GOLAGHAT COMMERCE COLLEGE

Jyoti Nagar, Golaghat, Assam 785621 https://golaghatcommercecollege.org

THIRD CYCLE NAAC ACCREDITATION 2022

Criterion 3

3.2.1 Institution has created an ecosystem for innovations and has initiatives for creation and transfer of knowledge

Submitted to



NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL

1. RESEARCH INITIATIVES:

1.1. RESEARCH COMMITTEE:

The College has constituted a research committee in 2015 to facilitate and monitor research activities in the college. The Research Committee facilitates and provides necessary guidance to the faculty members in submitting research proposals to UGC and other funding agencies.

The Research Committee sits from time to time in order to discuss different matters relating to different research topics of teaching staff and to encourage the undergraduate students to get engaged in research works.

Every department of the college would be encouraged to <u>visit</u> different places in order to collect necessary information for preparing Project Works. The committee feels that the reallife situation should be made known to the students and they should also be taught about the method of collecting data and preparing report out of the collected data.

Golaghat Commerce College aims to promote academic excellence in research through conduct of research activities in multidisciplinary fields. With the aim to promote research activities, the college publishes an annual journal named "Research Promoter". It is a peer reviewed journal of business, humanities and social science with ISSN No. 2231 0193.

Research Committee (now Research and Development Cell):

Dr. Pranjal Pratim Dutta, Convenor

Mrs. Moonmoni Baruah, Member

Mrs. Reemarekha Buragohain, Member

Mr. Bhaskar Kakati, Member

Dr. Dipali Gogoi, Member

Ms. Himadri Gogoi, Member

Ms. Swadhinata Gogoi, Member

Mr. Shankar Jyoti Doley, Member

Dr. Pradip Borah, Member

1.2. RESEARCH POLICY:





GOLAGHAT COMMERCE COLLEGE

Jyoti Nagar, Golaghat Assam-785621 Website: https://golaghatcommercecollege.org/contact-us/ Email Id: pcomm_glt@bsnl.in

Document Owner: RESEARCH COMMITTEE, GOLAGHAT COMMERCE COLLEGE

Document Classification: Internal

Released: 2nd June, 2016



Research Ethics:

To encourage high quality and original work, the journal follows ethical norms and standards to bring out the best possible novel information from potential authors and researchers.

Plagiarism:

Authors must not use the words, figures, or ideas of others without attribution. All sources must be cited at the point they are used, and reuse of wording must be limited and be attributed or quoted in the text. Manuscripts that are found to have been plagiarized, whether published or unpublished sources, will be rejected. Any published articles may need to be corrected or retracted.

Duplicate submission:

The articles that have not been previously published, including in a language other than English. Manuscripts submitted for publication must not be submitted elsewhere while under consideration and must be withdrawn before being submitted elsewhere.

Transparency:

The authors are expected to share and communicate the research methodology adopted during research, discuss the data and findings willingly, sensibly and correctly.

Equality and Impartiality:

The teachers should treat their colleagues and fellow researchers and others involved in the research impartially and honesty.

Acknowledgements:

It is important to list everyone who made a significant contribution in the research process.

The researchers must suitably give references and citations to the work of others researchers.

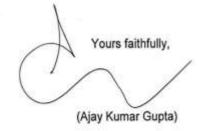
1.3. Research Promoter an ICSSR Sponsored Peer Reviewed Journal:

à	भारतीय सामाजिक विज्ञान अनुसंधान परिषद्
\$r	(मानव संसाघन विकास मंत्रालय) पोस्ट बॉक्स - 10528, अरूना आसफ अली मार्ग, नई दिल्ली - 110 067 INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH
Ajay Kumar Gupta Director Publication & Research Survey Division	(Ministry of Human Resource Development) Post Box No. 10528, Aruna Asaf Ali Marg, New Delhi - 110 067 EPABX : 26741849-51 Fax : 91-11-26741836 E-mail : info@icssr.org Website : www.icssr.org
啻 26742140 E-mail: ajaygupta@icssr.org	
Dr. Jatindranath Saikia Department of Human Resource Devel Golaghat Commerce College Golaghat Assam-785621	opment
F. No. 14-J-17/2011-12/ PRS	By Speed Post Dated: 04-06-2018
Sub: Grant-in-aid for publication of the j 2017-18 and balance amount of 20	ournal 'Research Promoter' for first instalment for the year 016-17.
Dear Sir,	and percent of

