

International Seminar on Business and Sustainability

The Department of Commerce organized the International Seminar on Business and Sustainability on the 26th of April 2024, aimed to provide graduating students with insights into the intersection of business, environmental sustainability, and social responsibility. Through engaging sessions, expert speakers, and interactive discussions, the seminar aims to inspire students to leverage entrepreneurship as a catalyst for positive change and sustainable development in a global context. The seminar was graced by a number of eminent personalities; The Chief Guest of the Seminar was Prof. Indrajit Dube, Vice Chancellor, National Law University. In his key note address Prof. Indrajit Dube reflected on how it was important for business to shift its focus from profit making to sustainable practices. The Guest of Honor Shri Baidyanath Maharana Director Finance, NEEPCO stressed on how their organisation was adopting sustainable practices. The other resource person included Dr. Purna Prasad Sharma of Gedu College of Business Studies, Royal University of Bhutan, Prof N.M. Panda, NEHU, Prof. A. Pati, NEHU, Prof K.C. Kabra, NEHU, Dr. Sanjeeb Kakoty, IIM Shillong, Dr. Tilak Chandra Das, Guwahati University, Dr. Biju Mani Das, Assam Don Bosco University, Dr. Jewel Mayur Phukan, Assam Don Bosco University.

INTERNATIONAL SEMINAR
on
BUSINESS & SUSTAINABILITY

Organised by : Department of Commerce, St. Edmund's College In Collaboration with Bizz Builders Club and IQAC

Topics to be discussed:	
Accounting Practices & Sustainability	Marketing and Organisational Behaviour
Business Finance & Sustainability	Entrepreneurship & Sustainability

Date- 26/04/2024

Venue- St. Edmund's College, Shillong

Supported by
NEEPCO, Shillong & Roy Enterprise, Lakhtokia, Guwahati-1

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Program Objectives:

1. To deepen students' understanding of the principles and practices of sustainable business models.
2. To explore the role of entrepreneurship in driving innovation, economic growth, and environmental stewardship.
3. To showcase real-world examples of successful sustainable enterprises and their impact on society and the environment.
4. To facilitate networking opportunities and knowledge exchange among students, industry experts, and thought leaders.
5. To empower students with the knowledge, skills, and mindset necessary to become socially responsible entrepreneurs and change agents.



Program Outline:

1. Opening Session:

- Welcome address and introduction to the seminar's objectives and themes by Shri Goutam Deb, Head Department of Commerce, St. Edmund's College.
- Introduction to the theme of the seminar by Shri Navin Chettri, Faculty Department of Commerce, St. Edmund's College and Coordinator of the Seminar.
- Address by The Principal, St. Edmund's College
- Keynote speech by Prof. Indrajit Dube, Vice Chancellor NLU a renowned expert on the importance of sustainability in business and the role of entrepreneurship in driving positive change. Address by Shri Baidyanath Maharana Director Finance, NEEPCO and by International Resource person Prof. Purna Prasad Sharma of Gedu College of Business Studies, Royal University of Bhutan.
- Vote of thanks for the inaugural session by Shri Rajeev Chakravarty, Faculty Department of Commerce and Joint Coordinator of the Seminar

2. Technical Sessions:

- Technical Sessions had academics, resource persons and paper presenters highlighting the innovative business models that prioritize environmental sustainability, social impact, and economic viability.
- Exploration of best practices, case studies, and emerging trends in sustainable entrepreneurship across various sectors.
- Discussion focusing on the transformative power of entrepreneurship in addressing social challenges, fostering inclusive growth, and promoting community development.
- Showcasing of social enterprises, impact-driven startups, and initiatives that create value beyond financial returns.

3. Closing Session:

- Reflections on key insights, learning, and actionable takeaways from the seminar.
- Call to action for students to leverage their knowledge, skills, and networks to drive positive change through entrepreneurial ventures.
- Expression of gratitude to speakers, sponsors, organizers, and participants for their contributions to the seminar's success.

Program Outcome:

The international seminar on business and sustainability with a focus on entrepreneurship is expected to achieve the following outcomes:

- Enhanced understanding of the principles and practices of sustainable business and entrepreneurship among graduating students.
- Increased awareness of the opportunities, challenges, and potential impact of sustainable entrepreneurship on society, the environment, and the economy.
- Empowerment of students with the knowledge, skills, and mindset necessary to develop and implement innovative, sustainable business solutions.
- Strengthened networks, collaborations, and partnerships among students, industry experts, and stakeholders committed to advancing sustainable entrepreneurship globally.
- Inspiration and motivation for students to embark on entrepreneurial ventures that prioritize sustainability, social responsibility, and ethical business practices.

Overall, the seminar aimed to equip graduating students with the tools, insights, and inspiration to become effective agents of change in the pursuit of a more sustainable and inclusive future through entrepreneurship.