



## ‘Together we can take NEHU to greater heights’

### NEHU turns 43

**N**EHU celebrated the 43rd University Day on May 26, at the Multi-Use Convention Hall. The programme kicked off with a flag hoisting and lighting of the lamp by Prof. S.K. Srivastava, Vice-Chancellor, NEHU in the presence of teachers, students and non-teaching staff. Two cultural items in the form of a Bihu dance and Jaintia dance enlivened the programme. Appreciation awards were also awarded to four recipients -- two from Shillong campus and two from Tura campus.

In his welcome address, Dr. J.N. Nayak recalled how NEHU has grown since its inception in 1973 and urged everyone present to use this occasion to introspect and to work together for a better fu-



*Prof. S. K. Srivastava hoists the flag in front of the Multi-Use Convention Hall. Publication Photo*

ture.

In his speech, Prof. Srivastava said this is the time to introspect on what the University

has achieved and to further strengthening it by cultivating harmony and resonance among the teaching, non-

teaching staff and students. The Vice-Chancellor also assured the teaching and non-teaching staff that in the next few months strengthening of manpower of various departments will be taken up. “Let me assure you that several DPCs have been held and more will be held in the near future. Also, regarding our faculty colleagues, whatever promotions are due, within the norms, whatever incen-

*Contd ... page 3*

### INSIDE

CAMPUSNEWS: 1  
ACHIEVEMENT: 8

The next issue of **NEHU News** will come out in September 2016. Materials & Articles have to be sent well in advance. Anything sent beyond **September 2016** first week cannot be included unless very important. email (nehupro@gmail.com & gumdor@nehu.ac) in and pen drive are preferred.

# NEHU Celebrates Intl. Day of Yoga

The North-Eastern Hill University celebrated the second International Day of Yoga on June 21, with a host of programmes at the Multi-Use Convention Hall. The activities began with a welcome song by university students followed by the welcome address.

The occasion also saw the presence of two Swamijis -- Swami Arpit from Art of Living, Guwahati and Swami Achyutanand Maharaj of Ramakrishna Mission, Shillong as the Guests of Honour. Both the Swamis outlined the philosophical underpinnings of yoga and its benefits for human body, mind and character besides that of individual peace, happiness and world peace.

Two demonstrations of yogic postures were performed by the members of Meghalaya Yoga Association led by Mrs. Chinmoyee Gupta Roy and by the team of Ms. Habiba Passah of Mawlai, Shillong. Mrs. Shamita Chakraborty from Art of Living led the participants to practice the yoga protocol issued by



A collage of the various activities that took place at the Multi-Use Convention Hall to mark the second International Day of Yoga. **Contributed and Publication Photos**

the Government of India.

Prof. Sri Krishna Srivastava, Vice-Chancellor of NEHU and the Chief Guest on the occasion spoke on the significance of the International Day of Yoga and its contribution to our

corporate life.

The occasion saw the participation of a large number of students, teachers and non-teaching staff, who particularly showed their enthusiasm in the practice of the various yoga protocols.

The programme ended with a prize distribution to the winners of the events organised during the Yoga Fest on June 16 and 17 as well as to the winners of Yoga practices on June 21.

## ‘Together we can take NEHU to greater heights’

*Contd ... page 1*

tives which are due to them will be taken care of,” he added. He also took the opportunity to thank all those in making the recently concluded Convocation a success.

“It’s been on record that MHRD Minister, Mrs. Smriti Zubin Irani (the chief guest on that occasion) has remarked that NEHU is one of the most disciplined Universities,” he said adding that within days of her departure calls have been coming in from AICTE and the MHRD departments. “So issues that are pending like AICTE approval, maintenance of various buildings and so will be expedited,” he assured. Prof. Srivastava also mentioned that 12th Plan and the issues dogging it, which will be expedited soon. He also promised new ventures that NEHU will be taking up and invited all present to think of new programmes that NEHU can take up. The Vice-Chancellor also promised to take up the issues of the students very soon. He concluded his speech by subscribing to the



*Students perform Bihu dance at the University Day function. Publication Photo*

idea of a conflict free zone. “For every issue, every problem, there is a solution and we must all aspire to enhance our capacity, strength and togetherness by putting aside our differences. Together we can truly rise and build this University and take it to greater heights.”

