



# *5<sup>th</sup> National Conference*

of

**NORTH EAST INDIA COMMERCE &  
MANAGEMENT ASSOCIATION (NEICMA)**

On

# **Atmanirbhar Bharat The Reclamation, Reformation and Resilience**

**23<sup>rd</sup> and 24<sup>th</sup> September, 2022**

**Organized By**

**Mariani college**

**Assam**

**Dear Madam /Sir,**

Mariani College takes the privilege to welcome you to the 5<sup>th</sup> NEICMA Conference on the theme “Atmanirbhar Bharat: Building a Self-Reliant India” to be held on 23<sup>rd</sup> and 24<sup>th</sup> September, 2022. The conference aims to bring together academicians, research scholars, entrepreneurs, industry professionals and other interested persons and provide a platform for sharing and exchange of ideas and research findings among them and thus to address the issues associated with making India Self-Reliant.

## **ABOUT THE CONFERENCE**

In May 2020, Indian Prime Minister Narendra Modi launched the *AatmaNirbhar Bharat Abhiyaan* (Self-Reliant India) campaign to help the country overcome the challenges posed by the COVID-19 pandemic by building a stronger economy that could withstand global competition by revamping the five pillars of self-reliance – the economy, infrastructure, a technology-driven system, vibrant demography and demand. The follow-up ‘*Aatmanirbhar Bharat*’ campaign, after the ‘Make in India’ campaign, launched in 2014, launched in the eye of the COVID-19 storm took this idea forward and focused on making India economically, technologically and infrastructurally self-reliant and transforming India from a passive market to an active manufacturing hub at the core of global value chains.

Lest this ingenuity of the government be interpreted as a harking back to the insular practices of the pre-1991 protectionist era, the ‘great-Indian past’ historied the greatness of its self-reliance. Before India became independent, salt was the symbol of the people’s self-reliance. The relationship between the independence movement and self-rule is an expression of political self-reliance. The maritime activities in early medieval period in the eastern waters of the Indian Ocean and the China Sea and the presence of Indian traders in Southeast Asia under strong Indian and Buddhist influence in the earlier centuries, speaks about the glorious past of Indian self-reliance and self-sufficiency. The epics like Ramayana and Mahabharat are the symbols of intellectual-self-reliance of great Indians.

Though it be the Indian role in the global supply chain, or be changes in four Ls - Land, Labour, Liquidity and Laws, or be it the success in fighting the COVID pandemic, the new challenges met the reformation of Indians intellects to be triumphant to regain a place of honour in the comity of great nations. In India’s self-reliance, there is a concern for the development, happiness, cooperation and peace for all. But the nature of self-reliance is such that it is difficult to understand economic self-reliance without other forms of self-reliance, most importantly, a self-reliance of the ‘self’ as well as of the ‘intellect’. The scope of the self-reliance needs to be redefined as it is bounded with a narrow vision of self-reliance in manufacturing or other economic activities. In the context of the self-reliance, there is a conceptual challenge that have been faced is the use of the term ‘self’ in the context of the ‘diversity’, i.e., the nation. What work does the term ‘self’ do in the articulation of self-reliance of a nation? How does the nation get or possess a self, which is the attribute of individuals? Does this need the nation to unify as an individual by shredding its diversity? And how does the association of self to the nation lead

to a self-reliance in broader terms i.e., in terms of economical, physical, psychological, social, and intellectual domains?

*AatmaNirbhar Bharat or Self-reliant India* is not in economic alone, rather be the enunciation of the self of India about the improvements and advances, about the education for the future generations, about the inclusive welfare of the population, particularly the dispossessed and the marginalised, about the articulations of the idea of equality in an unequal society, about the effective functioning of the democracy, and about anything else that lead to a truly free, democratic and egalitarian society.

## **ABOUT NEICMA**

North East India Commerce and Management Association (NEICMA) is an academic forum of Commerce and Management educators working in Colleges/Universities and Management Institutes in the North Eastern states of India. Established in 2015 with primary objectives of:-

- fostering stronger relationship amongst the Commerce and Management teachers working in Colleges and Universities.
- promote/popularise Commerce and Management education and research across the North Eastern States through conducting seminars/conferences/workshops etc.
- provide necessary inputs for policy formulations at various levels of different state governments of North East India in the areas related to Trade/Commerce/Industry etc.