Please find enclosed two cheques numbering 409224 dated 31-03-2018 of Rs. 1,04,000/- only including Rs. 14,000/- as balance amount for 2016-17 & Rs. 90,000/- as first installment for 2017-18 drawn on Canara Bank, New Delhi on account of the above mentioned assignment.

Kindly acknowledge its receipt for our record purposes.





Section 2

Encl: As above

RESEARCE PROMOTER

A RESEARCH JOURNAL THAT CONTAINS RESEARCH ARTICLES OF DIFFERENT DISCIPLINES

Editor: Dr. Jatindra Nath Saikia



GOLAGHAT COMMERCE COLLEGE

A Research Journal 2009-10 (Summer issue)



Golaghat Commerce College

Editor : Dr. Jatindra Nath Saikia

Biannual publication of the department of Human Resource Management, Golaghat Commerce College, Assam, India.

RESEARCH PROMOTER

ISSN 2231 0193

Volume II : No. II Winter Issue : October 2011 - March 2012

A Peer Reviewed Research Journal

Editor-in-Chief: Jatindra Nath Saikia

Editor-in-Assistance: Jibanjyoti Kakoti

ISSN 2231 0193

RESEARCH PROMOTER

Biannual publication of the Department of Human Resource Management, Golaghat Commerce College, Assam, India.

Volume II : Number II WINTER ISSUE : OCTOBER 2011 – MARCH 2012

A Peer Reviewed Research Journal

Editor-in-Chief: Jatindra Nath Saikia Editor-in-Assistance:

Jibanjyoti Kakoti

\$	Present Scenario of Corporate Governance in India	7
	Krishna K. Verma	
*	Investigating Recruitment and Selection Practices of SMEs Travel Agencies in Penang, Malaysia	25
	Mohd Rafi Yaacob	
*	Exploring Frontline Conflicts at Higher Education Institutions, Jaycustomers of the Higher Education Service	45
	Katalin Jäckel	1
*	Higher Education in the Context of Globalization with Special Reference of to the North-Eastern Region of India	65
	Kumud Chandra Goswami Bikash Gogoi	
	Finance Education at the Crossroad : An Analytical Study	75
	Chimun Kumar Nath	
\$	Impact of Family Support on Entrepreneurial Success	86
	Subrata Debnath	
*	Science and Technology and Its Impact on the Rural Women of Assam (A Case Study of Rural Mising Women of Sivasagar)	100
	Nabami Gogoi Kritanjali Konwar	

	Reading of the	1(
٠	'Out on his own': A Contemporary Reading of the 'Swami' stories by R. K. Narayan	
	Debashree Dattaray	
*	Perception of Stakeholders on Open and Distance Learning (ODL) System : A case study of Golaghat District of Assam	11
	Pranjal Pratim Dutta	
*	Approaches and Challenges for Sustainable Municipal Solid Waste Management - A Case Study of Golaghat Municipal Board, Assam	12
	Bedanta Kr. Bora Suvangshu Dutta	
÷	Green Banking Practices : An Analysis of Green Projects Undertaken by SBI in Assam.	127
	Gobinda Deka	
*	Re-reading of History and the Handling of the Theme of India's Struggle for Freedom in Indian English Novels : A Study of Malgonkar's <i>The Devil's Wind</i> , Raja Rao's <i>Kanthapura</i> , Chaman Nahal's <i>Azadi</i> and Khushwant Singh's <i>Train to Pakistan</i>	137
	Jiban Jyoti Kakoti	
¢	Supply Chain Linkages and Constraints in Natural Silk Sector of Assam: A Study of Muga and Eri Silk	148
	Jatindra Nath Saikia	
*	List of contributors / 163	
*	The Department of Human Resource Management,	
	Golaghat Commerce College / 164	

