

SUB-THEME: I

*Advantage Assam & North-East and
Entrepreneurial Opportunities in ASEAN*

CONTENTS

1. **North East India and ASEAN: Prospect for India's leading role in International politics**
Gitika Sharma, Narangi Anchalik Mahavidyalaya
2. **ASEAN India Free Trade Agreement and North East India**
Dr. Jayashree Sarma, Asstt. Professor, Rangia College
3. **North East India the cornerstone of the Act East Policy and the string that binds India to ASEAN and Indo Pacific Nations**
Chandan Nath&Bhabani Deka
4. **India's Act East Policy: Linking North-eastern states of India with the ASEAN countries**
Shibani Borah, Research Scholar, Department of Commerce,
Assam University, Diphu Campus
Tandrileem Kashyap, Research Scholar, Department of Commerce,
Assam University, Diphu Campus
5. **Entrepreneurial Opportunities in Assam**
Tridip Sarmah, Chief People Officer, North East Small Finance Bank
Dr. Kaberee Borpuzari Sarmah, Asst. Professor, Doom Dooma College
6. **Entrepreneurial Innovation & Regional Development-A Bridge between North East India and ASEAN: A Case Study with Respect to Guwahati**
Dr. Pradipta Mukhopadhyay, Independent Researcher
7. **Entrepreneurship is a Key Factor of Regional Economic Development” - Special Reference to Assam**
Mousumi Saha, Guest Lecturer, Dudhnoi College, Department of Economics
8. **Perception, Awareness, and Ambition of Final Year Undergraduate Students towards Entrepreneurship in Golaghat Town of Assam**
Sanjay Rizal, Assistant Professor,
Don Bosco College, Golaghat, Assam
9. **Implications of Kaladan Multi Modal Transit Transport Project on Entrepreneurship With Special Reference To North-Eastern India**
Barsha Ghosh
10. **Assam a hub for export potential – prospects and challenges.**
Jayashree Bordoloi, PhD, Deptt of MBA, Tezpur University

SUB-THEME: II

Start-up Initiatives in North-East India

CONTENTS

1. Start-Up Initiatives in North-East India: A Study on The Current Scenario and Future Prospects

Pritom Sutradhar (Research Scholar, Department of Commerce)
Kritika Agarwal (Research Scholar, Department of Commerce)
Ritika Agarwal (Research Scholar, Centre for Management Studies)
Dibrugarh University, Dibrugarh

2. Growing Startup practices among the Youth of North-East India and its Implications on Income and Employment Generation

Navajyoti Gogoi, Ph.D. research scholar, Department of Economics, Gauhati University
Salman Hussain, Department of Economics, Dibrugarh University

3. Startup initiatives in North-East India

Keshabananda Haloi, Assistant professor, Deptt. of Accountancy,
Shiva Chakraborty, M.Com.,DHSK Commerce College

4. Start-Up Initiative and Entrepreneurship: A Study on Perception and Awareness About Various Schemes Among the Youth

Shiv Kumar Sharma, Assistant Professor, Don Bosco College, Golaghat

5. Initiative for Start up by Academia in North East: A case study approach with special reference to KBQube under the initiative of Dibrugarh University

Nazreen Parveen Ali, JRF,PhD Research Scholar, Deptt of Commerce,
Anuj Das, M. Phil Research Scholar, Deptt of Commerce, Dibrugarh University

6. Startup Initiatives in Assam: Case Study on Five successful Entrepreneurs of Assam

Suraj Das, MPhil Scholar, Department of Commerce, Dibrugarh University

7. Start-up initiatives in Assam

Piyali Das (Ph.D scholar), Deptt. of Economics, Gauhati

8. HR Initiatives in Start-Ups with Reference to Assam

Pundalillia Waikhom, Assistant Professor, NERIM Group of Institutions

9. Start-Up Initiatives in North- East India

Dr. (CA) Manoj Kumar Jain, Professor & Head, Royal School of Business,
Royal Global University

10. Startup: Inhibitions and Barriers

Priyaali Bhowmick, MBA First Semester, GCMS

11. A Study on The Initiatives of “Assam Startup- The Nest” For Creating Opportunities of Entrepreneurship in The Region

Dr. Kaveeta Gagar, Dept of Accountancy
Dr.Mithu Roy, Department of Business Management
Gauhati Commerce College, Guwahati

12. Commercial and Mass Production of Ethnic Alcoholic Beverages of the state of Assam infused with Local Ingredients and Fruits

Sandugya Gogoi, MBA, Western Michigan University, Michigan, USA
Kallol Bora, MBA, IIM, Rohtak, Haryana
Arupam Das, 3rd Sem, MBA Dept, Gauhati Commerce College

13. Start-ups in accommodation industry: A study on homestay services in the context of Assam tourism

Ms. Bhaswatee Das, Assistant Professor, Dept. of Commerce
Dr.Sumadhur Roy, Assistant Professor, Dept. of Business Management,
Gauhati Commerce College, Guwahati

14. A Study on the Problems and Prospects of select Start Up initiatives of Guwahati city

Shilpi Kumari, M.com 1st semester, Royal Global University, Guwahati

15. Start-up initiatives in North-East India

Jaya Rani Das, Research Scholar
Department of Business Administration, Gauhati University

