

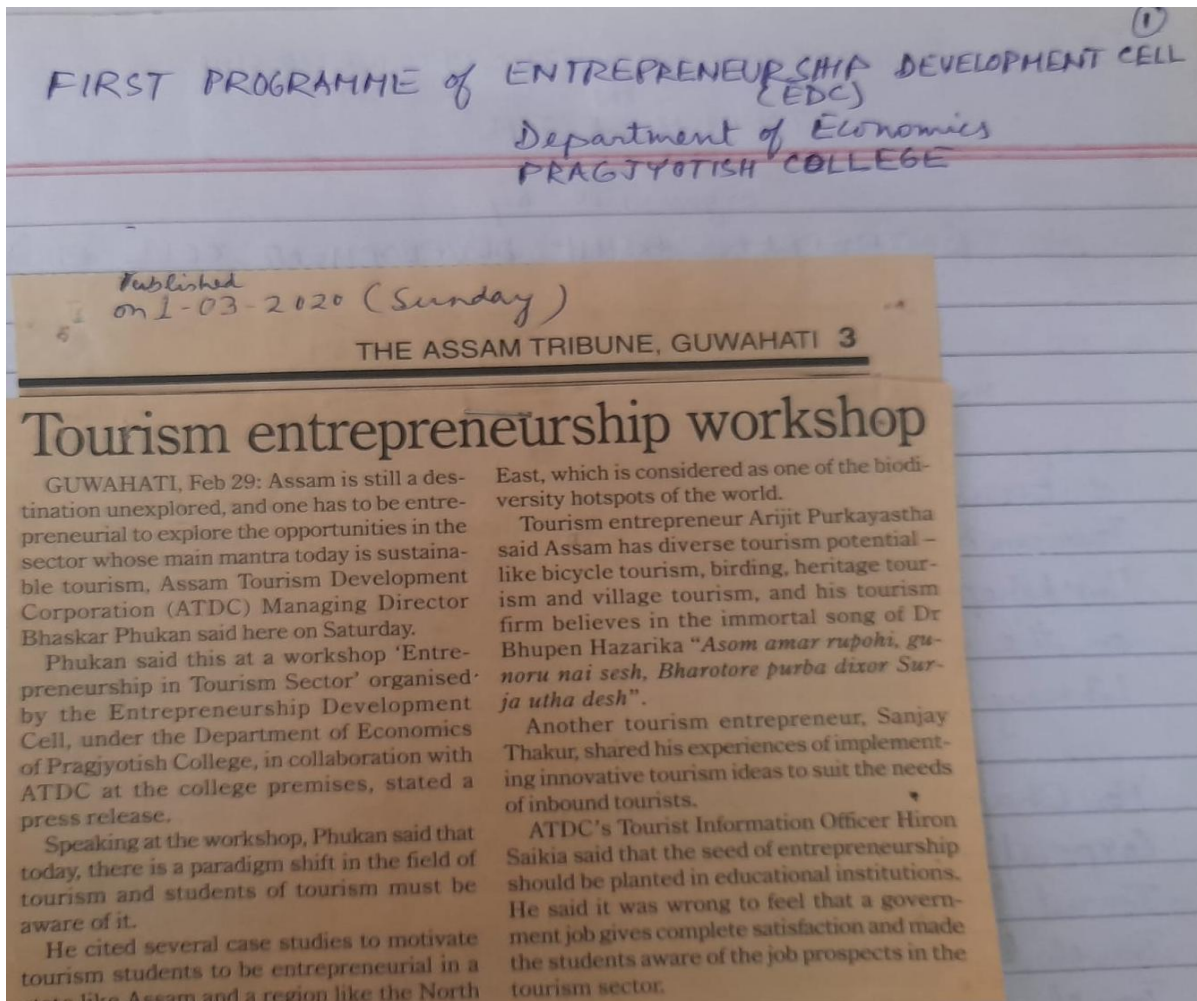
MoU between Indian Institute of Entrepreneurship and Pragjyotish College

