

## **AWARENESS PROGRAM ON ENABLING ENTREPRENEURSHIP THROUGH ACADEMIA AT DON BOSCO COLLEGE, TURA**

**August 29, 2023:** The awareness program on “Enabling Entrepreneurship Through Academia” was organized by BIRAC’s BioNEST Bio-Incubator (B3I) Facility, NEHU, Tura Campus, in collaboration of Don Bosco College (DBC), Tura on August 29, 2023, at the Don Bosco College of Teacher Education, Tura. The program sought to inspire students to cultivate innovative ideas, equip them with the skills necessary for effective idea presentation and grant application.

The event commenced with a warm welcome address from Fr. Bivan Rodrigues Mukhim, the Principal of Don Bosco College, Tura addressing the gathering of 150 undergraduate students from Science, Commerce, and Arts streams. Fr. Mukhim emphasized the evolving employment landscape, scarcity of traditional “white-collar jobs” in organised sectors and the growing need for students to recognize the potential of entrepreneurship as a career path.

The program unfolded in two informative sessions, each conducted by the B3I Team from NEHU Tura Campus. The first session titled, "YOU CAN ALSO BE AN ENTREPRENEUR: LET US LEARN HOW?" explored the core concepts of entrepreneurship, emphasizing the entrepreneurial mindset and the challenges associated with it. Additionally, the B3I Team provided a step-by-step roadmap of entrepreneurship, from idea generation to business launch. Real-world examples and interactive discussions engaged students and ignited their curiosity and enthusiasm.

The second session, "A STEP AHEAD – DETAILED GUIDELINE FOR IDEA GENERATION & PRESENTATION," included a virtual tour of the B3I facility and an in-depth exploration of its infrastructure, handholding programs, accomplishments, available facilities, and activities aimed at promoting entrepreneurship. The session also guided students through the process of developing innovative business ideas and effectively presenting them. Both sessions were highly engaging, fostering stimulating discussions and thoughtful questions that contributed to a dynamic and enriching learning environment.

The event concluded with a Vote of Thanks delivered by Sir Namsang K. Marak, Assistant Professor from the Department of Commerce at Don Bosco College. He expressed gratitude to the B3I Team from NEHU Tura Campus for their enlightening sessions, and extended his appreciation to all the participants for their active involvement. In summary, the program

provided an exceptional and insightful experience for all those in attendance, equipping them with valuable knowledge and inspiration for potential entrepreneurial ventures.

*Fig. Snapshots from the awareness program at Don Bosco College, Tura.*