ISSN 2231 0193

Research Promoter

Volume III : No. III 2013

A Peer Reviewed Journal of Business, Humanities and Social Science

> Editor-in-Chief: Jatindra Nath Saikia

Executive Editor: Jiban Jyoti Kakoti

Department of Human Resource Management, Golaghat Commerce College, Assam, India.

ISSN 2231 0193

Research Promoter

A Peer Reviewed Journal of Business, Humanities and Social Science Vol. III : No. III 2013

Supported by Indian Council of Social Science Research (ICSSR), New Delhi, under H.R.D. Ministry, Govt. of India.

> Editor-in-Chief Dr Jatindra Nath Saikia

> > Executive Editor Jiban Jyoti Kakoti

Contents

- Using YouTube for teaching business and marketing courses at the college / university level Teaching and Learning considerations related to improving student participation / contributions in 2011
 Prof. W. Tim Richardson / 13
- Some Cases of Disparity Problems in Japan Munehiko ASAMIZU / 30
- Integration of business and HRM strategy for overall organizational performance: Nepalese corporate realities
 Dr. Dhruba Kumar Gautam / 38
- Direct Tax Code & Service Class
 Dr. Krishna K. Verma / 62
- Consumer Attitude & Perception towards Nudity in Advertisements Sunitha Ratnakaram, Venkama Raju Chakravaram / 72
- Methodological Issues in Determining Poverty Lines Reshma Kumari Tiwari, Dr. Debabrata Das / 83
- Measuring Work Life Balance of Female Employees: A Study of Teachers in Higher Education in Sonitpur District of Assam
 Dr. Kakali Mahanta, Prof. P Bezborah / 104
- Organisational Health as Driving Force of an Effective Organisation: Exploring New Dimensions
 Dr. Sudhir K. Samantaray / 115

- Market Segmenting in India : A Case Study Shruti Sharma / 134
- The Study of Service Quality Perception of Different Customer Groups of Banks Using SERVQUAL

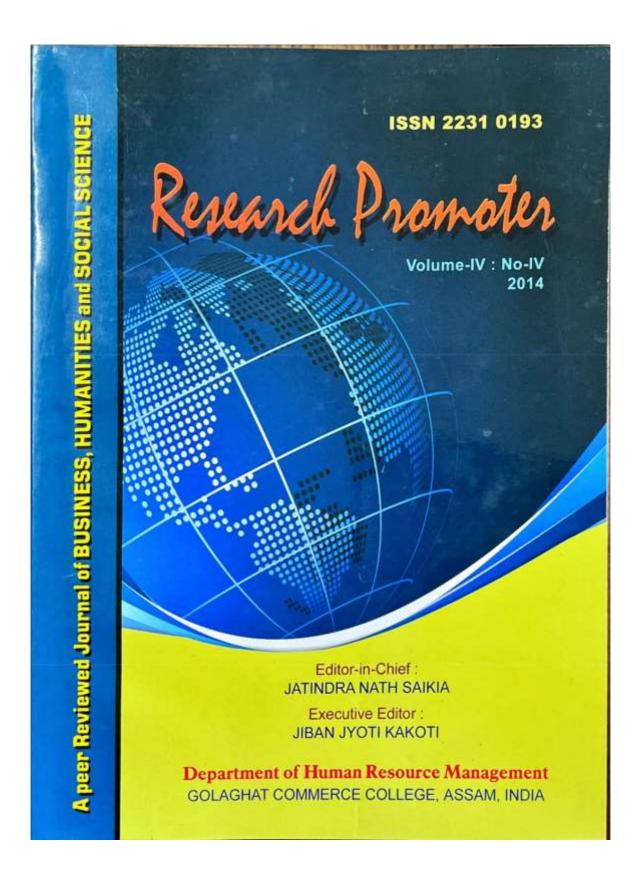
Bidyut Bikash Das Dr. Chandan Goswami / 142