NEICMA has become one of the largest bodies of commerce and management teachers in the North-east region of India. At present the association has more than 250 life members from across the north eastern states. The Association has successfully organised four Annual conferences and collaborating various events with universities and colleges.

## **ABOUT MARIANI COLLEGE**

Mariani College is one of the premier higher educational institutions situated in the heart of Mariani town established in the year 1966 by the sincerest initiatives of a good number of local intellectuals and academicians of greater Mariani region. It was a humble effort for imparting higher education in a large locality, flanked mostly by the Tea Gardens and villages. The College was brought under the deficit scheme in the year 1975. The college took a great step with a group of local enthusiastic people to introduce Science Stream in 1993. However, the Science stream was provincialised in the year 2013. Now the college enjoys the distinction of having three full-fledged streams viz. Arts, Commerce and Science with major in various subjects. The college has two campuses (Old and New). At present, Mariani College is a fully provincialised and affiliated to Dibrugarh University. During the last visit by the NAAC peer team, the college was awarded B+ Grade accreditation. For the last 50 years since its inception the college is imparting quality education with the help of experienced and qualified teachers. The total intake capacity of the college is about 2000 students including H.S. and UG courses.

## **CALL FOR PAPERS**

We invite original unpublished papers from the following management disciplines centered around, but not limited to the above conference theme-

- 1. Economic Atmanirbhar / self-reliance**
  - a. Reforms in Finance and Tax
  - b. Make in India-MSME-Vocal for Local
  - c. Entrepreneurship and Start-up India
  - d. Leadership and Organisational Change Management
  - e. Resilient Indian Corporate Sector
- 2. Social Atmanirbhar / self-reliance**
  - a. Inclusive welfare
  - b. Gender equality
  - c. Social Order
- 3. Intellectual Atmanirbhar / self-reliance**
  - a. Higher Education and NEP 2020
  - b. Skilling India,
  - c. Digital India,
  - d. Indigenous knowledge system and commercialisation
- 4. Schemes and achievements**
  - a. Make in India
  - b. Swachha Bharat and Unnat Bharat Abhiyan,
  - c. Swastha Bharat-Ayushman Bharat & Aarogya Bharat
  - d. Resilient Indian Corporate Sector
  - e. Competitiveness of India
  - f. International Trade and BoP

## **GUIDELINES FOR PAPER SUBMISSION**

- Communication regarding submission of full paper and registration fees received will be made through the email id: [neicma2022@gmail.com](mailto:neicma2022@gmail.com)
- Full papers not exceeding 5000 words in MS word format, are to be submitted in conformity with the following guidelines:
  - ◆ Only original and quality research papers will be accepted for presentation after a blind review.
  - ◆ The first page should contain the name of the topic, name of the author indicating corresponding/ first/ joint authors (Bold, front size 14, Times New Roman), and their organisational affiliation, communication address, email and contact number (Normal font size 12, Times New Roman).
  - ◆ Second page should contain the name of the paper, abstract (within 200 words) and the keywords (maximum 5).
  - ◆ Paper size- A4, Margin- 1 inch all sides, Font size 12, Font- Times New Roman, line spacing- 1.5pt and 1 blank line after each paragraph.

◆ Reference or citation should strictly follow APA style of references.

### **ACCEPTANCE OF PAPERS**

The submitted papers will be accepted after a Blind Peer Review. The authors may also be asked to make necessary changes as suggested by the reviewers.

### **PUBLICATION**

The selected full papers received within the stipulated date may be published in seminar proceedings or an edited volume with ISBN number expected to be released in the conference.

### **IMPORTANT DATES**

Submission of Full Paper with abstract : **31<sup>st</sup> August, 2022**

Information about acceptance of submitted paper: **14<sup>th</sup> September, 2022**

Last Date of Payment of Registration Fee: **18<sup>th</sup> September, 2022**

### **BEST PAPER AWARD**

The best judged research paper to be adjudged by a committee will be awarded with a Cash Prize of Rs 3000 a citation and a certificate.

