

For Immediate Release; June 18, 2026

PRESS-RELEASE

IIT (ISM) launches millet cultivation, entrepreneurship programme for tribal women in Bankura

IIT (ISM) Dhanbad today launched a field visit and community-level capacity building programme at Bankura in West Bengal under a Coal India Limited (CIL)-supported Corporate Social Responsibility (CSR) initiative aimed at promoting high-quality millet cultivation and empowering tribal women entrepreneurs through skill development, value addition, digital marketing and market linkage support.

The programme is part of the project titled “Designing and Delivering Capacity Building Programme for High Quality Millet Cultivation to Empower Tribal Women Entrepreneurs in West Bengal and Creating Digital Marketing Platform for Effective Delivery.” The field visit and community-level programme form part of an ongoing project being implemented since last year, under which several training and capacity-building programmes have already been conducted for tribal women entrepreneurs and community stakeholders in the region.

The initiative seeks to create awareness among farmers, Self Help Groups (SHGs) and local stakeholders about millet-based livelihood opportunities, nutritional benefits of millets and sustainable agricultural practices. During the programme, the IIT (ISM) team is interacting with Gram Panchayat representatives, SHGs, farmers and Farmer Producer Organisations (FPOs) to understand existing agricultural practices, identify challenges and explore opportunities for millet-based entrepreneurship.

A village-level assessment is also being carried out to study cropping patterns, resource availability and market-related issues while helping identify potential beneficiaries and strengthening the millet value chain in the region.

Prof. Niladri Das, Professor, Department of Management Studies and Industrial Engineering and Principal Investigator (PI) of the project, said, “Millets can strengthen rural livelihoods while promoting nutritional security and sustainable agriculture. The initiative aims to equip tribal women with skills and entrepreneurial capabilities for sustainable income generation.”

Prof. Rashmi Singh, Assistant Professor, Department of Management Studies and Industrial Engineering and Co-Principal Investigator (Co-PI) of the project, said, “The programme focuses on scientific cultivation practices, value addition, digital marketing and market linkages to support long-term economic empowerment of tribal women.”

The initiative reflects the commitment of IIT (ISM) Dhanbad and Coal India Limited towards inclusive development, women empowerment and sustainable rural growth.

Rajni Singh
Dean (Corporate Communications)