- Women Empowerment through Entrepreneurship Development : A case study of women entrepreneurs of Karbi Anglong district of Assam Dr. Ayekpam Ibemcha Chanu / 166
- Health Insurance : A Review on the Role of Employees' State Insurance Corporation (ESIC) in the Bongaigaon district of Assam Sri Bidyut Bikash Baishya Dr. Ratan Borman / 178
- Banking on the Bench to Virtual Banking : -An Analysis of Augmentation of Banking in India Gobinda Deka / 192
- Number in the Turung and Aiton Language: A Contrastive Study Nabami Gogoi / 206
- The Articulation of Folk Culture in African American Literature : A Reading of Toni Morrison's Song pf Solomon

Kritanjali Konwar / 215

- Gender Reporting : An Emerging Ethical Dimension of Corporate Reporting Practice
 Dr. Chaytanya Bora / 234
- Industrial Disputes in Tea Industry of Assam : A case study of Jorhat District, Assam
 Dr. Horen Goowalla / 247
- Mamoni Raisom Goswami's The Man from Chinnamasta An Ecocritical Approach
 Debashis Baruah / 260

- Role of Distance Education in Imparting Higher Education in Assam : A case study of IDOL (Gauhati University) in Sonitpur District Manoj Kumar Hazarika Daisy Rani Kalita / 267
- Fund Management of Satras of Majuli : A Case Study with Special Reference to Seven Satras of Majuli
 Rajlaxmi Bardoloi / 278
- Job satisfaction among Private Bank Employees : A study with reference to HDFC Bank, Jorhat Branch Sarat Borah / 296
- Micro Credit for Small Tea Growers of Assam : A Case Study of Golaghat District
 Rajesh Jaiswal / 303
- Green Chemistry : A New Route to Protection of Environment Bedanta Kr. Bora / 316
- Organic Tea of Assam An approach to Green Marketing Rinti Dutta / 325
- Opportunities and Challenges Posed by Financial Inclusion : A Case Study on Bank of India, Dibrugarh Branch, Assam Suchibrata Chellang Rinki Das / 336
- The Chicano Experience in Writing: Divided Self and Conflicting Identities in Pocho, Chicano and The Plum Pickers. Monsumi Sarma / 346
- Socio-Economic Condition of Present Villages in Assam : A Case Study of Komarbandha Village of Golaghat District Manash Pratim Sarmah / 354



ISSN 2231 0193

Research Promoter

A Peer Reviewed Journal of Business, Humanities and Social Science

> Vol. IV : No. IV 2014

Sponsored by :

Indian Council of Social Science Research (ICSSR), New Delhi, under H.R.D. Ministry, Govt. of India.

> Editor-in-Chief Dr Jatindra Nath Saikia

> > Executive Editor Jiban Jyoti Kakoti

- Editorial /15
- The Consonant Phonemes of the Tangsa language Dr. Arpana Konwar /17
- Medical Sales Representatives: Key Role Player in Marketing of Restrictive Pharmaceutical Products in India *Pranjal Bezborah, Nidhi Garodia /30*
- Religion and Identity in Manipur and Bali
 Dr. Rajen Singh Laishram /37
- Financial Inclusion and Sustainable Livelihood for Tribal Artisans of KBK districts of Odisha - A Suggestive Model Dr. Sanjeeb K Jena /45
- Psychological Wellbeing on Self Actualization and Social Desirability among College Students: An Empirical Analysis Dr. Saroj Sharma Nagpal, Ritu Sekhri /76
- Understanding Nepali Politics and Prospects *Purna Bahadur Karki /83*
- Psychological Wellbeing and Interpersonal Relationship among Youth Dr. Sudhir K. Samantaray, Hardeep Kaur /99

