

Report on ‘A special talk on Promotion of Start-up and Entrepreneurial Ethics on 29th April, 2023’

The program commenced with the lighting of the lamp by Mrs. Dipali Rajkumari, Vice Principal, J.D.S.G College and Principal, J.D.S.G College, Dr. Jayanta Gogoi along with invited Guest Prof. Kumud Ch. Goswami, local entrepreneurs Animesh Saikia, Bikash Bharali and Dr. Jayanta Das, IQAC coordinator, JDSG College. Mr. Atul Bezbaruah, Head, Department of Commerce, JDSG College introduced the guests to the audience. The three guests in attendance were Professor Kumud Chandra Goswami, reputed local entrepreneurs Animesh Saikia and Bikash Bharali. Mrs. Dikshya Saikia, Assistant Professor of Commerce, JDSG College anchored the event. The letters of appreciation highlighting the achievements of both the entrepreneurs were read out before the audience. Dr. Jayanta Gogoi, in his speech, highlighted the innumerable entrepreneurial opportunities that our state presents and urged the students to take full advantage of them. Bikash Bharali, local entrepreneur brought to light the astute business strategies of successful companies like Amazon and Apple and asked the students to take a cue from them and inspired them to be strong against deterrents. He also focused on establishing a business enterprise and the various steps involved in it. Animesh Hazarika, local entrepreneur, stressed on the importance of following ethics in entrepreneurship and reiterated the significance of ‘dignity of labour’. Prof. Kumud Chandra Goswami, articulated in detail, the different facets of entrepreneurship including the opportunities, threats and challenges in modern day entrepreneurship. The presentation was followed by a fruitful question-answer session and the distribution of certificates. The meeting ended with the formal vote of thanks delivered by Ms. Chayanika Gogoi, Assistant Professor of Economics, JDSG College.