Name of the Activity: Training

Venue: Pragjyotish College

Report of the Activity

A workshop organized by Entrepreneurship Development Cell (EDC), Department of Economics, Pragjyotish College in collaboration with MTM, Pragjyotish College on the topic of “Entrepreneurship in Tourism Sector” on 29.02.2020. The resource person of the workshop were Mr. Bhaskar Phukan, Managing Director, Assam Tourism Development Corporation and the keynote speaker- Mr. HIRAK Saikia, Tourist Information officer, Mr. Avijit Purkayastha of Koyeli Tours and Travels Ltd Guwahati and the Sanjay Thakur of H/S East India Travel Co. Guwahati.



A detailed description of the event is given below

'WORKSHOP ON ENTREPRENEURSHIP 'IN TOURISM SECTOR'

organised by
ENTREPRENEURSHIP DEVELOPMENT CELL (EDC)
DEPARTMENT OF ECONOMICS
PRAGJYOTISH COLLEGE

in collaboration with MTM, Pragjyotish College

The Entrepreneurship Development Cell (EDC), Department of Economics, Pragjyotish College in collaboration with Masters of Tourism Management (MTM) Department organised a one-day 'Workshop on Entrepreneurship in Tourism Sector' at the Seminar Hall, on the first floor of the Pandit Tirtha Nath Sarma Memorial Library on 29th February, 2020 at 11am.

The resource persons of the workshop were Mrs Bhaskar Phukan, Managing Director, Assam Tourism Development Corporation (ATDC) - the keynote speaker, Mr Hiron Saikia - Tourist Information Officer, Mr Arijit Farkayastha of Koyeli Tours & Travels (P), Ltd Guwahati and Mr Sanjay Thakur of H/S East India Travel, Co., Guwahati. Both Mr Farkayastha and Mr Thakur are tourism entrepreneurs.

The participating students were post graduate students of MTM and undergraduate major students of Economics.

Atanu Kr Chowdhury, the Coordinator of EDC welcoming the distinguished resource persons and participating students, spoke about the objectives of the workshop. He stated that being entrepreneurial, other than looking for a job, is a prime requirement of today's students studying in any stream especially the MTM students.

Bhaskar Phukan, the MD of ATDC in his keynote address stated that "Assam is still a destination unexplored, and one has to be entrepreneurial to explore the opportunities in the sector whose main 'mantra' today is sustainable tourism". Phukan further stated "Today, there is a paradigm shift in the field of tourism and students of tourism must be aware of it". He cited several case studies to motivate tourism students to be entrepreneurial in a state like Assam and a region like the North East, which is considered as one of the biodiversity

29th February, 2020

(3)

hotspots of the world. Mr Phukan made a significant statement that 'tourism as a platform can be used to fulfil Sustainable Development Goals (SDGs)' and Government's policy is directed towards sustainable tourism.

Speaking next, tourism entrepreneur Arijit Purkayastha said Assam has diverse tourism potential — like bicycle tourism, birding, heritage tourism and village tourism. He called upon the students to explore the potentiality of the diverse sectors of tourism and be entrepreneurial. He further stated that his tourism firm believes in the immortal song of 'Bharat Ratna' Dr Bhuben Hazarika "Asom amar rupohi, gunoru nai sesh, Bharatore purba dinor Surja utha desh" (Our beautiful Assam, with endless qualities, India's eastern land of the rising sun).

Sanghy Thakur - Director of H/s East India Travels, another tourism entrepreneur, shared his experience of implementing innovative tourism ideas to suit the needs of inbound tourists. Thakur stated "We started small and slowly added itineraries and a product mix that suits our company's strength". He pointed out that the first FDI (Foreign Direct Investment) in the tourism sector of the state is the Assam Bengal Navigation Company Pvt. Ltd which have pioneered river cruises on Brahmaputra since November, 2003.