In his speech, Prof. Vanlalruata Rengsi, President of North-Eastern Hill University Teacher's Association (NEHUTA) reminded the gathering about the role of a university, which is to fill the needs of a nation and not to stagnate in mire of conflicts and protests. Comparing the Indian universities to their for-

eign counterparts, Prof. Rengsi said we need to emulate the foreign universities by raising our standards of education, research and quality of students. He called upon the teachers to rise above their petty bickering over many issues so as to take NEHU to greater heights. He hoped that with the appointment of a regular Vice-Chancellor, the teaching and non-teaching staff can pursue their work peacefully and without interruptions.

Appreciating the points put forward by Prof. Rengsi, Dr. Purna Bahadur Gurung, Vice-President, North-Eastern Hill University

Non-Teaching Staff Association, in his speech recalled how NEHU was established and why. He termed the foundation of NEHU as a “landmark in the history of this region in the field of higher learning and subsequent all round development and prosperity.” He offered his gratitude to all those instrumental in making NEHU great and hoped that the university continues to grow from strength to strength.

On behalf of the students, Mr. Tyrchain Mitre Lipon, President of the North-Eastern Hill University Student’s Union (NE-

*Contd ... page 4*

# Intl. Conference on Advancement in Tourism in Hospitality Marketing



*Delegates, staff and participants pose for a group photo. Contributed Photo*

**T**he International Conference on Advancement in Tourism in Hospitality Marketing (ATH-MCON-2016) was held on May 17th and 18th at the New Guest House, NEHU, Shillong. The two day event was organised by the Department of Tourism and Hotel Management, NEHU, Shillong with the support of Indian Council of Social Science Research North Eastern Regional Centre (ICS-SR-NERC) and the Meghalaya Go-operative Apex Bank Ltd.

A total of 70 delegates from across the country attended the inaugural session of the conference on May

17th. The conference was divided into four technical sessions covering the different dimensions of Tourism and Hospitality Marketing.

Prof S.K. Sriva-

stava, Vice-Chancellor, NEHU was the Chief Guest on the occasion. The welcome address was given by Dr. Saurabh Kumar Dixit, Conference Chair and Head, Department of

Tourism and Hotel Management, NEHU, Shillong while the keynote address was delivered by Prof. Sandeep Kulshreshtha, Director of Indian Institute of

*Contd ... page 6*

## ‘Together we can take NEHU to greater ...’

*Contd ... page 3*



*Security personnel salute the flag. Publication Photo*

HUSU) congratulated the University for attaining 43 years. Though there have been ups and downs, the NEHUNSU representative hoped that the University continues to provide the students with better facilities so that they can excel in their different fields.

The programme concluded with a vote of thanks by the Finance Officer.

# Remembering Dr. B. R. Ambedkar

The 125th birth anniversary of Dalit icon and architect of the Indian Constitution, Dr B R Ambedkar was observed at the North-Eastern Hill University on March 14 at the Vice-Chancellor's Conference Hall. Conducted by the Department of Political Science, the programme saw a lively discussion on the contributions of the Indian jurist, economist, politician and social reformer. Some of his famous quotes were seen dotting the walls of the hall.

The programme was chaired by Dr. H. Srikanth from the Department of Political Science and attended by the officiating Vice-Chancellor, Prof. A.C. Mohapatra, teachers, students and staff.

