



GOLAGHAT COMMERCE COLLEGE

Jyoti Nagar, Golaghat, Assam 785621

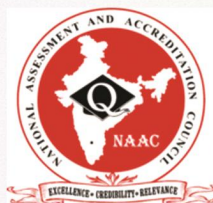
<https://golaghatcommercecollege.org>

THIRD CYCLE NAAC ACCREDITATION 2022

Criterion 7

7.3 Institutional Distinctiveness

Submitted to



NATIONAL ASSESSMENT AND
ACCREDITATION COUNCIL

Institutional Distinctiveness

Udyomita: Fostering the Spirit of Entrepreneurship

Golaghat Commerce College spearheaded commerce and entrepreneurial education in the Golaghat District of Assam. In fact, the college was formed with a view to boost the rural economy by promoting a culture of entrepreneurship, idea generation, and producing graduates with venture orientation. Following this vision, the College has adopted an entrepreneurial perspective in teaching and learning as a means of fostering enterprise and entrepreneurial behaviour and mindset in students. The college nurtures a learning environment that equips students with functional knowledge, attitudes and skills that define entrepreneurial competence.

This objective is reflected in the following practices:

- 1. Entrepreneurship, Career Guidance and Placement Cell (ECGPC):** The institution has a well-organized Entrepreneurship, Career Guidance and Placement Cell (ECGPC) that takes various initiatives to increase students' knowledge and skills in the many facets of entrepreneurial acumen.
- 2. Skill Development Courses:** The college have been offering skill-based **Certificate Courses** focused on developing and inculcating practical, market-oriented skills necessary for self-employment.

Academic Session 2016-17					
	Course Code (if any)	No. of times offered during the same year	Duration of course	Number of students enrolled in the year	Number of Students completing the course in the year
Add on course in Fundamentals of Indian Stock Market		1	40 Hours	11	11
Add on Course in Cutting and Tailoring		1	120 Days	8	8
Add on Course in Embroidery		1	90 Days	7	7
Add on course in Geography in Tourism		1	110 Days	20	18

Academic Session 2017-18

Name of Add on /Certificate programs offered	Course Code (if any)	No. of times offered during the same year	Duration of course	Number of students enrolled in the year	Number of Students completing the course in the year
Add on course in Fundamentals of Indian Stock Market		1	40 Hours	11	10
Add on Course in Cutting and Tailoring		1	120 Days	7	7
Add on Course in Embroidery		1	90 Days	7	7
Certificate course in Jewellery Making		1	30 Days	10	10
Add on course in Geography in Tourism		1	45 Days	20	20

Academic Session 2018-19

Name of Add on /Certificate programs offered	Course Code (if any)	No. of times offered during the same year	Duration of course	Number of students enrolled in the year	Number of Students completing the course in the year
Fundamentals of Indian Stock Market		1	40 Hours	10	10
Add on Course in Cutting and Tailoring		1	120 Days	6	6
Add-on Course in Goods and Service Tax	GST	1	30 Hours	33	25
Add on Course in Embroidery		1	90 Days	10	10
Certificate course in Vermicomposting & Organic Pesticide Preparation		1	3 Months	5	5
Certificate course in Jewellery Making		1	30 Days	15	13
Add on course in Geography in Tourism		1	45 Days	20	20
Add on Course in Cake Baking		1	30 Days	10	8

Academic Session 2019-20					
Name of Add on /Certificate programs offered	Course Code (if any)	No. of times offered during the same year	Duration of course	Number of students enrolled in the year	Number of Students completing the course in the year
Certificate course in Vermicomposting & Organic pesticide preparation		1	120 Days	7	7
Add on course in Fundamentals of Indian Stock Market		1	40 Hours	12	11
Add on Course in Cutting and Tailoring		1	120 Days	6	6
Add on Course in Goods and Service Tax	GST	1	40 Hours	26	19
Add on Course in Embroidery		1	90 Days	8	8
Certificate course in Computer Application	CCA	1	3 months	14	14
Add on course in Jewellery Making		1	30 days	15	15
Add on course in Geography in Tourism		1	50 Days	20	20
Add on course in Digital Marketing		1	35 Days	15	13
Add on Course in Income Tax Return		1	30 Hours	10	10

Academic Session 2020-21					
Name of Add on /Certificate programs offered	Course Code (if any)	No. of times offered during the same year	Duration of course	Number of students enrolled in the year	Number of Students completing the course in the year
Add on Course in Income Tax Return		1	30 hours	14	11
Add on course in Fundamentals of Indian Stock Market		1	40 Hours	15	15
Add on Course in Cutting and Tailoring		1	120 Days	7	7
Add on Course in Goods and Service Tax	GST	1	30 Hours	11	11
Add on Course in Embroidery		1	90 Days	7	7
Certificate course in Self Defence		1	30 Hours	14	14
Certificate course in Cake Baking		1	30 Days	25	21
Geography in Tourism		1	50 Days	20	20
Add on course in Jewellery Making		1	30 Days	20	20
Certificate course in Computer Application	CCA	1	3 Months	67	50
Add on course in Digital Marketing		1	30 Days	15	9

3. Exposure to Experts: Students are given access to experts and established entrepreneurs, industrialists etc. through Seminars, Webinars, Talks, Workshops, and Training Programmes etc. some of which are listed below:

