

REPORT ON ENTREPRENEURSHIP DEVELOPMENT PROGRAMME(EDP)PHASE 3

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Entrepreneurship Development Centre(EDC)NEHU,Shillong

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Overview of the Entrepreneurship Development Programme (EDP) Phase 3

The **Entrepreneurship Development Programme (EDP) - Phase 3** brought together resource persons from diverse professions and industries, including established entrepreneurs, experts from **Prime Hub, Shillong**, and representatives from the **Indian Institute of Entrepreneurship (IIE), Guwahati**, and professors from various institutes. These experts provided valuable insights, mentorship, and industry-specific training to the shortlisted **participants**. The programme focused on advanced business training, covering critical aspects such as financial management, marketing strategies, business planning, and operational sustainability. Through interactive workshops, real-world case studies, and mentorship sessions, participants gained hands-on experience in problem-solving and business execution. Additionally, pitching and feedback sessions helped refine their entrepreneurial ideas, making Phase 3 a crucial step in their journey toward successful business ventures.

The programme was designed to equip aspiring entrepreneurs with the necessary skills, knowledge, and mentorship to refine their business ideas and enhance their entrepreneurial capabilities. Building on the foundation laid in the previous phases, this phase provided participants with advanced training, expert guidance, and networking opportunities. With the involvement of experienced resource persons from various industries, academic institutions, and entrepreneurship development organizations, the programme aimed to bridge the gap between theoretical knowledge and practical business execution. Through interactive sessions, workshops, and mentorship, participants were empowered to navigate the challenges of entrepreneurship and take their ventures to the next level.

The programme provided an enriching learning experience, equipping them with the knowledge and practical insights necessary for launching and sustaining their ventures. The sessions conducted by **Chenmiki Laloo, Lakynti Marbaniang, Siddharth Das, Dr. Laxmi Rao, Mr. Trailukya Dutta and Bankitlang Nongbri** were particularly impactful, as they introduced participants to various **government schemes and financial support options provided by the Government**. These sessions helped attendees understand how they could leverage existing resources to kickstart and expand their businesses.

Beyond theoretical knowledge, the resource persons also engaged the participants in **practical demonstrations** on how to establish and manage a business from scratch. They shared real-life entrepreneurial journeys, illustrating the challenges faced in the initial stages and the strategies to overcome them. The sessions were designed to be highly interactive, with **regular question-and-answer segments and open discussions**, allowing participants to seek clarification and share their perspectives on business development.

A significant highlight of the programme was the **business idea presentation sessions**, where participants had the opportunity to showcase their **innovative business concepts and presentation skills**. These sessions not only built their confidence but also helped refine their pitching abilities through expert feedback. The interactive nature of these presentations fostered creativity and encouraged participants to think critically about their entrepreneurial pursuits.

Throughout the five-day event, the programme maintained an engaging and collaborative environment, where participants not only gained valuable insights from industry experts but also networked with fellow entrepreneurs. The structured learning, combined with hands-on exercises and real-world applications, made **EDP Phase 3 a transformative experience**. It empowered participants with the **knowledge, resources, and confidence** to take their business ideas forward and navigate the entrepreneurial ecosystem successfully.

The event proved to be an enriching and impactful experience for all participants, providing them with **invaluable knowledge, hands-on learning, and expert mentorship**. The sessions conducted by experienced resource persons equipped them with essential insights into **government schemes, business development strategies, and financial planning**, while interactive discussions and Q&A sessions encouraged deeper engagement and learning. The opportunity to **showcase their business ideas through presentations** further strengthened their confidence and critical thinking skills.

A significant highlight of the programme was the visit by **Mr. Pranab Sharma and Mr. Himanshu Barman** from the **Indian Institute of Entrepreneurship (IIE), Guwahati**, who physically attended the sessions and **interacted with the participants**. Their **guidance and personalized advice** provided clarity on various aspects of entrepreneurship, helping participants refine their business strategies. Additionally, their presence facilitated valuable **networking opportunities**, allowing participants to build professional connections that could benefit their entrepreneurial journeys in the future.

Overall, **EDP Phase 3 was a transformative experience**, offering a well-rounded approach to entrepreneurship through expert mentorship, hands-on training, and exposure to real-world business scenarios. The programme not only enhanced the **skills and confidence of participants** but also **paved the way for future collaborations and business growth**, ensuring that they are better prepared to navigate the challenges of the entrepreneurial landscape.