In his keynote address, Prof. R. K. Satapathy from the Department of Political Science briefed the gathering about the early life of Dr. Bhimrao Ramji Ambedkar, his struggle and subsequent achievement in academics which led him to be the



*Acting Vice-Chancellor, Prof. A.C. Mohapatra, Dr. J. N. Nayak, Registrar and Dr. H. Srikanth attend the function. Publication Photo*

first Matriculate and Graduate from among the Dalits. His exposure to western education and his time at Columbia University and the London School of Economics, where he earned a law degree and various doctorates, inspired him to uplift the plight of his own people back home, Prof. Satapathy said adding that some of the issues most dear to him were the abolition of the caste system and the importance of individual liberty. Outlining the various contributions of Dr. Ambedkar in the field of politics, economics and social reforms, Prof. Satapathy said Dr. Ambedkar was a true nationalist whose legacy continues to be

relevant even today. It is no wonder that for the first time, the United Nations (UN) celebrated the birth anniversary of Dr. Ambedkar, Dr. Satapathy informed.

Likening the treatment of Dalits even in this day and age to slavery, Prof. Mohapatra said Dr. Ambedkar is living proof that a Dalit is as intellectual as anyone else. Prof. Mohapatra said the most admirable qualities of Dr. Ambedkar were his intellect and rationality. "He was a modernist and to think of him as just a Dalit is a great disservice to the idea of Dr. Ambedkar," Prof. Mohapatra said.

Giving an insight into the turbulent years

of the nationalist movement, Dr. Srikanth said that at the peak of the movement, Dr. Ambedkar decided not to enter politics but rather to focus more on the social and cultural issues. "There was a need for social and cultural reform to take place alongside the nationalist movement. But our leaders were more concerned with political freedom and not social freedom," Dr. Srikanth said. Dr. Srikanth was of the opinion that even now we do not have social and cultural freedom and it is here that those in academics can figure out how useful Dr. Ambedkar's ideas can be to promote a just

*Contd ... page 7*

# NEHU observes Anti-Terrorism Day



NEHU staff, teachers and students read out the pledge in front of VC's office. **Publication Photo**

**N**EHU observed Anti-Terrorism Day with the reading of the pledge by NEHU authorities, teachers, students and staff, in front

of the V.C's office, Administrative building on May 20.

All over India, May 21st is observed as Anti Terrorism Day in memory of former In-

dian Prime Minister Mr. Rajiv Gandhi, who in the year 1991, was brutally killed by terrorist attacks.

This day is also aimed in bringing

awareness in the country among all sections of people, regarding dangers of terrorism, violence and its effect on people, society and nation as a whole.

## Intl. Conference on Advancement in Tourism ...

*Contd ... page 4*  
Tourism and Travel Management, Gwalior. The other dignitaries present during the occasion include Prof. G. Anjaneya Swamy, Dean School of Management, Pondicherry University; Prof. B. Mishra, Dean, School of Economics, Management and Information Sciences, NEHU Shillong; Prof. Raj Kumar from the M.D.

University, Rohtak; Prof. Usha Agarwal, Head, Department of History & Tourism and Government, PG College & Research Centre Mandsaur (MP); Dr. U.N Shukla, Professor, Institute of Tourism & Hotel Management, B.R.A. University, Agra.

The First Technical Session was chaired by Prof. Usha Agarwal, Head, Department of History & Tourism and

Government, PG College & Research Centre Mandsaur (MP) and Dr. Lucy Jajo Shimray, Professor, D.M College of Arts, Imphal. There were seven presentations during this session on Rural Tourism, Culinary Marketing, Tourism Education, Destination Marketing and Cultural Tourism etc.

The Second Technical Session was chaired by Prof. G.

Anjaneya Swamy, Dean, School of Management, Pondicherry University and Dr. U.N Shukla, Professor, Institute of Tourism & Hotel Management, B.R.A. University, Agra. The topics presented during this session were on M - Tourism, Online Reviews, Service Quality, Impulse Buying

*Contd ... page 11*

## HR-Conclave held at Tura Campus

NEHU, Tura Campus witnessed its 6th HR Conclave- SYNERGOS' 2016 on May 21st, on the theme "Skilling the Unskilled- Handling the Corporate Dilemma." The program was organised by the Department of Management and the Department of Agri Business and Food Technology.