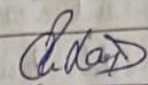
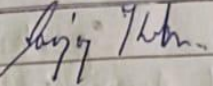
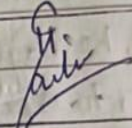
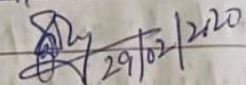
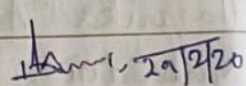
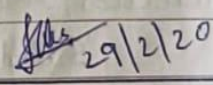
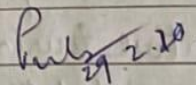
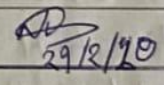
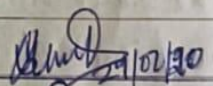
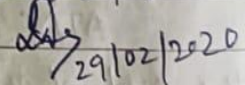
ATDC's Tourist Information Officer Hiron Saikia stated that the seed of entrepreneurship should be planted in educational institutions. He further stated that it was wrong to feel that a government job gives complete satisfaction, and made the students aware of entrepreneurship and also job prospects in the tourism sector.

Thereafter an interactive session was held where questions were raised by Sangita Deka (2nd Semester) and from 4th Semester, MTH — Silpi Sikha Devi, Dipsikha Goswami and Anamika Thakuria, to which the resource persons responded. Senior faculty members of Economic MTH and Botany also participated.

Bornali Mahanta, HoD of MTH, offered the formal vote of thanks. The workshop concluded at 2:45 pm.

Resource Persons Name, Designation and Signature:

29/02/2020

| Sl. No. | Name & Designation | Organisation | Signature |
|---------|--|------------------------|--|
| 1. | Bhaskar Phukan | P.O. ATDC |  |
| 2. | ARIJIT POKKAYASTHA CEO | KOYELI TOURS & TRAVELS |  |
| 3. | SANJAY THAKUR | ORISE INDIA TRAVEL Co. |  |
| 4. | Hiran K. Saikia | Assam Tourism |  |
| 5. | Haman Kr Chowdhury Associate Professor & Coordinator, EDC | Pragjyotish College |  29/02/2020 |
| 6. | Bidyut B. Baisya Assistant Prof. & Asst. - Co-ordinator, EDC | Pragjyotish College |  29/2/20 |
| 7. | Jyashree Kumar Faculty, M.T.M | Pragjyotish College |  29/2/20 |
| 8. | Pulami Deba Faculty M.T.M. | do |  29.2.20. |
| 9. | Hirohree Sharma Faculty M.T.M. | do |  29/2/20 |
| 10. | Basmati Mahanta | do |  29/02/20 |
| 11. | Ira Das | Pragjyotish College |  29/02/2020 |

List of Participants :

29/02/2020 (5)

