



Report on the  
One-day  
“Entrepreneurship Awareness Programme (EAP) for Potential Student Entrepreneurs”  
on the 27<sup>th</sup> July, 2023.

The Entrepreneurship and Vocational Committee, Williamnagar Government College organized a One-day “**Entrepreneurship Awareness Programme (EAP) for Potential Student Entrepreneurs**” on the 27<sup>th</sup> July, 2023 at 11:00 a.m. The need of the hour is to create entrepreneurs instead of job seekers, therefore, initiatives to create and nurture entrepreneurial spirit among students especially with a view to encouraging entrepreneurship is significant for the students of our Institution. Thus, the **Entrepreneurship Awareness Programme (EAP) for Potential Student Entrepreneurs** familiarized various opportunities for students who are seeking to start their own business and encouraged them to venture into creativity and innovation by inculcating an entrepreneurial culture. The EAP also created an awareness among faculties about various facets of entrepreneurship as an alternative career option, thereby highlighting the important role of educators in encouraging the students to pursue such a career option.

The programme was chaired by Dr. Cheri D. D. Sangma, wherein Dr. Antarwell Warjri gave the Welcome Speech, followed by an Address by Smt. Bandakerlin Lyngdoh on the role that the Entrepreneurship and Vocational Committee of the Institution has played in cultivating an entrepreneurship environment in the college. Furthermore, the Keynote address was given by Shri. Rajiv K. Marak, Principal, whereby he highlighted the significance of entrepreneurship and skill development in HEIs. He also emphasized on the role of providing entrepreneurship programmes in Institutions which is also a part of the New Education Policy (NEP 2020).

The Awareness on Entrepreneurship was presented by PRIME Team, Tura on the various aspects of entrepreneurship – from the ideation stage, to pre-incubation, execution of a business idea and incubation stage through PRIME Meghalaya, and scaling of business. The members from PRIME Hub, Tura had also given a detailed elucidation on the various schemes and financial aid that any entrepreneur could avail through PRIME Meghalaya. Thereafter, the entrepreneurial journey of three local entrepreneurs – M/s PM Fish feed founded by Shri. Panseng M Sangma, M/s Hills Product founded by Shri. Dilseng M Sangma, and BN Resin Art founded by Smt. Nikse T Sangma.



PM Sangma Fish Feeds is a startup that manufactures innovative and nutritious fish feed, located in Williamnagar. He started his business with an initial grant from the Dept. of Fisheries, Govt. of Meghalaya in the year 2020. He also participated in various Training Centers in Kota, Rajasthan and Bihar to enhance his skills and knowledge for his business. He joined the Chief Minister's E-Championship challenge 2.0 in 2021 and was awarded as one of the Top 50 Entrepreneurs. Currently, he runs a manufacturing unit from Williamnagar and his products are sold in the entire Garo Hills region as well as in other parts of Meghalaya.

M/s Hills Product manufactures compostable plates and bowls by utilizing the dried leaves of the areca nut palm as well as the leaves of the Shorea Robusta Tree (Sal Tree). The plates and bowls are innovative and environmentally friendly that decompose within a period of one month.

BN Resin Art is an Accessories Brand that specializes in making resin jewelry, wedding accessories and other decorative items. The brand was started due to the lack of any accessories seller in Williamnagar town, therefore, Smt. Nikse T Sangma wanted to produce things with her own hands to meet the needs of the local people. She was also a participant of Cohort 2.0 of PRIME Meghalaya and had received funding support of Rs 50,000 as a Grand award for the Top 50 Entrepreneurs.

From the entrepreneurial journey of the local entrepreneurs, the students were able to gain insight on the significance of entrepreneurship as a viable career opportunity, which would enable them to become job creators instead of job seekers. The programme ended with a vote of thanks given by Smt. Eubina Sungoh.

**Smt. Bandakerlin Lyngdoh** (*Asst. Professor*)  
*Member*

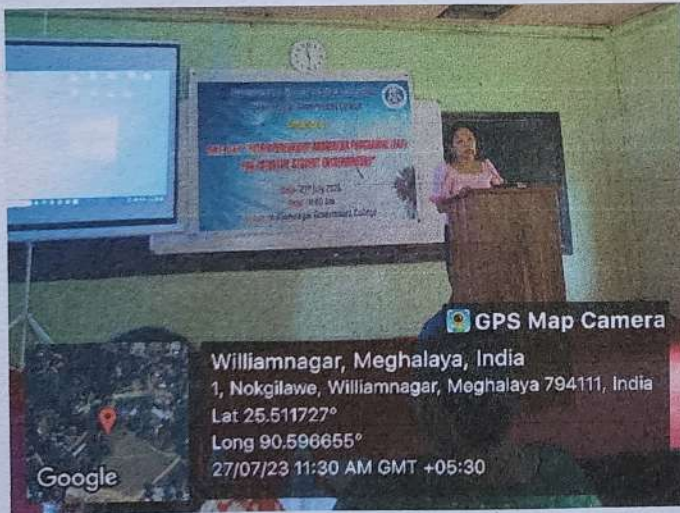
Entrepreneurship and Vocational Committee  
Williamnagar Government College

