



Institution Innovation Council (IIC-SEC)

St. Edmund's College



(Affiliated to North Eastern Hill University, Shillong)  
Recognized by the University Grant Commission under 2 (f) and 12 (B) of UGC act 1956  
Laitumkhrah, Shillong – 793003, Meghalaya, India

Website: <http://sec.edu.in>

## REPORT ON IMPACT LECTURE SERIES – II

### SESSION: 1

**TITLE:** START UPS & CHALLENGES

**DATE:** 2<sup>nd</sup> August 2022

**TIME:** 13:30 hrs onwards

**DELIVERED BY:** Mr Afu Nyesase Y Jana  
Founder  
YoCa Spices Inc.  
Shillong, Meghalaya  
Email: [yocaimperial@gmail.com](mailto:yocaimperial@gmail.com)

**MODE:** Online

**MEETING LINK:**

<https://us02web.zoom.us/j/85640260291?pwd=eXRmcVp1cGdnNlY0RUZsTzh4SnlrQT09>

**TOTAL PARTICIPANTS:**

Students: 47

Faculty: 12

Others: 06

**KEY HIGHLIGHTS:**

India is often described as “the posterchild of emerging markets” for its vast commercial potential for startups. In a country with a large population, even niche products can have significant market potential. The resource person shared his journey for his startup on spices which are locally grown and emphasize on the fusion of traditional knowledge and scientific technology correlation.



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## OUTCOME:

The resource personnel focused on the need to have incubation centres in higher educational Institutional and motivated students be the job raiser and not job seeker. Furthermore the students were encouraged for starting startups and all possible help will be made available to viable project.

## FEEDBACK:

The participants appreciated the IIC-SEC cell for organizing such lectures as it was an eye opener for them.

**INSTITUTION INNOVATION COUNCIL**  
St. Edmund's College, Shillong  
In Collaboration with  
Ministry of Education's Innovation Cell,  
AICTE

**ORGANISES**

**IMPACT LECTURE SERIES -II**  
Session I & II  
Tuesday | 02 August | 2022  
13:30 - 17:00 hrs

**Ms Seilydor Sokhia**  
Founder  
ECoRI  
Shillong, Meghalaya

**Mr Afu Nyesase Y Jana**  
Founder  
YoCa Spices  
Shillong, Meghalaya

**Target Participants**  
Students, Bioentrepreneurs &  
Faculty Members

**ORGANISING COMMITTEE**  
Dr Sylvanus Lamare, Principal  
Prof M. Chakravarty, President IIC-SEC  
Prof Sumit Deb, Convener, IIC-SEC  
Dr Samrat Adhikari, Member IIC-SEC  
Ms Iarisa Dorphan, Member, IIC-SEC  
Ms Shekinah Challam, Faculty

**Kindly Note**  
• All correspondence by email only  
• All can directly join using the link  
• e certificates will be provided after filling the feedback form

**CLICK HERE TO JOIN**

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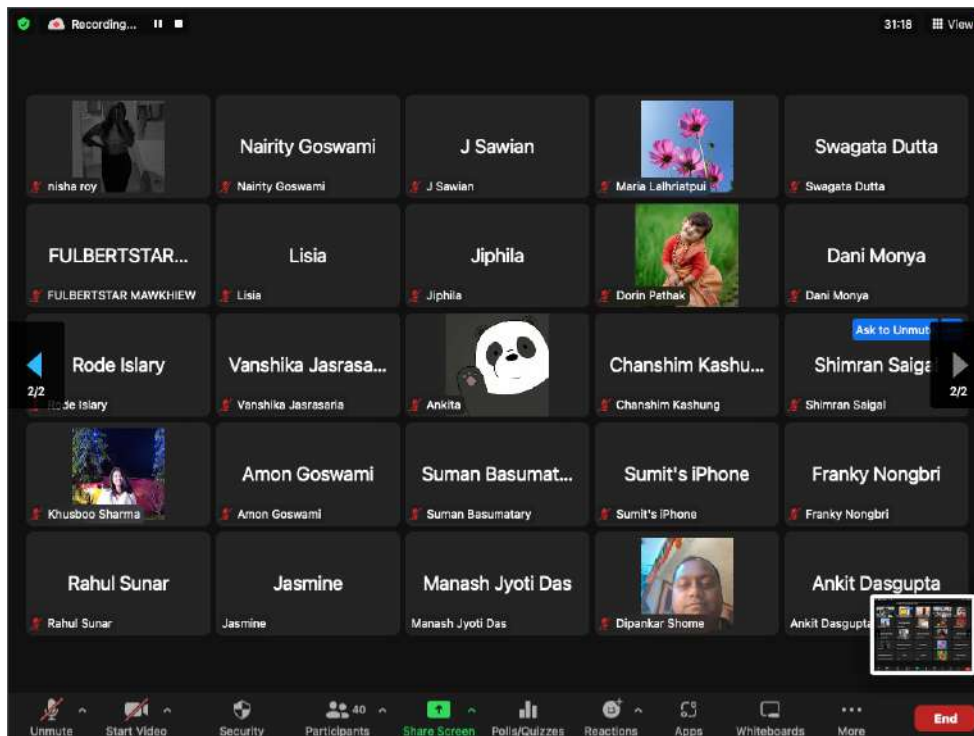
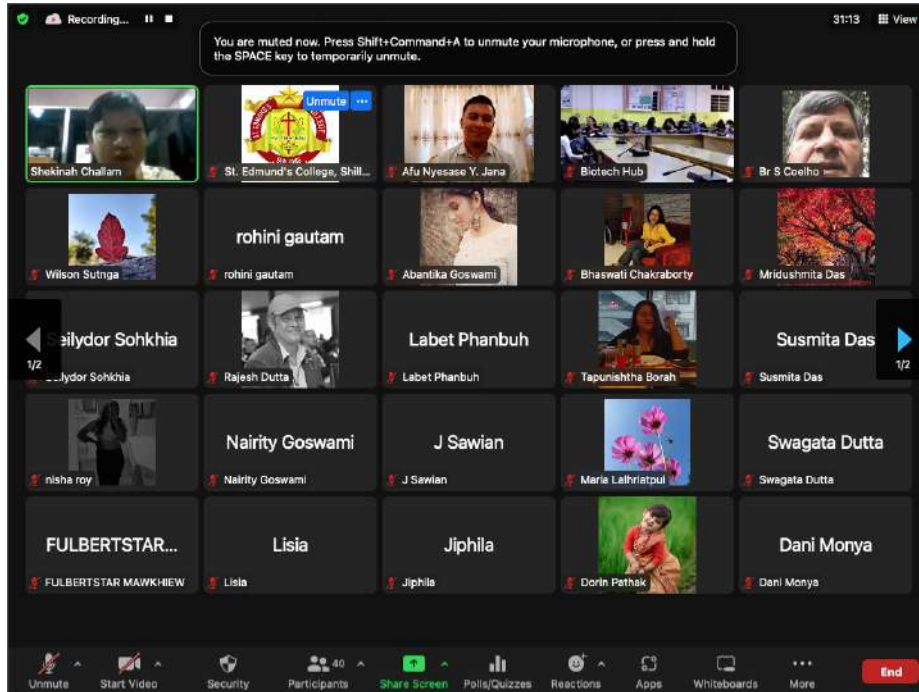


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