

**TWO DAY INTERNATIONAL CONFERENCE  
ON  
SUSTAINABLE BUSINESS PARADIGMS IN ECOLOGICAL  
HOT SPOTS  
OF EASTERN HIMALAYAS**

**09<sup>th</sup> and 10<sup>th</sup> April 2020  
Jointly Organized by**



**Dept. of Commerce  
Sikkim University  
(A Central University)  
Gangtok**



**Dept. of Humanities &  
Social Sciences,  
Sikkim Manipal  
University**

**Background:**

The Eastern Himalayas is the abode of natural beauty, fostered with it, is the complex geo-political landscape, dwelling where in are the people, with broad spectrum of cultural heritage. The region is known for fragile and sensitive environment.

Furthering the significance of the diversity is the geo-political location of the region bordering China, Bhutan, Nepal, Bangladesh and Myanmar offering impetus for Cross Border trade. Of late the political will and the international institutions have mapped the path for inclusive economic growth and development by way of integrating the region for the Asian Highway.

The striving business avenues among others in the region are tourism, local handicrafts, transport, and horticultural products. Bestowed with the variety of culture, pilgrimage have gained due attention. Improved train and air connectivity have added to the floating of academicians and researchers in the region to enhance the business avenues. Institutional support from the government agencies; such as banks and insurance corporations, encouraged the private participants in the region. The internet technology introduced in the region, proved as a boon to the logistics sector, with overwhelming orders placed for products and online services.

Since the region is blessed with the abundance of natural resources, however the topography of the region poses challenges to access and explore the potential. The wellbeing of a community is a function of the accessibility of the community to the services with

underlying economic feasibility. Measures taken by the State, for improving access have been repeatedly challenged, by the nature. However, the advent of Information and Communication Technology (ICT), have redefined the connectivity proposition.

The Ecological Hotspots have parameters for regeneration capacity of the eco-system and the environment. People dependent on the nature, for livelihood and sustenance have to circumvent their means of livelihood, to achieve the greater global target of carbon emission. With the seasonal alternative source of livelihood, such as Eco-tourism, Pilgrimage, Nominal Revenue is generated to meet both the ends with confined growth avenues. Initiatives by the State; provision of infrastructure, and training have led to the survival of the people in the region. However, exploring strategies, for economic growth of the Eastern Himalayan communities, is by and large left to the entrepreneurial abilities of the community. Few aspiring entrepreneurs, in the region have prospered with innovation. The arena for growth and opportunity for ever growing business is open within the Business Hot-Spots (Jin & Ji, 2018) for Bio- Physical Ecological Hot-Spots of the Eastern Himalayan region. The Bio-Physical Ecology being the constant poses unprecedented challenge to leverage upon the business ecological hotspot.

In this backdrop it is felt essential to invite academicians, researchers and practitioners under the banner of “**TWO DAY INTERNATIONAL CONFERENCE ON SUSTAINABLE BUSINESS PARADIGMS IN ECOLOGICAL HOT SPOTS OF EASTERN HIMALAYAS**” to share their observations and experiences from across the nations on the path ahead for growth and development of regional businesses.

**Guests of Honour for the occasion:**

**International Speakers**

Prof. Ram Prasad Ganawal, Head of Dept. of Economics, Tribhuvan University, Kathmandu, Nepal (Proposed)

Prof. Lhato Jamba, Director, Institute of Information and Technology, Wangdue, Bhutan (Proposed)

**Key Note Speakers**

Prof. Sambha Siva Rao, Vice Chancellor, Mizoram University, Mizoram (proposed)

Prof. A K Sinha, Chairman, Bandhan Bank (Former Prof. IIM Kolkata)

Prof. R. K. Singh, Department of Commerce, Delhi School of Economics, Delhi University (Proposed)

