



## Report on The EXPLORING THE BUSINESS ECOSYSTEM TOUR

Organized by the E-Cell, Williamnagar Government College

Dated: 29th - 30<sup>th</sup> September, 2025

### Introduction

The “Exploring the Business Ecosystem Tour” was organized by the E-Cell under the Entrepreneurship & Vocational Committee of Williamnagar Government College with the aim of providing students with practical exposure to real-world business environments. The two-day educational tour covered three different sectors, ***Eco-Friendly Manufacturing Small Scale Industry, Hospitality, And Packaged Drinking Water Production***, across various districts of Meghalaya.

The program was designed to bridge the gap between theoretical knowledge and practical application, helping students understand how different industries operate, manage resources, and respond to market demands.

### Objectives of the Tour

- i. To provide real-life exposure to different business sectors
- ii. To understand production processes and service operations
- iii. To promote entrepreneurial thinking among students
- iv. To learn about sustainable and eco-friendly practices
- v. To interact with industry professionals and gain practical insights

### Details of the Visits

#### 1. Roka Cane and Bamboo Works, Umroi, Ri-Bhoi District (*Eco-Friendly Small-Scale Manufacturing Sector*)

The first visit was to Roka Cane and Bamboo Works, a small-scale enterprise founded by **Shri. Ronaldo Marboh**. The unit specializes in producing eco-friendly bamboo sticks and unscented agarbatti sticks using locally available bamboo. Students observed the entire production process, beginning with the selection and cutting of bamboo, followed by slicing it into thin sticks using machines. These sticks are then dried, sorted, and packaged for distribution. The process highlighted efficient resource utilization and minimal waste generation.

A key takeaway from this visit was the importance of sustainability in modern business. Bamboo, being a renewable resource, makes the production environmentally friendly. The enterprise also contributes to local economic development by providing employment opportunities to nearby communities.

This visit demonstrated how small-scale industries can be successful by focusing on eco-friendly products and market demand. It provided valuable insights into grassroots entrepreneurship, resource management, and rural industrial development.

## **2. Institute of Hotel Management (IHM), Mawkasiang, East Khasi Hills. (*Hospitality and Service Sector*)**

The second visit was to the Institute of Hotel Management (IHM), Mawkasiang, which provided exposure to the hospitality and service industry. Students were introduced to various departments such as food production, housekeeping, front office, and food & beverage services. In the kitchen (food production) department, students observed modern cooking techniques, hygiene standards, and food presentation methods. The housekeeping section demonstrated the importance of cleanliness and organization, while the front office showcased guest management, communication, and reservation systems.

The visit emphasized the importance of professionalism, discipline, and customer service in the hospitality sector. Unlike manufacturing industries, hospitality focuses on delivering quality service and ensuring customer satisfaction. Students also learned about the wide range of career opportunities in this field, including hotel management, tourism, catering, and event management. The institute's focus on practical training and skill development highlighted the need for continuous learning and adaptability in this dynamic industry.

## **3. Um Rupa Mineral Water Unit, Umkohseng Kynshi Bangla, Eastern West Khasi Hills. (*Packaged Drinking Water Industry*)**

The final visit was to Um Rupa, a mineral water production unit under the Marwein Group of Industry. This visit provided insights into industrial production processes and quality management in the food and beverage sector.

Students observed the complete process of water purification and bottling. The raw water undergoes multiple stages of treatment, including filtration, reverse osmosis (RO), ultraviolet (UV) treatment, and ozonization to ensure safety and purity. The purified water is then bottled, sealed, labeled, and packaged using automated machinery. Strict hygiene and quality control measures are maintained throughout the process to meet industry standards. The visit highlighted the importance of regulatory compliance and quality assurance in producing consumable goods.

This unit demonstrated how technology and automation improve efficiency and consistency in production. It also showed the business potential in essential goods like drinking water, provided quality and safety standards are maintained.

## **4. Overall Learning Experience and Conclusion.**

The tour offered a comprehensive understanding of different sectors within the business ecosystem. Students gained practical knowledge about: Small-scale and eco-friendly manufacturing, Service-oriented hospitality operations and Industrial production and quality control systems. The interaction with entrepreneurs and professionals helped students understand real-world challenges, opportunities, and the importance of innovation and adaptability. The tour also encouraged students to think creatively and consider entrepreneurship as a viable career option. The "Exploring the Business Ecosystem Tour" was an enriching and educational experience. It successfully provided practical exposure to students and enhanced their understanding of how different industries function. Such



initiatives are highly beneficial in developing entrepreneurial skills, promoting sustainability, and preparing students for future professional challenges. The program effectively connected classroom learning with real-world applications.

**Shri. Artis L. Sohshang**

*Asst. Professor*

**Convener**

Entrepreneurship & Vocational Committee  
Williamnagar Govt. College

E-Cell, Williamnagar Government College

## PHOTOGRAPHS













