

# **INCUBATION CENTRE STATUS REPORT**

## **INCEPTION:**

Following the recommendation of the Academic and Administrative Audit of session 2021 -22, the resolution for setting up an Incubation Centre in order to offer a physical space within the campus where students and alumni can find easy access to resources to start their own businesses or foster innovative ideas, was adopted in the Internal Quality Assurance Cell meeting held on 19<sup>th</sup> April, 2023. The proposal was placed before the Governing Body in its meeting, dated 18<sup>th</sup> July, 2023, for confirmation, following which the process for setting up the space officially began. However, this formal inception was not a sudden affair, but rather the continuation of the efforts of the college in this area for a long time. Anandamela, an annual event that provides a platform to the students and alumni to display and sell products, mostly handmade by them, has been taking place in the college since 2010. Anandamela was formally inducted as an event held under the banner of the Incubation Centre after its establishment in 2023.

## **LAYOUT AND RESOURCES:**

1. The room has already been stocked with books related to entrepreneurship and hard copies of downloaded material for perusal of the students and alumni.
2. Inspirational stories have been displayed in the room to provide encouragement and possible paths for students and alumni.
3. Records of activities and latest relevant notices/news/ advertisements are stored and displayed in the centre.
4. Display shelves have been installed to provide a space for promoting the products of the student and alumni entrepreneurs.

## **EVENT REPORT: ANANDAMELA 2023**

**The annual event of Anandamela, which has been taking place in the college since 2010, was first held under the aegis of the Incubation Centre in 2023.**

**Date of event: 17<sup>th</sup> October, 2023, 11am onwards**

**No. of stalls set up –56**

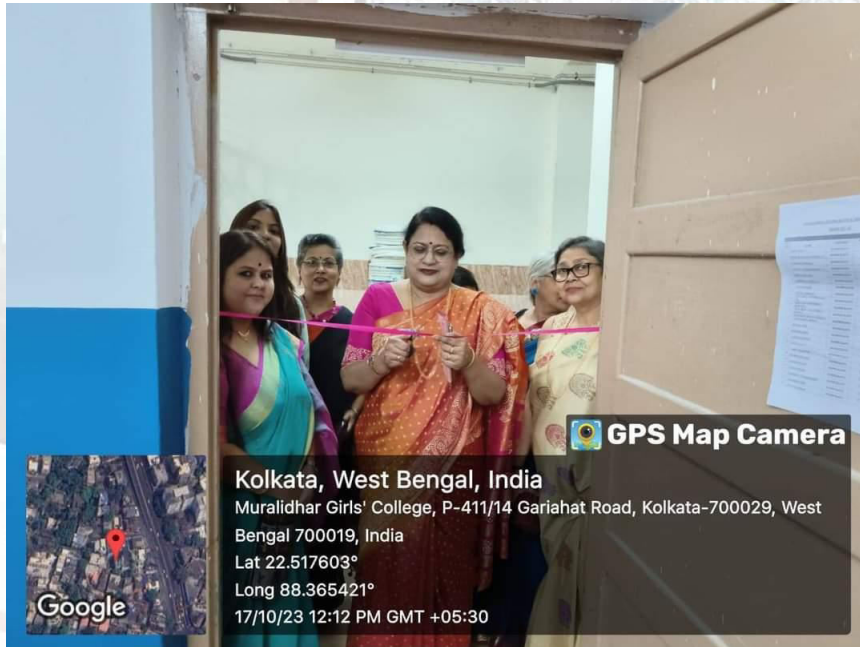
**Types of products exhibited and sold –Food/ baked goods, handmade paintings, handmade showpieces and bookmarks, handmade textiles, junk jewellery, painted clay pots/ diya, handmade crafts mehendi, game stalls.**

### **Objectives Achieved:**

- **The students/ alumni got an opportunity to display and sell their products. The event acted as an initiation to the market place for many of them and provided them with practical experience of running a business.**
- **The event was heavily attended and appreciated, encouraging the others to participate in future events.**
- **The event served as a promotional exercise for the various small businesses run by students and alumni, providing them with future opportunities for increased sale and further expansion.**



