



গড়গাঁও মহাবিদ্যালয়
GARGAON COLLEGE

Extension Activity

Department of Commerce
22nd February, 2024





Workshop on

Investment Avenues and Marketing Strategies for SHGs under Rohdoi Gaon Panchayat

Organised by: Department of Commerce

Date : 22nd February 2024 Time: 1 pm

Venue: Rohdoi Pukhuri Gaon Panchayat

In a bid to foster economic independence and empower Self-Help Groups (SHGs), the Department of Commerce at Gargaon College organized a comprehensive workshop in Rohdoipukhuri Gaon Panchayat. The event, held with the support of key organiser Keshab Konwar(Ex-President), Jatin Konwar (Secretary), and Pranob Gogoi (Accountant), aimed to provide valuable insights into investment avenues and effective marketing strategies for SHGs.

The workshop featured esteemed resource persons, Mrs. Nomami Dutta and Dr. Mintu Gogoi, Assistant Professors of the Commerce Department, Gargaon College, who shared their expertise on vital aspects. Mrs. Dutta emphasized the significance of savings and delved into various investment options available for SHGs. Dr. Gogoi, on the other hand, shed light on modern marketing strategies, focusing on platforms like Facebook and Instagram, along with efficient distribution channels.



The program kicked off with an insightful address by the Head of the Department, Mr. Anil Tanti, stressing the pivotal role of SHGs in fostering economic independence, particularly among women. This set the tone for the engaging discussions that followed.

Among the distinguished attendees were senior faculty member, Dr. Meghali Bora and Assistant Professors, Mr. Gautom Hazarika, and Dr. Nazreen Parveen Ali, who actively participated in the workshop. Students from the Commerce Department, as well as members of various SHGs, added vibrancy to the event, contributing to the exchange of knowledge and experiences.

The collaborative effort between organizers, resource persons, and participants ensured that the workshop served as a platform for both learning and networking, furthering the mission to strengthen SHGs in the Rohdoipukhuri Gaon Panchayat region.



গড়গাঁও মহাবিদ্যালয়
GARGAON COLLEGE

Permission Letter for extension Activity



Department of Commerce
Gargaon College,
Simaluguri pin- 785686 Sivasagar (Assam),
ESTD: 1959

email- deptofcommercegargaoncollege@gmail.com

To
The Principal
Gargaon College
Simaluguri- 785686

Date: 21/02/2024

Sub: Seeking permission to participate in Extension Activity on 22/02/2024

Respected Sir,

I would like to inform you that the Department of Commerce, Gargaon College has arranged an Extension Programme at "Rohodoi Gaon Panchayat" situated at Rohodoi Pukhuri, Nazira on 22nd February, 2024 at 1pm. All faculties and students of the department shall participate in the event.

Therefore, I earnestly request you to grant permission to visit the same on the aforesaid date.

Thanking you.

Yours Sincerely.

Anil Tanti
21/02/24

(Anil Tanti)
Head, Department of Commerce

HOD, Deptt. of Commerce
You are hereby entrusted with the responsibility
of the entire programme and for its successful
completion.
Anil Tanti
21/02/24



গড়গাঁও মহাবিদ্যালয়
GARGAON COLLEGE

Notice of the programme



Department of Commerce
Gargaon College,
Simaluguri pin- 785686 Sivasagar (Assam),
ESTD: 1959
email-deptofcommercegargaoncollege@gmail.com

NOTICE FOR OUTREACH PROGRAMME(EXTENSION ACTIVITY)

Date: 21-2-2024.

The Department of Commerce is going to organize an Extension Programme at "Rohodoi Gaon Panchayat" situated at Rohodoi Pukhuri, Nazira on 22nd February, 2024 at 1pm. All faculties and students of the department are requested participate in the event.

Anil Tanti
HoD
Department of Commerce,
Gargaon College



গড়গাঁও মহাবিদ্যালয়
GARGAON COLLEGE

Banner of the programme



গড়গাঁও মহাবিদ্যালয়ৰ, বাণিজ্য বিভাগ
আৰু বহুদৈ পুখুৰী গাঁও পঞ্চায়তৰ যুটীয়া উদ্যোগত



এদিনীয়া কৰ্মশালা

বিষয় : আত্মসহায়ক গোটৰ বিনিয়োগৰ পথ আৰু বিপণন কৌশল

EXPLORING INVESTMENT AVENUES AND
MARKETING STRATEGIES FOR SELF-HELP GROUPS

স্থান : বহুদৈ পুখুৰী গাঁও পঞ্চায়ত

দিনাংক : ২২ ফেব্ৰুৱাৰী, ২০২৪ ।। সময় : দিনৰ ১ বজাত



Photos of Programme





Photos of Programme





Photos of Programme





গড়গাঁও মহাবিদ্যালয়
GARGAON COLLEGE
NAAC accredited with 'B' Grade

List of Participants

Workshop on Investment Avenues and
Skill ~~Dev~~ Marketing Strategies of SMEs

Date: 22-02-2024

Name of Faculty	Signature
1. Mr. Anil Tanti (HOD)	
2. Dr. Meghali Bora	
3. Mrs. Nomami Dutta	
4. Dr. Mintu Gogoi	
5. Ganton Hazarika	
6. Dr. Nazneen Parveen AU	

Name of Students	Signature
1. Deep Kumar Mishra	
2. Biswajit Lohon	
3. Rishab Das Boruah	
4. Raju Boruah	
5. Ritom Gogoi	
6. Naina Singh Rajput	
7. Khushi Maheshwari	
8. Kajal Kumari Mahato	
9. Anushka Gogoi	