

# Two Day National Seminar on 7th-8th August, 2023

On the occasion of  
**9TH NATIONAL HANDLOOM DAY**

Organized by the

**DEPARTMENT OF BUSINESS ADMINISTRATION  
ASSAM UNIVERSITY, SILCHAR**

**ISO 21001:2018**

**(EDUCATIONAL ORGANIZATIONS  
MANAGEMENT SYSTEM)**

**GRADE A  
QUALITY MANAGEMENT SYSTEM**

## Theme:

Indigenous Business Practices and Sustainable  
Development- Exploring Potentialities of Handloom  
and Handicraft Sector

Sustainable development has become a popular catchphrase in the contemporary academic discourse. The late 20th century set the momentum for sustainability to be included in the plan priorities of many economies of the world. By 21st century, it got translated into plan oriented actions in the form of Millennium Development Goals (MDGs). It further got intensified in the current era by way of Sustainable Development Goals (SDGs) incorporating 17 major goals. If sustainability is viewed from the lenses of business or trade practices, contributions are evident from their actions like Corporate Social Responsibility (CSR), Triple Bottom Line (TBL) approach, net zero carbon emission objective, carbon footprints etc. In the endeavour towards sustainable development, the indigenous businesses gained renewed importance. This is true for all the economies of the world. Indigenous businesses, besides epitomizing the reach culture and heritage, also contributes significantly towards the sustainable development.

Handloom and Handicrafts are the physical manifestations of India's treasure trove of indigenous knowledge. These practices are profoundly woven into our culture and are connected with daily life. The social landscape of India has the potential to be more egalitarian and inclusive among its stakeholders. The necessity of the hour is the sensitization towards craft groups, practices, and their promotion so as to build up a sustainable ecosystem. At this point, it is critical to recognize the Handloom and Handicraft industry's potentialities, as well as their main obstacles and potential solutions. The national seminar is proposed to be held during 7 - 8 August, 2023 on the occasion of 9th National Handloom Day. The seminar invites paper from research scholars, academicians, and Industry practitioners. The entrepreneurs/manufacturers would also showcase their art and craft skills during the sessions.



## Contact Us

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## REGISTRATION DETAILS

Aspiring participants can participate by registering themselves. The registration form can be filled online by clicking the link below. <https://forms.gle/CozZ63JmXpMGEs56A>

## THE REGISTRATION FEE DETAILS ARE AS FOLLOWS

Academicians/Industry Participants (with paper) – Rs. 700/-

Research Scholars (with Paper) – Rs. 500/-

Participants without paper – Rs. 250/-

## CERTIFICATIONS

Certificates will be provided to all the registered participants.

## THE REGISTRATION FEES SHALL BE PAID AS PER THE FOLLOWING DETAILS

Account Name: Assam University Project A/C II

Bank Account Number: 20050110035450

IFSC code: UCBA0002005

Bank Name: UCO Bank

Branch: Assam University, Silchar

Branch Code: 002005

## ACCOMMODATION

Limited accommodations are available for outstation participants in the university guest house which shall be made available on first come first serve basis. The accommodation charges shall be borne by the seminar committee.

## IMPORTANT DATES

- a) Last date for abstract and full paper submission- 24-07-2023
- b) Intimation of acceptance - 27-07-2023
- c) The last date for registration 03-08-2023.

## HOW TO REACH

To reach Assam University, you can follow these directions based on common modes of transportation:

1. By Air: The nearest airport to Assam University is Silchar Airport (also known as Kumbhirgram Airport), located approximately 23 kilometers away. From Silchar Airport, you can hire a taxi or take a local bus to reach the university campus. The travel time from the airport to the university is around 45 minutes, depending on traffic conditions.
2. By Train: The nearest railway station to Assam University is Silchar Railway Station. Silchar is well-connected to major cities in India through the railway network. From Silchar Railway Station, you can take a taxi or an auto-rickshaw to reach Assam University. The travel time from the railway station to the university is approximately 30-45 minutes, depending on traffic.
3. By Road: If you prefer to travel by road, Assam University is located in Dargakona, near Silchar town in the Cachar district of Assam, India. You can reach Silchar by road through National Highway 6 (NH6) or National Highway 37 (NH37), depending on your starting location. Once you reach Silchar, you can hire a taxi, auto-rickshaw, or take a local bus to reach the university campus.