### **REGISTRATION FEE**

|                                     |   |        |
|-------------------------------------|---|--------|
| NEICMA Members                      | : | 1300/- |
| Other than NEICMA Members/Corporate | : | 1800/- |
| Research Scholars                   | : | 1000/- |
| Students                            | : | 500/-  |

*The payee must send proof of online payment made to [neicma2022@gmail.com](mailto:neicma2022@gmail.com) immediately after the payment.*

Outstation NEICMA life members will be provided twin-sharing accommodation. Delegates other than NEICMA members may be provided accommodation on payment of actual cost with prior intimation.

Payment of registration fees to be made through online transfer (NEFT/RTGS) to the following bank account.

**A/c No: 10789616201**

**MAR COLLEGE TEACHER'S UNIT**

**Branch: SBI Dodharali (Mariani) IFSC code SBIN0007427**

### **HOW TO REACH MARIANI COLLEGE**

Mariani College is well connected by the Rail, Road and Air route. The Mariani Railway Station is the nearest railway station which is only 500 meters distance from the College. The College is just 18 Kilometres away from the district, Jorhat. The Bus connectivity from Jorhat to Mariani is available from 6.00 a.m. to 9.30 p.m. The College could also be reached by the Air route. The Jorhat Raraiya Airport is the nearest airport which only 20 Kilometres away from the college.

## **Core Committee NEICMA National Conference 2022**

### **Chair Person**

Prof. Pranjali Bezborah

### **Members**

Prof. Debabrata Das

Prof. A Rajmani Singh

Prof. Amrit Pal Singh

Prof. Kh. Tomba Singh

Prof. Sanjeeb K Jena

Prof. Ambika Prasad Pati

Dr. Jasojit Debnath

Dr. Dipankar Malakar

Dr. R. K. Giridhari Singh

Dr. Soma Roy Deb Choudhury

Dr. Ratan Kaurinta

Dr. A. N. Shankar

### **Conference Convenor**

Prof. Debabrata Das,

Secretary NEICMA

(Represented by Dr. Dipankar Malakar Jt. Secretary NEICMA)

### **Academic Committee**

Prof. Sanjeeb K Jena

Prof. Ambika Prasad Pati

Dr. Haren Goowalla

Dr. Soma Deb Roy Choudhury

Dr. Dipankar Malakar

## Organising Committee NEICMA National Conference 2022

**Chief Patron:** Mr. Sisir Kr. Borthakur

**Chair Person:** Dr. Horen Goowalla

### **Advisory Committee:**

Dr. Monjula Borthakur  
Lachit Gogoi  
Dhrubajyoti Neog  
Dr. Bani Bora  
Minoti Borthakur  
Ranjan Dutta  
Dr. Manabee Gogoi  
Rajib Lochan Dutta

### **Conference Coordinators:**

Bonomali Bori  
Dr. Dipankar Malakar (Joint Coordinator)  
Dhananjay Biswas (Joint Coordinator)

### **Registration Committee:**

Nivedita Sarmah  
Arupanjali Bora  
Rupali Malakar  
Kanchana Das  
Pallabi Kalita  
Rimpi Lahan

### **Media and Publicity:**

Rupeswar Sonowal  
Bikash Dutta  
Basanta Kumar Borah  
Hamen Saikia

### **Rapporteurs Committee:**

Dr. Sugandhi Das  
Udeshna Tai  
Hoineikip Haolai  
Monalisha Borthakur  
Kritika Agarwal  
Moitrayee Borthakur

### **Conference Session Committee:**

Dr. Surojit Sen  
Dr. R. K. Giridhari Singh  
Dr. Bhaskar Buragohain  
Bijit Bora  
Dr. Chinmoyee Borpujari  
Alimpiya Bordoloi  
Dr. Munmi Pathak

### **Food Committee:**

Ranjan Baruah  
Dr. Rubul Saikia  
Dr. Chironjit Hazarika  
Bukum Doley  
Anuraj Mahanta  
David Haflongbar

### **Reception and Accommodation Committee:**

Kundan Hazarika  
Probudh Gogoi  
Jagat Ch. Gogoi  
Pranpriya Rajkhowa

### **Abstract & Publication Committee:**

Dr. Gautam Deb  
Prof. A Rajmani Singh  
Dr. Jasojit Debnath  
Dr. Muhim Chutia  
Dr. Moon Moon Bora  
Dr. Raj Kumar Gohain Baruah

