

**REPORT ON**  
**ENTREPRENEURSHIP DEVELOPMENT PROGRAMME (EDP) PHASE 1**  
**28<sup>TH</sup> OCTOBER-2<sup>ND</sup> NOVEMBER 2024**  
**Entrepreneurship Development Centre (EDC) NEHU, Shillong**

The Entrepreneurship Development Programme (EDP) Phase 1 was conducted from 28<sup>th</sup> October to 2<sup>nd</sup> November 2024, aimed at fostering entrepreneurial skills, innovation and mindsets among participants. Around 15 participants attended this bootcamp selected from the different Entrepreneurship Awareness Programmes (EAP) conducted over three phases from August to September, 2024. Over the course of the programme, several resource persons, comprising of industry experts, academicians, and successful entrepreneurs, delivered engaging sessions, with some attending in person and others utilizing online platforms for wider accessibility. These sessions covered a wide array of topics, including business ideation, market research, funding strategies, leadership development, and operations management. Participants actively contributed through Q&A sessions, group discussions, and hands-on exercises, demonstrating high levels of engagement and curiosity. The programme effectively balanced the advantages of physical and virtual interactions, creating a dynamic and flexible learning environment. Feedback from participants highlighted the programme's practical insights, structured approach, and ability to inspire confidence in taking entrepreneurial steps. Overall, the EDP Phase 1 laid a strong foundation for future entrepreneurial endeavors, setting a positive precedent for subsequent phases and continued support for participants' journeys. The participants were taught about ideation, developing a successful business plans, market dynamics and challenges with discussions possible sources of funding to make the business viable and sustainable in the near future. They were also apprised regarding different incubation phases and how they need to pitch their business ideas in the next round to experts.

## **Programme Details**

The Entrepreneurship Development Programme (EDP) Phase 1 was structured to provide participants with both theoretical and practical knowledge through interactive sessions led by industry experts and accomplished professionals. Among the key highlights, Mr. Jefferson Rani, Mr. Iaidonlang Rumnong, and Ms. Lakynti Marbaniang from Prime Hub, Govt. of Meghalaya, Shillong, held engaging sessions where they addressed participants' doubts and queries, offering actionable guidance on navigating their entrepreneurial journeys. Professor Dinesh Bhatia, Project Leader, EDC, NEHU, the convener and host of the bootcamp, led sessions on the legal and regulatory aspects of business, providing participants with crucial insights into compliance and governance. He was joined by Trailukya Dutta, Director of TPPL India, who further enriched the sessions

with his expertise. Mr. Pranab Kumar Sarma and Mr. Himanshu Barman, from IIE, Guwahati conducted an online session with the participants conveying the underlying theme and objectives of the bootcamp and overall criteria set for the selection process in next round.

The programme featured Mr. Raghuveer Kovuru, Chief Innovation Officer at Innokraft Consulting, Hyderabad who focused on helping participants understand the deeper purpose of business and aligning it with their entrepreneurial goals. Mr. Siddharth Das, the founder of RUNO FRESH, shared his personal entrepreneurial journey, offering valuable lessons from his experiences and providing individual feedback to participants to help them refine their ideas for better profitability and scalability. Other resource persons contributed significantly by sharing key insights, practical tools, and strategies to add value to participants' business ventures. This immersive five-day bootcamp was marked by vibrant discussions, personalized mentorship, and practical guidance, leaving participants better equipped to tackle challenges in their entrepreneurial pursuits. The programme was widely appreciated and deemed a resounding success, reflecting its impactful design and execution.

## **Conclusion**

The Entrepreneurship Development Programme (EDP) Phase 1 concluded as a transformative and empowering experience for all involved, successfully achieving its objectives of fostering entrepreneurial skills, confidence, and readiness among participants. Over the course of five days, the programme provided a comprehensive platform where participants could interact with experienced resource persons, receive personalized guidance, and gain practical insights into various aspects of business development. The valuable mentorship from industry leaders and experts such as Mr. Jefferson Rani, Mr. Iaidonlang Rumnong, Ms. Lakynti Marbaniang, Professor Dinesh Bhatia, Trailukya Dutta, Mr. Raghuveer Kovuru, Mr. Pranab Kumar Sarma, Mr. Himanshu Barman and Mr. Siddharth Das, among others, not only clarified participants' doubts but also equipped them with actionable strategies for business growth and sustainability.

The interactive nature of the sessions, coupled with the diversity of topics covered, ensured that participants left the programme with a deeper understanding of entrepreneurship and the tools to navigate its challenges effectively. The mix of theoretical knowledge and real-world applications enabled participants to refine their ideas and approach their ventures with renewed clarity and purpose.

By the end of the bootcamp, participants expressed their gratitude for the rich learning experience, the constructive feedback received, and the connections built during the

programme. The EDP Phase 1 proved to be a well-rounded initiative that successfully set the stage for the participants' entrepreneurial journeys, leaving a lasting impact and reinforcing the importance of such developmental programmes in creating a robust ecosystem for budding entrepreneurs.

Few photographs of the event are as follows:-