Research Promoter /9

- Aung San Suu Kyi: A Legacy Continues Under Struggle
 Dr. Arnab Dutta /109
- Moth-eaten Howdah of the Tusker : Introspecting Value conflict and changing times
 Dr. Neeva Rani Phukan /121
- Gender Equality: A Prerequisite For Human Security Dr Khelena Gurumayum /128
- Relocating Social History through women's uprisings in Manipur Dr. Bhabananda Takhellambam /137
- Women's Access to Media: The Plight Of A Satellite State – Manipur Dr. Natasha Elangbam /153
- Recruitment : An Insight into Indian BPO Industry Dr. Kakali Mahanta /159
- Organic Tea and Natural Silk : Potential Products of Green Marketing in Assam *Rinti Dutta /169*
- Education Tourism : A New Paradigm for Tourism through Educational Activities in Short Term Means Dr. Chaytanya Bora, Ms. Mayuri Sharma Baruah /191
- Woman voice on ecological concerns : A Study of select poetry of Temsula Ao Dikshita Bhuyan, Priyanka Bhuyan /197

10/ Research Promoter

- Quest for Recovery : The Kanaklata Mahila Urban Co-Operative Bank Ltd., Jorhat Dr. Umen Dutta /205
- Delivering E-Banking Servicer through ATM: A study of the SBI operating in Assam Gobinda Deka /211

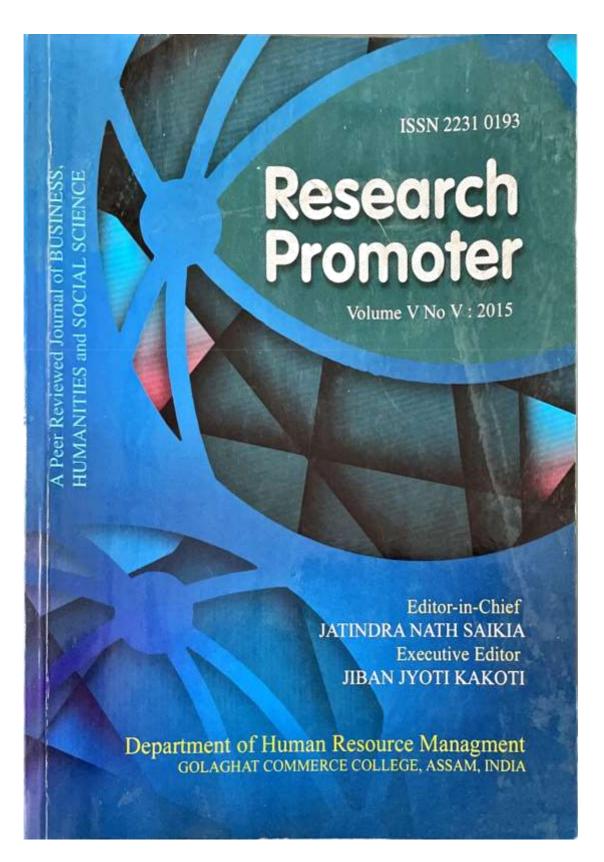
 A Study On The Employee Welfare Measures At Numaligarh Refinery Ltd.: Golaghat-Assam Dr. Pranjal Pratim Dutta /239

- A Study of Nouns of Aiton Language Prevalent in Assam Dr. Nabami Gogoi /251
- Problems Faced By Working Women In Small Towns : A Case Study of Women Employees In Demow, Sivasagar, Assam. Sonashree Das /159
- Gandhian Impact on Indian English Novel: An analytical study with special reference to Raja Rao's "Kanthapura" *Rishikanya Nath /266*
- MSME and its performance in the North-eastern region of India Suchibrata Chellang/271
- Destitution In India And Amratya Sen's Endowment & Exchange Entitlement Approach In Relation To Social Exclusion Patterns: A Study Of The Case Of Bengal Famine Discussed In The Book 'Poverty & Famines' *Rinki Das /283*

