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Dr. Meghnad Saha Sarani, Bidhannagar, Durgapur-713206, West Bengal (India)

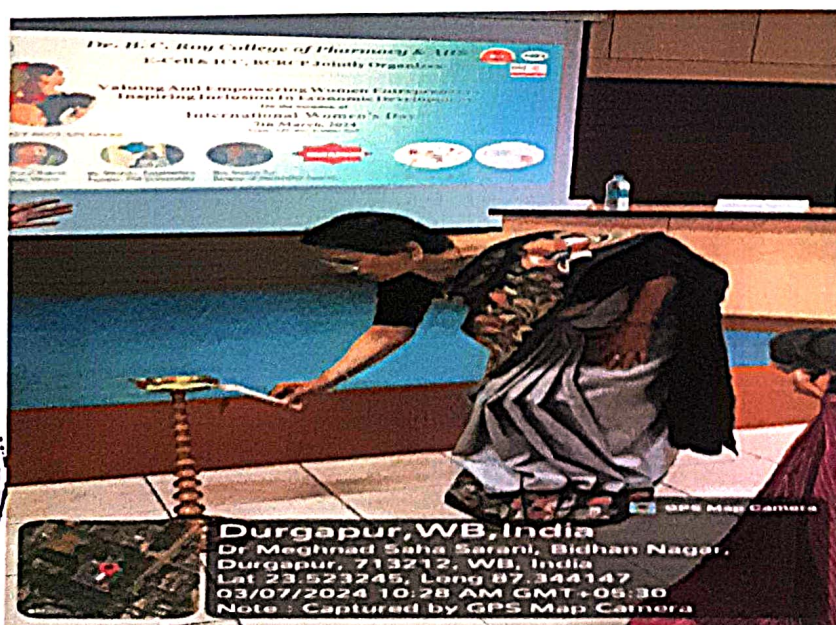
EVENT REPORT FOR ACADEMIC YEAR 2023-24

On the eve of Women's Day, 8th March, members of E-cell planned to commemorate the day on 7th March 2024, in collaboration with the ICC of the Institute, to respect all leading women entrepreneurs in and around Durgapur and India. The theme was decided to be "Valuing and Empowering Women Entrepreneurs: Inspiring Inclusion in Economic Development".

The E-cell members invited well-known women entrepreneurs in and around Durgapur as a reference person to share their experiences of their venture journey. The invited speakers were,

1. Ms. Utkarsha Rajepandhare, Founder, PSR Sustainability, Pune, Maharashtra
2. Krishna Sur, Krishna Sur's Creation, Durgapur
3. Payel Bajoria, Founder Miharu, Durgapur

The event started with lamp lighting by the principal, eminent speakers, registrar, ICC, and E-cell chairperson. This was followed by the opening speech by the principal, BCRCP, followed by the short speech of the ICC and E-cell chairperson. Ms. Utkarsha Rajepandhare, Founder, PSR Sustainability, Pune, Maharashtra, was the first speaker of the day, and she joined the event through online mode. Ms. Utkarsha Rajepandhare, Founder, PSR Sustainability an Electronic Engineer, completed her postgraduate degree from TISS Mumbai. As a young budding entrepreneur, she shared her entrepreneurial journey and interacted with our students.



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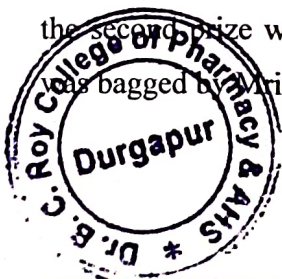


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The second speaker of the day was Krishna Sur, owner of Krishna Sur's Creation, Durgapur, a small boutique in the city of Durgapur, West Bengal, India. She started a small business in a dimly lit studio in our garage many years ago because I loved creating and designing. Through the years, her business grew (mostly through word of mouth) into an enterprise that not only promotes local artisans but also trains and empowers women from neighboring villages. She shared her experience of perseverance for 42 years and the effort and energy she gathered during her journey.

