

**REPORT ON THE TWO DAY NEC SPONSORED NATIONAL SEMINAR**

**ON**

**EDUCATION AND SUSTAINABLE  
DEVELOPMENT: ISSUES AND CHALLENGES  
IN CONTEXT TO NORTH EAST INDIA"**

**DATED: 8<sup>th</sup> and 9<sup>th</sup> January, 2021**

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**“EDUCATION AND SUSTAINABLE DEVELOPMENT: ISSUES AND**  
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A two day NEC sponsored National Seminar on “Education and Sustainable Development: Issues and Challenges in context to North East India” was organized by K. C. Das Commerce College on 8<sup>th</sup> and 9<sup>th</sup> January, 2021.

Education and sustainable development go hand in hand. Education is truly one of the most powerful instruments for reducing poverty and inequality thereby setting the foundation for sustained economic growth. The proposed National Seminar on the theme **Education and Sustainable Development: Issues and Challenge in context to the North Eastern Region** and a variety of related sub-themes aimed at analyzing and understanding the role that education can play in nurturing a whole new generation of environmentally savvy citizens to support the transition to a prosperous and sustainable future.

The Inaugural Session was held on 8<sup>th</sup> January, 2021 at 10:00 AM in the auditorium adjacent to the college. Dr. Pratap Jyoti Handique, Hon’ble Vice Chancellor, Gauhati University was the Chief Guest for the event. Smti. Chinmayee Talukdar, Deputy Director, DHE, Govt. of Assam was invited as the Guest of Honour.

The Hon’ble Vice Chancellor appreciated the college for organizing the first physical seminar after COVID pandemic. He talked on Assam Care Government Scheme wherein the faculty members and the students acted as frontline warriors in curbing the pandemic. He highlighted that there are around 323 colleges under Gauhati University which had faced immense difficulty during the pandemic in conducting examinations and other allied activities. However, with the diligent people around, he informed that all examinations could get over smoothly and almost on time. The Gauhati University has announced that from the month of January only physical classes will be held. Dr. Hazarika spoke on the National Education Policy, 2020 the implementation process of which is going on. Speaking on the seminar topic, Dr. Hazarika stressed that development of any kind should be sustainable for the benefit of the future generations. According to him, the developments in earlier days which were mostly destructive should be checked. Education, these days should aim on

self-employability. Thus, the curricula should be designed in such a way to include subjects so that people come to know what sustainable development is.

Dr. Saibal Sengupta, Professor, Assam Don Bosco University and Dr. Rohit Dwivedi, Associate Professor and Chair, Behavioural Sciences, IIM, Shillong were the keynote speakers in the session. Another keynote speaker, Dr. Chandan Mahanta, Professor & HOD of Civil Engineering, IIT Guwahati delivered his keynote address online.

A total of 124 participants registered for the seminar.

**Technical Session 1** was on the theme **Eco-tourism Industry in North East: Economic and sustainability aspects and Economic resilience and social well being**. The session was chaired by Dr. Madhurjya Prasad Bezbaruah, Professor & HOD of Economics, Gauhati University. The prime focus of the session was on different aspects of tourism and attainment of sustainable growth and development. The presenters suggested that green tourism is beneficial for sustainability of eco tourism industry. The problems and prospects of tea industry were also highlighted by few researchers. This sub-theme also incorporated the aspect of religious tourism.

**Technical Session 2** was on the theme **Eco Tourism Industry in North East: Economic and Sustainability Aspects** and was chaired by Dr. Bhaskar Jyoti Borah, Professor, Department of Commerce, Gauhati University. The presenters focused on the prospects and challenges of Eco tourism. The highlight was also on the lack of transportation and communication as the hurdles behind the growth of tourism industry in northeast. The researchers also discussed various issues related to cultural uniqueness of a place in relation with tourism industry.

**Technical session 3** was on the theme **Innovative Management Practices for Sustainable Development**. The session was chaired by Dr Sambit Mallick, Associate Professor, Department of Humanities & Social Sciences, IIT, Guwahati. The session highlighted on the different tools and practices which can cater towards sustainable development. The presenters focused on the effectiveness of social media promotional strategies which can be utilised for a number of purposes like creating and sharing of ideas. Other presenters' highlighted aspects related to urban influencers and buying behaviour, Indian philosophy and how it is helpful in achieving sustainability in business management.

**Technical Session 4** was on the theme **Environmental Sustainability: Indigenous Knowledge and Practices**. The chairperson for the session was Dr. Gayatree Goswami, Professor, Department of Education, Gauhati University. The session emphasized on the legal aspects of environment sustainability as the need for environmental education. One of the researchers featured on the role of Gaon Panchayat in achieving sustainable development goals. The researchers also concentrated on the ideas related to vocational training, recycling of solid waste and role of higher education on sustainable development.

