

Government Girls' General Degree College

Report on Activity-Based Program on “The Product Pitch: Finding the USP” Organised by- Department of Commerce

Date- 12th December 2025, Time: 2 p.m onwards | Venue: Lecture Hall-2

The Department of Commerce, in collaboration with the Internal Quality Assurance Cell (IQAC), Government Girls' General Degree College, successfully organized Activity-Based Program on “The Product Pitch: Finding the USP”, a new initiative introduced this year under the departmental Entrepreneurship Development (ED) Cell framework. The event commenced at 2 p.m with a formal welcome address by the Programme Convener, Dr. Anushree Ray, Assistant Professor, Department of Commerce followed by encouraging opening remarks from the Principal, Dr. Syeda Shariqat Moula Alquadri. A total of 5 teams, consisting of 5 members each, participated in the segment, where they presented innovative business pitches highlighting their distinct unique selling propositions. To incentivize student entrepreneurship, cash prizes totalling ₹1,500 were sanctioned, Rs 750/-, Rs 500/-, Rs 250/- for the First, Second and Third winner teams respectively. The program was judged by Principal, IQAC Coordinator, Teacher Council Secretary and Program convener. They awarded marks to all the teams. The program concluded with encouraging feedback by the IQAC Coordinator, Dr. Debaprasad Banerjee, and a formal Vote of Thanks delivered by the Teachers' Council Secretary, Dr. Angshuman Sarkar, followed with the awarding of certificates to the winners and participants for their valuable contribution.



Program Flyer (prepared by Dr. Anushree Ray)

Report prepared by Dr. Anushree Ray, Assistant Professor, Department of commerce, GGGDC



Report prepared by Dr. Anushree Ray, Assistant Professor, Department of commerce, GGGDC



Sample of certificate of appreciation

Department of Commerce

Attendance list 12/12/2025

Sl. No.	Name	Designation	Department	sign
1.	Ananya Chatterjee	Asst. Prof.	Sociology	Ananya Chatterjee
✓ 2.	S.S. H. Alghamdi	Principal		Alghamdi 12/12/25
✓ 3.	Debasmita Das	Associate Prof.	English	Das 12/12/25
✓ 4.	Angehemani Sankar	Associate Prof.	Sociology	Angehemani Sankar 12.12.25
✓ 5.	Aishlin Khatun		Sem-I	Aishlin Khatun
✓ 6.	Sania Faiyaz		Sem I	Sania Faiyaz
✓ 7.	Dilnashi Fatma		Sem-I	D. Fatma
✓ 8.	SK. Sara Khalid		Sem I	SK Sara
✓ 9.	Sneha Jaiswara		Sem I	Sneha Jaiswara
✓ 10.	Nazia Khatun		Sem 5	Nazia Khatun
✓ 11.	Diya Yadav		Sem 5	Diya Yadav
✓ 12.	Arifa Feroz		Sem 5	Arifa Feroz
✓ 13.	Sana Ahmed		Sem 5	Sana Ahmed
✓ 14.	Tuba Kasim		Sem 5	Tuba Kasim
✓ 15.	Awatef Haidar		Sem 5	Awatef Haidar
✓ 16.	Aqsa Rafiya		Sem 5	Aqsa Rafiya
✓ 17.	Shreeta Dhanu		Sem 3	Shreeta Dhanu
✓ 18.	Rugaiya Begum		Sem 3	Rugaiya Begum
✓ 19.	Monalisa Mondal		Sem 3	Monalisa Mondal
✓ 20.	Ghansiya Bashir		Sem 3	Ghansiya Bashir

Extract of attendance sheet of the program

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