

# LADY KEANE COLLEGE, SHILLONG

## Two-Day Business Plan Workshop

organised by The Chief Minister's Business Catalyst Team from IIM Shillong and PRIME Meghalaya in collaboration with the Lady Keane College Entrepreneurship Development Cell

Date: 12<sup>th</sup> & 13<sup>th</sup> March, 2025

Venue: College Auditorium

Time: 11:30 AM onwards

Roll. No.	Name of the Students	Honours/Courses	Semesters	Mobile No.
163	Atikun mafaw ✓	Pol Science	IV	6009566706
233	Steffi Audrey Fcharbudon ✓	Pol Science	IV	8798205534
134	Reiphikahun Jaba ✓	Khasi	IV	8837339589.
141	Larisha Lyngdoh ✓	Khasi	IV	8837079299
213	Meshabaai Elaine Ann Shadap ✓	Political Science	4 <sup>th</sup> Sem	8794499425
274	Philapynkmen M. Kharkongor ✓	Sociology	4 <sup>th</sup> sem	93668 84686
197	Kandafira Nongrum ✓	Political Science	4 <sup>th</sup> Sem	6909277607
34	Suniti B. Nallang ✓	BTM	4 <sup>th</sup> sem	9863291900
9.	Lasouabha Lymba ✓	BTM	8 <sup>th</sup> Sem	8415901798
10	Synsoplang Wankhar ✓	BTM	8 <sup>th</sup> Sem	9863384992
#24	Naphisaket Paultied ✓	BTM	8 <sup>th</sup> sem	9366736620
#03	Fidelity Behphat ✓	BTM	8 <sup>th</sup> sem	8257858516
#32	Bar Bonnie Dui ✓	BTM	8 <sup>th</sup> sem	9233776469
#258	Kanshite Shamma ✓	Economics	6 <sup>th</sup> Sem	8822093324
#194	Shankyntiew Shabah ✓	Political Science	4 <sup>th</sup> sem	9362063986
#30	Lyra cel Donalyn Langstich ✓	Education	4 <sup>th</sup> Sem	9366062342
68	Haphilahun B. Nongsiej ✓	English	4 <sup>th</sup> Sem	8014903517
696	Pianon Nongpung ✓	political Science	4 <sup>th</sup> Sem	9362690791
669	Kvandarween Lyngdoh ✓	Political Science	4 <sup>th</sup> Sem	819805229
576	Joyful Sun ✓	English	4 <sup>th</sup> Sem	7650043878
#72	Phudalin Jyewa ✓	BTM	8 <sup>th</sup> Sem	7085761833









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Roll. No.	Name of the Students	Honours/Courses	Semesters	Mobile No.
61	Renuca J. Thongzi ✓	BCA	II	9362229445
22	Deililin Nengkynuih ✓	BCA	II	9774390378
30	Gbakysang M. Janong ✓	BCA	II	6909030614
1	Shalysha Phawa ✓	BCA	II	8258946381
26	RA Tharshim Horam ✓	BTTM	VIII	8731007805
2	Osiyam Jake ✓	"	"	7640818105
27	Shamunailakpa Nume ✓	"	VIII	8413829738
75	Mingkiam Paron ✓	BSc	IV	9707834358
77	Naomi Myathong ✓	BSc.	IV	9485030539.
78	Taying Yaper ✓	BA Pol.	IV	8413073711
22	Nichwaki Syngkon ✓	BCA	VI	9863339114
08	Dakarushwa Sygluain ✓	BCA	VI	6009871130
748	Ruthi Lalrumwati Lachuan ✓	BA.	VI	9362912727
109	Lisa Lalrummaui ✓	BA	VI	8798409245
5(BCA)	B. Jobisa Chakma ✓	BCA	II	7596863585
48(BCA)	Muncha Pungjung ✓	BCA	II	9362980113
39	Lalchhandami Colng ✓	Education	IV	9362861792
226	R. Labrempuii ✓	BA pol.sc	IV	8837074050
624	Nikita Dey ✓	BA Pol. Science	(VI)	8837093146
618	Sunigan Beyong ✓	BA - History	IV	84158416296
550	Tajlumi Langpoklakpa ✓	B.A. Education	IV	9362005282
9	Kroskui ✓	B. A Economics	IV	9863561251
225	R. Labrinfeli ✓	B.A Pol. Sc	IV	8974482782
89 <del>226</del>	Daiansa Pakma ✓	BTTM	VI	7641818310
13	Bahunshisha Khongdi ✓	BTTM	VI	8974751780

To  
The Principal,  
Lady Keane College,  
Shillong

Greetings from CM Business Catalyst Team, IIM Shillong!