This was followed by a small dance and a skit by the final-year students presenting the power of women in any work of life, including entrepreneurial skills. This was then followed by the next and final speaker, Mrs. Payel Bajoria. Mrs. Bajoria is a fashion designer, and her brand's name is 'Miharu'. She is an entrepreneur who works with the local artisans of her district, Bankura in West Bengal. Born and brought up in Siliguri, West Bengal, after completing her schooling from there, she did her graduation and a two-year Diploma course in Fashion Designing from New Delhi. She had always been a creative person, and that's why she wanted to go into a creative field. She grew up in a business family where there was never any shortage of anything, and hence earning money was never a necessity for her. She got married in Bankura district. But, after marriage, she didn't want to be just a housewife. Along with taking care of her family, she also wanted to give purpose to her life. In her struggle to find that purpose, she saw the amazing work done by the local artisans there, and that's when she decided to go for it. And after fifteen years of her marriage, she launched her brand, Miharu. She works with Dhokra artisans, where Dhokra is a four thousand-year-old craft, and they make jewelry and corporate gifts for corporate clients. She was felicitated by the FOSMI award for the Best Female Entrepreneur by Dr. APJ Abdul Kalam. She also comes among the top hundred women selected by the MSME Board. Mrs. Bajoria shared her rich experiences and shared the story of her journey.

This was followed by a video graphic completion, and the theme was NARI SHAKTI, and about 20 students participated. The students were divided into teams, and 9 teams were judged. The first prize went to Soumyadeep Maji, Poulomi Maity, and Avantika Chatterjee; the second prize was Koyel Nandi, Sabyasachi Pati, and Sujoy Biswas; and the third prize was bagged by Arinmoyee De.



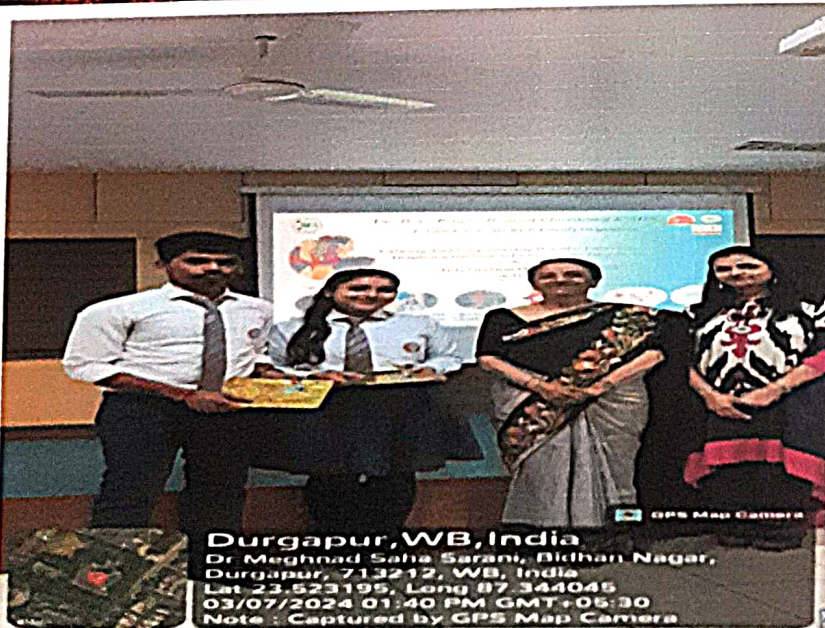
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This was further followed by an event of sharing business ideas named SHARP TANK. Six teams participated with various venture ideas, and the best venture idea was to be judged by the eminent speakers. The venture idea that bagged the prize was by Subhasis Karmakar, Chayan Bhandari, and Subashish Karmakar; the second prize was by Koyel Nandi, Sabyasachi Pati, and Sujoy Biswas; and the third prize went to Shiwani Choudhuri and Dipendu Mahato.

In all, about 134 participants were present. The program ended with the felicitation of the speakers and the vote of thanks by the registrar of the institute.




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