Post lunch, **Technical session 5** was on **Green Marketing** which was chaired by Dr. Rohit Dwivedi, Professor & Chair, Behavioural Sciences, RGIIM, Meghalaya. The session centred on the sustainability of green markets and the views on green recruitment from corporate perspectives was also highlighted. The process and marketing techniques of green products was discussed by the presenters. The awareness level related to green products was also featured by the researchers.

**Technical Session 6** was on **Relevance of E-Commerce** which was chaired by Dr. Sanjay Singh, Professor & HOD of Library & Information Science, Gauhati University. The presenters concentrated on the role of e-commerce in uplifting small business in the city. Other researchers shared their views and ideas about e-commerce as a tool of development in modern urban lives. They also focused on how media can influence the customers and their buying behaviour decisions.

Day 2, **Technical Session 8** was on the theme **Challenges to Business Education: The Gap between Practices and Expectations and Business Ethics and Sustainable Development** which was chaired by Dr Amit Choudhury, Dean, School of Business Sciences, USTM, Meghalaya. The session mainly focussed on the ideas related to sustainable development. Few papers focussed on quality education and Business ethics and its relation with sustainable development. The researchers also highlighted the different environmental issues which are currently acting as prime hurdles for sustainable development.

**Technical Session 9** was on the theme **Environmental Accounting** which was chaired by Dr. Gour Gopal Banik, Associate Professor, Department of Accountancy, Gauhati Commerce College. The core idea of the session was on environmental accounting practices and approaches in India as well as in different countries. The green initiatives of specific

corporate sectors and industrial units were also presented by the participants. Specific case studies on organisations like Guwahati Refinery and Bandhan Bank were also presented.

**Technical Session 10** was on the theme, **Role of Corporate Social Responsibility for Sustainable Development** which was chaired by Dr. Amrit Pal Singh, Professor, Department of Commerce, Gauhati University. The presenters' prime focus was on CSR and its role in sustainable community development both socially and environmentally. The analysis was done on the certain companies which are discharging their CSR activities for ensuring sustainable development.

**Technical Session 7 and 11** was clubbed together and the themes for the sessions were **Environment and Sustainability: Indigenous Knowledge and Practices and Climate Change**. The Resource Person for both the session was Dr. Saibal Sengupta, Professor, Assam Don Bosco University. The presenters discussed the impact of climate change on agricultural sector and the role of environmental studies for youth awareness. The scheme adopted by Central Government for sustainable development was also featured in the presentations of the session.

**Technical Session 12** was on Any Other Topics relating to the main theme of the seminar which was chaired by Dr. Sanjay Singh, Professor & HOD of Library & Information Science, Gauhati University. The presenters mostly presented on various aspects of E-Commerce. Role of educational institutions, CSR activities and the different problems faced by employees in educational institutions was also focused by the researchers.

Post lunch, the Valedictory Session was held. The Valedictory Session was addressed by Chief Guest, Prof. Kandarpa Das, Hon'ble Vice Chancellor, K. K. Handique State Open University, Assam. He dwelled at length on the significance of man-nature relationship. The panel discussion was also addressed by Prof. Amrit Pal Singh and Prof. Sanjay Singh from Gauhati University, Prof. Saibal Sengupta, Dr. Amit Choudhury from USTM and Dr. G. G. Banik from Gauhati Commerce College. As an outcome of the seminar, it was recommended that business models must take into account the regional environmental framework. Sustainable development must form an integral part of academic curriculum, which needs to be practiced rather than preached.

### **Recommendations of the NEC sponsored two day National Seminar-**

1. To document all the Indigenous Traditional knowledge which is transmitted orally from generation to generation specially related to sustainable development. These may be in the form of stories, folklore, beliefs and rituals, songs, dances, paintings, chanting of hymns, community laws, agricultural practices, preservation of food products, environment conservation practices etc.
2. Enhancing participation of Indian Traditional Knowledge holders in various village level activities for promoting traditional practices.
3. To supply small composting units to every households of urban areas.
4. Promoting and supporting households to engage in agro-based industrial products as alternative livelihood opportunities for rural people.
5. To set up Climate Cell Units in every school and to encourage the students to record the changes in climate and the biological world.
6. To provide sustainable solutions to improve soil quality and conserve biodiversity by using traditional ecological knowledge of the ethnic NE Indian population.
7. To promote climate resilience variety to maintain tea production in the state.
8. Promotion of conservation of bamboo grooves especially available in semi-urban and rural households.
9. Practicing community level elephant friendly farming to reduce human-elephant conflicts that poses a major issue in biodiversity conservation.
10. Mass awareness on factors causing global warming.
11. Inclusion of topics on sustainability in curriculum – “Education for Sustainable Development”.
12. To encourage practicing habits related to sustainable development in schools at primary level.

