

IIM Shillong Hosts 5-Day Bootcamp to Empower Young Entrepreneurs in Northeast India



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The Incubation and Enterprise Support Centre (IESC) at IIM Shillong recently organized a sponsored bootcamp aimed at nurturing the entrepreneurial spirit among the youth of the North East Region (NER). The five-day residential program, held on the picturesque campus of IIM Shillong, concluded successfully on May 5th. The bootcamp, attended by 55 ambitious and energetic participants from both within and outside the region, focused on equipping them with essential skills in entrepreneurship, innovation, business modeling, market dynamics, and leadership qualities.

As part of its commitment to the development of the NER, IIM Shillong's IESC initiated this funded bootcamp to provide aspiring young entrepreneurs with invaluable guidance and support. During an engaging session, Professor D.P. Goyal, the Director of IIM Shillong, encouraged the participants to embrace calculated risks, step out of their comfort zones, and cultivate an entrepreneurial mindset. He emphasized the significance of mindset transformation, having a clear vision, and demonstrating unwavering commitment to achieving success. Prof. Goyal urged the students to make the most of their time at IIM Shillong by interacting with experienced faculty members, utilizing available resources, and driving transformative change.

The bootcamp, through its comprehensive curriculum, covered crucial aspects of entrepreneurship, including idea generation, market analysis, business planning, financial management, and marketing strategies. The participants not only gained theoretical knowledge but also engaged in case studies, interactive sessions, and practical exercises to apply their learnings in real-world scenarios. Such immersive bootcamps lay a strong foundation for budding entrepreneurs, enabling them to identify opportunities, navigate challenges, and access valuable resources, networks, and mentorship.

Ms. Kshetrimayum Anju Devi from Manipur expressed her gratitude for the opportunity to attend the bootcamp and highlighted the valuable knowledge she acquired, which will undoubtedly aid her in starting her own business. Macha IbemaChirom, Director of Presamali (OPC) Private Limited, described the bootcamp as eye-opening, particularly the sessions on successful entrepreneurs, market research, and business models. Sagar Kumar Patidar from Madhya Pradesh considered it a privilege to be part of the bootcamp, praising the diverse range of topics covered and the collaborative learning environment.

Yangle Chanu Babyna, founder of Naayeen, a handcrafted fashion and decorative accessories brand, acknowledged the significant impact the bootcamp had on her understanding of the business ecosystem as a first-generation entrepreneur. Dhanesh Yadav from Indore (M.P.) commended the well-structured program, which incorporated lectures, case studies, group discussions, and practical exercises, providing participants with a comprehensive understanding of the subject matter.

IIM Shillong, established in 2007, continues to play a pivotal role in fostering entrepreneurship and supporting the growth of young entrepreneurs in the North East Region. The campus itself offers state-of-the-art facilities, including comfortable accommodations, modern classrooms, and advanced technology, creating an ideal learning and networking environment. One of the highlights of the bootcamp was the opportunity for participants to interact and network with like-minded individuals from diverse backgrounds and industries. By providing training and support to aspiring entrepreneurs, IIM Shillong contributes to promoting innovation and economic growth in the NER, empowering the region's youth to launch and thrive in their entrepreneurial ventures.

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