SUB-THEME: III

Act East Policy and its Impact in
North-East India

CONTENTS

- 1. India's Act East Policy: An Analysis of The Business Opportunities for India**
Dr. Homeswar Kalita, Principal, Gauhati Commerce College
- 2. Act East Policy and its impact on North Eastern states of India- An empirical study**
Tridisha Bayan, Research scholar (GU), Dept of Economics
Angshuman Sharma, Research scholar (GU), Dept of
- 3. Act East Policy and North East India : Role and Challenges**
Anshuman Baruah, Assistant Professor, Department of Economics, Gauhati University
Paramita Roy, Assistant Professor, Department of Statistics, Gauhati University
- 4. India's Act East policy and its impact on Assam**
Chiranjeeb Biswas, Asst Prof., Dept. of Economics, Hojai Girls' College
- 5. Act East Policy: An Emerging Economic Relation Between India and ASEAN**
Dr. Upasana Chakravarty, Asst. Prof., Dept of Economics, K. C. Das Commerce College
Rupali Talukdar, Asst. Professor, Dept of Economics, K. C. Das Commerce College
- 6. Act East Policy: A Study of Its Impact on Northeast India**
Nishanta Kumar Das, MA 3rd Semester, Dept. of Economics, GU
Bandana Chowdhury, Asst. Professor, Dept. of Economics, GU
- 7. Trilateral Road Connectivity:Its Opportunities and Challenges to Karbi Anglong District**
VophongRongphar, B.Com, Dept of Commerce, Assam University, Diphu Campus
MindarRongphar, Ph.D Research Scholar, Dept of Geography, Cotton University
- 8. Act East Polity and its impact in North Eastern Region**
Prativa Goswami, Asstt. Professor, Department of Economics, Icon Commerce College
Niti Mazumdar, Asstt. Professor, Department of Economics, Icon Commerce College
- 9. The Impact of the Act East Policy in the Development of North East India**
Dr. Phatik Chandra Kalita, Department of Commerce, Bongaigaon College
- 10. Foreign Policy and Domestic Politics: Act East Policy Implications and Northeast India**
Dr. Jayanta Kumar Brahma, Assistant Professor, Goalpara College

11. Looking East through North-East- A reality or a Myth: Possibilities of indo-Myanmar trade through NER of India

Dr. Debotpal Goswami, Project Director, IMPRESS Project, MHRD(GOI)/ICSSR,
D.K.College, Mirza

Ms. Barsha Kalita, Assistant Professor, Gauhati Commerce College, Research Assistant,
IMPRESS Project, MHRD(GOI)/ICSSR

Mr. Navajit Borah, Research Assistant, IMPRESS Project, MHRD(GOI)/ICSSR

12. A Study on Act East Policy and its Impact in North-East India

Himangshu Sekhar Bharadwaj,
Ankur Saikia

13. Prospects and Challenges of Act East Policy in North Eastern Region

Dr. Seema Sharma, Associate Professor, Assam down town University

Dr. Sweta Sharma, Assistant Professor, Gauhati Commerce College

14. Act East Policy of India: Benefits and Prospects for the future

Manashi Kalita, Research Scholar, Gauhati University (PG Department of Law)

15. Socio Economic Impact of Act East Policy in North Eastern Economy

Kaberi Hazarika, Research scholar, Department of Economics, Dibrugarh University

16. The Impact of Act East Policy on Indian Economy

UttamKarmakar, Research scholar, M.Phil,
Department of Economics, Gauhati University

17. Issues and Prospects in Implementation of Act East Policy with the ASEAN Countries with Special Reference to North East India

Shalini Ojha, Research Scholar (Gauhati University)

18. Developing North East Tourism Through 'Act East Policy' - Underlying Threats and Potentialities

Karan Das, Research Scholar, Department of Business Administration,
Assam University, Silchar

19. Look East Policy & Southeast Asia

Seema Kumari, MBA First Semester, GCMS

20. Act East Policy and its impact in North East India

Dipannita Deb, Admin. Assistant,
Guwahati Metropolitan Drinking Water & Sewerage Board (Guwahati Jal Board)

**21. A Study of Look East Policy to Act East Policy and its Impact in North-East India:
A Historical Over-View**

Jyotimala Das, M.Phil Research Scholar,
Political Science Department, Gauhati University

22. Act East Policy and Its Impact in North-East India

Sandeep Kumar Roy, Asst. Professor, Tangla College

SUB-THEME: IV

Cultural, Historical and Political linkage
with ASEAN

CONTENT

1. Thriving Trade Relations Between India's North-East and South-East Asia-Tracing the Historical Linkages

Dr. Bornali Sharma, Associate Professor in History, Cotton University

Dr. Rishi Karna Das, Assistant Professor in History, Cotton University

2. A Brief Historical Study of The Cultural Linkages Between India And South-East Asian Nations with special reference to the ASEAN Members

Bhargav Jyoti Medhi, Assistant Professor, GCMS

3. Impact of Cross-Cultural Variables on India's North-East

Abhinawa Talukdar, Assistant Professor, GCMS, Guwahati

SUB-THEME: V

Innovation in North-East India:
Prospects and Challenges

CONTENT

- 1. Entrepreneurial Innovation in Assam: A Case study of multiple Inventions in Lakhimpur District**

Anupam Dutta, M.Phil, Research Scholar,
Department of Commerce, Dibrugarh University

- 2. *Role of Entrepreneurial Development Programme (EDP) to Foster Entrepreneurial Spirit Among Rural People & Enhancing Human Resources With Special Reference to Rural People of Golaghat District.***

Gaurav Dey, M.Com 3rd Semester,
Department of Commerce, Dibrugarh University.

- 3. Entrepreneurs' Characteristics, Socio economic factors and Entrepreneurial success of MSME's in Meghalaya.**

Vallarie S Lyngdoh, Research scholar, Department of Commerce, NEHU, Shillong
Dr. R.A.J Syngkon, Department of Commerce, NEHU, Shillong

- 4. Understanding Customer Brand Relationship with special reference to Brand Love in order to gain competitive advantage for the New Age Entrepreneur.**

Dr. Samir Sarkar, Assistant Professor,
Dept. of Business Administration, Gauhati University
Kaushik Handique, Research Scholar,
Dept. of Business Administration, Gauhati University

- 5. Attitude of Educated Rural Youth Towards Entrepreneurship**

Chahana Saikia, Research Scholar (JRF),
Department of Education, Gauhati University

- 6. Entrepreneurial Innovation towards bringing Regional Development (Empirical Study on Sitajakhala Dugdha Utpadak Samabai Samiti Ltd.)**

