

National Seminar
On
“**Entrepreneurship and Business Innovation in North East- India: A Gap in Micro and Small Industries**”
On the 16th-17th, November, 2018

Organised by: Department of Management
North-Eastern Hill University (NEHU), Tura Campus,
Tura, Meghalaya-794002

VENUE: Conference Hall, Dept. of Management
NEHU, Tura Campus, Meghalaya
(Registration Form)

Name: (blockletters):.....

Organisation:.....

Designation:.....

MailingAddress:.....

DD:.....

The registration fee is payable by NEFT in favour of Joint Registrar, NEHU, Tura campus, Payable at SBI, Chandmari, Tura.

Account Name: Pro-Vice-Chancellor, NEHU, Tura Campus, Tura, Meghalaya.

Account Number: 10669936171, SBI, Chandmari. IFSC

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TelNo:.....

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Participant Type (Please tick):

A) Industry Professional Rs 1,000

B) Academician Rs 1,000

C) Research Scholar Rs 700/-

D) Students Rs 500/-

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About the Seminar: The objective of Seminar is to discuss and debate on the various ways of promoting Entrepreneurship in the present era. Political and economic factors have an extensive effect on the entrepreneurial spirit and entrepreneurs of today have to maintain a system of external relation and linkage for growth and sustainability. There are many issues that impact negatively on Indian entrepreneurship like Lack of political unity and stability, absence of effective communication systems, existence of custom barriers and oppressive tax policies, prevalence of innumerable currency system until around the third decade of the 20th century. Indian Entrepreneurship ruled by the community system was organized in a very simple type of economic and social way. **Entrepreneur and attitude:** The attitude of an Entrepreneur may be like the followings:

- Specific, achievable, realistic and time bound goals.
- Innovative, creative and hard/ smart working.
- Risk management
- High achievement motivation
- Moderate risk taking – not high nor low
- Time conscious- Target setting
- Goal setting behavior – SMART goals
- Urge for excellence and positive attitude
- Sustenance & growth & Diversification
- Organizing resources & Management
- Problem solving and not problem avoidance
- Action oriented – believes in action and see results
- Well aware of strengths to make relation with external parties
- Ability to perceive Learning
- Pragmatic and realistic in their approach

Entrepreneurship has been privy to India and despite various schemes being in place the country has not witnessed the natural

gradation from self-employment to entrepreneurship as a part of the growth process excepting a few cases. **Innovation and Entrepreneurship:** The global economy is creating significant changes for industries throughout the world. **Continuous innovation** (in terms of products, processes, and administrative routines and structures) and an ability to compete effectively in international markets are among the skills that increasingly are expected to influence corporate performance in the twenty-first century's global economy. In recent years, innovation has become technology, though very few people thoroughly understand the concept. In the entrepreneurial ecosystem the journey of an entrepreneur begins from conceiving an idea to developing it into a project proposal for starting a business. The hand holding is required at this stage which is lacking. The entrepreneur is saddled with regulatory hurdles and financial blocks in moving the start-up ahead. The availability of risk capital from banks or venture capital companies is limited. Poor infrastructure availability also increases the operational costs for the start-ups. The major thrust to develop the entrepreneurial spirit within organizational boundaries, thus allowing an atmosphere of innovation to prosper. The modern industry, then, is forced into seeking avenues for developing in-house entrepreneurship. To do otherwise is to wait for stagnation, loss of personnel, and decline. This new "industry revolution" represents an appreciation for and a desire to develop entrepreneurs within the corporate structure. Start-ups face a lot of people challenges which impede their path to scalability and sustainability. A focus on entrepreneurial culture and attitude, talent and learning development and External relation management and innovation can help organisations evolve into mature organisations. The growth and development of industries, services and agriculture depends on a developed infrastructure base. The economic development of a region more or less depends on its development, status of the social and economic infrastructure. Infrastructure development is a pre-requisite for the growth and economy of entrepreneurship culture in economy. Nourishing the latest entrepreneurial talent is greatly facilitated through the availability of contributing to physical, social, financial and marketing infrastructure and a dynamic policy of the government promoting infrastructure development. Communication, power, transportations, water supply, irrigation, drainage system, IT, tourism exhibits physical infrastructure (generally provided by the public agencies i.e., the government of the state) while education, training, basic health facilities, drinking water comprise social

infrastructure. The proposed seminar will be a forum for bringing together academia, research scholars and experts to identify the opportunities for development of entrepreneurship and Business innovation. These discussions will be helpful to remove vicious circle of poverty and unemployment in India in general and North-East in Particular.