**Asstt Professor**  
**Williamnagar Govt. College**  
**East Garo Hills, Meghalaya**

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Principal  
Williamnagar Govt. College  
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Photographs



  
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GPS Map Camera



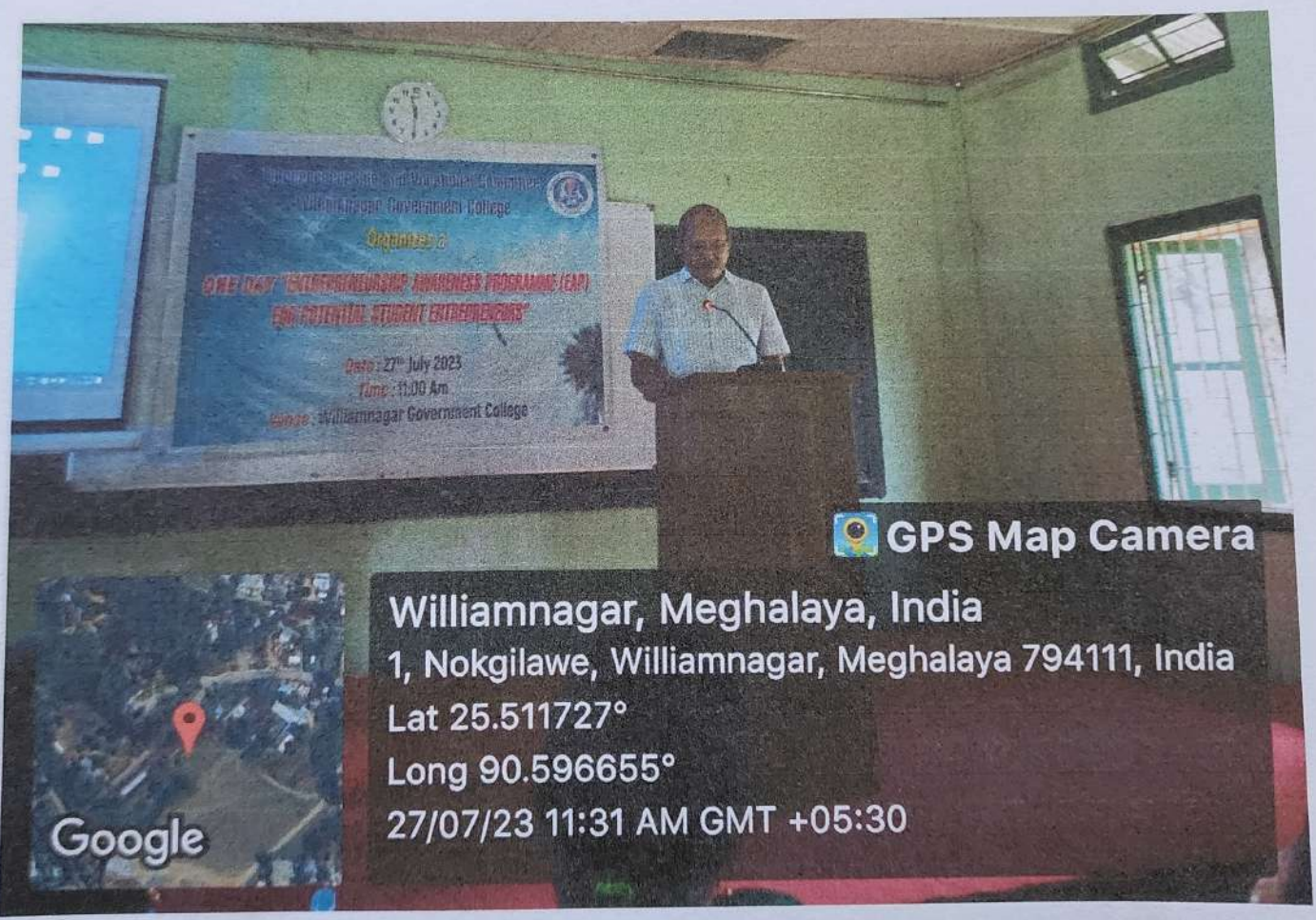
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