Amit Das, Assistant Professor, K. C. Das Commerce College
Harjyoti Kalita, Research Scholar (PhD.), Gauhati University

- 7. Innovation through entrepreneurship: Identifying challenges and Ways to promote**

Neha Kar, Research Scholar, Gauhati University

- 8. Prospects and Challenges Faced by Entrepreneurs with special reference to Chirang District**

Nijira Islary, Assistant Professor, UN Brahma College, Kajalgaon
Jeremiash Narzary, Assistant Professor, UN Brahma College, Kajalgaon

**9. Entrepreneurial Development Through Micro, Small and Medium Enterprises:
An overview**

Praneswar Kalita, Assistant Professor, Gauhati Commerce College

**10. Importance of Accounting and Finance In Entrepreneurship- A Study on Small
Entrepreneurs Of Tinsukia District, Assam**

Ramjanul Haque, Research scholar, Department of commerce, Dibrugarh University

Sampreeti Boruah, Assistant Professor, Department of commerce, Digboi College

11. Financial Literacy in Entrepreneurship Development in India: A Theoretical Study

*Purnima Newar, Research Scholar,
Department of Business Administration, Tezpur University*

SUB-THEME: VI

Entrepreneurship as a Path to
Gender Equality

CONTENTS

1. ENTREPRENEURSHIP AS A PATH TO GENDER EQUALITY

Ruby Baruah
Co-Founder of Zeuss Innovations Private Limited, New Delhi

2. WOMEN ENTREPRENEURSHIP: A STUDY IN GUWAHATI CITY

Debashree Kashyap, Research Scholar
Department of Economics, Gauhati University

3. WOMEN EMPOWERMENT THROUGH ENTREPRENEURIAL ACTIVITIES: CASES ACROSS ASSAM

Dola Borkataki, Assistant Professor, Dept. of Sociology
K.K Handiqui State Open University

4. WOMEN EMPOWERMENT IN ENTREPRENEURSHIP AND GENDER JUSTICE

Dr. Niju Moni Das, Assistant Professor
Dispur Law College

5. WOMEN ENTREPRENEURSHIP AND INNOVATION IN NORTH – EAST INDIA: PROBLEMS AND PROSPECTS

Poli Boruah, Ph.D. Research Scholar
Economic Dept, Dibrugarh University

6. STAND UP INDIA SCHEME TOWARDS GROWTH OF WOMEN ENTREPRENEURS WITH SPECIAL REFERENCE TO TEZPUR, ASSAM

Rahul Borah, Assistant Professor
St. Xavier's College, Tezpur
Pubali Rahman, Assistant Professor
St. Xavier's College, Tezpur

7. ENTREPRENEURSHIP AS A PATH TO GENDER EQUALITY

Rishi Chakravarty, Assistant Professor
Department of Management, Assam Down Town University

8. WOMEN ENTREPRENEURSHIP AS A PATH TO GENDER EQUALITY WITH SPECIAL REFERENCE TO BARPETA DISTRICT OF ASSAM

Dr. Darshana Das, PGT, Political Science
Madarkhat SRC H.S. School, Dibrugarh

9. SHIFTING FROM HOUSEWIVES TO STALL QUEENS AND SELLING COOKING SERVICES - A STUDY ON FACTORS ENCOURAGING WOMEN TO ENTER INTO ENTREPRENEURSHIP

Silpa Sahu,, Research Scholar,
Dept of Commerce, Dibrugarh University
Geeta Upadhya, Research Scholar,
Dept of Commerce, Dibrugarh University
Ashok Parajuli (Academician)

10. IMPORTANCE OF FINANCIAL LITERACY OF WOMEN ENTREPRENEURS: A STUDY ON SOME SELECT WOMEN ENTREPRENEURS OF DIBRUGARH DISTRICT

Esha Chetri, Research Scholar, Dibrugarh University
Pankaj Sahu, Research Scholar, Dibrugarh University

11. A STUDY ON ENTREPRENEURIAL OPPORTUNITIES IN TOURISM AMONG THE WOMEN IN ASSAM

Denish Pegu, Research Scholar, Assam Institute of Management
Under ASTU, Guwahati-Assam (India).
Sinmoy Goswami, Assistant Professor, Assam Institute of Management
Under ASTU, Guwahati-Assam (India)

12. A STUDY ON ISSUES AND CHALLENGES OF WOMEN IN ENTREPRENEURIAL INNOVATION IN MODERN ERA

Sangeeta Das, Faculty,
Department of Management, Assam Down Town University
Supritee Das, Faculty,
Department of Management, Assam Down Town University

13. WOMEN ENTREPRENEURSHIP, A PATH TO GENDER EQUALITY: A STUDY ON HOJAI DISTRICT, ASSAM

Mumpi Das, Assistant Professor,
Department of Commerce, Pandu College, Guwahati, Assam.

14. WOMEN ENTREPRENEURSHIP AS A PATH TO GENDER EQUALITY-A STUDY OF KAMRUP (RURAL) DISTRICT OF ASSAM

Dr. Kabita Choudhury, Associate Professor
& HoD of Education Dept., Kamrup College, Chamata
Dr. Biswajit Das, Associate Professor &
HoD of Economics Dept., Kamrup College, Chamata