Research Promoter /11

- An Empirical Survey of the Investment and Savings Behaviour of Teachers of Provincialised Colleges in Dibrugarh Town *Ritu Singh /293*
- A study on the performance appraisal system of the employees of BSNL Dibrugarh, Assam Snigdha Dey, Ananya Das /312
- Customer Perception towards innovative Services and regulatory measures : A Study in Banks with special reference to Jorhat District of Assam. *Raju Roy /326*
- Price Spreads and Marketing Efficiency of Pineapple in Cachar District of Assam
 Chinzakhum, Pranay Jyoti Goswami /339
- Tribal Culture And Its Relevance In Tourism: A Special Study On The Mishing Culture Of Assam Pronab Pathori /350
- Emerging Trends in Rural Marketing: Challenges and opportunities Shruti Sharma /363
- Present Status of Adivasis Migrated to Assam : A Case study of Golaghat District Dr. Jatindra Nath Saikia /372
- List of Life members of Research Promoter as on April, 2014/395

12/ Research Promoter



ISSN 2231 0193

Research Promoter

A Peer Reviewed Journal of Business, Humanities, and Social Science

Vol.V : No.V 2015

Sponsored by Indian Council of Social Science Research (ICSSR) New Delhi, under H.R.D Ministry, Govt. of India

> Editor-in-Chief Jatindra Nath Saikia Executive Editor Jiban Jyoti Kakoti

000 10 10 10 10

Editorial/15

Organizational Engagement of the Operative Workers Nongluksana Thepsawasdi, Surapone Ptanawanit/21

\$

Emotional Intelligence as a supporter of one's technical skills Pranjal Bezborah, Ms. Nidhi Garodia / 35

> Nepali Politics Beyond Nationalism Karki Purna Bahadur / 50

4

٠

An Analysis of Nepal-China Trade Composition Rudra Prsad Ghimire, Dr. Dhruba Kumar Gautam / 64

٠

Voice from the Margin: Situating Subaltern Space in Umakanta Sarma's Ejak Manuh Ekhon Aranya Jiban Jyoti Kakoti/76

Impact of Livelihood Programmes on Urban Women Employability in 24 South & North Parganas Districts of West Bengal – An Analysis Dr. Sanjeeb K. Jena, Mrs. Keya Ghosh / 84

¢

Security Measures to Informal Sector with special reference to Street Vendors of Jorhat and Sivasagar Towns of Assam Dr. Kumud Chandra Goswami, Dr. Dadul Rajkonwar / 108

۵

Representing Folklore in Children's Comics : A Study of Assamese Comic Rongmon Dr. Mandakini Baruah, Bharati Baruah / 133

The bomb and the bleaching powder have left her with no tomorrow : Ecology and the Women Voice in Contemporary Writing in English from Northeast India Dr. Debashis Baruah/142

4

4

Language Attitude among the Students of Higher Education Institutions in Assam: A Contemporary Perspective Dr. Subasana Mahanta / 148

.

Development of Pro-social Behavior and Antisocial Behavior in the Life Span of an Individual Saloni Walia / 155

4

"Evaluation of the Performance of Mahatma Gandhi National Rural Employment Guarantee Act with special reference to Rajabheta Gram Panchayat under Borborooah Development Block of Dibrugarh District, Assam, India" Jitul Bora/166 The role of Rural Tourism in Socio-economic Development of Rural Areas Rajlaxmi Bordoloi , Shobhankar Kashyap / 172

4

٠

Interrogating Rationality in Midnight's Children Anupom Kumar Hazarika / 181

٠

Addressing Housing Problem through Indira Awaas Yojana (IAY): A Case Study of Betioni Gaon Panchayat Mandira Bora / 187

٠

A Study on Pradhan Mantri Jan-Dhan Yojana : National Mission on Financial Inclusion Manash Pratim Sarmah / 198

٠

Organic Tea Production in Assam with special reference to Hathikhuli Tea Estate Atul Kumar Das/210

