

CUTS CRC Activity Report

April-June, 2025

ONGOING PROJECTS



Cyber Security Capacity Building Programme for MSMEs in India

CUTS International has recognised the unique challenges faced by micro, small and medium enterprises (MSMEs) in the digital space and aims to provide targeted support to help them navigate the complexities of the digital economy. In response, CUTS International has joined an initiative undertaken by The Asia Foundation (TAF) titled 'the APAC Cybersecurity Fund', with support from Google.org.

The initiative aims to increase the cybersecurity resilience of MSMEs by providing comprehensive training, raising awareness and promoting the adoption of cyber-resilient practices. The project is being implemented in 10 states of India, including Rajasthan, West Bengal, Assam, Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Sikkim, Nagaland and Tripura with the objective of training more than 20,000 MSMEs.

In this quarter, a total of 21 cybersecurity capacity-building programmes were organised, with 10 programmes in West Bengal and 11 programmes in Assam. The workshops in West Bengal were held in Berhampore, Alipurduar, Raiganj, Kolkata, Ranaghat, Coochbehar, Barasat, Siliguri, Kalimpong and Hooghly. Additionally, 11 workshops were organised across 11 districts in Assam, namely - Darrang, Chirang, Nalbari, Barpeta, Bajali, Kokrajhar, Goalpara, Udalguri, Dhubri, Bongaigaon, and Baksa.

Each workshop recorded participation of more than 100 participants, with significant representation of women entrepreneurs. Overall, approximately 2,400 MSMEs were trained through these programmes.



EEPC INDIA, Kolkata on April 30, 2025



Alipurduar, West Bengal on April 23, 2025



Nalbari, Assam on June 13, 2025



Bajali, Assam on June 18, 2025

CUTS[®]
International

Since 1983

**CUTS Calcutta
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Also at Jaipur, Delhi and Chittorgarh
(India); Lusaka (Zambia); Nairobi
(Kenya); Accra (Ghana); Hanoi
(Vietnam); Geneva (Switzerland);
and Washington DC (USA).



1. Sohom Banerjee presented a research paper titled 'Future of Net Zero: Paving the Path for the Future' at the 1st International Management Conference on 'Business and Sustainable Economic Development,' organised by the Goa Institute of Management (GIM) in collaboration with The Applied Economics Society (TAES) on April 25-26, 2025.
2. Ayan Bhattacharjee attended a workshop titled "Ctrl + Alt + Teen: A Teen Safety Adda" hosted by BOOM's Teen Fact-Checking Network India on May 03, 2025.
3. Sohom Banerjee participated in the UNESCAP-UNCTAD Global Online Course on Next Generation Trade Facilitation.
4. Sohom Banerjee participated in a training programme "Panel Data Regression using R-Studio and GRETL software" organised by Jaipuria Institute of Management, Noida on "Panel Data Regression using R-Studio and GRETL software." He also participated in a training programme on "Grounded Theory" organised by Jaipuria Institute of Management, Noida.
5. Ayan Bhattacharjee attended a workshop titled "Ctrl + Alt + Teen: A Teen Safety Adda" hosted by BOOM's Teen Fact-Checking Network India on May 03, 2025.
6. Shivangi Saha participated in the Water-Energy-Food-Ecosystem (WEFE) Nexus organised from May 29-30, 2025.
7. Sohom Banerjee participated and delivered a virtual presentation on the topic '*Future of Net Zero: Paving the Path for a Sustainable Future*' at the 7th International Conference on Financial Markets and Corporate Finance (ICFMCF) 2025, organised by IIT Kharagpur.
8. Sumanta Biswas participated Capacity Building Workshop on Challenges and Way Forward for Trade and Transport Connectivity in Eastern South Asia, in Kakarbhitta, Nepal, organised by UNESCAP on June 16-17, 2025.

PUBLICATIONS



1. Sohom Banerjee submitted one research article titled “India’s Green Ledger: A Systematic Review of the Market for Carbon Credits” to the IUP Journal of Audit and Accounting Practices.
2. Sohom Banerjee, Sanchita Chatterjee, and Ayan Bhattacharjee have authored a research paper titled **“Adoption of Neo-Banks: A Behavioural Reasoning Theory (BRT) Approach”**, which has been published in the journal **Frontiers of Finance**. The paper is available at the following link:
<https://ojs.as-pub.com/index.php/FF/article/view/9049>
3. The research report titled **“Anti-Tobacco Messages on OTT Platforms: Need for a Strategic and Targeted Approach,”** authored by Sohom Banerjee, has been published by CUTS International. The report is available at the following link: <https://www.cuts-crc.org/pdf/report-anti-tobacco-messaging-on-ott.pdf>
4. The research report titled **“Anti-Tobacco Messages on OTT Platforms: Need for a Strategic and Targeted Approach,”** authored by Sohom Banerjee and published by CUTS International, was featured in The Economic Times. The related news article can be accessed here:
<https://brandequity.economictimes.indiatimes.com/news/research/revolutionizing-ott-ads-75-of-users-disengaged-from-tobacco-messaging/121432547>
5. Sohom Banerjee’s byte has been published by The Economic Times and can be accessed at the following link:
<https://brandequity.economictimes.indiatimes.com/news/research/revolutionizing-ott-ads-75-of-users-disengaged-from-tobacco-messaging/121432547>