- 15. WOMEN ENTREPRENEURSHIP IN INDIA: CHALLENGES AND PROSPECTS**
Aparupa Sarma, Research scholar,
Dept of Economics, Gauhati University
- 16. ENTREPRENEURSHIP AS A PATH TO WOMEN EMPOWERMENT- A STUDY CONDUCTED IN GUWAHATI CITY WITH SPECIAL REFERENCE TO BOUTIQUES**
Ms. Krishangee Kalita, Assistant Professor,
Pragati School of Management, Guwahati
Mrs. Dimpi Lahkar, Assistant Professor,
Pragati School of Management, Guwahati
- 17. GENDER INEQUALITY: A PROBLEM FOR WOMEN ENTREPRENEURS IN NORTHEAST INDIA**
Chandana Basumatary, Assistant Professor, Dept. Of Commerce
Un Brahma College, Kajalgaon, Chirang (BTAD)
Fakon Brahma, Assistant Professor, Dept. Of Commerce
Un Brahma College, Kajalgaon, Chirang (BTAD)
- 18. WOMEN ENTREPRENEURSHIP DEVELOPMENT IN ASSAM THROUGH SELF HELP GROUPS WITH SPECIAL REFERENCE TO SIBSAGAR DISTRICT**
Krishnali Talukdar, Assistant Professor,
Department of M.Com, Sibsagar Commerce College
Joydeep Talukdar, Faculty, Spring Dale International School
- 19. WOMEN ENTREPRENEURSHIP- PRESENT STATUS AND CHALLENGES WITH SPECIAL REFERENCE TO MARGHERITA SUBDIVISION, TINSUKIA DISTRICT**
Pradip Chandra Das, Digboi College
Mukunda Madhab Gogoi, Digboi College
- 20. WOMEN ENTREPRENEURSHIP: AN APPROACH TOWARDS GENDER EQUALITY**
Dr. Jinti Sharma, Assistant Professor
Icon Commerce College, affiliated to Gauhati University
- 21. A STUDY ON THE PARADIGM OF GENDER-GAP IN ENTREPRENEURSHIP WITH SPECIAL REFERENCE TO GUWAHATI CITY**
Shirin Yasmin, Assistant professor
RJ Junior & Degree College
Pallavi Devee, Assistant Professor,
Chandmari Junior College

22. WOMEN ENTREPRENEURSHIP AS A PATH TO GENDER EQUALITY AND ECONOMIC DEVELOPMENT

Ankit Sen, Lecturer, Centre for Management Education
Tinsukia College, Tinsukia

23. ENTREPRENEURSHIP OF TRIBAL WOMEN IN BTAD OF ASSAM: AS TOOLS TO GENDER EQUALITY - A SPECIAL REFERENCE TO THE UDALGURI DISTRICT OF BTAD

Hemanta Rabha, Research Scholar,
Dept of Political Science, Assam University, Silchar
Dr. Ranju Rani Dhamala

24. WOMEN ENTREPRENEURS: STATUS & CHALLENGES

Dr Archana Mali, ASSO., Professor & HoD,
Dept. of economics,, D.K. College, Mirza.
Chayanika Goswami, Ph.D. Research Scholar

25. SOCIAL MEDIA & WOMEN ENTREPRENEURS IN ASSAM

Sayanika Dutta, Assistant Professor,
Department of Mass Communication, Cotton University,
Priyanka Rajkhowa, Assistant Professor,
Department of Mass Communication, Cotton University

26. ENTREPRENEURSHIP AS A PATH TO GENDER EQUALITY: WITH SPECIAL REFERENCE TO NORTH-EAST INDIA

Trishamani Deka, Research Scholar, Gauhati University

27. ENTREPRENEURSHIP AS A PATH TO GENDER EQUALITY

Shikha Rani Das, MBA 3rd semester, GCMS, Guwahati
Kristi Baishya, MBA 3rd semester, GCMS, Guwahati

28. WOMEN ENTREPRENEURSHIP IN THE NORTH EAST REGION OF INDIA SPECIALLY IN THE FIELD OF FASHION TECHNOLOGY AND FOOD AND BEVERAGES

Jyotishmita Kalita,, BA 1st semester, Economics (Hons)
Cotton University, Assam

SUB-THEME: VII

Digital Innovation and Socio-Economic
Change

CONTENT

- 1. A Study on The Impact of Demonetisation and Adoption of Digital Wallet (With Reference to Nalbari Town)**

Tapash Kashyap, Research scholar,
Department of Commerce, Dibrugarh University
- 2. Consumer Perception on Electronic technologies and Its Learning and Proactive Development: With Special Focus on Select Two Tier Cities of East India.**

Munmi Bordoloi, Research scholar, Department of Commerce, Dibrugarh University
Monjita Bordoloi, Student, Department of commerce, Dibrugarh University
- 3. Purchase Preferences of the Millennials: A study on local e-commerce websites**

Rina Adak, Research Scholars, Department of Commerce, Dibrugarh University
Samrat Bharadwaj, Research Scholars, Department of Commerce, Dibrugarh University
- 4. Digitalization- its impacts on the society and economy**

Ms. Rajlakshmi Das, Assistant Professor, Narangi Anchalik Mahavidyalaya
- 5. Digital Economy and its impact on the Sustainable Development Goals: an explorative study on the existing trends and reality**

Dr. Prasenjit Roy, Faculty, PIBM, Guwahati Campus
Ms. Mohini Sonar, Faculty, PIBM, Guwahati Campus
- 6. Role of Digitalization in Organizational Sustainability**

Alakananda Chakraborty, Research Scholar, Gauhati University
- 7. Digital Innovation and Its Effect on Entrepreneurs of North-East India- With Special Reference to Aizawl, Mizoram**

Juliet N Tuolor, Assistant Professor, ACF, Commerce Department
Doomdooma College, Tinsukia
- 8. Digital Innovation in India- Its growth and the road ahead**

Kabita Kalita, Assistant Professor, Department of Management,
Pandit Deendayal Upadhyaya Adarsha Mahavidyalaya, Tulungia
Dr. Raju Subba, Assistant Professor, Department of Management
Pandit Deendayal Upadhyaya Adarsha Mahavidyalaya, Tulungia
- 9. Impact of the credit guarantee scheme on Micro and Small Enterprises in Assam: An Analysis using Propensity Score Matching Technique**

Raju Das, Research Scholar, Dept. of Commerce,
North-Eastern Hill University, Shillong, Meghalaya, India