LIST OF STUDENT PARTICIPANTS PRESENT

| Sl. No. | NAME | Stream | Semester | Roll No | SIGNATURE |
|---------|-------------------------|-----------|----------|---------|--------------------|
| 1 | RUPLIN ENGLIPI | MTM | 4th | 0072 | Ruplin Englipi |
| 2 | SYEDA SAMIMA SIDDIQUE | MTM | 4th | 0077 | Samima Siddique |
| 3 | UTPAL PEGU | MTM | 4th | 0080 | Utpal Pegu |
| 4 | SANKAR DEKA | MTM | 4th | 0074 | Sankar Deka |
| 5 | ALOK RANJAN SAIKIA | MTM | 2nd | 0160 | Alok Ranjan Saikia |
| 6 | SIMANTA TALUKDAR | MTM | 2nd | 0184 | Simanta Talukdar |
| 7 | SANGITA DEKA | MTM | 2nd | 0182 | Sangita Deka |
| 8 | SHYAMALI DEVI | MTM | 2nd | 0183 | Shyamali Devi |
| 9 | ANINDITA KASHYAP | MTM | 2nd | 0161 | Anindita Kashyap |
| 10 | DEBASISH SEN | MTM | 2nd | 0166 | Debasish Sen |
| 11 | JULI RAY | MTM | 2nd | 0171 | Juli Ray |
| 12 | NAINA NATH | MTM | 2nd | 0175 | Naina Nath |
| 13 | ANUSHREE NATH | MTM | 2nd | 0163 | Anushree Nath |
| 14 | BHASYASREE BHATTACHARYA | MTM | 4th | 0054 | BS |
| 15 | Ranjun Boruah | MTM | 4th | 0073 | Ranjun |
| 16 | Hiranee Kalita | MTM | 4th | 0061 | Hiranee Kalita |
| 17 | Sushmita Choudhury | MTM | 4th | 0076 | Sushmita |
| 18 | SILPI SIKHA DEVI | MTM | 4th | 0075 | Silpi |
| 19 | KARABI DAS | MTM | 4th | 0069 | K Das |
| 20 | Parishmita Sarma | MTM | 4th | 0069 | P. Sarma |
| 21 | Anamika Thakuria | MTM | 4th | 0051 | AT |
| 22 | Indi Bhuyan | MTM | 4th | 0062 | Bhuyan |
| 23 | Chandramita Kalita | MTM | 4th | 0058 | CK |
| 24 | Jaydeep Saikia | MTM | 2nd | 0170 | JS |
| 25 | Nabajyoti Patgiri | MTM | 2nd | 0174 | NP |
| 26 | Aditya J. Boruah | MTM | 2nd | 0159 | Boruah |
| 27 | Gurjan Das | MTM | 2nd | 0169 | G Das |
| 28 | Paran Jyotioley | MTM | 2nd | 0177 | Paran |
| 29 | Ritwik Patol | MTM | 2nd | 0181 | R |
| 30 | Dipshikha Goswami | MTM | 4th Sem | 0060 | Dipshikha |
| 31 | Sailen Barma | MTM | 4th Sem | 0073 | S |
| 32 | PRANTAR BURAGOHAIN | Economics | 4th Sem | 07 | Prantar Buragohain |
| 33 | Rajesh DASUMATARY | Economics | 4th Sem | 252 | R |
| 34 | Prabal Deka | Economics | 4th Sem | 320 | PD |

29/02/2020

LIST OF STUDENT PARTICIPANTS PRESENT

| | | | | | |
|-----|--------------------|-----------|---------------------|-----|--|
| 35 | Nipan Talukdan | Economics | 6 th sem | 54 | Nipan Talukdan Shalee |
| 36 | Subham Thakur | Economics | 4 th sem | 45 | N. Kasha |
| 37 | N Kasha | Economics | 4 th Sem | 179 | Lonee |
| 38 | LONEE BARMAN | Economics | 4 th Sem | 08 | Disha |
| 39. | Disha Chakravarty | ITM | 4 th Sem | 339 | Baikia |
| 40. | Pratik Saikia | MTM | 2 nd Sem | 179 | PK |
| 41. | Pinku Kumar Sarma | MTM | 2 nd Sem | 178 | PK |
| 42. | PANKAJ SHARMA | MTM | 2 nd Sem | 176 | PK |
| 43. | Dhiman Barman | Economics | 4 th Sem | 122 | Dhiman Barman |
| 44. | ROKTUTPAL DAS | Economics | 4 th Sem | 162 | Roktutpal Das. |
| 45 | Pankaj Deka | MTM | 4 th Sem | 88 | Pankaj Deka |
| 46 | Udkipta N. Ganwani | MTM | 4 th Sem | 79 | Udkipta N. Ganwani |
| 47 | Ankur Das | MTM | 4 th | 50 | Ankur |
| 48 | A.A. Anupama Ray | MTM | 4 th | 52 | A. RAY |
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