

AWARENESS PROGRAM ON ENABLING ENTREPRENEURSHIP THROUGH ACADEMIA AT TURA GOVERNMENT COLLEGE

August 30, 2023: On August 30, 2023, an enlightening one-day sensitization event titled "Enabling Entrepreneurship through Academia" took place at Tura Government College (TGC). This collaborative endeavor was organized jointly by the BIRAC's BioNEST Bioincubator (B3I) Facility and the Department of Botany of TGC, Tura. The central theme of the event was "You Can also be an Entrepreneur, Let Us Learn How," and it successfully drew an audience of approximately 180 fifth-semester undergraduate students spanning across Arts, Commerce, and Science streams, along with their esteemed faculty members.

The event was expertly hosted by Mr. Aloster Nongrum, a faculty member from the Department of Botany at TGC. The program commenced with a warm welcome speech by Mrs. Noda Merrie R Marak, the Head of the Department of Botany, who inspired and motivated both students and participants to explore the opportunities that entrepreneurship offers as a viable career path.

Following this, Mr. Terrence D Marak, the Principal of TGC, shared an opening remark underscoring the significance of entrepreneurship, particularly in the current scenario where government job opportunities are becoming increasingly saturated. He encouraged participants to become change-makers in society.

The event unfolded through two informative sessions, each meticulously conducted by the B3I Team from NEHU Tura Campus. The first session, titled "YOU CAN ALSO BE AN ENTREPRENEUR: LET US LEARN HOW?" delved into the fundamental concepts of entrepreneurship. The narrators from B3I Team provided invaluable insights into cultivating an entrepreneurial mindset and addressing the challenges that come with it. Furthermore, the team guided participants through the step-by-step process of entrepreneurship, from generating innovative ideas to launching a business. Real-world examples and interactive discussions were used to expose students to various facets of entrepreneurship, sparking their curiosity and enthusiasm.

The second session, titled "A STEP AHEAD – DETAILED GUIDELINE FOR IDEA GENERATION & PRESENTATION," further extended the students' understanding. The B3I Team from NEHU Tura Campus introduced the students to the B3I facility, its infrastructure, the support programs offered to entrepreneurs, activities that promote entrepreneurship, and the facility's positive impact. The session then empowered students with practical tools for brainstorming innovative business ideas and presenting them effectively. It aimed to provide students with the skills to generate, validate, and persuasively communicate their entrepreneurial visions. The sessions were highly engaging, fostering stimulating discussions, thoughtful questions, and a vibrant learning environment. The event came to a close with a Vote of Thanks, graciously delivered by Dr. Shabaree Yasmee A. Sangma, a Selection Grade Lecturer from the Department of Botany at TGC. She expressed profound gratitude to the B3I Team from NEHU Tura Campus for their enlightening sessions, as well as to the faculties, students, and all individuals who contributed directly or indirectly to the program's resounding success. In summary, it was a remarkable and enriching experience for all involved.



Fig. Snapshots from the awareness program at Tura Government College.