- 10. Total Quality Management (TQM) in the banking sector: An insight**
Samujjwal Mohan Dev Sarma, Research Scholar,
Assam Science and Technology University, Guwahati
Prof (Dr.) Mukulesh Barua, Director and ONGC Chair Professor,
Assam Institute of Management, Guwahati
- 11. Digital innovation and Socio-economic change: A study on the Impact of Digital Platform on Growth of Business in Guwahati City**
Bulbul Sahariah, M.com, M.Phil, Research Scholar, GU
- 12. A study on the Quality Management Practices of Small Enterprises: Issues and Challenges**
Anindita Tamuli, M.Com, M.Phil, Assistant Professor, NERIM Commerce College
- 13. A study on digital innovations and socio-economic changes of Lazai Goan, Sorai Banhi Goan and No.1 Tea Garden with special reference to Lepetkata Block of Dibrugarh district, Assam**
Angkita Borpatra Gohain, M.Phil, Scholar, Department of Commerce,
Archana Saikia, M. Com, Dibrugarh University
- 14. Musicpreneur: A Conceptual Study on Various Stakeholders of the Music Industry**
Manmit-Mahanta, Doctoral Student, ASTU, Assistant Professor, GCMS
Sinmoy-Goswami, Assistant Professor, Assam Institute of Management,
Paschim Boragaon, Guwahati
- 15. Digital Innovation in Financial Services and its Impact on Socio-economic Dimensions of a Society**
Dr. Banajit Changkakati, Dept. of Business Administration
Mrs. Upasana Sharma, Research Scholar, GU
- 16. Direct Benefit Transfer Mechanism in India: Benefits and challenges**
Neha Kar, Research Scholar, Gauhati University
- 17. Digital Marketing in Small Business Enterprises-An Empirical Study**
Archana Barman, Research Scholar, Gauhati University
Dr. Monoshree Mahanta, Dept. of Business Administration, GU
- 18. Does Voluntary Disclosure Influence Market Value of Top Listed Companies in India?**
Rupjyoti Saha, Department of Commerce,
North-Eastern Hill University, Shillong (Meghalaya)
Prof. K.C Kabra, HOD, Department of Commerce,
North-Eastern Hill University, Shillong (Meghalaya)

SUB-THEME: VIII

Environmental issues and Sustainable
Development.

CONTENT

- 1. A Study on the Sustainability of India's Economic Development**
Karuna Phukan, Asst. Professor, Salt Brook Academy, Dibrugarh
Bishakha Chetia, Research Scholar, Dept. of Commerce, Dibrugarh University
- 2. Participation of Rural Youth in Agricultural Activities for Sustainable Rural Development; A Study on Present Status of Udalguri district in Assam**
Mr. Rupan Baro, Assistant Professor, Dept. of Economics,
Tangla College, Tangla
- 3. Role of Banking Sector for Survival of Entrepreneurs in North-East India**
Mrs. Bhaswati Borah, Assistant Professors, NEF Law College, Guwahati
Dr. Kasturi Bora, Assistant Professors, NEF Law College, Guwahati
- 4. Ecopreneurship: A Study on Green Products being Manufactured in and Marketed from Assam**
Jyoti Borgohain, M. Com 3rd Semester, Gauhati Commerce College
Shubham Dash, M. Com 3rd Semester, NERIM Commerce College
- 5. Environmental Issues and Sustainable Development, its Challenges**
Radab Basumatary, Tangla college
- 6. A study on the Green Marketing Initiatives, Strategies, Practices adopted by Different Firms originating from Guwahati**
Aruna Dev Rroy, Research Scholar, Assam Science and Technology University
Prof. (Dr.) Mukulesh Baruah, Director and ONGC Chair Professor,
Assam Institute of Management, Guwahati
- 7. Sustainable Development Goals: An Insight into the North Eastern Region of India**
Mrinal Ghosh, Faculty, Pune Institute of Business Management
Dr Prasenjit Roy, Assistant Professor, Pune Institute of Business Management
- 8. Green Marketing on Sustainable Development: A Prospective Study of Rural Assam**
Nabanita Kakati, Asst. Prof., Dept. of Statistics & Mathematics,
CKB Commerce College, Jorhat, Assam

9. A Study on Environmental Sustainability Reporting Practices in Indian Corporate Sector

Dr. Monoshree Mahanta, Associate Professor,
Department of Business Administration, Gauhati University
Mayuri Hazarika, Research Scholar,
Department of Business Administration, Gauhati University

10. Environmental sustainability: Consumer environmental concerns and consumer awareness of eco-friendly products.

Jyotshna Hazarika, Research Scholar,
Dept. of Business Administration, Gauhati University

11. Theories and Determinants of Carbon Disclosure

Leo Themjung Maken, Research Scholar,
Department of Commerce, North Eastern Hill University, Shillong
Prof. KC Kabra, Department of Commerce, North Eastern Hill University, Shillong

12. An Account of Definitional Evolution of Corporate Reputation

Loopamudra Baruah, Research Scholar, Department of Commerce,
NEHU, Shillong, Meghalaya, India
Prof. N.M. Panda, Department of Commerce, NEHU,
Shillong, Meghalaya, India

13. Environmental Degradation, issues and Sustainable Development Programme

Krishna Kanta Basumatary, Asstt. Professor, Tangla College, Tangla

14. Sustainable Entrepreneurship in North-East India: Converting Challenge to Business Opportunity

Kiefe Heibormi Passah, Research Scholar,
Commerce Department, North-Eastern Hill University

15. A Study on Consumer Purchase Behavior Towards Green Products

Daisy Das, Assistant Professor,
Department of Business Management, Gauhati Commerce College

16. Green Advertising: An Effective Promotional Tool for Sustainable Communication and Development

Sharmistha Bhattacharyya, Research Scholar, Tezpur University

17. Environmental Degradation and Sustainable Development with reference to India

Dr. Tanka Prasad Upadhyaya, Associate Professor, Dept of Banking
DHSK Commerce College, Dibrugarh

