

Report on the Twelve-Day Devbhoomi Entrepreneurship Development Program

Place: Multipurpose Hall, Govt. P. G. College Berinag

Duration: 24 March 2025 to 4 April 2025

A Twelve-Day Devbhoomi Entrepreneurship Development Programme was successfully inaugurated on 24 March 2025 under the chairmanship of the Principal of Government Post Graduate College, Berinag, Dr. B. M. Pandey. The programme was organized in the Multipurpose Hall of the college at 11:00 AM. The event began with a warm welcome of all dignitaries and guests by Shri Vinay Yadav, who also conducted the programme smoothly and effectively.

The programme aimed to encourage students towards entrepreneurship, self-employment, innovation, and self-reliance. It provided valuable knowledge about business development, market understanding, financial literacy, and practical entrepreneurial skills.

On the first day, the chief speaker Shri Dinesh Pandey delivered an insightful lecture on “Introduction and Guidance for Entrepreneurship.” He explained how entrepreneurship can help reduce migration from hilly regions by creating local employment opportunities. He highlighted that entrepreneurship is the process of transforming innovative ideas into successful businesses through creativity, dedication, and risk-taking ability. He also discussed the qualities of a successful entrepreneur such as leadership, problem-solving skills, creativity, patience, and confidence, which are already present among many students.

During the session, students were guided on how to choose a good business idea, conduct market research, prepare a business plan, complete legal formalities, arrange funding, and use digital marketing effectively. He motivated students to start small, continue learning, and face challenges with determination. At the end of the programme, the Principal inspired students to become self-reliant and generate employment opportunities through entrepreneurship.

On the second day, the chief speaker Shri Chandrashekhar Dubey addressed the students on the topic “Idea Generation and Validation.” He explained that idea generation and validation are the foundations of every successful startup, business, or innovation project. He emphasized that without proper validation, even a good idea may fail. He discussed various methods of generating ideas such as brainstorming, mind mapping, customer pain-point analysis, and creative thinking techniques. Students learned the importance of balancing creativity with practicality.

On the third day, students were taken to the main market area of Berinag for a practical market survey. During the survey, students interacted with local shopkeepers and customers and collected answers to twenty survey questions. This activity helped students understand market demand, customer behaviour, and business opportunities at the local level.

On the fourth day, Shri Chandrashekhar Dubey conducted a detailed session on Business Model Canvas Design. Students learned how to design and structure a business model effectively by identifying customer segments, value propositions, revenue sources, and key business activities.

On the fifth day, the process of Udyam Aadhaar Registration was explained and completed for the participants. Students gained practical knowledge regarding the registration process for small businesses and startups.

On the sixth day, a detailed discussion was held on Financial Literacy and Funding Options. Students were informed about budgeting, savings, investment, banking systems, government schemes, loans, and various funding opportunities available for entrepreneurs.

On the seventh day, students visited a nearby industrial unit, Avani Enterprises, Tripuradevi, and Berinag, as part of an industrial exposure visit. During the visit, students observed and learned the practical methods of operating handloom units and preparing charcoal products from pine leaves (Pirul). The visit provided valuable practical exposure and inspired students towards sustainable and eco-friendly entrepreneurship.

The Twelve-Day Devbhoomi Entrepreneurship Development Programme proved to be highly informative, practical, and motivational for the students. The programme successfully enhanced entrepreneurial awareness among participants and encouraged them to explore self-employment opportunities for their personal growth and the development of society.

Program Photo Gallery:









Media Coverage:

मदान म राजल हनु मुख्य विकास अरु
कारी, 26 मार्च को विकासखंड बेरीनाग
में नोडल अधिकारी परियोजना निदेशक

आधिकारी अवर जिलाधिकारी, 28 मार्च
को विकासखंड कनालीछीना में नोडल
अधिकारी जिला विकास अधिकारी, 28

कार्यक्रम का आगलखकरण फाटाग्राफ,
वीडियोग्राफी अनिवार्य रूप से सुनिश्चित
करवाई जाए।

बेरीनाग महाविद्यालय में स्टार्टअप बूट कैम्प का शुभारंभ

रुद्र टाइम्स
बेरीनाग (पिथौरागढ़) राजकीय
स्नातकोत्तर महाविद्यालय बेरीनाग में
देवभूमि उद्यमिता योजना के तत्वाक
तान में उद्यमिता विकास कार्यक्रम के
तहत प्राचार्य प्रोफेसर बी. एम पाण्डेय
के मार्गदर्शन से बारह दिवसीय स्टार्टअप
बूट कैम्प का शुभारंभ हुआ। इस कैम्प
में भारतीय उद्यमिता विकास संस्थान
अहमदाबाद से देवभूमि उद्यमिता योजना
पिथौरागढ़ जनपद के जिला समन्वयक
विनय यादव ने विद्यार्थियों को उद्यमिता
के क्षेत्र से जुड़े हुए विभिन्न बिंदुओं पर
चर्चा की एवं बारह दिवसीय प्रशिक्षण
की रूपरेखा के विषय में विद्यार्थियों को
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के महत्वपूर्ण पहलु आइडिया डेवलपमेंट
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पाण्डेय ने बताया कि उद्यमिता को
बढ़ावा देकर हम लोग पहाड़ी क्षेत्रों

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तथा अपने ही क्षेत्र में रोजगार विकसित
सकेंगे। महाविद्यालय के देवभूमि
उद्यमिता केन्द्र के नोडल अधिकारी

कर सकते हैं। उन्होंने विद्यार्थियों को
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किया। महाविद्यालय के प्राचार्य
प्रोफेसर बी. एम. पाण्डेय ने अपने आ
यक्षीय संबोधन में बताया कि उद्यमिता
का प्रशिक्षण रोजगार के सृजन में
सहायक सिद्ध होगा जिससे कि विद्यार्थी
सर्वांगीण विकास कर आत्मनिर्भर हो

डॉ. ललित चंद ने कार्यक्रम के आ
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धन्यवाद ज्ञापित किया। कार्यक्रम का
संचालन डॉ. लीलाधर मिश्र ने किया।
इस कार्यक्रम में डॉ. ओम प्रकाश,
उद्यमिता विकास संस्थान से ललित
चौबे, चंद्रशेखर समेत महाविद्यालय
के अन्य प्राध्यापक एवं कर्मचारी
उपस्थित रहे।