



SAO CHANG COLLEGE TUENSANG, NAGALAND

ENTREPRENEURSHIP DEVELOPMENT CENTRE

REPORTS OF FIVE DAYS FACULTY DEVELOPMENT PROGRAMME

The Sao Chang College, Tuensang conducted a Five Days Faculty Development Programme (FDP) on **Entrepreneurship** from 19th to 23rd February 2024 under the project “Establish, Develop and Manage Entrepreneurship Development Centre (EDC) and Incubation Centre(IC) in the Educational Institute of North Eastern Region” sponsored by North Eastern Council (NEC), Shillong, Government of India. The Programme was organized by Entrepreneurship Development Centre, Sao Chang College. The nodal agency of this project is Indian Institute of Entrepreneurship (IIE), Guwahati.

During the Inaugural session, Dr. Lanurenla, Principal, Sao Chang College delivered the welcome note and briefed about the importance of organizing this Five Days Faculty Development Programme.

It was followed by the 1st technical session of Day 1 with resource person Mr. Lemkhaba, Assistant Professor, Department of Education, Sao Chang College who gave a talk on the topic “**Introduction to Entrepreneurship**” where he emphasized the role of Entrepreneurship in Economic Development. In the second technical session, Ms. A Alemla, Local Entrepreneur, Tuensang delivered a talk on the topic “**Success story of Local Entrepreneurs**”. In the third technical session, the resource person Ms Tongpangkokla Chang, Assistant Professor & Head, Department of Botany, Sao Chang College gave a talk on the topic “**Leadership and Team Building**” where she highlighted about the various types of Leadership and stages involved in building a good team.

On day-2, In the 1st technical session, Mr. Chongshen Chang, Director, Eleutheros Christian Society (ECS) and Mr. Samuel I Chang, a member of ECS enlightened the participants about the **ECS’s role in the field of Entrepreneurship** and also talked about the **Development of Business Model** respectively. In the second technical session, Mr. Vishak, Member of ECS gave a presentation on the topic “**Market Research and Analysis**” where he talked about the 4P’s of marketing- Product, Price, Placement and Promotion. He also enlightened about the types of businesses such as Business to Business (B2B), Business to Consumer (B2C) and Business to Institution (B2I) and talked about the market segmentation which includes Geographic, Demographic, Psychographic and Behavioral. During third technical session, Ms. Yimtsusangla Issar, Advocate, talked on the topic “**Legal and Regulatory Aspects of Business**” where She enlightened about the legal responsibilities to comply for Startups. In the third technical session, Mr. Dipak Nath, Assistant Professor & HOD, Department of Physics, Sao Chang College gave a presentation on the topic “**Intellectual Property Rights**”. He talked about the different types of IPR such as Patents, Copyrights, Trademarks, Trade secrets, Geographical Indication and the importance of protecting the Intellectual Property through IPR.

On day-3 , in the first technical session, Mr. Sarei Muinao, LDM, LBO, SBI Tuensang gave a presentation on the topic “**Understanding the Entrepreneurial Support System with reference**

to **Systematic government schemes**” where he talked about the Entrepreneurial Support Systems including Public and Private system of stimulation, Support and Sustainability of Entrepreneurship, Financial and Non-Financial Support systems. He also talked about the role of Entrepreneur associations and Incubators and the reference to Systematic Government Schemes such as Atal Innovation Mission (AIM), Multiplier Grant Scheme (MGS), Startup India Initiative, etc. During second technical session, Mr. Tsiachitho Kajiri, Assistant Branch Head, Northeast Small Finance Bank gave a talk on the topic **“Financial Statements”**. In the third final technical session, Ms. Nungsangtola, Assistant professor, Department of Physics, Sao Chang College delivered a presentation on the topic **“Marketing and Sales”** where She discussed some key strategies to boost business and drive sales which include building a strong brand, content marketing, social media marketing, etc.