4

A Study of the Natural Silk Production in Dhemaji District, Assam Benudhar Doley/218

4

Work Life Balance : A Study on the Married Women Employees of Education and Banking Sector in Dibrugarh town Ananya Das / 231

ð

Employment Generation through Tourism Entrepreneurship With Reference To Manipur Dr. A Benicha Chanu / 242

٠

Rural Mising women entrepreneurs and their marketing problems with special reference to golaghat district in assam Biswa Jyoti Doley /251

٠

"Savings and Investment Pattern of Public in the Various Schemes of Indian Post Offices": A Study with Special Reference to Golaghat Head Post Office. Monalisha Sarmah/266

4

Women Centric Rituals and Beliefs in Missing Society: A Case Study Miss. Prostutee Saikia / 282

4

Folk Theatre as Agent of Social Change : The Shumangleela of Manipur Dr. Natasha Elangbam, Sonia Wahengbam / 289

٩

A Perspective on the Status and Role of Manipuri Women Dr Khelena Gurumayum / 300

4

Representation of New England and Question of Private Property in Frost's 'Mending Wall' Rishikanya Nath/310

۰

ISSN 2231 0193

Research Promoter

Volume VI No VI: 2016

A Peer Reviewed Journal of BUSINESS, HUMANITIES and SOCIAL SCIENCE

Sponsored by Indian Council of Social Science Research (ICSSR) New Delhi, Under HRD Ministry, Govt of India

> Editor-in-Chief JATINDRA NATH SAIKIA Executive Editor JIBAN JYOTI KAKOTI

Department of Human Resource Management GOLAGHAT COMMERCE COLLEGE, ASSAM, INDIA

ISSN 2231 0193

Research Promoter

A Peer Reviewed Journal of Business, Humanities, and Social Science Vol VI : No VI 2016

Sponsored by Indian Council of Social Science Research (ICSSR) New Delhi, under H.R.D Ministry, Govt. Of India

Editor-in-Chief

Jatindra Nath Saikia Executive editor Jiban Jyoti Kakoti

Editorial /15

Impact of trade openness in industrial productivity and growth in South Asia Dhruba Kumar Gautam Manoj Kumar Chaudhary Rudra Pd. Ghimire / 21

Regional and Major Power Interests in the Indian Ocean Dr. Sanjay Kumar / 30

Introduction of one Nation one Tax (GST) System in India Dr. Krishna K Verma / 44

> Ethics for 'Accountants in Service' and Accounting Frauds: A Study Prof. Ratan Borman / Dr. Subit Dutta / 52

Lord Jagannath and the Meetei Diasporas Dr. Rajen Singh Laishram/64

Efficiency of Regional Rural Banks in India: An Empirical Study Dr. Ayekpam Ibemcha Chanu / Shibu Das /73

Linguistic Bases of Identity Politics: With Special Reference to Ethnic Assertions in Assam Biplob Gogoi / 92 Impact of Suspension of Operation between Kuki Militant Groups and Government Chungkhosei Baite / 99

Problems and Prospects of Micro-Women Entrepreneurship in Urban West Bengal - A Case Study Keya Das (Ghosh) / 110

> Tourism in North East India: Exploring a Newer Dimension through Films Joyjit Sanyal/Saptadweepa Shandilya / 131

Dynamics of China-India-Nepal triangular relations Dr. Jatindra Nath Saikia Dr.Sanjay Kumar /143

An Analysis of Growth Rate of Area, Production and Productivity of Pineapple in India and in the State of Assam and Export Performance of Pineapple from India Dr. Chinzakhum / 155

Poetry as an Art and Ekphrasis: a Study of Rita Dove's Poetry Pawan Kumar Upadhyay / 169

Education and Rural Economic Development: A Case Study of Bodo Women in Kokrajhar district of BTAD, Assam Kaveri Khound /179

The Farm and Nonfarm Sectors of Assam-Contribution towards State Gross Domestic Product Pompi Chetia /190