In his speech, Prof. S.K. Srivastava, Vice-Chancellor, NEHU, Shillong who graced the event as the Chief Guest, praised and congratulated the departments for organising the event successfully. He termed the theme very apt and felt it would surely benefit

the students who are potential managers and budding entrepreneurs.

In his inaugural speech, Mr. E.D. Khongwir, Executive Director, IOCL, Bongaigaon, Assam and Guest of Honour on the occasion, emphasised the significance of skilling among youths, particularly those belonging to North East India. He underlined the contribution of IOCL in the training and development of executives.

Special invitee Mr. A.K. Borthakur, DGM (HR), Power Grid Corporation of India Ltd, motivated the present batch of students to work steadfastly towards upgrad-

ing themselves and invited them to join his organisation, just as students of previous batches had been recruited through the placement cell of the University.

Resource persons from various corporate houses such as Flug-alsoft, Vet Helpline Pvt. Ltd., Pragati Edutech Pvt. Ltd., HDFC Bank among other private and public sector banks, participated in the three sessions of the Conclave.

The first session was titled "Bridging Skill and Competency gaps- Balancing of expectations between Corporate houses with Newly minted Graduates" while the topic for

the second session was "Job Fitment Vs Talent Retention- Handling of Attrition Level among new recruits". The third session was on "Demographic dividend- Harnessing the Unique Talent of Youths of North-East India." This was followed by a Valedictory function, felicitating the guests. Prof. G. Singaiah, Director of the Conclave and Campus Incharge of NEHU, Tura Campus, expressed his happiness at the grand success of the event. He also specially acknowledged the meticulous work of the Convenor, Dr. Abhigyan Bhattacharjee, Associate Professor in the Department of Management.

## Remembering Dr. B. R. Ambedkar

*Contd ... page 5*  
society.

Others too had something to say about India's first law minister and the principal architect of the Constitution of India. According to a law student, Dr. Ambedkar is synonymous with social justice, equality and rule of law. "We need to practice what he preached," was his

opinion. Another suggested the placement of a statue of the great man at the campus and the teaching of his ideology in schools, colleges and universities.

According to Prof. Xavier P. Mao from the Department of Philosophy, occasions such as these should not be a mere ritualistic exercise. He said the decision of the UN to observe Dr. Ambe-

dkar's birth anniversary should be an important sign for our country to stop the exploitation of the weaker sections of the population.

One of the qualities of Dr. Ambedkar that captivated Prof. Manmohan Singh from the Centre for Science Education, was his ability to differentiate between directive principles and law, which none of us understand.

"He has discarded rules, whereas we are only bothered by rules and if we cannot carry this message in an institution like NEHU, then celebration of this nature is having a very limited value," he added. The senior professor also stressed on planning, the concept which Dr. Ambedkar introduced. "This uni-

*Contd ... page 8*

## ACHIEVEMENT

### Ph.D Awardees

**Ms. Kimthianbiak Neihsial** has been awarded a PhD in Education by the University for her thesis titled *A study of elementary education in Senapati and Chandel districts of Manipur*. Ms. Neihsial worked under the supervision of Dr. I. Syiem.

**Ms. Hermina Bani Lakiang** has been awarded a PhD in History by the University for her thesis titled *Religion in the Jaintia society: A historical enquiry*. Ms. Lakiang worked under the supervision of Prof. M. Sharma (Supervisor) and Prof. A.K. Thakur (Jt. Supervisor).

**Ms. Sunanda Bhattacharya** has been awarded a PhD in English by the University for her thesis titled *Articulating conflict: A study of four novels and two short fiction (The English Patient 1992, Snow 2005, To Kill a Mocking Bird 1960, The Famished Road 1991, The Shadow of Kamakhya 2001, These Hills Called Home 2006)*. Ms. Bhattacharya worked under the supervision of Prof. E. Syiem.