On Day-4, In the first technical session, Mr. Sangmei Choba, Director of Digital Morung, Tuensang gave a presentation on the topic **“Technology Infusion and Emerging Enterprise Development”**. During his presentation, he discussed about the Emerging Technology Development Enterprise including AI and Machine Learning, IoT, Blockchain Technology, etc and talked about the impact of technology infusion on enterprise operations. The second technical session Ms. Toninaro, Assistant Professor Department of Sociology, Sao Chang College spoke on the topic **“Pitching and Presentation Skills”**. She talked about the various ways for a successful pitching or presentation which includes- creating a FOMO (Fear Of Missing Out), understanding your audience, crafting a story, visual aids and presentation tools, etc. In the third technical session, Ms. Rangbenkumla, Assistant Professor, Department of EVS, Sao Chang College talked on the topic **“Networking and Relationship Building”** where she talked about the importance of networking and why it matters in business. She also highlighted about the strategies for developing authentic connections and the benefits of networking and relationship skills.

On Day-5, In the first technical session, Mr. P. Chingmak Chang, President Local Entrepreneurs Association, Tuensang (LEAT), delivered a presentation on the topic **“Entrepreneurial Scope and Opportunities in NER”** where he discussed about the SWOT analysis and its importance in various fields. He also shared about the potential and opportunities in relation to Tuensang district citing business examples of honey, coffee, millets, etc. In the second technical session, Dr. Yelhi Vero, Assistant Professor, Department of Economics, Dimapur Government College talked on the topic **“Import and Export procedure”**. He gave a brief account on the Economic Policies of India and talked about the procedures for Import and Export techniques. He also highlighted on Foreign Trade Policies which regulate the imports and exports. In the third technical session, Mr. Mudang Khiamniungan, Assistant Professor, Department of Education, Sao Chang College delivered a presentation on the topic **“Social Responsibility and Ethics”** where he discussed about the social responsibility in business, the various kinds and the needs for social responsibility of business. He also highlighted about the Business Ethics and the elements.

The five days FDP programme witnessed active participation and interaction between the resource persons and the participants as the sessions kept the participants engaged with practical exercises and lively discussions. All together 15 participants from different institutes of Tuensang Town took part in this programme. The Five days long Faculty Development Programme was successfully concluded with a Valedictory Session which was chaired by Mr. Dipak Nath, Advisory Board Member EDC, Sao Chang College and brief report of the programme was given by EDC Coordinator Ms. A Chubasangla Chang. Mr. Longtichang Tzudir, Vice Principal, Sao Chang

College delivered a short valedictory speech. Certificates of participation were given to all the participants during the valedictory programme. The programme concluded with a vote of thanks by Mr. Mantok Konyak, Advisory Board Member, Entrepreneurship Development Centre, Sao Chang College, Tuensang, Nagaland.



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ON ENTREPRENEURSHIP**

Under the Project
"Establish, Develop and Manage Entrepreneurship Development Centre (EDC)
and Incubation Centre(IC) in the Educational Institute of North Eastern Region"

Sponsored by
North Eastern Council (NEC), Shillong, Government of India.
Nodal Agency : Indian Institute of Entrepreneurship (IIE), Guwahati.

Organized By
Entrepreneurship Development Centre, Sao Chang College, Tuensang, Nagaland
19-02-2024 to 23-02-2024 @10 AM onwards
Venue : Smart Classroom, Sao Chang College, Tuensang, Nagaland



Government of Nagaland
Office of the Principal, Sao Chang College
Tuensang, Nagaland
Email: scotspdl@gmail.com

NO.SCO-TSG/ADMIN-9A/COR/2023-24/____ 2024 Dated, Tuensang, the 16th February

To,
Ms Yimtsusangla Issar
Advocate, Tuensang, Nagaland

Date: 16th February 2024
Sub: - **Letter of invitation as Resource Person**

Madam,

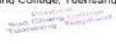
I am pleased to inform that Five Days Faculty Development Programme on "Entrepreneurship" is to be organized by Entrepreneurship Development Centre, Sao Chang College, Tuensang, Nagaland. The date for this FDP is scheduled to be held from 19th February 2024 to 23rd February 2024.

Being an eminent scholar and expert in this field, we feel humbled and honoured to invite you as a Resource person on 20th February 2024 and believe that your expertise on this topic will benefit the participants immensely.

Your gracious presence shall be positively anticipated.

With warm regards,


(Dr. Lamurenla)
Principal
Sao Chang College, Tuensang, Nagaland



Authenticated


Principal
Sao Chang College
Tuensang : Nagaland