It is advisable to check for any updates or changes in transportation services, such as flight or train schedules, before planning your journey.

## SEMINAR FEATURES

1. Discussion on multiple topics relating to the theme of the seminar.
2. Handloom and Handicraft exhibition on Indigenous Art and Craft.
3. Art exhibition.
4. Ethnic Dress Show.
5. Seminar shall invite experts to act as resource persons, keynote speakers and invited speakers from across the country.
6. Selected papers will be published in a seminar proceedings with a publisher of repute.
7. One best paper award shall be provided in each track.

## CALL FOR PAPERS

### 1. Sustainability and Environment

- a) Sustainable Development Goals 2023
- b) Sustainable Development – People, Business and Environment
- c) Green Initiatives- Role of Eco-Friendly Business
- d) Climate change and Environmental Consequences
- e) Net Zero Carbon Emission- Handloom and Handicraft sector and other potential sectors.

### 2. Indigenous Art, Culture and Heritage

- a) Sustaining the craft's heritage while preserving it for future generations.
- b) Reviving and Rejuvenating the endangered Crafts, Culture and Heritage of India.
- c) Intangible cultural heritage- Propagation of Indian art and culture.

### 3. Indigenous Trade Practices and Sustainable Economic Development- Reference from Handloom and Handicrafts and other potential sectors

- a) Problems and prospects of handloom and handicraft industry and other indigenous sectors.
- b) Export potentialities of handloom and handicraft products and other indigenous sectors.
- c) Responsible Businesses- Finding roots from North East India
- d) Corporate Social Responsibility and Sustainability- Environmental Best Practices
- e) Demographic and economic challenges in the handloom and handicraft industries
- f) Development and growth in the Indian handloom and handicraft industries.
- g) Aatmanirbhar Bharat- focusing indigenous trade and business.

### 4. Management

- a) Eco friendly handloom and handicraft products- changing consumer tastes.
- b) Sustainable and green Marketing
- c) Climate Finance
- d) Ethical Marketing
- e) Handloom and handicraft sector entrepreneurship and social development
- f) Handloom and handicraft industries and other indigenous businesses: Pre and Post COVID-19 scenario
- g) Reviving Handloom and Handicraft Industry – Discovering Successful Business Model.
- h) Finance to indigenous businesses- exploring challenges and way outs.
- i) Role of Microfinance in Handloom and Handicraft sector.
- j) Sustainable supply chain and logistic practices.

## CALL FOR PAPERS

### 5. Technology and Sustainability

- a) Green technology and business promotion
- b) AIML- Boon or Bane for sustainability
- c) Technology in MSME sectors

### 6. Miscellaneous

- a) Handloom and handicraft- Major research and innovation
- b) Handloom and handicraft development schemes and programs
- c) Major research and innovations on Indian indigenous trade, art, culture, heritage
- d) Any other topic related to the broader theme.

## SEMINAR COMMITTEE

### Chief Patron -

Prof. Rajive Mohan Pant  
Vice Chancellor, Assam University, Silchar

### Patrons -

- Prof. H. Ramananda Singh, Dean, JNSMS, AUS
- Prof. A. Barman, HOD, DBA, AUS

### Directors -

- Prof. A.L. Ghose, DBA, AUS
- Prof. D. Ghosh, DBA, AUS

### Convener -

- Dr. Joyeeta Deb,  
Associate Professor, JNSMS, Assam University, Silchar

### Joint Convener -

- Dr. Lurai Rongmei,  
Assistant Professor, JNSMS, Assam University, Silchar

### Members -

- Dr. H.R. Laskar
- Dr. J. Konwar
- Dr. A.K. Das
- Dr. D. Choudhury
- Dr. N. Choudhury
- Dr. K. Das
- Mr. S. Dey

### Technical Support Committee

- Sneha Nath
- Partha Pratim Saikia
- Kalyan Bora
- Lungsanghungle Newme