv) Dr. Antarwell Warjri (*Asst. Professor*)
- (v) Shri. Sengrik M Sangma (*Asst. Professor*)
- (vi) 20 student members

3.6 Single point of contact.

With regards to the person in-charge of having a single point of contact with PRIME Meghalaya, the Institution has constituted Shri. Artis L. Sohshang (*Asst. Professor*).

Contact No: +918837357692/ +916909760676

Email ID: alinctonsoh@gmail.com

4. Resource persons/ Faculty planning for the EPDP.

The Institution plans to hire resource persons for workshops, and activities such as Ideathon, design thinking, product design, etc. would be undertaken by the student members of the E-Cell under the Supervision of the Co-Ordinator and Joint-Coordinator of the E-Cell comprising of two Faculty members of the College. Furthermore, the Institution had collaborated with various government departments such as District Commerce and Industries Centre (DCIC), Agriculture, Veterinary and Samanda Block, Williamnagar. Therefore, the Institution would be collaborating with more government departments in order to facilitate and engage the students of the E-Cell and for the progress of the EPDP of the College. Furthermore, the following faculties have also been inducted as Conveners of the various activities that would be conducted.

Sl. No.	Activities/ Workshop	Duration	Convener(s)
1.	Workshop on Entrepreneurship and Innovation	1 Day	Smt. Bandakerlin Lyngdoh
2	Ideathon	1 Day	Shri. Artis L Sohshang
3	Design Thinking	3 Days	Smt. Bandakerlin Lyngdoh & Shri. Artis L Sohshang
4	Workshop on Entrepreneurship as a Career Opportunity	1 Day	Dr. (Mrs.) Cherik Donish D Sangma & Dr. Antarwell Warjri
5	Workshop on Skills needed in Startups and Human resource planning in Start-ups.	2 Day	Dr. (Mrs.) Cherik Donish D Sangma & Dr. Antarwell Warjri

6	Product design.	3 Days	Smt. Bandakerlin Lyngdoh & Shri. Artis L Sohshang
7	Workshop on market knowledge and competition	2 Days	Smt. Bandakerlin Lyngdoh & Dr. (Mrs.) Cherek Donish D Sangma
8	Financial Literacy and Legal Workshop on Entrepreneurship.	2 Days	Shri. Artis L Sohshang, Dr. Antarwell Warjri & Shri. Sengrik M Sangma
9	Panel Discussion	1 Day	Smt. Bandakerlin Lyngdoh & Dr. (Mrs.) Cherek Donish D Sangma
10	Boot camp	3 Days	Smt. Bandakerlin Lyngdoh, Dr. (Mrs.) Cherek Donish D Sangma & Shri. Artis L Sohshang
11	Exposure trip to Startups in Meghalaya and Industrial visit.	2 Day	Shri. Artis L Sohshang, Dr. Antarwell Warjri & Shri. Sengrik M Sangma

5. Rooms/ Facilities/ Labs for the planned activities.

The Institution has two rooms that can be utilized as a facility cum laboratory for its EPDP. The current arrangement would be temporary as the College building is yet to be completed. However, the two rooms that have been allotted would suffice as an immediate facility for the EPDP and for the Student **E-Cell for Williamnagar Govt. College Center for Entrepreneurship and Skill Development.**

However, with the completion of the new building of the college, suitable rooms and a bigger space for conducting various activities of the student E-cell would be available.





6. Expense Planning.

E-Cell Workshop Expenditures for the Academic year 2023-24			
Sl. No	Programmes	Expenditure	Total
	Infrastructure: Laptop, Printer, Projector, Projector Screen, etc.	Rs.3,00,000/-	Rs.6,00,000/-
Semester – 1	Activity – 1: Opening of E-cell & Workshop on Entrepreneurship and Innovation	Rs.2,00,000/-	
	Activity – 2 Workshop on Ideathon	Rs.1,00,000/-	
	Total-1	Rs.6,00,000/-	
Semester – 2	Activity – 3 Design Thinking	Rs.3,00,000/-	Rs 4,00,000/-
	Activity – 4 Workshop on Entrepreneurship as a Career Opportunity	Rs.1,00,000/-	
	Total-2	Rs. 4,00,000/-	
	Grand Total (Total-1 and Total-2)	Rs.10,00,000/-	Rs.10,00,000/-

