

Activity report on Making Bankable Projects Workshop

- 1. Date of the event: **26th April**, **2024**
- 2. Number of participants: 40
- 3. Venue: Gokhale Memorial Girls' College, Kolkata
- 4. Sponsorship (if any): NA
- 5. Collaboration (if any): Incubation Cell of Gokhale Memorial Girls' College in association with IQAC of Gokhale Memorial Girls' College
- 6. Name, designation, affiliation and topic of lecture of each and every speaker

Name of Speakers	Title of the speech	Designation	Affiliation
Smt. Abhirupa	Making Bankable	Principal Consultant,	-
Majumder	Projects	Pricewaterhouse Coopers (PwC) &	
		Entrepreneur	

7. Details about the resource person/brief resume/introduction- A MBA from FMS BHU and masters in business law with a certified cyber law and forensic from NLSIU. Certified digital marketing practitioner from XLRI. A cross functional leader offering more than 22 years of experience in consulting in marketing communication, technology consulting, feature development marketing communication, brand building, corporate client consultation, business analytics with an excellence in formulating & implementing high level revenue building strategies to drive the top line. Started journey with ABP as management trainee and left after 16.5 as a regional head with few national portfolio. Adamas as associate vice president business unit (professional studies department and then International school) for 2.5 years, entrepreneur for 2.5 years, PwC as principal consultant for 2+ years.

8. Other necessary information (if any) - The workshop was conducted by the Incubation Cell of GMGC in association with the IQAC of GMGC. Smt. Ahirupa Majumder, who is an entrepreneur and Principal Consultant of PwC shared a Powerpoint presentation with the students showing entrepreneurs, entrepreneurship and the procedure of setting and making a bankable project which needs to be presented by an entrepreneur to various institutions before starting a business. She also showed video on entrepreneurial skills and the concept of entrepreneurship in the present situation. The students liked the interactive session, it was informative and the students were also asked about what businesses they wish to do in future and ideas were exchanged and a general guideline on how these students who wish to do business in future can make bankable projects were discussed. The session was interesting and highlighted on the pros and cons and future of entrepreneurship and skill development.



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Date: 26.04.2024

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