## EVENT PHOTOBOOK













## ANANDAMELA HANDICRAFTS & MEHENDI STALL

### ROOM NO - 27

ANANDAMELA 2023				
SL NO	NAME	CATEGORY	ROOM NO	STALL NO
1	ANKITA DE + 2	HANDICRAFTS	27	01
2	RUTH NILANJANA CHANDA +2	HANDICRAFTS	27	02
3	NABANITA MONDAL	HANDICRAFTS	27	03
4	RAJANYA CHAKROBORTY + 2	HANDICRAFTS	27	04
5	MEGHA HALDER	HANDICRAFTS	27	05
6	AINDRILLA GUPTA + 2	HANDICRAFTS	27	06
7	SAYANI BARIK	HANDICRAFTS	27	07
8	PAYEL SAMANTA	HANDICRAFTS	27	08
9	PUJA BERA AND PRIYANKA PAL	HANDICRAFTS	27	09
10	RINKU DAS AND SUSMITA SENGUPTA	HANDICRAFTS	27	10
11	PUJA SHAW AND SUPRIYA MONDAL	HANDICRAFTS	27	11
12	DEBANKINI BHATTACHARYA AND SANDIPA BISWAS	HANDICRAFTS	27	12
13	MONIKA DAS	HANDICRAFTS	27	13
14	MANISHA BERA	HANDICRAFTS	27	14
15	LABANI SAMANTA	HANDICRAFTS	27	15
16	SNEHA KAR + 2	HANDICRAFTS	27	16
17	AARZU MAHBOOB + 1	MEHENDI STALL	27	17
18	MADHUMITA ROY	HANDICRAFTS	27	18
19	NILANJANA DAS	HANDICRAFTS	27	19
20	TIASA PURKAIT	HANDICRAFTS	27	20
21	PRITIKONA CHAKROBORTY	HANDICRAFTS	27	21
22	SRILEKHA NATH	HANDICRAFTS	27	22
23	SWAPNA SARKAR	HANDICRAFTS	27	41



**ANANDAMELA FOOD STALL**

**ROOM NO -14 A**

<b>ANANDAMELA 2023</b>			<b>ROOM NO</b>	<b>STALL NO</b>
<b>SL NO</b>	<b>NAME</b>	<b>CATEGORY</b>		
1	TINA MUKHERJEE AND MANALI GHOSH	FOOD	14 A	33
2	SHIBANGI BISWAS, MRITTIKA SAHA DEBADRITA RAY, SEMONTIKA MUKHERJEE	FOOD	14 A	34
3	TAMANNA BANERJEE AND SOMDATTA GHOSH	FOOD	14 A	35
4	RUMI BAR	FOOD	14 A	36
5	JAYASREE BHATTACHARYA	FOOD	14 A	37
6	ISHITA DEBNATH	FOOD	14 A	39
7	ANAMIKA NASKAR	FOOD	14 A	40



**ANANDAMELA FOOD STALL AND GAME**

**ROOM NO -14 B**

ANANDAMELA 2023			ROOM NO	STALL NO
SL NO	NAME	CATEGORY		
1	MADHUCHANDA PAL	FOOD	14 B	23
2	RITU MALLICK	FOOD	14 B	24
3	KANAKA NASKAR + 2	FOOD	14 B	25
4	SWASTIKA SARKAR	FOOD	14 B	26
5	RITU CHAKRABORTY	FOOD	14 B	27
6	SANGITA JANA	FOOD	14 B	28
7	DIPPRIYA HALDER + 3	FOOD	14 B	30
8	NIKITA MUKHERJEE +2	FOOD	14 B	31
9	MANDIRA PAHARI	FOOD	14 B	32
10	PAYEL ROY + 8	GAME	14 B	29

**ANANDAMELA 2023**

<b>SL NO</b>	<b>NAME</b>	<b>CATEGORY</b>	<b>CONTACT NUMBER</b>	
1	ANKITA DE + 2	HANDICRAFTS	7604018600	
2	RUTH NILANJANA CHANDA +2	HANDICRAFTS	9330064581	
3	RAJANYA CHAKROBORTY + 2	HANDICRAFTS	9330412035	
4	AINDRILLA GUPTA + 2	HANDICRAFTS	9831377507	
5	SAYANI BARIK	HANDICRAFTS	8777319479	
6	RINKU DAS AND SUSMITA SENGUPTA	HANDICRAFTS	8637815115	
7	PUJA SHAW AND SUPRIYA MONDAL	HANDICRAFTS	8336840166	
8	MANISHA BERA	HANDICRAFTS	7003104055	
9	MADHUMITA ROY	HANDICRAFTS	7980556199	
10	NILANJANA DAS	HANDICRAFTS	6290058010	
11	TIASA PURKAIT	HANDICRAFTS	9164376933	
12	JAYASHREE BHATTACHARYA	FOOD	9804163623	
13	ANAMIKA NASKAR	FOOD	8274091085	
14	MADHUCHANDA PAL	FOOD	6289068620	
15	MANDIRA PAHARI	FOOD	8240206100	
16	SWASTIKA SARKAR	FOOD	7003623140	



REPORT ON **HERBAL GULAL MAKING WORKSHOP** ORGANISED BY INCUBATION CELL AND IQAC,  
GOKHALE MEMORIAL GIRLS' COLLEGE IN COLLABORATION WITH INCUBATION CELL AND IQAC,  
MURALIDHAR GIRLS' COLLEGE

An herbal gulal making workshop was organised by Incubation Cell and IQAC, Gokhale Memorial Girls' College in collaboration with Incubation Cell and IQAC, Muralidhar Girls' College, and Mother Earth Foundation, on 12<sup>th</sup> March, 2024 in the main building of Gokhale Memorial Girls' College. The workshop was conducted by Prof Ashim Chatterjee, Retired Professor, Jadavpur University, who instructed the student participants in process of making eco –friendly herbal gulal.

Around 15 students from the Departments of Microbiology, Mathematics, Chemistry, Zoology, Botany and English of Muralidhar Girls' College participated and they greatly benefited from the hands on training that they received.