We are delighted to invite your esteemed institution to participate in the Chief Minister's Business Plan Workshop, an integral part of the Chief Minister's Business Plan Competition for Meghalaya. The workshop aims to equip college students with essential skills to develop innovative and sustainable business ideas, focusing on green businesses that address Meghalaya's unique challenges.

This workshop will cover critical aspects of creating a Business Model Canvas, effective pitching techniques, and insights into sustainable entrepreneurship. It promises to be a platform for students to collaborate, learn, and showcase their creativity.

We believe your students have the potential to excel and contribute significantly to this initiative. For any queries, please feel free to contact us at [cmbusinesscatalyst@iimshillong.ac.in](mailto:cmbusinesscatalyst@iimshillong.ac.in) or +91 74558 56965.

We look forward to your positive response.  
Warm regards,  
CM Business Catalyst Team.

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[cmbusinesscatalyst@iimshillog.ac.in](mailto:cmbusinesscatalyst@iimshillog.ac.in)

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## WORKSHOP SCHEDULE

### DAY 1: INTRODUCTION, ENTREPRENEURSHIP, AND MARKETING BASICS

#### 1. Entrepreneurship Fundamentals (45minutes)

- **Objective:** Inspire entrepreneurial thinking.
- **Content:** Traits (problem-solving, resilience), identifying problems, scalable solutions, case study (Zizira/Chillibreeze).
- **Activity:** "Guess the Entrepreneur" quiz (clues about famous entrepreneurs).

#### 2. Basics of Marketing (45 minutes)

- **Objective:** Introduce marketing concepts.
- **Content:** Customer needs vs. wants, branding, 4 Ps with local examples.

#### 3. Marketplace Simulation (1 hour)

- **Objective:** Contextual entrepreneurship.
- **Activity:** Teams act as startups selling local products (e.g., turmeric, craft gin). Develop marketing pitch and pricing. Judges give feedback.
- **Data:** Handicraft exports grew 15% (2023); organic turmeric demand up 30%. Challenges: logistics, demand forecasting, acquisition.

#### 4. Introduction to CM B-Plan Competition (30 minutes)

- **Objective:** Overview of competition and relevance.
- **Content:** Purpose, structure (video submissions, pitch decks), themes, benefits (exposure, prizes, networking).
- **Engagement:** Poll/quiz on familiarity with business plans.

### DAY 2: FINANCE, HR, AND OPERATIONS

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cmbusinesscatalyst@iimshillog.ac.in

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### 1. Basics of Finance (45 minutes)

- **Objective:** Manage startup finances.
- **Content:** Budgeting (fixed vs. variable costs), revenue model, government schemes (e.g., PRIME Hub).
- **Activity:** Teams create a budget for a tea startup with ₹10 lakh funding.

### 2. HR Management for Startups (45 minutes)

- **Objective:** Effective team management.
- **Content:** Defining roles, motivation, conflict resolution.
- **Activity:** Role-play "Hiring for a Startup" (select candidates from mock profiles).

### 3. Operations Management (45 minutes)

- **Objective:** Efficient resource management.
- **Content:** Basics of supply chain, quality control on a budget, eco-friendly practices.
- **Activity:** Case study: Scaling operations sustainably (e.g., Zizira).

### Day 2 Activity: Business Problem Hackathon (45 minutes) • **Objective:** Apply knowledge to real-world challenges.

- **Activity:**
  - Scenario: Launch a bamboo water bottle brand. Solve: positioning, financial plan, smooth operations, and hiring.
  - Execution: Teams work for 30 minutes; 2-minute presentations.

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