

B.Voc (Retail Management & IT) Department

WEBINAR REPORT



National Webinar on "Entrepreneurship: Ground Zero Stories"
Organised by Department of Vocation, Modern College, Kohima

RESOURCE PERSON



Mr. Deep Jyoti Gurung
Assistant Professor
Department of Commerce
CIRIST (Deemed to be University), Bengaluru

7th November 2020 (Saturday)
Time: 1 PM to 2 PM
Mode: Google Meet

Webinar Address: Ms. Nukchala Hamir HoD, Dept. of Vocation Modern College, Kohima	Moderator: Mr. Indrajit Gurung Alumni (Batch 2020) Modern College, Kohima
Registration Link: https://forms.gle/GzDMoiGDDxWge2V38	
Modern College, Kohima, Nagaland	Email: admission@mccl.ac.in
Contact: +91 97748 93794	Website: www.mccl.ac.in

Department of B.voc had organized a national webinar on 7th November 2020 on the topic "Entrepreneurship : Ground Zero Studies" The speaker for the webinar was Mr. Deep Jyoti Gurung, Assistant Professor from the Department of Commerce, Christ University, Bengaluru.

The webinar was chaired by Mr Roshan Pradhan, Alumini (Batch 2020), while the welcome address was delivered by Ms. Nukchala Hamir, HoD.

Mr.Deep Tyoti Gurung highlighted the key problems/challenges faced by the youth today are:

- i. Unemployment
- ii. Huge population under poverty line, especially in rural areas.
- iii. High dependency on government jobs.
- iv. Poor monthly per capita income of the NorthEast region.
- v. Reliance on agrarian economy.
- vi. Poor industrial base.
- vii. Lack of infrastructure.
- viii. Political insurgency.
- ix. Violence.

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Principal
Modern College
Kohima

- x. Insufficient funds.
- xi. Lack of alternative means of transport.
- xii. Marketing limitations permit period, boundary issues.

To overcome the challenges the speaker emphasized on the need to think differently and to be creative to do something useful and good other than just depending on government jobs and government funds. He cited that many of the successful entrepreneurs who had clawed their way to the top took advantage of the massive opportunities around them besides fighting off the risks and challenges associated with start-ups. So he said that if one look around there will be always means to bridge the gap.

He substantiated his points and give examples of two real success stories in the North East region from the state of Arunachal Pradesh and Assam respectively. The first was about running a successful community based social enterprise from a small tribe of Arunachal Pradesh called "Sherdukpen" community. The community is predominantly Buddhist and the people are mostly dependent on agriculture. The place is blessed with scenic beauty, Buddhist monasteries and archaeological sites. This gives the place a potential to be a destination for rural tourism and adventure tourism. With a vision to develop the community, a group of village started developing tourism promotion strategy without any external assistance. The organization is known as *Garung Thuk*. These youths are from various educational background and some of them are working in various organizations. However, they share the same vision to develop their community through tourism. The strategy is to promote tourism in the village by developing attractive tourist package such as home-stay, local museum, trekking, sight-seeing etc. Many villagers have come forward to support the youths in making the vision successful. Their effort and good work has now been recognized and acknowledged by the Chief Minister of Arunachal Pradesh that they have become role model of every community who wish to be self-reliant.

The second story is a case study on the social entrepreneur named Ashish Phukan who had refurbished and revamped the Diphlu River Lodge (DRL), a luxury accommodation facility in Kaziranga National Park in Assam that was build in 1970 by his father. He did not convert into building and did not change much but just marketed into different way the same hut, the same place. He had emphasized more on the real life experience in the midst of the wild life. Sensing to tap into the need of people who have interest to be part of the nature, the Dikhu River Lodge(DLR) offers luxury accommodation and experience and is on the top amongst wildlife resorts as per the reviews online. The lodge also takes pride in hosting the British Royals The Duke and Duchess of Cambridge (Prince William and Kate Middleton who stayed at Dikhu River Lodge on 30th April 2016 on their state visit to India.

Mr. Deep Jyoti Gurung conclude his talk by mentioning that one cannot wait for somebody to do miraculous change it has from within. It is not impossible for one to be a successful entrepreneur even though one is in a remotest village. You still can do it, the only thing is that start looking into the glass as neither half empty as neither half full. It is full if one understands and have look it from a positive perspective.

Vitai
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Kohima

The presentation was followed with a series of questions from the audience. Altogether, 132 participants attended the webinar.

Nukchala Jamir
B.Voc (HoD)

Vitsoi
Principal
Modern College
Kohima