

TUESDAY, MARCH 18, 2025

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strengthening their business

The media features the par-

present among others.

programme.

Management development programme concludes

STAFF REPORTER

GUWAHATI, March 17: The Institution Innovation Council (IIC), Dispur College in association with the Indian Institute of Entrepreneurship (IIE), Guwahati organized a five-day management development programme for undergraduate students from March 8 to 13.

According to a press release, the programme, held at the LNB conference hall

of the college, aimed to equip final-year students of arts and commerce with essential skills and knowledge in entrepreneurship, including changing mindset for entrepreneurship; understanding market types, financial and working capital; developing leadership qualities and risk-taking behaviour; branding, packaging, and legal compliance in business; digital marketing and policy support for MSMEs; skilling and startup

activities.

Resource persons from IIE, Guwahati, ASDM, industrialists, DICC, government officials, and faculties shared their expertise with the participants.

A total of 25 students from the final year of arts and commerce streams attended the training programme which was coordinated by Dr Himangshu Kalita, along with the innovation ambassador of the college.

In the valedictory session, Dr Navajyoti Borah, principal of Dispur College, emphasized the importance of such training programmes in conjunction with regular classes. Participants shared their feedback, expressing that the sessions were informative, interesting, and provided valuable insights into business and entrepreneurship. Certificates were distributed among the participants.