

- 13. Power of Building a Lasting Legacy through Partnerships: Local and International.
- 14. Retail Management, Store Management, Production and Supply Chain Management: Role of Manager.

Call for Paper:

Original unpublished research papers are invited from the academicians, researchers, scholars, and members of NGO's and industry personnel focusing on the theme and sub-themes of the seminar. Paper written in English could be submitted in the soft copy as well as in the hard copy. Interested candidate must submit the full paper (not exceeding 5000 words, excluding references.) in A4 size paper. Abstracts should be limited to 300 words, submitted on a separate sheet. Font: Times New Roman, 12Pts., typed in double space leaving 1.5 inch margin at all the sides.

Submitted to :sengupta.sushobhan@live.com

Details of Registration fee::

- Students- Free
- Research Scholars- Rs. 200/-
- Academicians & Industry Person- Rs. 500/-
- Others- Rs. 500/-

Important dates:

- Extended Date of the submission of abstract:**
20/05/2022.
- Notification of accepted paper:**
22/05/2022
- Last date of submission of full paper:**
25/05/2022

Venue:

Holy Cross College, Jubatara, Agartala – 799210
(on Agartala- Mohanpur Road)

Note:

The Seminar will be organized in virtual mode using Google Meet platform

ORGANIZING COMMITTEE

Chairman

Dr. Fr. Benny K. John,
Principal, Holy Cross College.

Seminar Coordinator

Dr. Sushobhan Sengupta.
Head, Department of Business Administration & IQAC Coordinator, Holy Cross College.

Members

- Smt. Sharmili Chakraborty,** Assistant Professor.
- Ms. Sriparna Roy,** Assistant Professor.
- Mr. Subhajit Paul,** Assistant Professor.
- Ms. Rupa Saha,** Assistant Professor.
- Mr. Achintya Bhattacharjee,** Assistant Professor.

REGISTRATION

- 1. Name(in block letter):.....
- 2. Designation:.....
- 3. Institution/Organization:.....
- 4. Mailing Address:.....
-
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- 5. PIN:.....6. Email:.....
- 7. Telephone:.....
- 8. Title of the Paper :
-
-
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Signature of the Participant

VIRTUAL NATIONAL SEMINAR

ON

“Innovation, Technology and Entrepreneurial Footprints: Its Role and Prospect for Paving Sustainable Rural Development—With Special Focus to North East India”

27 - 28 May, 2022

organised by



Department of Business Administration
Holy Cross College, Agartala
Accredited by NAAC with 'A' Grade

Invitation:

Dear Sir/Madam,

It gives us immense pleasure to invite you to a National Seminar on “Innovation, Technology and Entrepreneurial Footprints: Its Role and Prospect for Paving Sustainable Rural Development—With Special Focus to North East India” organized by the Department of BBA, Holy Cross College. The seminar is to be held/rescheduled on 27th -28th May, 2022 at (Holy Cross College, Jubatara, Lembucherra, Agartala, Tripura.) Virtual Mode.

We humbly extend our cordial invitation to all professionals, academicians, Social workers and research scholars to participate in the seminar and present a paper.

We look forward to your esteemed presence and active participation which will give us the opportunity to organize the seminar and make our academic endeavour a grand success.

About Holy Cross College, Agartala:

Holy Cross College (NAAC Accredited with "A" Grade”), Agartala, has the distinction of being the first Catholic English Medium College in the state of Tripura, Northeast India. It was founded in 2009 by the Congregation of Holy Cross and affiliated to Tripura University (a Central University) and recognized by UGC with 2 (f) and 2 (B). Holy Cross College is a private Catholic institution of higher learning founded, animated and enlivened by the Congregation of Holy Cross, a community of scholarship and faith, anchored by a belief in the inherent dignity of each person. This institution provides opportunities of scholarship for academically qualified high school graduates predominantly from the state of Tripura and the north-eastern region of India. It is a co-educational institution of higher learning in the traditions of the Congregation of Holy Cross with a clear focus on 'holistic education', educating the hearts and minds of the young.

The aim and vision of Holy Cross College is to create integrated global citizens and world class professionals, who will work for a more just, equitable and compassionate society. Through its curriculum of arts, sciences, and professional programs, Holy Cross College provides education of highest caliber that fosters critical thinking, free inquiry and constructive exchange of ideas. Holy Cross College aims at educating the whole person, so that each Holy Cross graduate will think, act and lead with courage towards creating a just and peaceful society.

