

## **Event Report**

Organised by Ecell, Jadavpur University

**Title of the Event:** “Organizing Innovation & Entrepreneurship Outreach Program in School/Community”

**Event Date:** 27<sup>th</sup> July, 2024

**Event Time:** 11.00 a.m to 4.30 p.m

**Venue:** Jalangi Murshidabad Chak Chaitonno Prathamik Vidyalaya

**Faculty Coordinator in Charge:** Prof. Aranyak Chakraborty, Prof. Pranibesh Mandal

**Student Coordinator in Charge:**

Samayan Mazumder (Research Fellow, IIC)

## **BRIEF INTRODUCTION OF THE EVENT**

On July 27, 2024, the Entrepreneurship Cell (E-Cell) of Jadavpur University organized a successful community outreach event titled "Organizing Innovation & Entrepreneurship Outreach Program in School/Community" at **Chak Chaitonno Prathamik Vidyalaya**, Jalangi, Murshidabad. This event was part of E-Cell's ongoing efforts to foster innovation and entrepreneurial thinking at the grassroots level, particularly in rural areas, by inspiring young minds to embrace creativity, problem-solving, and entrepreneurship from an early age.

The primary goal of the program was to introduce school students and the local community to the fundamentals of entrepreneurship, leadership, and innovation. Through engaging activities and interactive discussions, the event sought to empower the participants, helping them understand how innovative thinking can solve real-world problems and create opportunities for economic growth.

## **EVENT HIGHLIGHTS**

**Welcome Address and Introduction to the Program:**

The event kicked off with a warm welcome to all participants, including school students, teachers, and local community members. The principal of Chak Chaitonno Prathamik Vidyalaya opened the program with a heartfelt message about the importance of education and entrepreneurship in shaping the future of the younger generation, especially in rural areas.

Our representative gave a brief introduction to the concept of entrepreneurship, explaining how it is not only about starting businesses but also about cultivating a mindset that seeks innovative solutions to everyday problems. The audience was enthusiastic, with many students eager to learn about how innovation could help improve their local community.

### **Interactive Session on Innovation and Creativity**

To engage the students in understanding the power of innovation, the session began with fun and interactive activities designed to promote **creative thinking**. Students were grouped into teams and given simple tasks that challenged them to think outside the box, such as building models with limited resources or brainstorming ideas to solve common problems in their community, like water conservation or improving school facilities.

The activities highlighted how small, innovative solutions can lead to significant changes. The students' energy and enthusiasm were evident, with many coming up with creative and practical ideas. This session emphasized the core message of the event—everyone can be an innovator, and it only takes a spark of creativity to make a difference.

### **Workshop on Basic Entrepreneurship Concepts:**

The children were encouraged to ask questions and share their views on how businesses operate in their village, helping them understand the connection between entrepreneurship and everyday life. We explained the importance of entrepreneurial skills such as leadership, teamwork, and problem-solving, encouraging them to think about how they can apply these skills to benefit their community.

### **Hands-On Activity: Mini Business Plan Competition**

One of the most engaging parts of the event was a **Mini Business Plan Competition**. Students were divided into small teams and given the task of creating a simple business plan for a product or service they could start within their community. With guidance from E-Cell members, they brainstormed ideas, calculated costs, and discussed how they could market their products or services to potential customers.

The enthusiasm and creativity shown by the students were outstanding. Ideas ranged from selling eco-friendly handmade products to starting a local tutoring service for younger children. Each group presented their business plans, and the best plans were recognized with small prizes, encouraging the students to further explore entrepreneurship as a viable path in the future.

### **Community Engagement and Feedback**

The local community, including parents and teachers, was actively involved in the program. We held a session where community members shared their concerns and ideas on how entrepreneurship could help improve local economic conditions. The discussion covered issues such as job creation, sustainable practices, and leveraging local resources like agriculture and handicrafts.

Feedback from the community was overwhelmingly positive. The teachers appreciated the focus on practical learning and encouraged the E-Cell to organize similar events in the future to help build an entrepreneurial culture among the younger generation.

### **Conclusion and Vote of Thanks**

The event concluded with a heartfelt vote of thanks from the E-Cell team to all participants, especially the students and teachers of Chak Chaitonno Prathamik Vidyalaya for their cooperation and enthusiasm. Special thanks were also extended to the parents and to the community for their support and participation.

## **ATTENDANCE LIST**

<b>Sl. No.</b>	<b>Participants</b>	<b>Institution(s)</b>
1	Alok Sanyal	Jalangi Murshidabad Chak Chaitonno Prathamik Vidyalaya
2	Sapan Das	Jalangi Murshidabad Chak Chaitonno Prathamik Vidyalaya
3	Mitali Dey	Jalangi Murshidabad Chak Chaitonno Prathamik Vidyalaya
4	Rinki Das	Jalangi Murshidabad Chak Chaitonno Prathamik Vidyalaya
5	Samayan Mazumder	Jadavpur University.
6	Jagannath Paik	Jalangi Murshidabad Chak Chaitonno Prathamik Vidyalaya
7	Diptangshu Das	Jadavpur University.
8	Arka Mondal	Jalangi Murshidabad Chak Chaitonno Prathamik Vidyalaya
9	Puja Maiti	Jalangi Murshidabad Chak Chaitonno Prathamik Vidyalaya

10	Pijush Halder	Jalangi Murshidabad Chak Chaitonno Prathamik Vidyalaya
11	Ramesh Kumar	Jalangi Murshidabad Chak Chaitonno Prathamik Vidyalaya
12	Minoti Mallick	Jalangi Murshidabad Chak Chaitonno Prathamik Vidyalaya
13	Raja Purkait	Jalangi Murshidabad Chak Chaitonno Prathamik Vidyalaya
14	Megha Purkait	Jalangi Murshidabad Chak Chaitonno Prathamik Vidyalaya
15	Jotiraditya Banerjee	Jadavpur University
16	Anubhab Chakraborty	Jadavpur University
17	Bishakha Das	Jalangi Murshidabad Chak Chaitonno Prathamik Vidyalaya
18	Mantu Biswas	Jalangi Murshidabad Chak Chaitonno Prathamik Vidyalaya
19	Samar Dey	Jalangi Murshidabad Chak Chaitonno Prathamik Vidyalaya
20	Roshni	Jalangi Murshidabad Chak Chaitonno Prathamik Vidyalaya
21	Sanchita Biswas	Jalangi Murshidabad Chak Chaitonno Prathamik Vidyalaya

22	Arpita Dey	Jalangi Murshidabad Chak Chaitonno Prathamik Vidyalaya
23	Subhro Pramanik	Jalangi Murshidabad Chak Chaitonno Prathamik Vidyalaya
24	Neel Mitra	Jalangi Murshidabad Chak Chaitonno Prathamik Vidyalaya
25	Satanik Auddy	Jadavpur University
26	Sreetama Mondal	Jalangi Murshidabad Chak Chaitonno Prathamik Vidyalaya

## **EVENT IMAGES**