**Mr. Thengtong Rongpi** has been awarded a PhD in Zoology by the University for his thesis titled *Studies on the anti-tumour potentials of some selected plants and their active principle(s) against murine ascites Dalton's lymphoma*. Mr. Rongpi worked under the supervision of Dr. S.B. Prasad (Supervisor) and Prof. Anis Aslam (Jt. Supervisor).

**Mr. KshManisana Singh** has been awarded a PhD in Zoology by the University for his thesis titled *Studies on regulation of arylalkylamine n-*

*acetyltransferase (AA-NAT) gene expression in photoreceptive pineal organ of the catfish, clarias gariepinus*. Mr. Singh worked under the supervision of Prof. B.B.P. Gupta.

**Mr. Banshanlang Iangrai** has been awarded a PhD in Botany by the University for his thesis titled *Development of microsatellite markers and assessment of genetic diversity in ricebean (vigna umbellate thumb-ohwi and ohas-hi) collections from North East India*. Mr. Iangrai worked under the supervision of Prof. N.K.

Chrungroo.

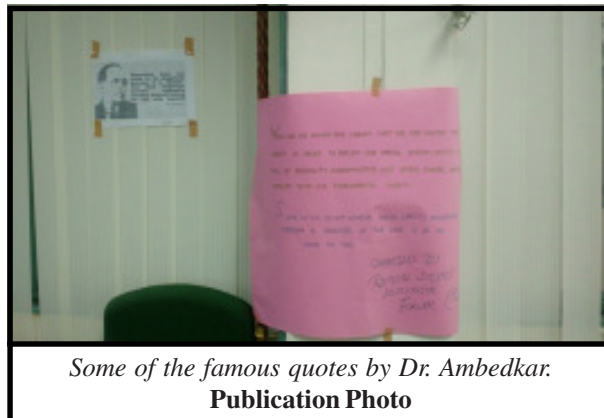
**Mr. Pynshngainlang Marwein** has been awarded a PhD in Anthropology by the University for his thesis titled *An anthropological study of food and food habits in Khasi society*. Mr. Marwein worked under the supervision of Prof. H. Lamin.

**Ms. Iaisan Mawthoh** has been awarded a PhD in Adult & Continuing Education by the University for her thesis titled *A study of health status of illiterate tribal women of West Khasi Hills District in Meghalaya*. Ms. Mawthoh worked under the supervision of Dr. B.P. Sahu.

**Ms. Fenella Mary War Nongkhlaw** has been awarded a PhD in Biotechnology and Bioinformatics by the University for her thesis titled *Characterization and bioactivity analysis of epiphytic and endophytic bacteria associated with some ethnomedicinal plants in Meghalaya*. Ms. Nongkhlaw worked under the supervision of Dr. S.R. Joshi.

*Contd ... page 9*

## NEHU Remembers ...



*Some of the famous quotes by Dr. Ambedkar.*

### Publication Photo

*Contd ... page 7*

versity is missing planning right from the beginning and if the department of political science cannot advocate the necessity of effective planning with a clear understanding and logic, then I think

we are failing," he concluded. The programme also saw the felicitation of winners of a quiz competition organized on March 13. The programme finally came to an end with a vote of thanks by the Registrar.



## ACHIEVEMENT

*Contd ... page 8*

**M**r. **R a b i N a r a y a n B e h e r a** has been awarded a PhD in Geography by the University for his thesis titled *Commercial crops and food security in rural Meghalaya*. Mr. Behera worked under the supervision of Prof. D.K. Nayak.

**M**s. **D a i a n o l i n N o n g s h l i** has been awarded a PhD in Geography by the University for her thesis titled *Health and communicable diseases in Meghalaya with special reference to West Khasi Hills District*. Ms. Nongshli worked under the supervision of Prof. D.K. Nayak.

