

## POST-EVENT SUMMARY REPORT

**Name of the event:** “IMPACT WEEK MEGHALAYA” 2022

**Date of the event:** 23<sup>rd</sup> April 2022

**Location of the event:** Prime Hub, Shillong Jawaharlal Nehru Stadium Polo Ground.

**Number of persons attended:** 2 faculties, 6 students (Commerce and Management)

**Contact number and name:** Mr Ankit Agarwal (Department of Management) (8787735501) Mr Arkanza A Sangma (Department of Commerce) (9886590381)

### CONFERENCE SUMMARY

The introduction/ kickoff session started on 19<sup>th</sup> March 2022 with the virtual session in which the Prime Hub members had introduced themselves and briefed about the “Impact Week 2022” programme. Both the faculties and students from various institutions had joined the session and interacted with the online coaches of Prime Hub and Lufthansa Group.

In the next session which was on 26<sup>th</sup> March 2022 and 2<sup>nd</sup> April 2022 (Virtual Session) was only for the faculty members in which the faculties were given training on the steps of Design Thinking process which would help the students with their business ideas. In this session the faculties were also trained on Mural which is one type of business software.

The third session was on 9<sup>th</sup> April 2022, which was on-site session in Prime Hub, Shillong near Jawaharlal Nehru Stadium, Polo ground where the faculties had on-site training which included interactions with the experts online from Switzerland, Germany, Munich etc and also some experts from Lufthansa group, Prime Hub members who were present at the scene. There were many activities related to Design Thinking and Brain storming sessions as well.

On April 23<sup>rd</sup> 2022, The Prime Hub, Shillong had organized the event “Impact Week Meghalaya” which focused on preparing the aspiring entrepreneurs, start-ups and early-stage enterprise to translate their innovative ideas into business and sustain them in the long-run by fostering effective network opportunities. The event was held in Shillong with various participants from the state in which **ICFAI University Meghalaya** also participated. The department had selected three students from the management (**BBA**) and three students from commerce (**M.com**).

Name of the students and program

- a) Ajeesh Shrestha (BBA)
- b) Dipthen D Sangma (BBA)
- c) Etjasfaul D Sangma (BBA)

- d) Bonseng M Sangma (M.com)
- e) Sevier R Marak (M.com)
- f) Rupertbrook Momin (M.com)

The students were accompanied by two faculties from the commerce and management Mr Ankit Agarwal (Department of Management) and Mr Arkanza A Sangma (Department of Commerce).

During the conference on 23<sup>rd</sup> April 2022, the faculties and the students reported at the Prime Hub at 9 AM. After the registration, the students and the faculties were allotted a place to coach the students what Design thinking process was. The place which was allotted to us had full of posters with design thinking initials on which the students had to write down their ideas.

The students were asked to come up with a “Team name” and they did come up with a name “Kings”. The senior coach had asked the meaning to this on which one of the students replied “it symbolized Hills”. The students had chosen the topic “Enable Livelihood Creation and Investments in Meghalaya” During the day the participants had the opportunities to choose among various sessions to discuss the topics and develop recommendations. At the beginning of the session, participants had to present with background information of the topic chosen and discuss questions, then following a structured process of brainstorming and information exchange, discussed related barriers and solutions.

The **first step** was to understand the problem on which the students had noted down various problems related to the topic and out of various problems being brought to light; one point was chosen which was forwarded to the **second step** which was research and planning. Under this one of the students had to interview a person on the spot and had to ask the various problems faced to which the interviewee’s point of view was taken into consideration in the **third step** which was synthesis. Here the interviewee’s POV was considered and her problem was she had various complications in getting a maid, plumber, and electrician in today’s time. This problem had been studied by the students and they came up with an idea to connect the rural people who are in search for work to the end customers which comprises of Working Parents, Bachelors, and Senior Citizens. The Students came up with a prototype naming it as “**Tura House Keeping Agency**” which would generate employment to the rural people who are both **skilled and unskilled**. The plan was to come up with some services to the end customers which are

- a) Nurses (Skilled)
- b) Electricians (Skilled)
- c) Plumber (Skilled)
- d) Mechanics (Skilled)
- e) Maid (Unskilled)
- f) Nanny (Unskilled)

The plan mentioned above was to break the barrier between the rural and the urban people and making a bridge to ease down the problem with a solution to the end customers. There had been issues regarding not finding maid servants, electricians, plumbers, mechanics etc easily in today's time but with the introduction of this **"Tura House Agency"** the end

customers can avail the services through wiring with the agency and connect both skilled and unskilled workers through them.

The students presented the prototype to the online coaches from Switzerland, Germany, and member from the Lufthansa group. The students also presented the prototype to the prime hub members other colleges and universities who were present at the hall. At the end of the event the students were awarded with certificates and the faculties were also awarded with junior coach certificates certified by the MBMA, Lufthansa Group, IIM Calcutta. **Shri Jagdish Chelani IAS, Executive Director Prime, Jens Unger Lufthansa Program Lead (Online) , Florian Oberhofer Program Head Prime** were the main people involved here at the **"Impact Week Meghalaya 2022"**