### **Cultural Committee:**

Archana Saikia  
Karuna Kalita  
Babita Phukan Borah  
Monideepa Dutta Borah

### **For correspondence:**

Bonomali Bori  
Coordinator, Conference  
Organizing Committee  
Ph: 7002950182/9401474160



*5<sup>th</sup> National Conference*  
*Of*  
**NORTH EAST INDIA COMMERCE & MANAGEMENT  
ASSOCIATION (NEICMA)**

*Organized By*  
**Mariani college, Assam**  
(23<sup>rd</sup> and 24<sup>th</sup> September, 2022)

**Programme Schedule**

**23<sup>rd</sup> September, 2022, Friday**

9.00AM- **Registration & Breakfast**

9.45 AM to 11.30 AM- **Inaugural Session**

9.45-9.50- National Anthem

9.50-10.00- College Chorus

10.00-10.10 AM Felicitation of Guests

10.10-10.15 AM Welcome Speech by Dr. Haren Gowala, Principal  
Mariani College (Chair Person Organising Committee)

10.15-10.20 AM Speech by Prof. Debabrata Das, Secretary, NEICMA

10.20-10.25 AM Homage to the departed members of NEICMA by  
observing one minute's silence (Dr. Dipankar Malakar will coordinate)

10.25-10.35AM Felicitation of Newly appointed VCs and Prof. S  
Sikidar & Prof NB Dey (Prof. AP Singh will coordinate)

10.35-10.45AM Speech by NEICMA Advisor: Prof. S Sikidar & Prof  
NB Dey

10.45-10.50 AM Speech by Distinguished Guest: Prof. G.P Prasain,  
Vice Chancellor, Tripura University

10.50-11.25 AM Key Note Speech **Speaker: Dr. Kishor Goswami,**  
Professor of Economics, Department of Humanities and Social Sciences,  
IIT Kharagpur

11.25-11.30AM- Presidential Remarks, Prof. Pranjal Bezborah,  
President, NEICMA

11.30 AM Vote of Thanks by Prof. A P Singh

11.30 AM-11.45 AM **Tea Break**

11.45 AM to 1.00 PM – **1<sup>st</sup> Technical Session** (Parallel Session)

Chair-Prof. Rajmani Singh from Manipur University

Co- Chair- Prof. Prashanta Sharma of Gauhati University

11.45 AM to 1.00 PM – **2<sup>nd</sup> Technical Session** (Parallel Session)





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Mariani college, Assam  
(23<sup>rd</sup> and 24<sup>th</sup> September, 2022)**

Chair- prof. Amalesh Bhowal, Assam University, Diphu Campus

Co- Chair- Prof. A. P. Pati from NEHU

1.00PM to 2.00PM - **Lunch Break**

2.00PM to 4.00 PM - **3<sup>rd</sup> Technical Session** (Parallel Session)

Chair: Prof. SK Jena, Rajeev Gandhi University

Co-Chair Dr. AN Sankar Sikkim University

**4<sup>th</sup> Technical Session**(Parallel Session)

Chair: Chair: Prof. Pushkar Nath

Co- Chair: Prof. Tasi Kaye, Rajeev Gandhi University

4.00PM Onwards – **AGM, NEICMA**

**24<sup>th</sup> September, 2022, Saturday**

9.00AM- **Registration & Breakfast**

10.00AM to 12.30 AM - **Panel Discussion** on “Implementation Issues of NEP with special reference to Commerce and Management Education”

Lead Speaker: Prof. NB Dey, Rtd Professor, Dpt. Of Commerce, Assam University

Moderator: Prof. Debabrata Das, Vice Chancellor, ARGUCOM

*Panellists:*

Prof. A.P. Pati, NEHU

Dr. Homeswar Kalita, Principal, Gauhati Commerce College.