SUB-THEME: IX

Entrepreneurial Innovation
in
Tourism Sectors

CONTENTS

1. A STUDY ON ENTREPRENEURIAL APPROACH IN TOURISM DEVELOPMENT IN INDIA

Ujjal Sut, Assistant Professor, Darrang College , Tezpur

2. TOURISM IN NEER THE NEXT BIG INDUSTRY: FROM THE OUTLOOK OF TRAVEL BLOGGERS

Priyanka Debnath, Assistant Professor, Department of Commerce
Tetso College; Dimapur: Nagaland
Asani, Assistant Professor, Department of Management
Tetso College; Dimapur: Nagaland

3. AN STUDY ON ENTREPRENEURIAL INNOVATION IN TOURISM SECTOR

Dr. Puskar Nath, Dean and Professor,
Department of commerce, Gossner College, Ranchi

4. TOURISM AS A PROPELLER OF INDIGENOUS ENTREPRENEURIAL GROWTH: A STUDY ON FEW SELECTED SPOTS OF NAGAON DISTRICT

Aranya Jyoti Gayan, Assistant Professor
Nagaon GNDG Commerce College
Dr. Tridib Kr. Goswami,, Assistant Professor
Sri Sri Sankardeva college, Batadraba , Nagaon

5. ENTREPRENEURSHIP IN TOURISM WITH SPECIAL REFERENCE TO CRUISE VENTURES OPERATING ON THE RIVER BRAHMAPUTRA

Rajashree Gogoi Borgohain, Assistant Professor,
Centre for Management Studies, Dibrugarh University

6. COMPARATIVE STUDY BETWEEN THE TOURISM SCENARIO IN ASSAM AND THAILAND

Kadambini Sarma, Jinty Dutta & Jyotishman Sarma
Department of MBA, GCMS, 3rd SEM, 2019, Gauhati Commerce College

7. ENTREPRENEURIAL INNOVATION IN TOURISM SECTOR WITH SPECIAL REFERENCE TO THE SIVASAGAR DISTRICT

Porishmita Baruah, M.Com 3rd Semester, Dibrugarh University

8. RURAL HOMESTAY DEVELOPMENT IN ASSAM: A STUDY OF “AAMAAR ALOHI”, SCHEME

Arnob Kumar Kashyap, Research Scholar,
Assam Institute of Management affiliated to
Assam Science & Technology University.
Prof. Mukulesh Baruah, Director & ONGC Chair Professor,
Assam Institute of Management affiliated to
Assam Science & Technology University.

9. ROLE OF ECOTOURISM IN SOCIO-ECONOMIC DEVELOPMENT WITH SPECIAL REFERENCE TO CHANDUBI ECOTOURISM SITE

Dikshya Saikia, Lecturer, Royal Global University
Tanvi Ghosh,, B.Com. 5th Semester Student, Royal Global University

10. POTENTIALITY OF TOURISM DEVELOPMENT IN ARUNACHAL PRADESH VIA INTERREGIONAL CONNECTIVITY WITH NEIGHBOURING COUNTRIES: A CASE STUDY OF MYANMAR

Dr Ratul Dutta, Assistant Professor, Department of Management,
Sibsagar Commerce College, Sivasagar

11. AN ANALYTICAL STUDY OF POTENTIALITIES AND COST VOLUME PROFIT OF TOURISM PRODUCTS IN KAZIRANGA AREA OF ASSAM

Dr. Mayuri Sarma, Associate Professor,
Gauhati Commerce College, Guwahati
Mr.Veideek K Agarwal, Student,
Christ University, Bangalore, Karnataka

12. MARKETING AND BRANDING OF TOURISM DESTINATION- A STUDY WITH SPECIAL REFERENCE TO NORTH EAST INDIA

Dr. Mithu Roy,, Assistant Professor,
Dept of Business Management
Gauhati Commerce College, Guwahati-21

13. CONVERTING A BIODIVERSITY CONSERVATION PARK INTO A SUCCESSFUL BUSINESS CONCEPT: A CASE STUDY ON KAZIRANGA NATIONAL ORCHID AND BIODIVERSITY PARK

Puspanjali Khound, Assistant Professor, B. Borooah College
(Affiliated to Gauhati University (GU)), Ulubari, Guwahati-781007, Assam (India).

14. ENTREPRENEURIAL INNOVATION IN ECOTOURISM - IT'S POTENTIALS AND PROSPECTS IN NORTH EAST INDIA

Eli Kumari Das, Assistant Professor, Department-Economics, Beltola College, Guwahati
Sadhana Kalita, Assistant Professor, Department-Economics, Beltola College, Guwahati

15. VIETNAM AS A MODEL FOR TOURISM INNOVATION IN NORTH EAST

Dhriti Das, Assistant Professor, Dept. of M.Com, Gauhati Commerce College
Anannya Das, M.Com 3rd Semester Student, Gauhati Commerce College

16. GEOPHYSICAL STRUCTURE OF CHANDUBI LAKE: AN ATTRACTION FOR TOURISTS AND MARINE DENIZENS

Panchanan Barman, Research Scholar,
Department of Commerce, Assam University (Diphu Campus)

SUB-THEME: IX

Entrepreneurial Innovation in Food Sectors

CONTENTS

1. COMMERCIAL AND MASS PRODUCTION OF ETHNIC ALCOHOLIC BEVERAGES OF THE STATE OF ASSAM INFUSED WITH LOCAL INGREDIENTS AND FRUITS

