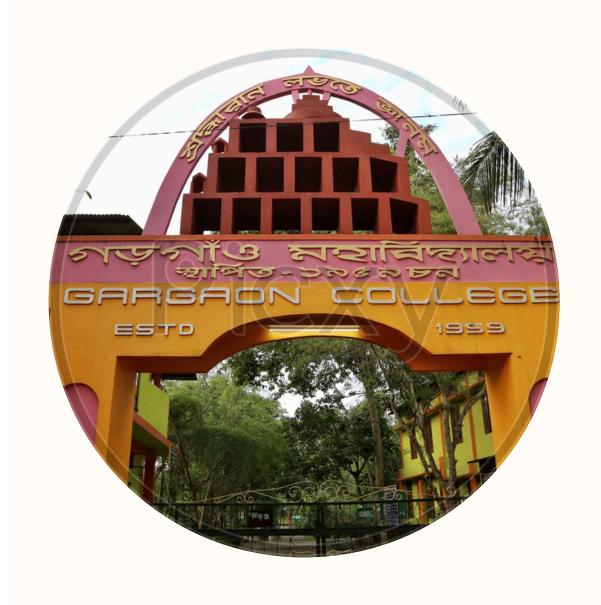


## **Extension Activity**

## 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.



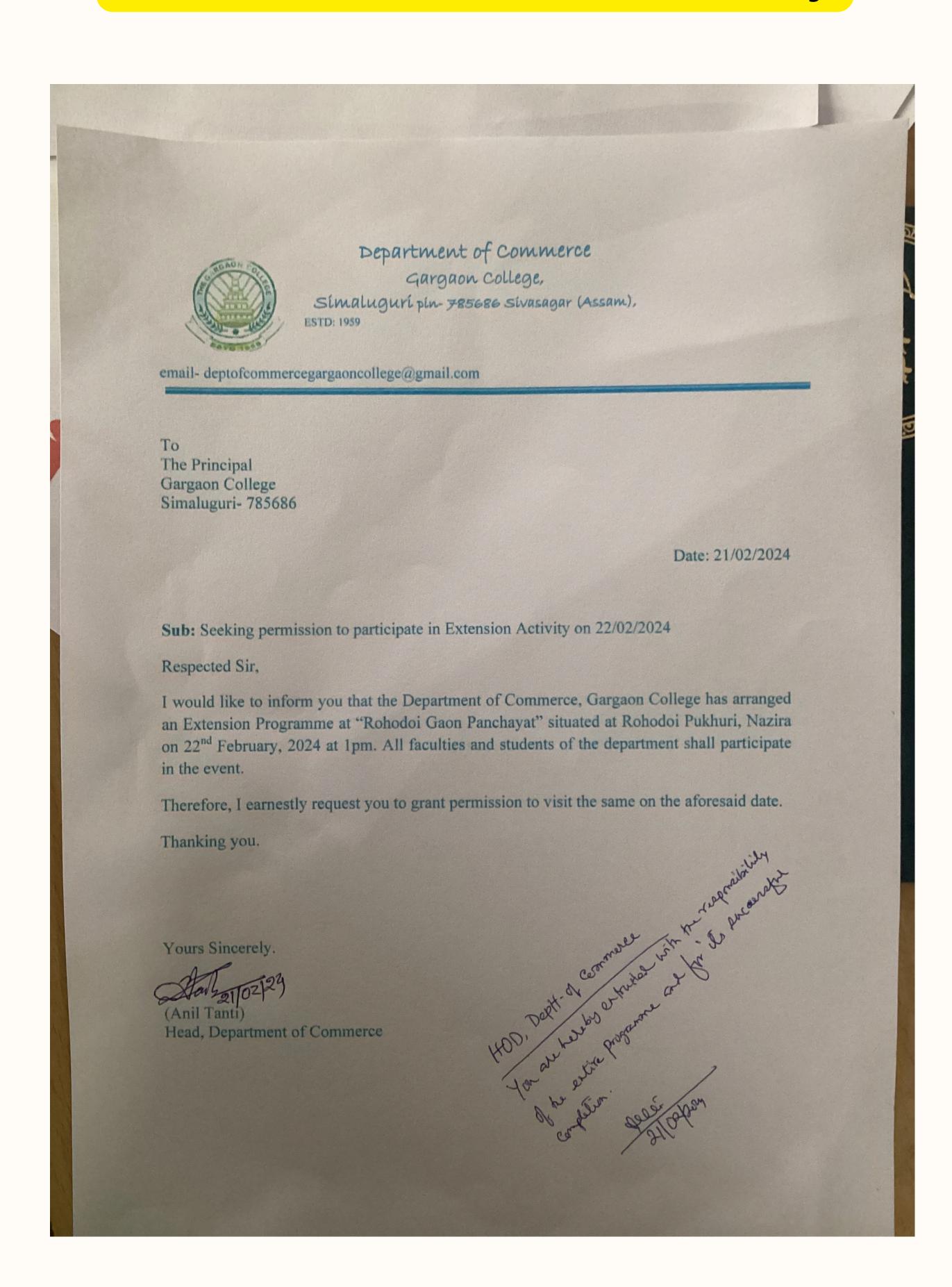
The program kicked off with an insightful address by the Head of the Department, Mr. Anil Tanti, stressing the pivotal role of SHGs in fostering economic independence, particularly among women. This set the tone for the engaging discussions that followed.