Webinars

Sl. No.	Title of Webinar	Date	Organizer(s)	No. of participants	YouTube Link
1	“Pandemic Covid19: the Macroeconomic Crisis and Revival”	24th August, 2020	Department of Economics	314	Click Here
2	“Entrepreneurship as a Career for Youth”	26th August, 2020	Department of Commerce & Department of Human Resource Management	674	Click Here
3	“Changing Dimension after Pandemic”	28 th August, 2020	Department of Accountancy	481	Click Here
4	“The Impact of Online Marketing during Covid-19 Pandemic”	8 th September, 2020	Department of Management	142	Click Here

Talks

Sl. No.	Name of the programme	Date	No. of Beneficiaries	Organizer(s)
1.	A Discussion on the "Demonetisation Policy of the Government of India and its Efforts"	25 th November, 2016	30	Dept. Of Economics, Golaghat Commerce College
2.	“A Talk on Act East Policy”	25 th January, 2017	70	Centre for Promotion of Trade and Commerce between North East India and South East Asia, Golaghat Commerce College
3.	“A Discussion on Modi’s Economic Reform”	14 th September, 2017	54	Economic Forum, Dept. of Economics
4.	Talk titled “Promotion of Trade and Culture between Southeast Asia and Northeast India”	26 th October, 2018	115	Centre for Promotion of Trade and Commerce Between south East Asia and North East India, Golaghat Commerce College
5.	“State of Economy and Slow Down: Fact or Myth”	13 th September, 2019	40	Department of Commerce, Golaghat Commerce College

Workshops

Title of Workshop	Date	Organizer(s)	No. of Beneficiaries
Two Days State Level Workshop on Career Planning and Employability Skills	29 th and 30 th January, 2016	Entrepreneurship Career Guidance Cell (ECGPC)	250
Two Days Workshop on Imitation Jewellery Making	7 th & 8 th April, 2016	Entrepreneurship Career Guidance and Placement Cell, Golaghat Commerce College in association with Pidilite Industries Limited	60
Workshop on GST	26 th May, 2017	Golaghat Commerce College	85
A Day long Workshop on Dress Designing	29 th May, 2017	ECGPC and Women's Cell in collaboration with Pidilite Company Ltd.	75
Dealing with Phonetics: Journey to the Speech sounds of English	23 rd June, 2017	Department of English in association with ECGPC	112

Seminars

Title of the Programme	Date	Organizer(s)	No. of Participants
Departmental Seminar on State Budget of Assam	10 th September, 2016	Department of Economics, Golaghat Commerce College	30
UGC sponsored National Seminar on "Rural Financing in North Eastern Region of India: Issues and Challenges"	27 th & 28 th September, 2017	Department of Accountancy in collaboration with Assam Chamber of Commerce, Golaghat	86
ICSSR sponsored National Seminar on "Rural and Agricultural Marketing in North East India: Problems and Prospects"	18 th & 19 th February, 2022	Department of Management	42

- 4. Collaborations:** To enhance the entrepreneurial ecosystem, the college has collaborated with Assam Startup - The Nest, an initiative of the Government of Assam to promote entrepreneurship and the growth of startup culture. As a collaborator of Assam Startup, the college has participated in capacity building programmes held under the aegis of Assam Startup.
- 5. Entrepreneurship Research:** Students are encouraged to **publish research articles** on entrepreneurship and allied areas in journals, magazines etc. The faculties also play an important role in channelizing the energy of the students by providing proper guidance.
- 6. Experiential learning: Internships, Field Visits, Study Tours and Projects** give students opportunities to play active role, encounter real-life cases and entrepreneurial role models, and operate in an authentic learning environment.

Experiential Learning

Activity	Description	No. of Participants	Place	Date
Study Tour	“A Study on Market Availability of Fish in Rural Area.”	35	Chaudang Pathar, Golaghat	24 th March, 2018.
Study Tour	A Study on Problems and Prospects of Organic Vegetables Market in Golaghat District of Assam.	22	Padum Pathar, Golaghat	11 th February, 2019
Field Visit	Socioeconomic Survey of Balijan Shyam Gaon	34	Titabar, Jorhat	23 rd March, 2019
Study Tour	A Study of the Economic Potentialities of Mayodiya	10	Mayodia, Arunachal Pradesh	08 th February, 2020
Field Visit	Jugibari Beelpaar Tourism Area	22	Jugibari, Golaghat	7 th February, 2021

- 7. Social Entrepreneurship:** Initiatives are taken to go beyond the campus and reach out to the underprivileged in nearby communities and provide them access to entrepreneurial knowledge and skill sets. The idea is to **introduce students to social entrepreneurship** and teach them the importance of giving back to their communities.

Outcome

The initiative of promoting entrepreneurial education in the college has resulted in the following:

- ❖ Development of positive personality traits in students such as independent thinking, risk-taking, behavioral control, management skills, networking ability, leadership qualities etc.
- ❖ Students are equipped for self-employment and transform their business ideas into different ventures.
- ❖ The institution's contribution in the domain of Entrepreneurship development have been acknowledged by United Chamber of Commerce, Golaghat.

The selected list of notable entrepreneurs annexed as a supporting document stand as testimonies for effective entrepreneurial empowerment imbibed in them.

Concluding remark

The progress of the institution in becoming an entrepreneurial ecosystem is testified by the large number of graduates who have become competent entrepreneurs and job providers. In fact, the better half of the economic activities in and around Golaghat district are now directly or indirectly influenced by the graduates of the college.