



## **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.

### **2. Activities in 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 28<sup>th</sup> 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 as a Career Opportunity
- (ii) Ideathon.
- (iii) Design Thinking.
- (iv) Workshop on Skills needed in Start-ups.
- (v) Product design.
- (vi) Workshop on market knowledge and competition.
- (vii) Financial Literacy Workshop.
- (viii) Legal Workshop on Entrepreneurship.
- (ix) Human resource planning in Start-ups.
- (x) Industrial visit.



4. Resource persons/ Faculty planning for the EPDP.

The College plans to hire resource persons for workshops, while for other 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.

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.**



6. Expense Planning.

PRIME Workshop Expenditure for the Academic year 2023-24

Sl. No	Programmes	Expenditure	Total
Even Semester	<b>Infrastructure:</b> Laptop, Printer, Projector, Projector Screen, etc.	Rs.2,00,000/-	<b>Rs.7,00,000/-</b>
	<b>Opening of E-cell</b>	Rs.2,00,000/-	
	Workshop on Entrepreneurship and Innovation as a Career Opportunity.	Rs.1,50,000/-	
	Ideathon.	Rs.1,50,000/-	
	<b>Total-1</b>	<b>Rs.7,00,000/-</b>	
Odd Semester	Design Thinking.	Rs.2,00,000/-	<b>Rs. 5,50,000/-</b>
	Workshop on Skills needed in Start-ups.	Rs.1,50,000/-	
	Product design	Rs.2,00,000/-	
	<b>Total-2</b>	<b>Rs. 5,50,000/-</b>	
	<b>Grand Total (Total-1 and Total-2)</b>	<b>Rs.12,50,000/-</b>	<b>Rs.12,50,000/-</b>



PRIME Workshop Expenditure for the Academic year 2024-25

Sl. No	Programmes	Expenditure	Total
<b>Even Semester</b>	Ideathon.	Rs.1,00,000/-	<b>Rs.3,50,000/-</b>
	Design Thinking.	Rs.1,00,000/-	
	Financial Literacy Workshop.	Rs.1,50,000/-	
	<b>Total-1</b>	<b>Rs.3,50,000/-</b>	
<b>Odd Semester</b>	Product design	Rs.2,00,000/-	<b>Rs. 5,00,000/-</b>
	Legal Workshop on Entrepreneurship.	Rs.1,50,000/-	
	Human resource planning in Start-ups.	Rs.1,50,000/-	
	<b>Total-2</b>	<b>Rs. 5,00,000/-</b>	
	<b>Grand Total (Total-1 and Total-2)</b>	<b>Rs.8,50,000/-</b>	<b>Rs.8,50,000/-</b>






PRIME Workshop Expenditures for The Academic 2025-26

Sl. No	Programmes	Expenditure	Total
Even Semester	Ideathon.	Rs.1,50,000/-	Rs.4,00,000/-
	Design Thinking & Product design	Rs.1,00,000/-	
	Financial Literacy Workshop.	Rs.1,50,000/-	
	<b>Total-1</b>	<b>Rs.4,00,000/-</b>	
Odd Semester	Legal Workshop on Entrepreneurship.	Rs.1,50,000/-	Rs. 5,00,000/-
	Human resource planning in Start-ups.	Rs.1,50,000/-	
	Opening of Incubation centre in the College.	Rs.2,00,000/-	
	<b>Total-2</b>	<b>Rs. 5,00,000/-</b>	
	<b>Grand Total (Total-1 and Total-2)</b>	<b>Rs.9,00,000/-</b>	<b>Rs.9,00,000/-</b>

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. 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.

  
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