Sandugya Gogoi, MBA Department, Western Michigan University, Michigan, USA

Kallol Bora, MBA Department, IIM Rohtak, Haryana

Arupam Das, MBA Department, Gauhati Commerce College

2. SUSTAINABLE TEA ENTREPRENEURSHIP – A STUDY OF ORGANIC TEA FARMING OF ASSAM

Porag Pachoni, Assistant Professor, Department of Management

Pandit Deendayal Upadhyaya Adarsha Mahavidyalaya, Tulungia, Bongaigaon

3. ENTREPRENEURIAL INNOVATIONS IN FOOD PRODUCTS OF INDIA: PROSPECT AND CHALLENGES

Kashmiri Boruah, Department of Economics, Dibrugarh University

4. PROBLEMS AND PROSPECT OF HOME BASED FOOD PROCESSING UNITS: A STUDY IN SELECTED LOCALITY OF DIBRUGARH ASSAM

Mr. Subhasis Borpujari, Assistant Professor

Assam Rajiv Gandhi University of Cooperative Management, Sivasagar

5. ROLE OF WOMEN FOODPRENEUR IN BRINGING SOCIO-ECONOMIC CHANGES IN GUWAHATI CITYABSTRACT

Usmita Das, M.com. 1ST Semester, Royal Global University, Guwahati

6. PROSPECT AND PROBLEM OF ENTREPRENEURIAL INNOVATION IN ‘TRADITIONAL FOOD ITEMS’ OF ASSAM WITH SPECIAL REFERENCE TO JORHAT DISTRICT

Mayurakshi Chakrabarty, Research Scholar, Dibrugarh University

7. GROWTH OF SMALL TEA GROWERS FOR BOOSTING ENTREPRENEURSHIP IN ASSAM-A STUDY

Dr. Pranjal Pratim Dutta, Assistant Professor, Department of Accountancy

Golaghat Commerce College, Assam

Barsha Kalita, Assistant Professor, Department of Commerce

Gauhati Commerce College, Assam

8. A STUDY ON ENTREPRENEURIAL INNOVATION BY ETHNIC FOOD RESTAURANTS WITH SPECIAL REFERENCE TO GUWAHATI CITY

Arnab Deka,, Research Scholar,
Department of Commerce, Gauhati University

9. CONSUMERS' ATTITUDE TOWARDS SERVICES PROVIDED BY FOOD DELIVERY APPLICATION WITH SPECIAL REFERENCE TO GUWAHATI

Dr. Priya Mahanta Das, Asst. Prof., Deptt of Commerce,
NERIM Group of Institutions
Dr. Bidisha Lahkar Das, Asst. Prof., Deptt of BBA, Gauhati Commerce College

10. AUTHENTICATION ANALYSIS OF ETHNIC ASSAMESE CUISINE: WITH SPECIAL REFERENCE TO DIBRUGARH DISTRICT

Ashim Dutta, Research scholar, Dept. of Commerce, Dibrugarh University
Pinky Gogoi, Research Scholar, Dept. of Commerce, Dibrugarh University

11. ONLINE FOOD ORDERING AND DELIVERY SERVICES: AN INNOVATIVE BUSINESS

Dr. Sumeet Dastidar, Assistant Professor, Department of M.Com
Gauhati Commerce College

12. MUSHROOM CULTIVATION: A PROSPECT FOR MICRO-ENTREPRENEURSHIP DEVELOPMENT

Rini Sharma & Ashish Pratim Bhuyan, M.Com 3rd semester
Gauhati Commerce College

13. CULINARY TOURISM AS AN ENTREPRENEURIAL VENTURE IN NORTH EAST

Dr. Mahuya Deb, Assistant Profesor, Department of Commerce,, Gauhati University
Dr. Angana Borah, Assistant Profesor, Department of Commerce, Gauhati University

14. TOPIC: A STUDY ON OPERATIONAL AND MARKETING ASPECTS OF DRY FISH MARKET WITH SPECIAL REFERENCE TO JAGIROAD ,DISTRICT- MARIGAON, ASSAM

Dr.Mousumi Devi., Assistant Professor.
Department of Management, Dispur College.Guwahati

SUB-THEME: IX

Entrepreneurial Innovation
in
Health Sectors

CONTENTS

1. THE ROLE OF HEALTH TOURISM IN THE TOURISM DEVELOPMENT IN NORTH EAST STATES

Sabita Bhagabati, Research Scholar, Rajiv Gandhi University, Arunachal Pradesh
Bijay Das, Research Scholar, Rajiv Gandhi University, Arunachal Pradesh

2. PROSPECTS FOR THE GROWTH OF PRIVATE HEALTH SECTOR IN THE KARBI ANGLONG DISTRICTS OF ASSAM

Mintu Tokbi, Assistant Professor, Department of Economics
J.D.S.G. College, Bokakhat
Jyostna Takbipi, Assistant Professor, Department of Economics
B. Booroah College, Guwahati

3. ROLE OF INNOVATION IN HEALTH CARE SYSTEM

Jonali Nath, Assistant Prof, Dept. of Economics
D.K.College, Mirza, Assam

4. MEDICAL TOURISM OPPORTUNITIES IN NORTH-EAST INDIA

Sri Rituraj Mahanta, Manager, Information Technology
Nemcare Hospitals Private Limited, Guwahati
Dr. Rashmi Rekha Mahanta, Assistant Professor, Department of MBA
Gauhati Commerce College

5. A STUDY ON THE INNOVATIVE SCHEMES LAUNCHED BY GOVERNMENT OF INDIA FOR MATERNAL HEALTH CARE AND THE CHALLENGES FACED BY IT.

Rajashree Bhattacharyya, Asst.Prof, Pragati School of Management, Guwahati

6. BENEFICIARIES OPINION ON THE IMPLEMENTATION OF HEALTHCARE SCHEMES: A STUDY IN SONITPUR DISTRICT OF ASSAM.

Rimakhi Borah, Research Scholar, Department of Commerce,
Dibrugarh University, Assam.

7. INNOVATION IN HEALTHCARE: AWARENESS AND USAGE OF E-HEALTH APPLICATIONS AMONG PATIENT AND THEIR ATTENDANTS IN A PRIVATE HOSPITAL OF GUWAHATI CITY, ASSAM.

