



## **Report on: Workshop for enhancing tourism through marketplace platforms for hyperlocal businesses**

Date: 8 February 2025

Summary: Hosting a business workshop at Lady Keane College, facilitated by Rodeka Innovations Shillong, has fostered a unique synergy between industry stakeholders, educational institutions, and hyperlocal businesses. By bringing together these diverse groups, the workshop enhances the college's receptiveness as a hub for innovation and entrepreneurship and also provides a platform for knowledge sharing, capacity building, and collaboration. Specifically, the workshop's focus on leveraging marketplace platforms to enhance tourism has empowered local businesses, including those in the tourism sector, to tap into new markets and opportunities, while also promoting industry-academia partnerships that can drive sustainable economic growth and development in Meghalaya.

Proceedings:

1. Workshop attended by 25 onboarded partners from East Khasi Hills, Ri Bhoi, West Jaintia Hills as well as IQAC and Tourism Faculty- Lady Keane College, Shillong
2. Introduction to overall progress of project and vision of Satkara platform
3. Demonstration of alpha version of platform
4. Consolidation of feedback
5. Sensitising a partner community for enhancing hyperlocal business activities
6. Identifying gaps and requirements of the tourists which Satkara as a marketplace to test out new offerings

**Feedback:**

1. There is a need for building a tourism community especially to address the pain points/challenges of entrepreneurs and businesses
2. Need to build ecosystem for non-conventional businesses to unleash potential of local entrepreneurs and communities
3. Chances for greater economic value creation by connecting livelihoods, entrepreneurial activities.

**Takeaways:** Request for a pool of students for internships by multiple organisations and business establishments.

**Glimpses:**







