



# Report on

# Panel Discussion on Rural Entrepreneurship



Organized by

## E-Cell Williamnagar Government College

On the 24<sup>th</sup> September, 2024









Rural entrepreneurship is increasingly recognized as a crucial driver of economic growth and sustainable development. By harnessing local resources, fostering innovation, and creating job opportunities, rural entrepreneurship can help reduce poverty, enhance social inclusion, and promote balanced regional development. In light of these considerations, this "Panel Discussion on Rural Entrepreneurship" aimed to engage students of the college in understanding the significance of rural entrepreneurship and exploring ways to support and nurture entrepreneurial initiatives in rural areas.

The primary objectives of the workshop are:

- (i) To introduce students to the concept of rural entrepreneurship and its role in economic development.
- (ii) To discuss the challenges and opportunities in rural entrepreneurship, particularly in the context of Meghalaya.
- (iii) To inspire and motivate students to consider rural entrepreneurship as a viable career option.
- (iv)To provide a platform for interaction between students, academicians, entrepreneurs, and PRIME Meghalaya.
- (v) To identify potential areas for innovation and entrepreneurship in rural settings.

The workshop was structured around a panel discussion format, ensuring an interactive and dynamic exchange of ideas. A total of **100 students participated** in the Workshop. The key components of the workshop included:

### Inaugural Session:

A brief introduction to the workshop's theme and objectives were given by Smt. Bandakerlin Lyngdoh (*Coordinator E-Cell, WGC*), followed by a keynote address given by Shri. Rajiv K Marak (*Principal, Williamnagar Government College*) on the importance of rural entrepreneurship in today's economy.

#### **Panel Discussion**:

The core of the workshop was a panel discussion featuring diverse experts who are representatives from government agencies (i) Shri. Nathaniel Kharkongor *(Senior Manager; MBMA)* (ii) Smt. Ansoa D N Arengh *(MTA, Meghalaya State Skill Development Society* 









(MSSDS) East Garo Hills) (iii) Shri. Chiontim Karam B Sangma (Functional Manager, DCIC Williamnagar).

The experts spoke on various aspects of rural entrepreneurship and highlighted the landscape of rural entrepreneurship in Meghalaya. An overview of the current state of rural entrepreneurship was emphasized, focusing on success stories, challenges, and emerging trends in rural entrepreneurship. Further, key obstacles were identified such as access to finance, infrastructure deficits, skill gaps, and cultural factors. The role of government policies, financial institutions, and other support mechanisms in fostering rural entrepreneurship were thoroughly discussed by all three resource persons with special reference to the schemes and grants that entrepreneurs could avail from their respective government department. Likewise, experts explored how technology can bridge gaps and enable rural entrepreneurs to scale their businesses. Thus, the panel discussion also highlighted on the sustainability and social impact of rural entrepreneurship by engaging students to understand the social and environmental impacts of rural entrepreneurship and how it can contribute to sustainable development.

#### **Q&A** Session:

An interactive session took place where student participants posed questions to the panelists and sought advice on specific aspects of rural entrepreneurship.

#### **Closing Session: The Way Forward**

The workshop concluded with a closing remark from Dr. Antarwell Warjri *(Member; Entrepreneur & Vocation Committee, WGC)* who summarized the key takeaways of the day. Dr. Antarwell highlighted that a comprehensive understanding of rural entrepreneurship has a potential impact on rural development and encouraged students to explore entrepreneurship as a career path.

Therefore, the "Panel Discussion on Rural Entrepreneurship" aimed to create a platform for learning, dialogue, and inspiration and it provided students of the college with the opportunity to explore the potential of entrepreneurship in rural areas and engage with experts who are driving change in this field. By fostering a deeper understanding of rural entrepreneurship, the workshop contributed to shaping the next generation of entrepreneurs committed to sustainable and inclusive growth.

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Smt. Bandakerlin Lyngdoh (Asst. Professor) Coordinator E-Cell Williamnagar Government College

> Asstt Professor Williamnagar Govt, College East Garo Hills, Meghalaya









### **PHOTOGRAPHS**































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	Panel Discussion on Rural Entrepreneurship on the 24 <sup>th</sup> September, 2024.				
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