

UGC SAP DRS I  
**NATIONAL SEMINAR**  
ON

***“MANAGING RURAL  
DEVELOPMENT IN NORTH  
EAST INDIA: PERSPECTIVES,  
POLICIES AND EXPERIENCES”***

on

**07-08 November 2014**

*Organized by*



**Department of Business  
Administration,  
Tezpur University  
Napaam, Tezpur, Assam-784028**

**Introduction:**

The United Nations articulates that rural development is a process of change, by which the efforts of the people themselves are united, those of government authorities to improve their economic, social and cultural conditions of communities in to the life of the nation and to enable them to contribute fully to national programme.

The development of a nation may be assessed on the achievements of rural development policies and programmes. This is highly apposite in a nation like India, where 69 per cent of the total population shelters in rural areas (Census Report, 2011). The North East Region (NER) of India comprising of eight States is a paradise of opportunities with its abundant natural as well as rich and variegated human resources. Despite that, the NER is still land-locked with difficult terrains, insufficient transport and communication facilities and other related infrastructure for progress. The problems confronted by NER are considered multi-sectoral as well as multi-dimensional. A key area of concern for policy-makers is the huge difference between the potential and actual economic performance of the North-East. While addressing the issues of rural development, the seminar is focusing on bringing light to factors like extent of financial literacy and inclusion, credit exposure, local governance, role of institutions, market knowledge, modernization etc.

**Objectives:**

The seminar aims to provide a platform for discussion and exchange of ideas on the main theme as well as various sub themes. The objectives of the seminar are:

- i) To bring to light the managerial perspectives of sustainable rural development in NER by making strategic contributions.
- ii) To focus on current policy changes and performance evaluation of rural development schemes in the region.
- iii) To build up holistic picture of financing scenario in rural development in NER.

iv) To generate managerial orientations towards creating marketing linkages, institutional building, supply and value chain development of agriculture in the region.

v) To generate ideas about practical experiences in rural development of the region.

**Call for Papers: Original research papers are invited for presentation in the seminar.**

**Main Theme:**

***“MANAGING RURAL DEVELOPMENT IN NORTH EAST INDIA: PERSPECTIVES, POLICIES AND EXPERIENCES”***

**Sub-theme**

**1. Achieving sustainable rural development- The managerial policy perspectives**

- \*Strategic implementation and evaluation of Government schemes for rural development,
- \*Local governance, Panchayati raj institutions, NGOs, civil society organizations, SHGs and training institutes' role in rural development
- \*Developing Human resource for Rural development

**2. Financing rural development - The path for financial inclusion**

- \*Micro-credit and role of Microfinance institutions,
- \*Role of NABARD and other banks in promoting financial inclusion,
- \*Mechanism of RRBs for rural development,
- \*Bank SHG linkage and other such mechanisms as a tool for Rural Development,
- \*Informal sources and their contribution,

**3. Marketing linkages and their importance in rural development**

- \*Importance of Rural marketing and linkages in rural development,
- \*Efficient Agri value and supply chain management for achieving rural development,

\*Management of institution building (FPO, FPC, SHGs) for better market linkage,

#### **4. Upgrading Skills and technical expertise for rural development**

\*Modernization of local and indigenous skills for better income generation,

\*Managing information technology for better implementation of rural development works,

\*Management of innovative and creative skills of rural areas for development

\*Capacity building through entrepreneurship development

#### **5. Managing livelihood assets and capitals for rural development**

\*Livelihood assets and their importance in rural development,

\*Health, sanitation, education and other factors as an indicator for rural development,

\*Natural resource management for Rural development  
The selected book will be published in the form of an edited book with ISBN.

#### **Key dates**

**Seminar date: 07 and 08 November 2014**

**Submission of Abstracts: by 30<sup>th</sup> August 2014**

**Decision on acceptance: by 5<sup>th</sup> September**

**Submission of Full Papers: by 30<sup>th</sup> September, 2014**

**Last date for registration: October 20, 2014 seminar**

**email for submission: [seminartezpur14@gmail.com](mailto:seminartezpur14@gmail.com)**

#### **Registration:**

All the participants are needed to register by filling in the [registration form](#) and depositing the fee. For joint paper writers registration of both the writers is necessary. However in the absence of one author, if his co-author presents the paper, he may be considered for an absentia certificate if registered. The draft should be made in favour of "The Registrar, Tezpur University" Payable at SBI, Tezpur University branch.

#### **Delegate fee/ registration fee:**

##### **(Without accommodation)**

(a) For Research Scholars and Students: Rs. 500/-

(b) For Academics and others: Rs. 1000/-

##### **Delegate fee/ registration fee:**

##### **(With accommodation in the guest house)**

(a) For Research Scholars and Rs. 2000

(b) For Academics and others Rs. 2500

However limited accommodation in the University Hostels at a concise rate can be arranged on first come first serve basis if notified early.

#### **Award:**

Three papers will be awarded prizes among the papers presented during the seminar.

#### **About the Department of Business Administration:**

The Department of Business Administration came into existence in January, 1995, through enrolment of its first batch of students to its flagship 2 year full time MBA Programme which is recognized by the AICTE. The Department is engaged in pursuing research, consultancy and training apart from imparting quality management education which includes a course in tourism also. At present the Department is running the Doctoral Programme (Full time & Part time), Master of Business Administration (Full time) and Post Graduate Diploma in Tourism Management. The Department is currently rated A+ by Business India (2011 rating). The department is honoured with Dewang Mehta B School Leadership Award in 2010. The University Grants Commission has awarded the prestigious UGC SAP DRS I status to the department for its outstanding research outputs.

The campus is about 180 km away from Guwahati-the gateway to North East India which is well connected to all the major cities of India. From Guwahati, buses and tourist cab services are readily available to Tezpur. From Tezpur Bus stand one can reach Tezpur University campus by University bus or by hired auto. It takes around 30 minutes to reach the campus from Tezpur town. The campus is very close to famous tourist hotspots like Kaziranga, Nameri etc.

#### **Organizing Committee:**

##### **Patron:**

Professor Mihir Kanti Chaudhuri, Vice-chancellor, Tezpur University

##### **Advisors:**

Professor M.K.Sarma, Former Dean, School of Management Sciences

Professor Chandana Goswami, Former Head, Dept. of Business Administration

Professor Chandan Goswami, Dept. of Business Administration

Professor Papori Baruah, Dept. of Business Administration

Professor S.S. Sarkar, Dean, School of Management Sciences

##### **Chairperson:**

Professor S.S. Sarkar, Dean, School of Management Sciences

##### **Convener:**

Professor Debabrata Das, Head, Department of Business Administration

##### **Joint convener:**

Dr. Anjan Bhuyan, Associate Professor, Dept. of Business Administration

Dr. Arup Roy, Associate Professor, Dept. of Business Administration

##### **Seminar Secretariat**

##### **Joint Co-ordinator:**

Pinky Dutta

Doctoral Research Fellow, Dept. of Business Administration

#### **Contact Details**

**Prof. Debabrata Das**

**Head and Convener**

**National Seminar Organizing Committee**

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For seminar details contact the Joint Convenors

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