

## Engagement as Resource Persons for CMAAA

Gauripur, the 26th of October, 2024

The District Industries and Commerce Centre of Dhubri, in partnership with the Commerce Stream of P.B. College in Gauripur, recently organized an insightful training program aimed at empowering beneficiaries of the Chief Minister's Atmanirbhar Asom Abhijan. This comprehensive one-month program took place from September 24, 2024, to October 26, 2024, and was designed to equip participants with essential knowledge and skills for starting their businesses.



Throughout the program, attendees were immersed in a variety of crucial topics that provided them with a solid foundation in entrepreneurship. They learned how to identify viable business opportunities tailored to local markets and gained an understanding of the legal requirements and steps necessary to establish a business successfully. The curriculum also covered important aspects of financial management, including bookkeeping and product costing, which are vital for maintaining profitability.



Additionally, the participants were educated on taxation regulations and effective marketing techniques specifically geared toward the Micro, Small, and Medium Enterprises (MSME) sector. The hands-on approach and interactive discussions fostered an engaging learning environment.



Feedback from the beneficiaries has been overwhelmingly positive, with many expressing their gratitude for the knowledge and skills they acquired during the program. This initiative has not only



strengthened their entrepreneurial aspirations but has also contributed to fostering a culture of self-reliance and economic growth within the community.