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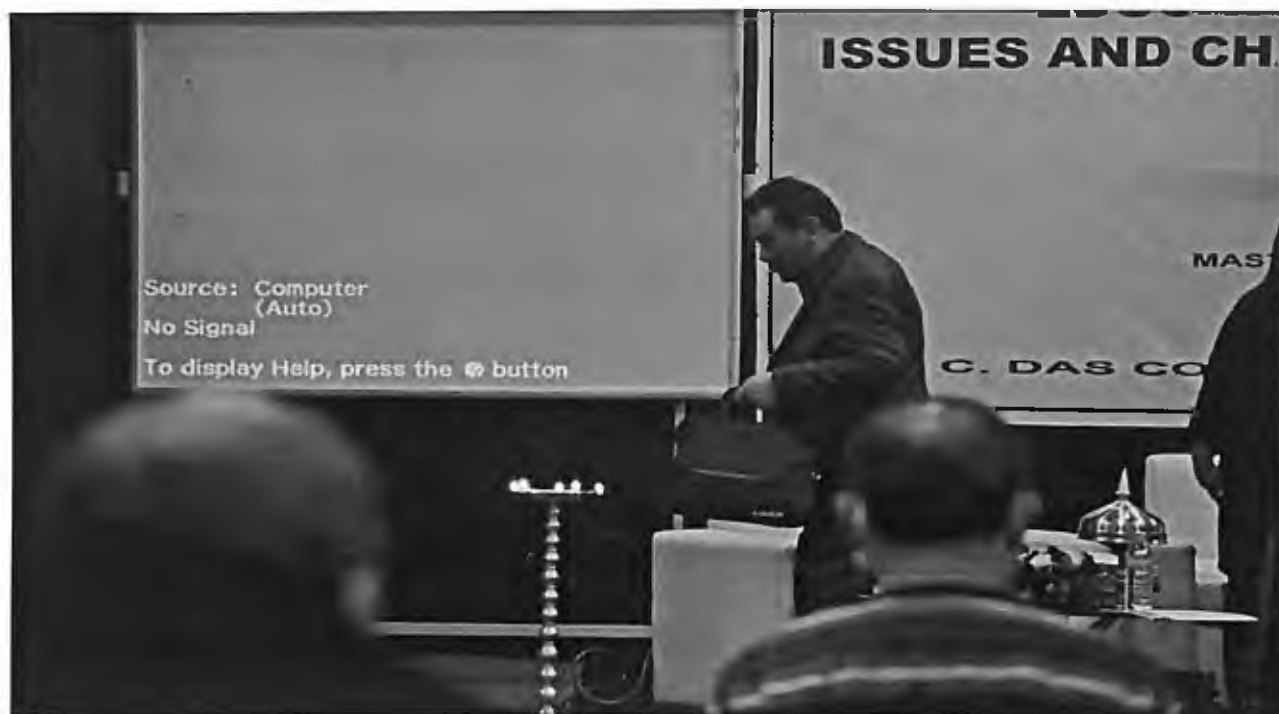






























# NEC-sponsored national seminar held at KC Das Commerce College

GUWAHATI, Jan 10: A two-day NEC, Government of India sponsored national seminar was held at the KC Das Commerce College, Guwahati on January 8-9, a press release received here stated.

One hundred and twenty-four scholars registered to participate in this seminar which was also supported by the Indian Bank, OP Jindal University, Har- yana, Masters School of Management, Uttar Pradesh, Alumni Association, KC Das Commerce College and Lion's Eye Hospital, Guwahati. Presentations were made on both offline and online modes.

The seminar was inaugurated by the chief guest, Prof PJ Handique, Vice Chancellor, Gauhati University. In his speech, Prof Handique highlighted the efforts of academicians and COVID warriors to restore normalcy in the country. He also lauded the role of KC Das Commerce College in the field of commerce education at the tertiary level.

The programme was attended by Smt Chinmoyee Thlukdar, Deputy Director, Higher Education, Government of Assam as the guest of honour and spoke on the significance of sustainable development. Prof Saibal Sengupta from Assam



Down Town University, Dr Rohit Dwivedi from IIM, Shillong and Prof Chandan Mahanta of IIT, Guwahati delivered keynote speeches. Dr Hrishikesh Baruah, Principal of the college highlighted on why the theme was selected for an intellectual interaction and its significance while delivering the welcome address.

The valedictory session was addressed by the chief guest, Prof Kandarpa Das, Vice Chancellor, KK Handique State Open University, Assam and he spoke at length on the significance of man-nature relation-

ship. The panel discussion was also addressed by Prof Amrit Pal Singh and Prof Sanjay Singh from Gauhati University, Prof Saibal Sengupta, Dr Amit Choudhury from USTM and Dr GG Banik from Gauhati Commerce College. As an outcome of the seminar, it was recommended that business models must take into account the regional environmental framework. Sustainable development must form an integral part of academic curriculum and it must be something that is practised rather than only preached.