



2023

5th & 6th May

6TH ANNUAL CONFERENCE OF NEICMA & INTERNATIONAL SEMINAR ON SUSTAINABLE DEVELOPMENT: BUSINESS POLICY & MANAGEMENT PRACTICES

Organised by the Department of Commerce, Shillong College and NEICMA

North East India Commerce and Management Association (NEICMA) is the premier association of all the teachers and researchers associated with commerce and management teaching in various academic institutions of North East India. It was established in the year of 2015 and currently having around 300 life members from all the states of NE India. Like previous years, the association is holding its 6th Annual Conference in month of May 2023 in Shillong College at Shillong. Along with this conference an international seminar is also slated on the topic Sustainable Development: Business Policy and Management Practices

About the Seminar

Developmental activities and industrialization due to rapid population explosion are two major concerns for environmental exploitation around the world. For balancing the relationship among economic development, operational and environment compliance, effective resource utilization is the greatest challenge leading to innovative approaches to combat these problems. This issue gets more attention as Sustainable Development, as defined in 1987 by the Brundtland Commission (formally known as the World Commission on Environment and Development (WCED)- "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

On the other hand, Business Policy defines the scope or spheres within which decisions can be taken by the subordinates in an organization. It permits the lower-level management to deal with the problems and issues without consulting top level management every time for decisions.

In this background, questions that arise are: Where is the tango between these two? How to optimize? Whether a Trade-off is needed? How are these tradeoffs arrived at? What do we do if sustainable businesses versus sustainable policies are in collusion? Whether sustainability super set where business policy is sub set or other way round? Sustainable development goals (SDGs) and supportive business policies and practices - how to reconcile? Should we consider Sustainability Principles -a New Framework [suggested by Michael Ben-Eli] as be all and end all or it needs revision? But the most challenging issue is - is sustainable development a myth or can it be practiced in the field. Are there evidences to support the later? These are some of the issues that need to be looked into in greater detail. This seminar will delve into all these pertinent questions through the participation of experts from the international and national arena.

To address these concerns and deliberate on them a two days International Seminar is proposed. Participants from academic, industry and government are expected to contribute and enrich this event.

About Shillong

Variouly referred to as the Queen of the Hills, Rock Capital of India, A Photographer's Delight and Scotland of the East, Shillong the scenic capital of Meghalaya lies on a plateau in the North Eastern part of India at an altitude of 5,003 ft. The city is famous for its Golf Course, Cherry blossoms, whispering pines, and cloud kissed hilltops, cascading waterfalls, flora and fauna, green pine forest and mountains, completely adds to its beauty.

About Shillong College

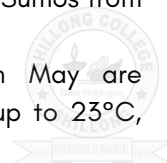
Shillong College is situated on a hillock in the beautiful City of Shillong. It was established on 15th August, 1956 purely on public initiative. The initiative was from across the various sections of people in this capital city. The college is one of the premiere co-educational institutions in this part of the country and has been awarded Grade 'A'. An over-whelming majority (more than 80%) of the student population are tribal. The rest hail from other states of the North Eastern Region, as well as other parts of the country. In recent times few international students have also been pursuing different courses in the college. The college runs Under-Graduate Courses of study in different streams - Arts, Science, Commerce, Business Administration, Microbiology, and Computer Application and is affiliated to the North Eastern Hill University, Shillong. Being a Partner Institution of IGNOU, it has also successfully floated some programmes with Post Graduate affiliation as well. The college has started with NEHU affiliated PG programme in English and Khasi. With a staff strength of over 165 (Teaching and Support Staff) twenty two options for Honours, the college caters to around 3300 students with the number likely to go up to 3500 students in 2023.

How to Reach Shillong

BY BUS: - There is direct Guwahati to Shillong bus service and this is the most convenient way to travel. The distance from Guwahati to Shillong is approximately 100 km which takes 4 hours by bus.

- **BY CAR/CAB:** Cab service is also available to cover the Guwahati to Shillong distance. Travelling from Guwahati to Shillong by car takes around 2 hours and 30 minutes via NH40 depending on the service and traffic conditions
- **BY TRAIN:** The nearest railway station is Guwahati. It is 104 km from Shillong and very well connected with all major cities of India. Meghalaya Transport Corporation (MTC) has bus services coordinated with train arrivals at Guwahati. The bus services are available from 6 am till 5 pm.
- **BY AIR:** There is a small airport at Umroi, about 35 km from Shillong. At present, Air India operates with ATR42 type of aircraft on this route. Buses/ Taxis are available from Shillong to Umroi and back. Another convenient airport is the Gopinath Bordoloi Airport in Guwahati (128 km from Shillong) is connected to the rest of India with regular flights. Shared cabs (typically small cars from the Airport and larger Tata Sumos from Guwahati town center) are also available.