Prof: Manvinder Singh Pahwa, Dean, Scholl of Business, Kaziranga University

12.30 to 1.20 PM - **Valedictory**

12.30-12.40 PM Rapporteur’s Report by Dr. Soma Roy Dey Choudhury

12.40-12.50 PM Best Paper award

12.50-1.10 PM Speech by Chief Guest: Prof. Sujit Sikidar (Rtd.), Department of Commerce, Gauhati University

1.10-1.15 PM Concluding Remarks by President NEICMA

1.15-1.20 PM Vote of Thanks by Coordinator, Organising Committee  
National Anthem

1.30 PM- **Parting Lunch**

**5<sup>th</sup> National Conference**  
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**ASSOCIATION (NEICMA)**

**1<sup>st</sup> Technical Session** (Parallel Session)

**Entrepreneurship and Tourism**

Date-23/09/2022 Time-11.45 AM to 1.00 PM

Chair- Prof. Rajmani Singh, Manipur University

Co- Chair Prof. Prasanta Sarma, Gauhati University

Session Coordinator- Dr. Munmi Pathak

Rapporteur's- Kritika Agarwal & Moitrayee Borthakur

| Sl No | Name                  | Paper Title  |
|-------|-----------------------|--|
| 1     | Mumpi Das             | Entrepreneurship in Tourism and Hospitality Sectors of Assam: A Market-oriented approach for Sustainable Livelihood                      |
| 2     | Hemanta Kr. Pathak    | Economic Atmanirbhar / Self Reliance of Dairy Industry in Assam. Dairy Entrepreneurship<br><br>Leadership and Organisational Management  |
| 3     | Dikshya Saikia        | Community Based Tourism through Eco-Tourism in Jhoramukhuria-An Attempt to attain Sustainable Development Goals                          |
| 4     | Mr. Bedana Tamuly     | Entrepreneurship and Start- up India   |
| 5     | Dikshya Saikia        | Community Based Tourism through Eco-Tourism in Jhoramukhuria- An Attempt to attain Sustainable Development Goals                         |
| 6     | Prodipta Rongpipi,    | Vital Role of Entrepreneurship Education in Management Studies   |
| 7     | Dr. Rishi Chakravarty | The Emergence Of The Start-Up Ecosystem In Assam: A Step Towards Being Self-Sufficient   |
| 8     | Sange Gombu           | Evaluation of Tourists' Attraction on Hospitality and Tourism Industry in Arunachal Pradesh: a study in Bomdila-Tawang Tourist Circuit", |
| 9     | Jayshree Talukdar     | Tourists' Risk Perception And Travel Behaviour during Covid Times  |
| 10    | Udeshna Tai           | A Study on Female Entrepreneurship with Special reference to Mising Community Women of Assam.  |

|    |                  |  |
|----|------------------|--|
| 11 | Ms Jugita konwer | Gender and Rural Non-farm Entrepreneurship in Sivasagar district of Assam: A time use survey |
| 12 | Anil Tanti       | Role of Assam Government in Empowerment of Women Entrepreneurship                            |
| 13 | Karuna Kalita    | Tourism in Majuli and Community Involvement  |

**5<sup>th</sup> National Conference**  
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**ASSOCIATION (NEICMA)**

**2<sup>nd</sup> Technical Session** (Parallel Session)

**Digital India and Start-up India**

Date-23/09/2022 Time- 11.45 AM to 1.00 PM

Chair Prof. Amalesh Bhowal, Assam University, Diphu Campus

Co- Chair-Prof. AP Pati NEHU

Session Coordinator- Dr. Chinmoyee Borpujari

Rapporteur's- Dr. Sugandhi Das & Udesna Tai

| Sl No | Name                      | Paper Title   |
|-------|---------------------------|---|
| 1     | Hemen Hazarika            | A Study on the Startups of North East Region of India   |
| 2     | Mayurakshi Chakrabarty    | A study on Experience in using FinTech in Majuli District of Assam  |
| 3     | Shubhasish Das            | Digital India and Atmanirbhar Bharat: A Forward Looking Path  |
| 4     | Ankita Das                | FinTech: A Trailblazer in Inclusive Welfare for a Self-reliant India Under the theme: Social Atmanirbhar/ Self-reliance (Inclusive Welfare) |
| 5     | Dhananjoy Biswas          | Transforming the Countryside into Digital India: A Case Study to the State of Assam   |
| 6     | Ranju Kumar Bharali       | Evolving Technology in Indian Banking Sector: An Overview   |
| 7     | Munmi Bordoloi            | A Study On Customer Perception Towards Internet Banking And Cyber Security With Banking Industry  |
| 8     | Dimjanglung Luther kameih | Digital India: Opportunities and Challenges For Elementary School In Tamenglong District, Manipur.  |
| 9     | Laishram Irabanta Singh,  | Improving Thinking Skills: An Empirical Study Among the Youth Volunteers of Nehru Yuva Kendra Sangathan, Manipur                            |
| 10    | Miss Prasansha Dong       | An Analysis of the Skill Ecosystem of Sikkim State  |
| 11    | Rijumani Kalita           | Training And Development Programme For Competency Development: A Case Study Of Jorhat Irrigation Division                                   |