**Themes for Conference**

**I Sustainable Businesses in Eastern Himalayas**

1. Prospects for Entrepreneurs in Eastern Himalayas

- ii. Services Sector penetration in Ecological Hotspots of the region
- iii. ICT as catalyst for Business propositions in the Eastern Himalayas
- iv. Harnessing Human Resources for Sustainable Businesses in Eastern Himalayas
- v. Problems and prospects of Medium Small and Micro Enterprises operating in Eastern Himalayan region
- vi. Financial Challenges in Business Entrepreneurship in Eastern Himalayas

**II. Policy issues of Sustainable Business in Eastern Himalayas**

- i. Models of Business Finance for enterprises in Eastern Himalayan region.
- ii. Trade amongst nations in the Eastern Himalayan Region
- iii. India's Look East Policy an entrepreneurial perspective
- iv. Industrial Policy and Business in Eastern Himalayas
- v. Skill Development and Business in Eastern Himalayas
- vi. Implication of Carbon Footprints on Ecologically Fragile Eastern Himalayan region by Business

Papers in Broader context of the above subject will be admitted to the conference.

**SIKKIM UNIVERSITY**

Established by an Act of Parliament in July 2007. A Central University established and fully funded by the Government of India. Presently, operating from Gangtok in Sikkim, striving to be known as a national institute of excellence with a broad global orientation and strong local ethos and contents.

Sikkim University aims to be an Intellectual Capital for the Eastern Himalayan Region and an Educational Hub for the whole of Eastern South Asia and South East Asia.

The University is expected to contribute substantively to the nation building process by mobilizing the rich intellectual heritage, galvanizing the academic fervor and creative instincts of the youth. The University aims at developing agencies and instruments that will facilitate cross border interactions to foster regional integration.

The 12 year old Institution is being designed in such a manner so as to make it known for academic excellence and innovative inter disciplinary research. The University is trying to bring in the best practices of academic programs, teaching methods and curriculum designing both from within and outside India.

**DEPARTMENT OF COMMERCE**

The Department is operative since July 2013 within the School of Professional Studies. Department is established with a mission to fill the gap of skills needed for the business organizations,

government departments, and other institutions. Department offers Masters of Commerce and the Doctorate of Philosophy programmes. With an intake capacity of 28 Students at Masters of Commerce Programme, the department have offered skilled manpower to number of State Government Departments, Business enterprises, Government of India and educational institutions in the region. The Department is a hub of academic activity which had conducted national conferences, education workshops in collaboration with institute of National Repute and attracted many national and international speakers. Enriched with a vibrant teacher community and the support of the University, the department had been looked upon as a major academic centre of the region.

### **SIKKIM MANIPAL UNIVERSITY**

Sikkim Manipal University is a part of the Manipal Group of Universities and is well known for imparting quality education. The Sikkim Manipal University was established in 1995. It is the first Government-Private initiative in the region. SMU is recognized by the University Grants Commission and approved by the Government of India. The university is also accredited by National Assessment and Accreditation Council (NAAC). It is the first ever Public Private Partnership (PPP) Institution in the country for Higher Education and Health Care Services. Sikkim Manipal University aims at solidifying the close bond of education with skill development and making the present day youths of the country educated, skilled and employable. It strives hard for fostering the inner potentials and provides diverse opportunities globally. Since its inception, Sikkim Manipal University has been able to cross several milestones in the sphere of academics, professionalism and research etc.

### **DEPARTMENT OF HUMANITIES & SOCIAL SCIENCES**

The Department is constituent unit of Sikkim Manipal University. Since its inception in the year 2012, the department has been catering its service to undergraduate and postgraduate students in Arts and Commerce. The department has remained instrumental in moulding the career of hundreds of individuals and always thrives hard towards a holistic development of the students. Apart from teaching, the faculty members are also actively engaged in research activities in the field of Arts, Commerce and Literature. The department has also taken initiatives on Collaborative Research Activities by signing Memorandum of Understanding (MoU) with NITTE, Karnataka and University of Pennsylvania, USA. To its credit, the dept. has organised a 7 Day National workshop on Research Methodology in Sept 2019. The university also offers

opportunities to the faculties and students for funded research projects under various schemes.