**M**s. **E s t h e r J . E . S h o n g w a n** has been awarded a PhD in Adult & Continuing Education by the University for her thesis titled *Counselling of open learners in National Institute of Open Schooling in East Khasi Hills District of Meghalaya*. Ms. Shongwan worked under the supervision of Prof. E. Jyrwa.

**M**s. **L a v i n i a M . D k h a r** has been awarded a PhD in Zoology by the University for her thesis titled

*Studies on radioactivity levels and trace elements of uranium containing soils of Meghalaya*. Ms. Dkhar worked under the supervision of Prof. S.N. Ramanujan.

**M**s. **M a g d a l e n e K h a r b a n g a r** has been awarded a PhD in Zoology by the University for her thesis titled *Studies on the biology of thrips (thysanoptera) and their effects on the rice crops in Meghalaya*. Ms. Kharbangar worked under the supervision of Dr. S.Choudhury (Supervisor) and Dr. S.R. Hajong (Jt. Supervisor).

**M**r. **C h i e t e M e r o** has been awarded a PhD in Sociology by the University for his thesis titled *A sociological study of the Village Development Board in Nagaland*. Mr. Mero worked under the supervision of Dr. A.K. Nongkynrih.

**M**s. **G e o r g i n i a S h a l l a m** has been awarded a PhD in Linguistics by the University for her thesis titled *Cognitive processing of idioms and compounds in Khasi and English: A psycholinguistic study*. Ms. Shallam worked under the supervision of Dr. S.K. Singh (Supervi-

sor) and Prof. J. War (Jt. Supervisor).

**M**r. **T a r i q A h m a d W a g a y** has been awarded a PhD in Chemistry by the University for his thesis titled *A study on the aggregation and adsorption behaviours of metallosurfactants*. Mr. Wagay worked under the supervision of Prof. K. Ismail.

**M**s. **E t a w a n d a S a i b o r n e** has been awarded a PhD in Cultural and Creative Studies by the University for her thesis titled *Folk narratives adapted as films*. Ms. Saiborne worked under the supervision of Prof. Desmond L. Kharmawphlang.

**M**r. **C h i n t u S a n j u B . M a r a k** has been awarded a PhD in Anthropology by the University for his thesis titled *Dental morphology and pathology among the Garo of Meghalaya*. Mr. Marak worked under the supervision of Dr. D.K. Limbu.

**M**r. **J a m e s V u n g - H a o k i p** has been awarded a PhD in Anthropology by the University for his thesis titled *Growth, body dimensions and nutritional status among the Thadou-Kukis of*

*Chandel district, Manipur*. Mr. Haokip worked under the supervision of Prof. R. Khongsdier.

**M**s. **A r c h a n a O j h a** has been awarded a PhD in Biotechnology and Bioinformatics by the University for her thesis titled *Host range analysis and genotypic characterization of Rhizobia associated with native legumes of Meghalaya*. Ms. Ojha worked under the supervision of Prof. S.R. Rao (Supervisor) and Dr. S.R. Joshi (Jt. Supervisor).

**M**s. **N e e t a P a t h a w** has been awarded a PhD in Botany by the University for her thesis titled *Identification and characterization of novel antifungal peptides from selected plant species of North-East India*. Ms. Pathaw worked under the supervision of Prof. N.K. Chrungruo.

**M**s. **D a s u k H . K . W a r** has been awarded a PhD in Education by the University for her thesis titled *A study of slow learners in relation to their intelligence and aspirations*. Ms. War worked under the supervision of Prof. P.K. Gupta.

*Contd ... page 10*

## ACHIEVEMENT

Contd ... page 9

### MPhil Awardees

**Ms. Dorismelincy Byrsat** has been awarded an MPhil in Khasi by the University for her dissertation titled *Ka jingiapher ktien (variation) hapdeng ka ktien pdeng (standard Kha-si) bad ka ktien-tnat Nongstoin (Nongstoin dialect)*. Ms. Byrsat worked under the supervision of Prof. B. War.

