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Press Release

IIT (ISM) Dhanbad Conducts Capacity Building Programme on High-Quality Millet Cultivation and Digital Marketing for Tribal Women Entrepreneurs

The Department of Management Studies & Industrial Engineering, IIT (ISM) Dhanbad, has commenced a **three-day Capacity Building Programme on High-Quality Millet Cultivation and Digital Marketing Integration** from March 9 to March 11, 2026. The programme is being organized under the Corporate Social Responsibility (CSR) initiative of **Coal India Limited** with the objective of strengthening millet-based entrepreneurship among tribal women entrepreneurs from Salma Gram Panchayat of Saltora Block in Bankura district of West Bengal.

The initiative aims to promote sustainable agri-enterprise development by equipping participants with knowledge and practical exposure in millet cultivation, enterprise development, financial linkages, climate-smart agricultural practices, and digital marketing platforms. The programme is being led by Prof. Niladri Das and Prof. Rashmi Singh of the Department of Management Studies & Industrial Engineering, IIT (ISM) Dhanbad, who are guiding the participants through various capacity-building sessions designed to enhance entrepreneurial capabilities and improve market access.

The first day of the programme focused on enterprise scaling and financial linkages, enabling participants to understand strategies for expanding millet-based businesses in a sustainable and structured manner. The session was facilitated by Sumit Layek, who provided valuable insights on government support schemes and financial opportunities available to rural and tribal entrepreneurs.

During the session, participants were introduced to several important government initiatives that promote small-scale food processing and agri-business development, including the PM Formalization of Micro Food Processing Enterprises Scheme (PMFME), Scheme of Fund for Regeneration of Traditional Industries (SFURTI), National Rural Livelihoods Mission (NRLM), and support mechanisms of the National Bank for Agriculture and Rural Development (NABARD).

The training sessions also highlighted practical aspects such as cluster-based production and marketing strategies, integration with Farmer Producer Organizations (FPOs), digital bookkeeping practices for small enterprises, and simple performance monitoring tools to track business growth. These components were designed to help participants build structured and sustainable millet-based enterprises.

A key highlight of the day was an interactive group activity, during which participants collaboratively developed a "Millet Enterprise Growth Plan," outlining basic financial projections and strategies for business expansion. The session concluded with a reflection and feedback discussion facilitated by the IIT (ISM) team, allowing participants to share their experiences and explore future opportunities for scaling their enterprises.

The programme is being implemented with the active support of a dedicated team comprising Rohit Singh, Nilesh Kumar, Sumana Banerjee, and Amrita Puri, whose coordinated efforts are ensuring the smooth execution of the training programme and meaningful engagement with the participating entrepreneurs.

Rajni Singh
Dean (Corporate Communications)