How to reach Holy Cross College:

Flight from Kolkata to Agartala takes about 50 minutes and from Guwahati to Agartala about 25 minutes. It is only a 30 minutes ride from the Airport to Holy Cross College. From Agartala Bus terminus and Railway Station one can come to Mohanpur road and find holy cross college at Jubatara.

Accommodation:

Accommodation will be provided to the interested outside participants on 10 days prior information for a nominal payment.

About Seminar:

India, in past few decades, requires no mention, achieved high rate of growth and that growing economy offered many opportunities for propelling growth and developmental activity. But, most of the people, particularly in rural areas and its weaker section, have consistently failed to grab and harness that opportunity offered by the growing economy of the country mainly due to dearth of their capabilities in terms of resource endowment, skills and access to the system providing ample opportunities. Individuals are failing to take advantage of the emerging opportunities with their meager resource base, personal skills and ability. To bring the radical changes in a country like India by making individuals aware of the concept of sustainability as well as developmental issues at their

nascent stage is found necessary, especially in the rural region. Innovation, skills, managerial know-hows, cooperation, knowledge sharing, access to information, web resources, and innovative communication technologies etc. needs to be promoted so as to prepare the rural people to capitalize on the opportunities. The present seminar entitled “**Innovation, Technology and Entrepreneurial Footprints: Its Role and Prospect for Paving Sustainable Rural Development—With Special Focus to North East India**” proposes to take up a wide variety of issues related to sustainable rural development in India. The seminar will provide an opportunity to the academicians, business community, policy makers, research scholars and other stakeholders to deliberate on various issues and imperatives of sustainable rural development.

Sub-themes of the Seminar:

1. Role of innovation, technology and entrepreneurship in regional development.
2. Current Trends of Leadership, Management and Administration for socio-economic development.
3. Implementing Change for rural development: Role of government and administration.
4. Sustainable Development: challenges and prospects.
5. Redefining the Role of Business/Organization for Sustainable Development.
6. Innovative business models for small business.
7. Government policies for development of NEI (North-East India).
8. Bilateral Communication, Trade and Commerce: North-East with its neighboring countries.
9. Entrepreneurial Leadership.
10. Use and Management of Information Technology in Micro, Small and Medium Enterprises.
11. Role of Technology and Skill development among youths of North-East.
12. Beyond the Vision – What Are the Possibilities? Gathering and Analyzing Strategic Information.



HOLY CROSS COLLEGE

ACCREDITED BY NAAC WITH 'A' GRADE

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"Educating hearts and minds"

REPORT ON TWO DAYS VIRTUAL NATIONAL SEMINAR ON "INNOVATION, TECHNOLOGY AND ENTREPRENEURIAL FOOTPRINTS: IT'S ROLE AND PROSPECT FOR PAVING SUSTAINABLE RURAL DEVELOPMENT - WITH SPECIAL FOCUS TO NORTH EAST INDIA"
ORGANIZED BY DEPARTMENT OF BUSINESS ADMINISTRATION

On 27th and 28th May, 2022, Two Day National Seminar on "Innovation, Technology and Entrepreneurial Footprints: It's Role and Prospect for Paving Sustainable Rural Development - With Special Focus to North East India" was organized by Department of Business Administration, Holy Cross College. The two-day seminar was held as per the following schedule:

Day-1 (27-05-2022)

Introduction	Dr. Sushobhan Sengupta Head, Department of Business Administration & IQAC Coordinator, Holy Cross College	6:00 PM
Welcome Address	Dr. Fr. Benny K. John, CSC Principal, Holy Cross College	6:05 PM
Key Note Address	Prof. (Dr.) Amalesh Bhowal Professor, Department of Commerce, Assam University Diphu campus	6:10 PM
Resource Person (Technical Session-I)	Dr. Subir Kr. Sen Associate Professor, Department of Commerce, Tripura University	6:55 PM
Resource Person (Technical Session-II)	Prof. (Dr.) Debarshi Mukherjee Professor & Head, Department of Business Management, Tripura University	7:30 PM
Vote of Thanks	Sri Subhajit Paul Assistant Professor, Department of Business Administration, Holy Cross College	8:05 PM
MC: Smt. Rupa Saha		

Day-2 (28-05-2022)

