



**Ghani Khan Choudhury Institute of Engineering and Technology**  
(A CFTI under Ministry of Education, Govt. of India)  
Narayanpur, Malda, West Bengal – 732141

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## ***Udyamita Award - 2021***

***Theme: Start-up and Entrepreneurship***

***Organized by***

***Women Empowerment Committee***

The Women Empowerment Committee (WEC) of GKCIET Malda is inviting innovative ideas and proposals for the event ***“Start-up and Entrepreneurship”***. All the current students of GKCIET, Malda are eligible to take part in this event.

***Students must follow the guidelines given below to participate in the event.***

1. The student has to prepare a proposal (write-up) with a word count of not more than 1000.
2. The theme or concept relating to entrepreneurship and start-up businesses should be unique and novel.
3. The proposal must include the sections listed below in the order listed.
  - a) *Title of the proposal*
  - b) *Name of the Student*
  - c) *Department*
  - d) *Program (B. Tech/Diploma)*
  - e) *Semester*

*f) Body of the proposal*

4. The following sections should be included in the body of the proposal:
  - a) An overview (identification of the problem and need of your start-up business idea)*
  - b) A clear objective for your start-up proposal (At least 3 objectives)*
  - c) Identifying the target market, demographics, and geographic location*
  - d) Competitive industries/ markets in your start-up.*
  - e) Proposed Budget allocation*
  - f) Identification of Goals for start-up and financial projections*
  - g) Employment/Job opportunity*
  - h) Marketing strategy and method for initiating your start-up business plan*
  - i) Conclusion*

*Note: If required, figures and tables can also be added.*

5. The proposal should not exceed 1000 words in length.
6. The proposal should be submitted in pdf format only and the pdf file should be named as **Udyamita 2021\_Your Name**' (e.g. if your name is Ritika Sen, the folder should be named as Udyamita 2021\_Ritika Sen).
7. Fill up the Google form and upload your file in pdf here.  
[https://docs.google.com/forms/d/e/1FAIpQLScZZxFBX1B8ueDIupSqyIZwIREJXjiGDDDLKza7XiUVRhO9b\\_Q/viewform](https://docs.google.com/forms/d/e/1FAIpQLScZZxFBX1B8ueDIupSqyIZwIREJXjiGDDDLKza7XiUVRhO9b_Q/viewform)
8. The last date for the submission of the proposal is **22/08/2021**.
9. Selected proposals will be invited to present their ideas. The presenters will receive a participation certificate. Special certificates will be awarded to the winners.
10. Winner from the girls will be awarded with the **Udyamita Award - 2021**

Sd/-

Ms. Priyanka Sahu  
Assistant Professor, HSS  
Member, WEC  
GKCIET Malda