E-Cell Workshop Expenditures for the Academic year 2024-25			
Sl. No	Programmes	Expenditure	Total
Semester – 1	Activity – 5 Workshop on Skills needed in Startups and Human resource planning in Start-ups.	Rs.2,50,000/-	Rs.5,00,000/-
	Activity – 6 Product design.	Rs.2,50,000/-	
	Total-1	Rs.5,00,000/-	
Semester – 2	Activity – 7 Workshop on market knowledge and competition	Rs.2,50,000/-	Rs. 5,00,000/-
	Activity – 8 Financial Literacy and Legal Workshop on Entrepreneurship.	Rs.2,50,000/-	
	Total-2	Rs. 5,00,000/-	
	Grand Total (Total-1 and Total-2)	Rs.10,00,000/-	Rs.10,00,000/-

E-Cell Workshop Expenditures for the Academic year 2025-26			
Sl. No	Programmes	Expenditure	Total
Semester – 1	Activity – 9 Panel Discussion	Rs.1,50,000/-	Rs.4,50,000/-
	Activity – 10 Boot camp	Rs.3,00,000/-	
	Total-1	Rs.4,50,000/-	
Semester – 2	Activity – 11 Exposure trip to Startups in Meghalaya and Industrial visit (Garo Hills Area) & (Khasi Hills Area)	Rs.2,50,000/-	Rs. 5,50,000/-
	Activity 12 Entrepreneurship Ideas Competition	Rs.3,00,000/-	
	Total-2	Rs. 5,50,000/-	
	Grand Total (Total-1 and Total-2)	Rs.10,00,000/-	Rs.10,00,000/-

7. Sustainability planning of EPDP of Williamnagar Government College.

The long-term plan of the Institution is to continue the Student E-Cell for Entrepreneurship Promotion and Development Program (EPDP) which would encourage and facilitate budding entrepreneurs of the Institution as well as the District. The Institution also has an objective to implement a **Short-term Course on Entrepreneurship** which would enable the youths of the District to enroll themselves in the Course. Furthermore, with regards to the source of funding

for the EPDP of the College, we look forward to obtaining grants/aid from government and other agencies so as to ascertain a steady stream of financial resources to continue the Student E-Cell as well as the EPDP. In the near future, we seek to transform the EPDP by also setting up an **Incubation center for entrepreneurs**, in order to cultivate entrepreneurship as well as to create links for entrepreneurs in designing, producing and successfully growing their business ventures. Thus, given these long-term plans of the Institution, we also envision to incorporate the **EPDP as a part of the Undergraduate level degree course**, which would highlight the significance of a bachelor's degree as well as create an environment for students to develop their skills and talent.

8. Timeline of the EPDP of Williannagar Government College.

The following is a Timeline for Year 1 – 3 of the EPDP of the Institution. The activities would be conducted as per the Academic session of each year.

ACTIVITIES	RESOURCE PERSON(S)	Year Months	YEAR 1											
			2023					2024						
			Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Workshop on Entrepreneurship and Innovation Ideathon	E-Cell Williamnagar Govt. College, PRIME, Entrepreneurs of Garo Hills region, DCIC, Alumni, SBI, MRB, Govt. departments of the District.													
Design Thinking														
Workshop on Entrepreneurship as a Career Opportunity														
Workshop on Skills needed in Startups and Human resource planning in Start-ups.														
Product design.														
Workshop on market knowledge and competition														
Financial Literacy and Legal Workshop on Entrepreneurship.														
Panel Discussion														
Boot camp														
Exposure trip to Startups in Meghalaya and Industrial visit.														

ACTIVITIES	RESOURCE PERSON(S)	Year Months	YEAR 2											
			2024					2025						
			Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Workshop on Entrepreneurship and Innovation Ideathon	E-Cell Williamnagar Govt. College, PRIME, Entrepreneurs of Garo Hills region, DCIC, Alumni, SBI, MRB, Govt. departments of the District.													
Design Thinking														
Workshop on Entrepreneurship as a Career Opportunity														
Workshop on Skills needed in Startups and Human resource planning in Start-ups.														
Product design.														
Workshop on market knowledge and competition														
Financial Literacy and Legal Workshop on Entrepreneurship.														
Panel Discussion														
Boot camp														
Exposure trip to Startups in Meghalaya and Industrial visit.														

ACTIVITIES	YEAR 3													
	RESOURCE PERSON(S)	Year Months	2025					2026						
			Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Workshop on Entrepreneurship and Innovation	E-Cell Williamnagar Govt. College, PRIME, Entrepreneurs of Garo Hills region, DCIC, Alumni, SBI, MRB, Govt. departments of the District.													
Ideathon														
Design Thinking														
Workshop on Entrepreneurship as a Career Opportunity														
Workshop on Skills needed in Startups and Human resource planning in Start-ups.														
Product design.														
Workshop on market knowledge and competition														
Financial Literacy and Legal Workshop on Entrepreneurship.														
Panel Discussion														
Boot camp														
Exposure trip to Startups in Meghalaya and Industrial visit.														