**Mr. Bhobesh Daimary** has been awarded an MPhil in Geography by the University for his dissertation titled *Geomorphological analysis of Umngot river basin, Meghalaya*. Mr. Daimary worked under the supervision of Prof. H.J. Syiemlieh.

**Ms. Sarita Gupta** has been awarded an MPhil in Hindi by the University for her dissertation titled *Tulsiram ki aatmakatha mein stri*. Ms. Gupta worked under the supervision of Dr. H.K. Mishra.

**Ms. Ibanrisuk Lyngdoh** has been awarded an MPhil in Rural Development & Agriculture Production by the University for her dissertation titled *Varietal evaluation of guava in West*

*Garo Hills, Meghalaya*. Ms. Lyngdoh worked under the supervision of Dr. Lolly S. Pereira.

**Ms. Abhishisha Mawkhiew** has been awarded an MPhil in Rural Development & Agriculture Production by the University for her dissertation titled *Effect of planting time and spacing on yield and quality of strawberry in West Garo Hills, Meghalaya*. Ms. Mawkhiew worked under the supervision of Dr. Lolly S. Pereira.

**Ms. Emilo R. Yanthan** has been awarded an MPhil in Political Science by the University for her dissertation titled *Empowerment of women: A study of inheritance rights of Konyak women in Nagaland*. Ms. Yanthan worked under the supervision of Dr. B.K. Mohapatra.

**Mr. Hirokjeet Roy** has been awarded an MPhil in Political Science by the University for his dissertation titled *Ethnicity and nationalism: A theoretical study with special reference to North East India*. Mr. Roy worked under the supervision of Prof. H.S. Srikanth.

**Ms. Muletolu Vero** has been awarded an MPhil in History by the University for her dissertation titled *Armed conflict and Naga women: A historical study (1955-1997)*. Ms. Vero worked under the supervision of Dr. T.G. Nag.

**Mr. Mizanur Hussain Mondal** has been awarded an MPhil in Hindi by the University for his dissertation titled *Hindi evam gwalpariya lokge-eton ka tulnatmak adhayayan*. Mr. Mondal worked under

the supervision of Prof. M.N. Pandey.

**Ms. Deepanjali Reang** has been awarded an MPhil in Geography by the University for her dissertation titled *Watershed management in the Laljuri Cherra Basin of Tripura*. Ms. Reang worked under the supervision of Prof. A.C. Mohapatra.

**Ms. Amritee Bora** has been awarded an MPhil in Geography by the University for her dissertation titled *Bank erosion along the Lower Subansiri River, Assam: A geospatial analysis*. Ms. Bora worked under the supervision of Prof. B.S. Mipun.

**Ms. Gaithoilu Phaomei** has been awarded an MPhil in Rural Development & Agriculture Production by the University for her dissertation titled *Morphological characterization of jackfruit in West Garo Hills, Meghalaya*. Ms. Phaomei worked under the supervision of Dr. Lolly S. Pereira.

**Mr. Arphra Banshan Syiem Kharkongor** has been awarded an MPhil in History by the University for his disserta-

Contd ... page 11

*“The first step toward success is taken when you refuse to be a captive of the environment in which you first find yourself.” --*

*Mark Caine*

*“If you don't value your time, neither will others. Stop giving away your time and talents. Value what you know & start charging for it.”--*

*Kim Garst*

## ACHIEVEMENT

Contd ... page 10

tion titled *Hill state movement in Meghalaya: A socio-historical study*. Mr. Kharkongor worked under the supervision of Prof. A.N. Passah.

**Mr. Rajiv Thengal** has been awarded an MPhil in Political Science by the University for his dissertation titled *Assam-Nagaland border dispute: Causes and responses*. Mr. Thengal worked under the supervision of Prof. T.T. Haokip.

