



भारतीय प्रौद्योगिकी संस्थान (भारतीय खनि विद्यापीठ), धनबाद Indian Institute of Technology (Indian School of Mines), Dhanbad

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PRESS-RELEASE

IIT (ISM) Dhanbad Launches Workshop to Empower Tribal Women Entrepreneurs in West Bengal through Millet Cultivation and Digital Marketing

The Department of Management Studies & Industrial Engineering, IIT (ISM) Dhanbad, **launched a three-day workshop** on “*Designing and Delivering Capacity Building Programme for High Quality Millet Cultivation to Empower Tribal Women Entrepreneurs in West Bengal*” from October 9 to 11, 2025, at Salma Gram Panchayat, Block Saltora, District Bankura, West Bengal.

Organized under the CSR initiative of **Coal India Limited (CIL)**, the workshop aimed to strengthen the livelihood and entrepreneurial capacity of tribal women through **scientific millet cultivation, value addition, and digital marketing interventions**. It also sought to build a sustainable ecosystem for millet-based enterprises by integrating modern agricultural practices with digital market access and brand identity development.

Over the three days, participants engaged in thematic and skill-oriented sessions conducted by experts from reputed institutions. **Dr. Mohan Kumar Biswas** from *Visva-Bharati, Santiniketan* delivered insightful lectures on “*Introduction to Millets: Their Importance and Crop Health Management*”, covering organic farming, pest management, and sustainable cultivation. **Mr. Sumit Layek**, Agri-Business Expert, conducted interactive sessions on “*Entrepreneurship Mindset Development*”, focusing on leadership, confidence-building, teamwork, and women’s empowerment. **Dr. Md. Hasrat Ali** from *Bidhan Chandra Krishi Viswavidyalaya (BCKV)* led sessions on “*Digital Marketing and Brand Identity Creation for Millet-Based Enterprises*”, guiding participants on developing an online presence and enhancing digital visibility for locally produced millet products.

Prof. Niladri Das, Department of Management Studies & Industrial Engineering, IIT (ISM) Dhanbad, said,

“This workshop marks a significant step toward integrating traditional agricultural knowledge with modern scientific and business approaches. Our objective is to enable tribal women to view millet cultivation not just as subsistence farming but as a viable entrepreneurial venture that supports both livelihood and empowerment.”

Prof. Rashmi Singh, Department of Management Studies & Industrial Engineering, IIT (ISM) Dhanbad, added,

“By combining scientific training, entrepreneurial development, and digital marketing, we aim to create a self-reliant ecosystem where women can manage, market, and scale their own enterprises. This initiative also highlights the transformative potential of academia–industry partnerships for inclusive rural development.”

This collaborative initiative between **IIT (ISM) Dhanbad** and **Coal India Limited** reflects a shared commitment to **promoting agro-entrepreneurship, women’s empowerment, and digital inclusion** in tribal regions of West Bengal. It aligns with India’s broader vision of sustainable and inclusive rural growth through education, innovation, and social engagement.

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