



**2<sup>nd</sup> North East India Commerce and  
Management Association (NEICMA)  
National Conference**

on

**SUSTAINABLE RURAL  
LIVELIHOOD:  
EMERGING DIMENSIONS**

**Date: 10th (Friday) and  
11th (Saturday) November 2017**



**Department of Commerce  
RAJIV GANDHI UNIVERSITY  
Rono Hills, Doimukh – 791112,  
Arunachal Pradesh**

**Dear Sir/Madam,**

It is our proud privilege to welcome you all to the 2<sup>nd</sup> NEICMA National Conference on the topic **“SUSTAINABLE RURAL LIVELIHOOD: EMERGING DIMENSIONS”** to be held on 10<sup>th</sup>-11<sup>th</sup> November 2017 in the **Department of Commerce, Rajiv Gandhi University, Doimukh (Itanagar), Arunachal Pradesh**. The conference aims at bringing all the professionals and academicians working in the different fields under one umbrella. This will provide an opportunity to interact not only with academicians but also with other functionaries who are working in the field of Rural Development. We look forward to your active participation, contribution and valued discussion with eminent scholars from the Asian Region during the two days deliberation at RGU.

**SUSTAINABLE RURAL LIVELIHOOD:  
EMERGING DIMENSIONS**

Livelihood, engendering a living either financially or vocationally, encompasses people’s capabilities, assets, income and activities to secure their necessities of life. A livelihood is ‘sustainable’ when it enables people to cope with and recover from shocks and stresses and enhance the well-being at present as well as of the future generations without undermining the natural environment or resource base, already available. The term ‘sustainable rural livelihood’ is not new, but needs to be integrated into a framework capable of ensuring ‘inclusive growth’. Of necessity, this concept has to be intertwined with the indigenous knowledge innovation, rural development, gender inclusion, poverty reduction and environment preservation strategies.

More than half a billion people in India live in rural areas (72.2% of the population lives in some 638,000 villages) and include the majority of the world’s poor. They lack in dynamic employment opportunities. They have poor education and infrastructure and restricted access to markets and services. Half-baked developmental policies and schemes have not allowed inclusive growth and thus developing rural India is a formidable challenge before the policy makers. On the one hand, there is challenges on an international colour of an all-devouring rapid growing

rural population, a heavy drain on the environmental resources and above all an unpredictable global climatic change. In contrast, opportunities embrace rapid lifestyle changes, diversified markets, and achievements in the fields of agricultural, energy, health and information and communications and innovations and R&D. In this context, development strategies can be formulated if the potentials of indigenous resources are incorporated in reconstruction of plans, policies and programmes related to “INGENIOUS INDIAN VILLAGE” on the philosophy and principles of INCLUSIVE INDIA.

The emergent attentiveness on ‘rural livelihood’ in India, many a times, has raised a pertinent question about sustainability. Literature as well as self-observation supports the view that the livelihood in urban areas is definitely more sustainable because of the presence of an organized market and availability of resources. Unquestionably, the role of governing institutions in sustainability of rural livelihood also needs to be researched in more depth and highlighted further. In today’s perspective, sustaining the human fashioned professions and livelihood options destroying the environment needs also to be explored, on the line of “*Sabka Saath Sabka Vikas*” approach. With this perspective in mind, research papers are sought on the following sub-themes:

- **Rural Livelihood and the Bygones**
- **Rural Livelihood: Contemporary Scenario**
- **Rural Livelihood: Technology & Innovations**
- **Rural Livelihood: Schemes & Policies**
- **Rural Livelihood: Indigenous Knowledge & Skill**
- **Rural Livelihood: Emergences and Divergences**

**IMPORTANT DATES**

Last Date of submission of abstract of the research paper **31.07.2017**

Last Date of submission of full paper **15.09.2017**

Last Date of information about acceptance of submitted paper **30.09.2017**

Last Date for paying Registration Fees **20.10.2017**

Last Date of submission of PPT **30.10.2017**

*(For a single registration, only one paper will be allowed for presentation and certificate. Joint authors will be provided certificates only if registration fees were paid)*

## GUIDELINES FOR PAPER SUBMISSION & PRESENTATION

- **Communication** regarding submission of abstract, full paper and registration fees will be made through the email id: [neicmaconference2017@gmail.com](mailto:neicmaconference2017@gmail.com)
- **Abstracts** containing correspondence address with email, objectives of the study, brief methodology, results and conclusion; (avoiding tables, figures or references) limited to 300 words. Please indicate the Technical Session for which the paper submitted is most suitable.
- **Full Papers**, not exceeding 5000 words and, in Ms-Word format, are to be submitted with following guidelines:
  - Only original and quality research papers will be accepted for presentation after a blind review.
  - The First page contains name of the topic, name of the author indicating corresponding / first/ guide or supervisor authors (Bold, font size 14, Times New Roman), and their organisational affiliation, communication address, email and mobile / phone number (Normal font size 12, Time New Roman).
  - Second page contains the name of the paper, abstract, and key words.
  - With the name of the research topic on the top, the whole research topic will be presented in the third page onwards.
  - Paper size- A4, Margin – 1 inch all sides, Font Size – 12, Font – Times new roman, Line spacing – 1 pt., 1 blank line after each paragraph.
  - References or citations should be as per the EPW / APA style of references.
- **Acceptance of Papers:** The research papers will be accepted after a Peer Review. The authors may also be asked to make necessary changes as proposed by the reviewers.
- **Publications:** The selected full papers will be published in seminar proceedings or an edited volume with ISBN number and the same will be distributed during the conference at 50% concessional price.