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.

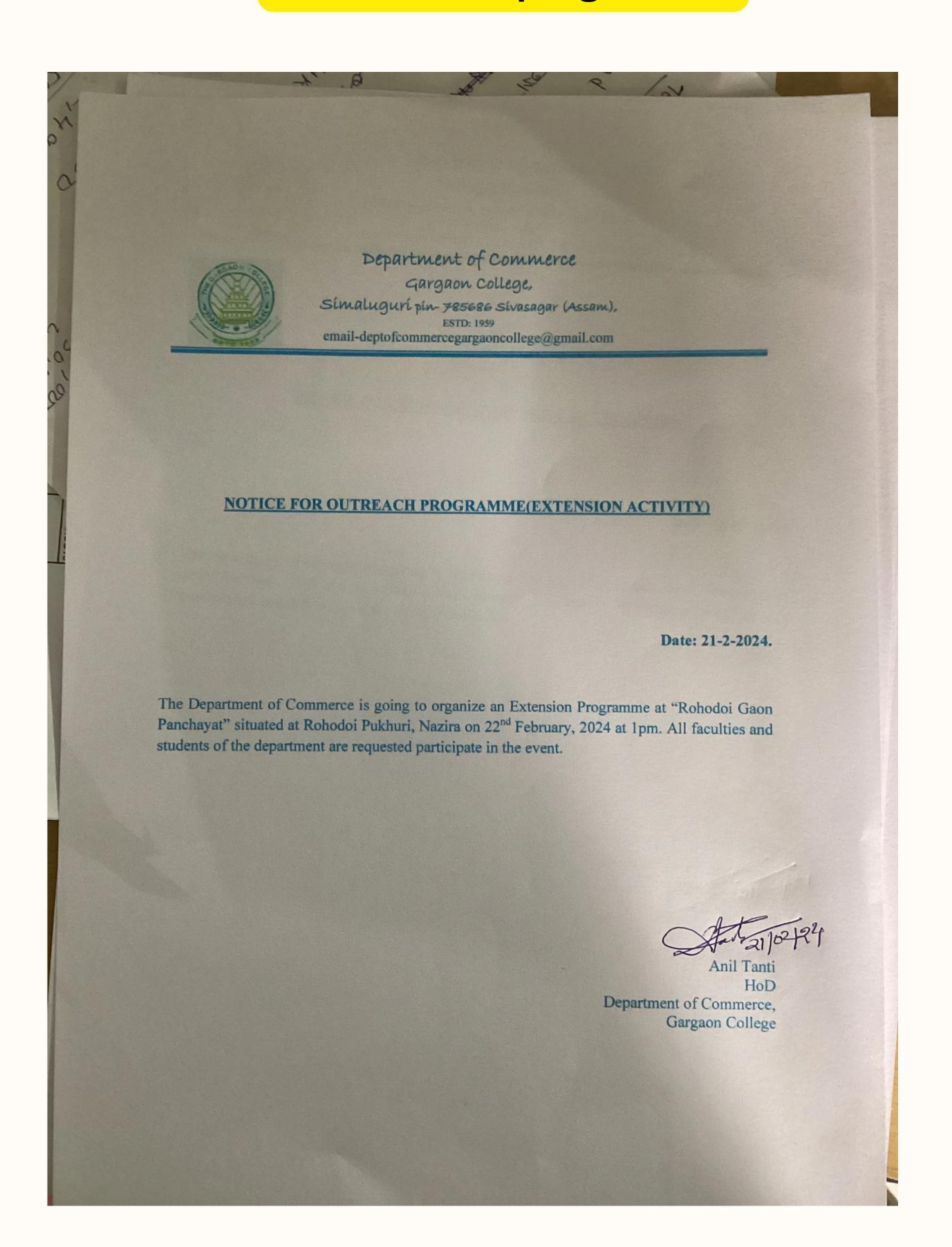


### **Permission Letter for extension Activity**





### Notice of the programme





#### Banner of the programme

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

# अपिनीयां कर्याला

বিষয় ঃ আত্মসহায়ক গোটৰ বিনিয়োগৰ পথ আৰু বিপণন কৌশল

EXPLORING INVESTMENT AVENUES AND MARKETING STRATEGIES FOR SELF-HELP GROUPS

স্থান ঃ ৰহদৈ পুখুৰী গাঁও পঞ্চায়ত দিনাংক ঃ ২২ ফেব্ৰুৱাৰী, ২০২৪ ।। সময় ঃ দিনৰ ১ বজাত



### **Photos of Programme**







### **Photos of Programme**







### **Photos of Programme**







### **List of Participants**

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Name of Students	Dan Kumar Mishria
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4. Raju Borrah	
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