Weather: The temperatures in Shillong in May are comfortable with low of 18°C and and high up to 23°C, and the beginning of the monsoon season.



Call for Papers

Papers are invited from academicians, experts, research scholars from various disciplines, policy makers, bureaucrats, scientist, corporates and faculty of different colleges of our state (both urban and rural) as well as from the other colleges of the country as well as abroad for the seminar on any of the sub-themes mentioned below. **Abstract of the papers not exceeding 500 words must be submitted latest by 25th February, 2023** and acceptance of the paper shall be intimated by 1st March, 2023. Full paper must be submitted within 20th March, 2023 (Hard copy and soft copy in MS Word Format)

- SDGs and their linkage to business
- Environmental, Social and Governance (ESG) financing
- Impact Finance
- Sustainable financing
- Corporate Social Responsibility
- Sustainable development and MSME
- Environmental Financing
- Environmental Impact assessment
- Climate change/global warming and impact on business
- Carbon Financing
- Sustainable development and North east India
- Sustainable Tourism
- Micro financing and SDGs



The topics to be discussed are not limited to the above. Participants are also encouraged to contribute their research work on topics related to the themes and sub-themes.

Registration:

The attached registration form is to be filled and with the proof of money transfer to be sent to any of the joint Conveners within the specified date along with Registration Fee: Rs. 750.00 for research scholars / Students. Rs. 1200.00 for all others. Registration fee should be transferred to the account no 054101000012299, Bank branch- Indian Overseas Bank, Shillong main Branch, IFSC Code- IOBA0000541.

Accommodation:

Accommodation will be arranged on prior information and payment of Rs 1500.

Important Dates

- **25th February, 2023:** Last date of receipt of the abstract.
- **20th March, 2023:** Last date of receipt of full paper (hard copy and soft copy).
- **15th April, 2023:** Last date of receipt of complete registration form along with demand draft.



Method of Presentation

Selection of papers will be made by an internal screening committee and the decision of the screening committee shall be final and binding. Organizers would provide infrastructure for audio-visual presentation of the selected papers such as OHP, LCD Projector etc. the papers are expected to be academic, factual and suggestive in nature.

Sending the Abstract and the Full Paper

The abstract and full paper should not exceed 5000 words, typed in A4 Size using Times New Roman Format, font size 12 pt, single line spacing, introducing the sub-theme, objectives and findings along with the filled in registration form and registration fee within the specified date. The sub-theme selected must be prominently indicated at the top of the paper. The author may email the paper to commerce@shillongcollege.ac.in

Address for Communication

All communications related to sending of abstract, papers, registration forms and any other information should be made to the following person(s).

- **Dr. Sankar Sarma, Co-ordinator**, Assc Prof., Shillong College. Mobile: +91 94363 35399.
- **Dr. Dipankar Malakar, Joint Co-ordinator**: Joint Secretary NEICMA. Mobile: +91 9707417031
- **A. Khanduri, Convenor**, Assc Prof., Shillong College. Mobile: +91 8732005973
- **P.Khonglah, Joint Convener**, Asst Prof., Shillong College Mobile: +91 9774356044
- **C. Kharsyntiew, Joint Convener**, Asst Prof., Shillong College Mobile: +91 9089061986

✉ commerce@shillongcollege.ac.in, neicma2022@gmail.com

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OR Scan



Core Committee for International Seminar

Chairperson: *Prof. Amrit Pal Singh*

Conference Convenor: Prof Ambika Prasad Pati
(Secretary NEICMA)

Members:

- Prof Ambika Prasad Pati
- Prof Pranjal Bezborah
- Prof Debabrata Das
- Dr. (Mrs.) E. Kharkongor
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Conference Coordinator:

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- Dr. Dipankar Malakar (Joint Co-ordinator)
- Smt. P. Khonglah (Joint Co-ordinator)
- Smt. C. Kharsyntiew (Joint Co-ordinator)

