



PROGRAMME REPORT

Name	: Seminar on Intellectual Property Rights and Workshop on Emerging Trends of Entrepreneurship in Aizawl
Date	: 26 th September, 2019 (9:30 am - 3:00 pm)
Participants	: 147 students of Department of Commerce, GHBC
SESSION ONE	: Seminar on Intellectual Property Rights
Resource Person	: Ms Lalringgheti Sangsiama, MZCG
SESSION TWO	: Business Practices and Social Issues in Mizoram
Presentations	: V Semester students in 10 groups
SESSION THREE	: Emerging Trends of Entrepreneurship in Aizawl
Presentations	: II Semester students in 8 groups

SESSION ONE : Seminar on Intellectual Property Rights
Resource Person : Ms Lalringgheti Sangsiama, MZCG

The first session was a seminar on Intellectual Property Rights, and the resource person being Ms. Lalringgheti Sangsiama of the Mizoram Consultancy Group (MZCG). She gave an outline on the various kinds of IPR and what would be relevant for the various entrepreneurial opportunities. Being a practising lawyer herself she shared with the students valuable information and advises on acquiring IPR.

SESSION TWO : Business Practices and Social Issues in Mizoram

Presentations : V Semester students in 8 groups

Session two was a workshop on which the students of V semester gave a presentation based on the research done by them, they were divided into ten groups and after each presentation, a question and answer session followed. The theme of the session was on business practices and related social issues, the students were to pick a topic within the theme. Each group had done their field survey, made enquiries with stakeholders and had made their contents and presentations based on primary data.

The topics were:

1. Loan Repayment
2. Online marketing
3. Insurance
4. Industrial set-ups in Aizawl
5. Problems on taxation in Mizoram
6. Piggery business environment
7. Mistiri problem among Mizo
8. Vegetable marketing
9. Poultry farming
10. Indigenous bankers

There were three teachers and the resource person as judges and each group were given a score sheet based on predetermined criteria to judge their peers.

Based on the joint judgement, the following group were awarded top three positions:





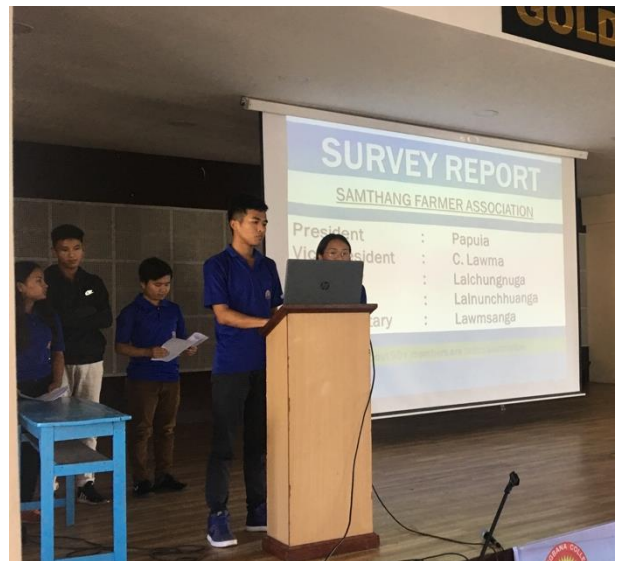
First Prize - Rs. 5000
 : Industrial set-ups
 in Aizawl
Second Prize - Rs.3000 :
 Mistiri problem among
 Mizo
Third Prize – Rs.2000
 : Vegetable
 marketing

Students presenting their topic.



Each presentation is followed by a question and answer time.

SESSION THREE : Emerging Trends of Entrepreneurship in Aizawl



Presentations : I Semester students in 8 groups

Session two was a workshop on which the students of I semester gave a presentation based on the research done by them, they were divided into eight groups and after each presentation, a question and answer session followed. The theme of the session was on emerging trends of entrepreneurship in Aizawl, the students were to pick a topic within the theme. ***The content to be researched upon are:***

- Name of the business enterprise
- Year of Establishment, location, branches(if any)
- Nature of business
- Owner/s (Background/the whole story)
- Amount of Capital invested (Long term & Short term)
- Expenditure & revenue generated monthly and annually
- Organisational structure
- Assets (fixed & current) required
- Future Plans
- Strength, Weakness, opportunities and threat (SWOT analysis)
- Your own conclusion

Each group had done their field survey, made enquiries with stakeholders and had made their contents and presentations based on primary data.

The topics were:

1. Vakiria
2. Tuikual South Chow Making Industry
3. Hmingliani Bakery and Catering
4. Tribe Fiction
5. Netsurf Internet Service
6. Eco-save
7. MD Enterprise
8. Double-Ess Industry

There were three teachers and the resource person as judges and each group were given a score sheet based on predetermined criteria to judge their peers.

Based on the joint judgement, the following group were awarded top three positions:

First Prize – Rs. 5000	:	Hmingliani Bakery and Catering
Second Prize – Rs.3000	:	Double-Ess Industry
Third Prize – Rs.2000	:	Vakiria



EXPENDITURE on the PROGRAMME		
1.	Banner	1,200
2.	Refreshment	4,320
3.	Prizes (10,000 +10,000)	20,000
4.	Resource persons	2,000
5.	Judges (1000x3)	3,000
	TOTAL	30,520