|    |                             |   |
|----|-----------------------------|---|
| 12 | Rimjhim Baruah Borah,       | E-Recruitment: Growth And Evolution And Its Comparison With Traditional Recruitment- A Literature Review And Analysis |
| 13 | Dr. Subhadeep Chakraborty   | Work from Home: A Paradigm Shift to a New Culture among IT Sector Employees   |
| 14 | Moirangthem Manorama Chanu, | Impact of Digital Financial Literacy on Quality of Life: The Mediating Role of Investment Decisions                   |
| 15 | Dr. Pallakshi Bordoloi      | Adoption of e-payment system: A step towards digital India for Atmanirbhar Bharat                                     |

**5<sup>th</sup> National Conference**  
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**ASSOCIATION (NEICMA)**

**3<sup>rd</sup> Technical Session** (Parallel Session)

Date-23/09/2022 Time-2.00PM to 4.00 PM

Chair: Prof. SK Jena, Rajeev Gandhi University

Co-Chair Dr.AN Sankar Sikkim University

Session Coordinator- Alimpiya Bordoloi

Rapporteur's- Hoineikip Haolai & Monalisha Borthakur

| SI No | Name                     | Paper Title   |
|-------|--------------------------|---|
| 1     | Bukum Doley              | A Study On “The Effectiveness of Micro Credit Provided by Bandhan Bank On The Income Earning Capacity of the Rural Poor”  |
| 2     | Biri Manju               | A Literature Review on Performance of Priority Sector Lending by Commercial Bank in India   |
| 3     | Dr. Jasojit Debnath      | Assessing the role of corporate agents in the life insurance business in India  |
| 4     | Kundan Hazarika          | The Impact of Self Help Groups in Empowerment of Rural Women in Assam With Special Reference To Bughchung Block Of Jorhat District.   |
| 5     | Ms. Barsha Kalita        | Export Prospect and Performance of APEDA products: A study in the state of Assam  |
| 6     | Ms. Ritika Agarwal,      | Indian Manufacturing Sector: The Backbone of Self-Reliant India   |
| 7     | Angkita Borpatra Gohain  | Study of Growth and Instability of Muga Silk Production and Marketing in Assam.   |
| 8     | Junybirth T Sangma ,     | Public Expenditure does have a long-run common stochastic trend with Economic Growth in Meghalaya? A study to review its Sustainability using time series Error Correction Model. |
| 9     | Prof. Ranjit Singh       | Identifying the Determinants of Investment in Mutual Fund   |
| 10    | Sabita Bhagabati         | Does gender influence the savings-investment habit of the households? ---A case study in Kamrup Metropolitan District households of Assam   |
| 11    | Sharmistha Bhattacharyya | Challenges Of Credit Intermediaries: How Well Are NBFCs Prepared?   |

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**4th Technical Session(Parallel Session)**