#### **For Whom**

- i. Academicians and Researchers
- ii. Practicing managers and Policy Makers

#### **Participation Fee**

For Academicians	Rs. 1,500	USD \$25
Researchers	Rs. 1,000	\$20
Practicing Managers and Policy Makers	Rs. 2,000	\$30

Fee is payable through online payment mode (i.e. NEFT / IMPS) to the following account details:

A/C Name	<b>Sikkim University</b>
A/C Number	<b>112010100231541</b>
Bank Name	<b>Axis Bank</b>
Branch Name	<b>Gangtok</b>
IFSC	<b>UTIB0000112</b>

Registration fee will cover working lunch and refreshment along with workshop kit. Participants are requested to arrange their own accommodation.

#### **Dates to Remember**

<i>Last Date for Receipt of Abstract</i>	<b>10<sup>th</sup> March 2020</b>
<i>Last Date for Receipt of Research Paper</i>	<b>20<sup>th</sup> March 2020</b>
<i>Last Date for Confirmation of acceptance</i>	<b>25<sup>th</sup> March 2020.</b>
<i>Registration opens from</i>	<b>26<sup>th</sup> March 2020</b>

#### **Contact**

**Mobile Number :909175350/ 7908748387/ 8159074625**

**Link: [www.cus.ac.in](http://www.cus.ac.in) under the heading Upcoming Events**

**Submission E-Mail id: [SUCOMCON2020@gmail.com](mailto:SUCOMCON2020@gmail.com)**

#### **Format of Submission**

- i. The paper should have a general abstract 150 words and 3-4 Key words. The following sub-heads of Introduction, Methods and Tools (if any) Discussions and Conclusion shall form the part of abstract.
- ii. Font Times New Roman for Title 14pt, Sub Heading 12 pt, running text is 11 pt, 1.5 line space, standard A4 size with Normal Margin, Word processed in Micro Soft Office

iii. Reference style should follow APA style Sheet 6 edition

iv. Commonality of contents permissible to the tune of 10% only. Participants are requested to pre-check and attach the certificate with full paper. Certificate of any of the three softwares Urkund, or Turnitin, or Ithenticate will be accepted.

#### **Required Information for Participants**

Sikkim is a Himalayan Territory and a major tourist destination of India. All the participants are requested to make travel arrangement well in advance. One can reach Gangtok by a Flight from Kolkata or Fly to Bagdogra Airport in West Bengal. The nearest train station is New Jalpaiguri (NJP) which is connected to the major cities in India. Transportation is available to Gangtok from both the destinations. Moderately cold climate and rains are common during the month of April it is advisable to carry light woolen cloths and umbrella.

#### **Organizing Team**

##### **Patrons**

Prof. Avinash Khare, Vice Chancellor, Sikkim University  
Lt. Gen. (Dr.) M.D. Venkatesh, Vice Chancellor, Sikkim Manipal University

##### **Chief Advisors:**

Prof. Abhijit Dutta, Dean, School of Professional Studies, Sikkim University  
Prof. (Dr.) Bidita Khandelwal, Associate Dean-Research, SMIMS, Sikkim Manipal University

##### **Program Directors**

Prof. S S Mahapatra, Head, Department of Commerce, Sikkim University  
Mr Madan Chhetri, Head, Department of H&SS, Sikkim Manipal University

##### **Organizing Secretaries**

##### **Department of HSS, Sikkim Manipal University.**

Dr. Pramesh Chettri  
Mrs. Srijana Sharma  
Ms. Deepa Sharma  
Mr. Bijendra Sharma  
Mr. UttamKumar Upadhyaya  
Mr. Sumeet Agarwal  
Mr. Aditya Rai

##### **Department of Commerce Sikkim University**

Dr. A N Shankar  
Mr. Bivek Tamang  
Mr. Rakesh Basnett  
Dr. B. Muthu Pandian  
Dr. Ravi Shekhar Vishal