Welcoming the Speakers and welcoming session for 2nd day	Sri Subhajit Paul Assistant Professor, Department of Business Administration Holy Cross College	6:00 PM
Resource Person (Technical Session-I)	Dr. Nirmalya Debnath Assistant Professor, Department of Business Management, Tripura University	6:05 PM
Resource Person (Technical Session-II)	Dr. Manish Das Assistant Professor, Department of Business Management, Tripura University	6:35 PM

	<p>Paper-1 "Empowering Women through Micro Finance in Sikkim: An Impact Analysis" by Roshni Tamang (Research Scholar) & Mr. Pena Lama (Assistant Professor), Dept. of Commerce, University of Calcutta</p> <p>Paper-2 "Role Of Corporate Social Responsibility In India: A Socio-Economic Innovation" by Dr. Bandita Sengupta Dasgupta, Research Scholar, Department of Law, Tripura University</p> <p>Paper-3 "Financial Inclusion for Sustainability: Role of Jan Dhan Yojana" by Mr. Mukesh Nepal (Research Scholar) & Dr. Rajat Deb (Assistant Professor), Department of Commerce, Tripura University</p> <p>Paper-4 Using Payment Banks for Sustainable Rural Development in North East India by Dr. Joy Das, Assistant Professor, Department of Commerce, Tripura University</p> <p>Paper-5 "Sustainable Business Model Innovation: Drivers and Challenge" by Dr. Rajat Deb, Assistant Professor, Department of Commerce, Tripura University</p>	7:05 PM
<p>Vote of Thanks</p>	<p>Ms. Mandrita Saha Assistant Professor, Department of Business Administration, Holy Cross College</p> <p>MC: Sri Subhajit Paul</p>	7:40 PM

Concurrent Session / Paper Presentation
(Day-2, 28-05-2022)

	<p>Paper-1 "REVIEW ON GOVERNMENT POLICIES FOR THE DEVELOPMENT OF NORTH-EAST INDIA" by Sajal Das, Assistant Professor (Faculty of Education), ICFAI University, Tripura</p> <p>Paper-2 "Entrepreneurial Leadership" by Mr. Uday Modak, Assistant Professor, Bhavan's Tripura College of Teacher Education</p>	7:05 PM 7:10 PM
<p>Technical Session-IV</p>	<p>Paper-3 "ICT in Professional development of teachers: An Exploration of Usability and Challenges" by Smita Debnath, Assistant Professor, Department of Teacher Education</p> <p>Paper-4 "Review on Government Policies For The Development Of North-East India" by Sajal Das, ICFAI University, Tripura</p> <p>Paper-5 "Education in changing dimensions of rural leadership" by Dr. Gokul Acharye, Assistant Professor, ICFAI University Tripura</p>	7:15 PM 7:20 PM 7:25 PM

In the first day, the session started with the introductory address by Dr. Sushobhan Sengupta, followed by Welcome Address by Dr. Fr. Benny K. John, CSC, Principal, Holy Cross College, followed by the sessions by the resource persons and finally ended with vote of thanks by Sri Subhajit Paul. For the first day, the resource persons were Prof. (Dr.) Amalesh Bhowal, Dr. Subir Kr. Sen, and Prof. (Dr.) Debarshi Mukherjee.

The second day started with the welcoming session for 2nd day by Sri Subhajit Paul followed by the sessions by the resource persons which was followed by the technical sessions and finally ended with vote of thanks by Ms. Mandrita Saha. For the second day, the resource persons were Dr. Nirmalya Debnath and Dr. Manish Das.

In both the days, the eminent speakers cum resource persons of the National Seminar highlighted and emphasized on the variety of themes related to Innovation, Technology, and Entrepreneurial Footprints and their practical relevance and pointed out the future prospects to work promptly in future. The resource persons also highlighted various research methods to address the ground reality of the highlighted topics of the seminar. There were technical sessions in the seminar where the participants viz., Faculty members & Research Scholars has participated and presented their research papers.

Summary:

- * **National Seminar Organized by:** Department of Business Administration.
- * **Participants attended:** Faculty Members, Research Scholars & Students.
- * **Outcome:** The participants were able to gather knowledge as well as ideas related to Innovation, Technology, and Entrepreneurial Footprints and their practical relevance.

Report prepared by: Mr. Subhajit Paul, Assistant Professor,
Department of Business Administration, Holy Cross College, Agartala


30/05/22

Head

Department of Business Administration
Holy Cross College, Agartala

HEAD
Dept. of Business Administration
HOLY CROSS COLLEGE, AGARTALA