Date-23/09/2022 Time-2.00PM to 4.00 PM

Chair: Chair: Prof. Pushkar Nath

Co- Chair: Prof. AP Singh, Gauhati University

Session Coordinator- Session Coordinator- Dr. Munmi Pathak

Rapporteur's- Kritika Agarwal & Dr. Sugandhi Das

| <b>Sl No</b> | <b>Name</b>              | <b>Paper Title</b>  |
|--------------|--------------------------|---|
| 1            | Dr. Samrat Bharadwaj     | Behavioural Intention of the Assamese Generation Y Community towards Investment in Cryptocurrency: With Special Reference to Digital India Campaign |
| 2            | Dr. Chinmoyee Borpujari, | Preserving, promoting and commercialization of indigenous knowledge system for sustainable development  |
| 3            | PRANAB DUARA             | Diffusion of E-Governance in The State of Assam   |
| 4            | Kanchana Das             | New Education Policy 2020: Perceptions On Higher Education  |
| 5            | Mr David Haflongbar,     | Judima: the traditional rice wine of Dimasa Tribe   |
| 6            | Sanjay Rizal             | A Critical Review on Atmanirbhar Bharat Abhiyan   |
| 7            | Ms. Toijam Sarika Devi   | Naara Aaba-Made in India  |
| 8            | Daisy Das                | A study on Aquaculture as a source of livelihood -With special reference to Morigaon District   |
| 9            | Monalisha Borthakur      | Traditional Agricultural Practices and Sustainable Agriculture: A Study on Jorhat district  |
| 10           | Arnob Paul               | A Brief Analysis of Revealed Comparative Advantage Of India In Trade Of Major Services With Special Reference To Covid-19 Outbreak Period           |
| 11           | Miss Bishakha Chetia     | Gender Disparity in Sports: An analysis of the Sports Coaching scenario of Assam  |

## **Report on 5<sup>th</sup> National Conference of NEICMA**

The 5<sup>th</sup> National Conference of North East India Commerce and Management Association popularly known as NEICMA was organized this year by Mariani College, Mariani of Jorhat District, Assam on 23<sup>rd</sup> and 24<sup>th</sup> of September, 2022 after a gap of two long years because of the Covid pandemic all over the globe. The theme of the conference this time was a very relevant and a buzzing topic “Atmanirbhar Bharat: The Reclamation, Reformation and Resilience” and it was participated and attended by various stalwarts and doyens of commerce and management education as well as faculties and research scholars from different universities of North East India. The inaugural session was graced by some noted educationalist, Prof (Retd.) N B Dey from Assam University, Prof Debabrata Das, VC, ARGUCOM, Prof (Retd.) S. Sikidar of Gauhati University, Prof. (Retd.) Pranjal Bezborah of Dibrugarh University and President of NEICMA, Prof. G.P. Prasain, V.C., Tripura University as the distinguished guest and Dr. Kishor Goswami from IIT, Kharagpur as the keynote speaker. The MLA of Mariani, Rupjyoti Kurmi also graced the occasion with his visit during the session. The Vice Principal of Mariani College, Mr. Lachit Gogoi on behalf of the Principal of Mariani College, welcomed the gathering with his welcome speech.

The conference was divided into four technical sessions where more than 50 research papers from the researchers of different universities of North East India were registered. The chairperson for the 1<sup>st</sup> technical session was Prof. Rajmani Singh from Manipur University and the co-chairperson was Prof. Prashanta Sharma of Gauhati University. The second technical session was chaired by Prof. Amalesh Bhowal, Assam University, Diphu Campus and co-chaired by Prof. A P Pati from NEHU. The Chairperson for the 3<sup>rd</sup> technical session was Prof. S K Jena from Rajiv Gandhi University and co-chairperson was Prof. A N Sankar from Sikkim University. The 4<sup>th</sup> session was chaired by Prof. Pushkar Nath from Ranchi University and co-chaired by Prof. Tasi Kaye of Rajiv Gandhi University of Arunachal Pradesh. Almost 30 research papers as a whole were presented in the sessions which were thoroughly discussed. NEICMA confer life time



achievement award on Prof. Nikhil Bhusan Dey, Prof. Sujit Sikidar and Dr. Bijoy Chandra Sarmah for their contribution in promoting commerce and management education and research in the region. NEICMA also felicitated Prof. Ganga Prasad Prasain and Prof. Debabrata Das for being appointed as the third Vice Chancellor of Tripura University and Vice Chancellor of Assam Rajiv Gandhi University of Cooperative Management (ARGUCOM), Sivasagar, Assam respectively.

The second day of the conference, on 24<sup>th</sup> September, 2022, a panel discussion on “Implementation Issues of NEP with special reference to Commerce and Management Education” was held in which the lead speaker was Prof. N B Dey. NEICMA, in order to motivate the researchers presents a best paper award with a certificate and a cash prize money and this time it was won by Dr. Samrat Bharadwaj of Digboi College. The event was finally concluded with concluding remarks by the outgoing President, Prof. Pranjal Bezborah.

The new Executive Council of NEICMA was also formed in the General Body Meeting of NEICMA held on 23<sup>rd</sup> September, 2022 with Prof. A P Singh of Gauhati University as President and Prof. A P Pati as General Secretary.