About the Department of Management: The Department of Management was established in July, 2006 with an objective to provide the students with an appropriate combination of conceptual framework and practical insight into managerial challenges and business opportunities for grooming entrepreneurial initiatives. The department offers MBA full time programmes-general and service management with an exhaustive course curriculum, regular industrial visits, winter internship, regular interaction with industry experts and visits to rural enterprises for exposure to indigenous knowledge and systems. Our unique learning methodology includes learning case studies, group discussions, debates, weekly seminars, business games, role plays, self managing team, and venture creation projects. Not only the students from different parts of our country but also scholars from foreign country, have been enrolled to the Ph.D. Programme. The department has its own state of art academic infrastructure. Besides, it has its own VSAT Internet connection for students and faculty for updating their knowledge at par with their contemporaries across the globe. The Department is having 10 full time faculty members besides guest faculty from industry and academics.

Call for Papers: We invite original research papers from Academicians, Industry Professionals, Research Scholars, Management Consultants, Financial analysts and Management Students for Presentation in the Seminar. Please note that some of the selected papers will be published in an edited volume by a renowned Publisher with ISBN Number. The recommended Papers will also be considered for publication in the International Journal of the Department. **A list of the sub-themes on the seminar (not strictly limited) is given below: 1.Rural Entrepreneurship, Innovative Business, SHG Business,**

Micro Business, Bottom of Pyramid, Role of MSME, Role of EDIP, Role of NABARD, Role of Financial Institution, Role of Commercial Bank for Development of Entrepreneurship.

Role of Tourism Industry, Role of Cottage and Small Scale industry, Role of Horticulture and Floriculture and livestock, Forest Product, Fishery and Aquaculture and poultry.

Small Real Estate entrepreneurship, Automobile and Transportation, catering and Painting, Handicrafts and Apparel, weaving and fabricating, wooden Furniture Pine apple and Orange cultivation.

Role of NBFC and Co-operatives Banks. Woman Entrepreneurship, Khadi and village industries and Handlooms, Social rural Entrepreneurship, Regional rural Entrepreneurship, Financial Assistance to Entrepreneurship, Large and Medium entrepreneurship.

Guidelines for Submission of Paper: The seminar paper (s) should begin with a title page including title, author(s) name(s), designation, Institutional address along with email and mobile number, abstract, and 4-5 key words, bibliography and appendices. The author(s) have to follow single-line spacing, 12 font size, Times New Roman, and 1" margin on all sides of the page in MS Word compatible format text. Soft copy of papers can be submitted to: kcbiswal@rediffmail.com

Last Date for submission of Full Paper with abstract is 05th, November, 2018, Registration Fees: All participants are required to register in advance for the seminar with a registration fee shown against the category given below: Industry Professionals and Academicians: Rs. 1000/-, Research scholars: Rs.700/- and Students Rs 500/- Local hospitality shall be provided for paper presenters and participants. How to Reach NEHU, Tura Campus, Tura, and Meghalaya: Tura is about 230 km from Guwahati, Assam. It can reach by: Helicopter service - Information and tickets are available at the Helicopter Counter in the Guwahati airport. Bus: Private & Meghalaya Transport Corporation (MTC) buses are available from the Inter State Bus Terminus (ISBT), Beltola, and Guwahati. (8.00p.m.) Shared Sumo (day service): Available at Machkbowa (Gate No-08) near Bhorlu Mukh. (6.30 a.m. & 2.00 p.m. Hired Taxi: Taxis are available Outside the ASTC Complex and Guwahati airport.

**Contact Details: Prof. K .C. Biswal, Seminar Co-ordinator: MobbileNo: 08414077901, 08837287390
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