Mrs. Sangita Joshi,, Asst. Prof. Department of Management,
Assam Down Town University
Spondeep Borah, Pursuing MBA, Department of Management,
Assam Down Town University

SUB-THEME: IX

Entrepreneurial Innovation in Education Sectors

CONTENTS

1. ROLE OF EDUCATION IN ENTREPRENEURIAL INNOVATION WITH SPECIAL REFERENCE TO THE KARBI ANGLONG DISTRICT OF ASSAM

Dr. Juli Tokbipi, P.M.E.O. SIPRD, Karbi Anglong, Assam
Jyoti Prasad Chamuah, Student

2. ACADEMIC INITIATIVES FOR DEVELOPMENT OF ENTREPRENEURSHIP – A CASE STUDY OF GAUHATI UNIVERSITY

Rubi Das, Research Scholar, Dibrugarh University.
Faculty of Icon Commerce College.

3. PROSPECTS OF ENTREPRENEURIAL INNOVATION IN THE EDUCATION SECTOR IN INDIA

Anjan Bharali, Research Scholar, Department of Commerce
Dibrugarh University

4. IMPACT OF EDUPRENEURS ON EDUCATION DELIVERY METHOD WITH SPECIAL REFERENCE TO ASSAM

Kuldip Sarma, Ph.D. Research scholar, Don Bosco University

5. IMPACT OF ENTERPRENURIAL INNOVATION IN EDUCATION WITH SPECIAL REFERENCE TO NORTH-EAST INDIA

Labanita Deka, Guest Faculty, Department of Economics
Beltola College, Guwahati

6. A STUDY ON HARNESSING SKILL BASED ENTREPRENEURIAL INNOVATION THROUGH EDUPRENEURSWITH REFERENCE TO GUWAHATI CITY

Varsha Deka, M.com 3rd Semester
The Assam Royal Global University, Guwahati

7. ROLE OF EDUPRENEURS IN SHAPING THE SOCIETY WITH SPECIAL REFERENCE TO GUWAHATI CITY

Nilakshi Buragohain,
M.com 1st Semester, Royal Global University

SUB-THEME: IX

Entrepreneurial Innovation
in
Traditional Products

CONTENTS

1. ENTREPRENEURIAL INNOVATION IN THE PRODUCTION OF MUGA SILK, A TRADITIONAL PRODUCT OF ASSAM

Mayuraxee Barman, Research Scholar
Business Administration, Tezpur University

2. MANAGING AND DEVELOPING TRADITIONAL FISHERIES IN CONSONANCE WITH TECHNOLOGY BASED AQUACULTURE: THE ROAD AHEAD

Saswati Goswami,, Assistant Professor, Department of Accountancy,
Gauhati Commerce College, Assam
Dr. Kaberi Bezbarua,, Assistant Professor, Department of Accountancy,
Gauhati Commerce College, Assam

3. A CASE STUDY ON MUGA SILK; ITS PRODUCTION LEVEL AND FUTURE MARKET OPPORTUNITIES

Dikhya Bordoloi, Department of M.com, Gauhati Commerce College
Neha Borkataki, Department of M.com, Gauhati Commerce College

4. ENTREPRENEURSHIP OF MUGA SILK INDUSTRY AND ITS SOCIO-ECONOMIC IMPACT ON ASSAM: A CASE STUDIES ON SOALKUCHI THE MANCHESTER OF INDIA

Dr Mridula Devi, HoD, Department of Economics
Bodoland University Kokrajhar

5. A STUDY ON WOMEN ENTREPRENEURIAL DEVELOPMENT IN ASSAM WITH SPECIAL REFERENCE TO HANDLOOM WEAVING.

Merry Borgohain, Research Scholar
Department of Commerce, Dibrugarh University

6. IMPACT OF BLOCK LEVEL CLUSTERS UNDER NATIONAL HANDLOOM DEVELOPMENT PROGRAMME IN ENTREPRENEURSHIP DEVELOPMENT : A CASE STUDY OF BOKAKHAT SUB-DIVISION OF GOLAGHAT DISTRICT OF ASSAM

Mrs. Neebha Noni Baruah, Asstt. Prof. Deptt. Of Economics,
J.D.S.G. College, Bokakhat

7. AN EMPIRICAL STUDY ON FIRST GENERATION HANDLOOM ENTREPRENEURS IN THE CITY OF GUWAHATI

Chayanika Devi, Asst. Professor, Dept. of BBA,
Gauhati Commerce College

Richa Guha, Student, Dept. of M.Com,
Gauhati Commerce College

8. FLORICULTURE AS AN ENTREPRENEURIAL VENTURE: PROBLEMS AND PROSPECTS

Dr. Ruchi Todi, Assistant Professor, Dept. of M.Com.
Gauhati Commerce College

9. THE SILK INDUSTRY OF ASSAM- HAS IT COUPED TO ITS OPTIMUM POTENTIAL?

Anannya Das, Gauhati Commerce College, Guwahati

10. FOSTERING ENTREPRENEURIAL PROMOTION THROUGH CANE AND BAMBOO INDUSTRIES IN SIVASAGAR

Dr. Kumud Ch Goswami, Professor, Department of Commerce
Dibrugarh University

Mr. Kauranga Borgohain, Asstt. Professor, Department of Commerce
Sibsagar Commerce College

11. ENTREPRENEURIAL VENTURES TO COMMERCIALIZE THE TRADITIONAL CRAFTS OF NORTH EAST INDIA AND THEIR ROLE IN REVIVING CULTURE AND EMPOWERING RURAL ARTISANS

Niva Kalita, M.com 3rd semester, Gauhati Commerce College
Priyakshi Kaushik Thakur, M.com 3rd semester, Gauhati Commerce College

12. WATER HYACINTH: PROMOTING RURAL ENTREPRENEURSHIP WITH SPECIAL REFERENCE TO ASSAM

Natasha Baruah, Assistant Professor
Gauhati Commerce College