**Mr. Sunil Sharma Shaw** has been awarded an

MPhil in Hindi by the University for his dissertation titled *Hindi ke yatra-vritanton mein purvottar bharat*. Mr. Shaw worked under the supervision of Dr. B.P. Tripathi.

**Mr. Pramod Rajbhar** has been awarded an MPhil in Hindi by the University for his dissertation titled *Najir akbarabadi ke kavya mein pragtishil chetna*. Mr. Rajbhar worked under the supervision of Prof. M.N. Pandey.

**Mr. Alok Singh** has been awarded an MPhil in Hindi by the University for his

dissertation titled *Ekisvin sadi ke Hindi kavya mein prakritichitran*. Mr. Singh worked under the supervision of Prof. D.K. Choubey.

**Mr. Deepak Kumar Mishra** has been awarded an MPhil in Hindi by the University for his dissertation titled *Jhula nat aur ijt mein abhivyakt strijivan*. Mr. Mishra worked under the supervision of Prof. D.K. Choubey.

**Ms. P. C. Lalthansiami** has been awarded an MPhil in Political Sci-

ence by the University for her dissertation titled *Internally displaced persons from Mizoram: A study of the Brus*. Ms. Lalthansiami worked under the supervision of Prof. R.K. Satpathy.

**Mr. Mikefrankie Lanong** has been awarded an MPhil in Khasi by the University for his dissertation titled *Ka sur kren (voice) ha ka nongrim jong ka kren ka khana (discourse) ha ka Shi Kti Na Thwei Mutdur: Ka bishar bniah*. Mr. Lanong worked under the supervision of Prof. A. Kharmalki.

## Intl. Conference on Advancement in Tourism ...

Contd ... page 6

Behaviour, Marketing of local Crafts, Ethical and Legal Perspectives of Customers, Emotional Intelligence to Tourism and Content Marketing.

The Third Technical Session was chaired by Prof. Raj Kumar, M.D. University, Rohatak and Dr. Vanita Patil, Government College of Arts, Science & Commerce, Sankhali, Goa. There were eight presentations during the session on Behavioural intentions, Impact of tourism on the eco-

nomie growth of the NE region, Tourism Potential of India's Act East, Marketing of Indigenous Art Forms, Service Branding in tourism and assessing trends and Practices of online marketing communication.

The fourth technical session was chaired by Dr. Y. Venkata Rao, Head, Department of Tourism Studies, Pondicherry University and Dr. Utpal Debnath from NITIE Mumbai. During this technical session presentations were made on the Development of Marketing

strategies to promote ecotourism in Arunachal Pradesh, Prospects and Challenges of tourism related entrepreneurs, Sustainable and Diversified entrepreneurship, Special interest tourism, Service excellence and quality.

At the end of the Conference it was also announced to have a Memorandum of Understanding (MOU) between NEHU, Shillong and Indian Institute of Tourism and Travel Management, Gwalior for the collaborative research, faculty exchange, org-

anisation of conferences and research student exchange.

The Conference has also made few far-reaching recommendations that are related to Tourism and Hospitality marketing and also for policy planning. Some of the recommendations emphasised on strengthening the existing efforts needed for the sustainable development. Other recommendations were cross-sectoral in nature, and required wider consultation with other government departments.

# North-Eastern Hill University Publications

## (Selected Titles)

1. 1997	D. R. Syiemlieh	Anecdotes of an Indian Life	Rs. 170.00
2. 1996	Daniel O'Connor	A Liberating Force and a Friend	Rs. 140.00
3. 1999	S. K. Bose	Coins and Tokens of Assam	Rs. 340.00 (HB) Rs. 250.00 (SB)
4. 1999	R. P. Sharma	Critical Asides: Musings on Language, Literature & Life	Rs. 200.00
5. 2000	P. P. Gokulanathan	Environmental Education	Rs. 80.00
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