- **Submission of Hard Copy:** A hard copy of full paper with abstract has to be submitted at the time of registration at the venue.
- **Submission of PPT and Presentation:** Accepted papers will be presented during the seminar and each presenter will get 10 mins. time to present their paper and 3 minutes for interaction. A soft copy of the PPT (Max. 10 slides excluding first slide) may be sent for the better use of time during presentation.

## BEST YOUNG RESEARCHER AWARD

The best judged research paper, to be adjudged by a Committee, will be awarded with a citation and certificate. Young research scholars not employed as faculties or permanent staff of any research and other organisations, below the age of 35 years can participate as a single author, or jointly with any other researcher (s) who is not a faculty member / permanent staff of any organisation.

## KEY INFORMATION

- **Registration Fee:**
  - Academician (NEICMA members) □ 1000/-
  - Non-member Academicians □ 1500/-
  - Research Scholar □ 500/-
  - Student Participants □ 200/-

Registration will be made through submitting a DD in favour of **Head of Department, Department of Commerce, Rajiv Gandhi University**, and payable at **Vijaya Bank, Arunachal University Campus Branch, Doimukh**. The registration fee entitles conference kit, working lunch & tea. Participants will have to pay □ 500/- extra for accommodation (from 9<sup>th</sup> Nov 2017 12pm to 12<sup>th</sup> Nov 2017 11am). The payment through net-banking can be made with the following details and the payee should send the proof of payment through [neicmaconference2017@gmail.com](mailto:neicmaconference2017@gmail.com).  
Account No: **880201011000725**  
Name: **HoD, Department of Commerce, RGU;**  
Bank: **Vijaya Bank, Arunachal University Campus Branch, Doimukh;**  
IFSC Code: **VIJB0008802.**

## ABOUT THE RAJIV GANDHI UNIVERSITY

Rajiv Gandhi University (formerly Arunachal University) is a Central University and the premier institution for higher education in the state of Arunachal Pradesh. It has completed twenty-five years of its glorious existence. Late Smt. Indira Gandhi, the then Prime Minister of India, laid the foundation stone of the university on 4th February 1984 at Rono Hills, Doimukh. The University offers Certificate, Diploma, Under-Graduate, Post-Graduate, M. Phil and Ph.D. programmes through 22 affiliated colleges & various departments of the University. The Department of Commerce was commenced from the academic session 1995-96 and at present offered M.Com., M.Phil., Ph.D., PGDBI and DCA courses with a strength of 190 students. The department also runs a study centre for ICSI.

The University is located at Rono Hills on a picturesque tableland of 302 acres overlooking the river Dikrong. It is 6.5 km away from the National Highway 52-A and 25 km away from Itanagar, the state capital. The campus is linked with the National Highway by a Dikrong bridge. The nearest railway station is Gumto (3 kms) and Naharlagun (10kms) (linked by a train from Guwahati at 9pm) and the nearest airport is Lilabari (55 kms). Regular bus service is available to Itanagar/ Nirjuli from Guwahati & major cities of Assam & Rest of the NE States.

**Prof. Tasi Kaye**    **Prof. D. Das**    **Prof. P Bezborah**  
Organizing Secy.    Secy. NEICMA    President, NEICMA

**Prof. Tamo Mibang**  
Vice Chancellor, RGU & Chief Patron

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**Registration Form**

(For a single registration, only one paper will be allowed for presentation and certificate. Joint authors will be provided certificates only if registration fees were paid)

1. Name of the Author / Presenter: \_\_\_\_\_

2. Designation: \_\_\_\_\_

3. Organisation: \_\_\_\_\_

4. Address: \_\_\_\_\_

Email Id: \_\_\_\_\_

Phone No: \_\_\_\_\_

5. Name of the Paper: \_\_\_\_\_

\_\_\_\_\_

6. Name of the Co-author: \_\_\_\_\_

\_\_\_\_\_

7. Do you need Boarding: \_\_\_\_\_ (YES / NO)

(Participants will have to pay Rs.500/- extra for accommodation (from 9th Nov 2017 12pm to 12th Nov 2017 11am))

8. Details of Payment: DD/ Net Banking / Money Transfer / \_\_\_\_\_

Amount: Rs. \_\_\_\_\_

Bank: \_\_\_\_\_ Branch \_\_\_\_\_

(• Academician (NEICMA members): Rs.1000/-

• Research Scholar: Rs.500/-

• Non-member Academicians: Rs.1500/-

• Student Participants: Rs.200/-)

9. Travel Details: \_\_\_\_\_

Signature of the Author / Presenter

(NB: Inner Line Permit (ILP) will be needed to enter into Arunachal Pradesh which can be obtained online, <http://arunachalilp.com/>)