A Study on Domestic Violence Against Women With Special Reference To North- East Prasanta Bhuyan /197

Border Trade through Connectivity Corridors: India and Myanmar Rishi Bhargav Das / 204

A Discourse on Human Rights Movement in India Dr. Tarun Gogoi / 215

> Advertising : Then and Now Suchibrata Chellang /223

Representing the Interpretive Locale : A study of Temsula Ao's short stories Monsumi Sarma / 235

+

The Agony of the Unheard Voices— A Study of Mulk Raj Anand's Untouchable Nandini Baruah /241

+

Performance of New participants: A study on Bharatiya Mahila and Bandhan Bank Atul Kumar Das /247

A Study on the Awareness of work Life Balance Practices among the Refinery Employees with Special Referance to Numaligarh Refinery Limited

Rinki Das / 255

Me-dam-me-phi of the Tai Ahoms – an Analytical Study Dr. Nabami Gogoi / 265

The Assamese Ballad Phulkonwar aru Monikonwarar geet: An analysis Dr. Dipali Gogoi / 270 Professional Indemnity Policy and its Awareness: A study of United India Insurance Company, Dibrugarh Branch, Assam Sonashree Das /280

Expansion of North East India's Trade with South East Asian Countries-A Study with Special Reference to the Act East Policy Bhargav Gautam Boruah /285

Social Entrepreneurship and Women Empowerment: A study on the Socio- Economic Development of the women participating in Self Help Groups of Golaghat District Monalisa Sarmah /292

Rice Marketing in the context of Pricing and Placement Practices in Golaghat District of Assam Biswa Jyoti Doley/Dr. Subit Dutta /300

Residential Special Training Centre: A Ray of Hope for Child Labourers and Out of School Children (OSC) Bhaskar Kakati /312

> ICT and Financial Inclusion in India Sormistha Devi /320

Folklore as Cultural Text: A Study of J.K Rowling's Harry Potter and The Deathly Hallows Kanchulika Tula /328

India's Act East Policy: Problems and Prospects in North East India Dr. Pranjal Pratim Dutta/ Palashi Baruah / 336

Negotiating Multiculturalism in Diaspora -

A study of Naipaul's A House for Mr. Biswas and Salman Rushdie's Shame Kironmoy Chetia / 349

'India and China: A Bilateral Relations on Economic cooperation' Tuithung Dounreitim / 359

> Right to Education for Children: A Re-reading of Act-2009 Biman Arandhara / 369

Splintering Silences : The Voice of the Subaltern in Temsula Ao's Laburnum for My Head and These Hills Called Home: Stories From a War Zone Nazia Rahman. / 380

Role of Commercial Banks in the Development of Micro, Small and Medium Enterprises (MSME): A Case Study with Special Reference to West Bengalome: Stories From a War Zone Susanta Kanrar Prof. Ashish Kumar Sana / 386

1

Role of Commercial Banks in the Development of Micro, Small and Medium Enterprises (MSME): A Case Study with Special Reference to West Bengalome: Stories From a War Zone Susanta Kanrar Prof. Ashish Kumar Sana / 386

ISSN 2231 0193

Research Promoter

Volume VII No. VII, 2017

A Peer Reviewed Journal of BUSINESS, HUMANITIES and SOCIAL SCIENCE

> Editor-in-Chief ATINDRA NATH SAIKIA Executive Editor JIBAN JYOTI KAKOTI

GOLAGHAT COMMERCE COLLEGE, ASSAM, INDIA

ISSN 2231 0193

Research Promoter

A Peer Reviewed Journal of Business, Humanities, and Social Science Vol. VII : No VII 2017

Editor-in-Chief

Jatindra Nath Saikia Executive editor Jiban Jyoti Kakoti

Research Promoter

A Peer Reviewed Journal of Business, Humanities and Social Science Vol. VII : No. VII, 2017

EDITORIAL BOARD

Editor-in-Chief: Jatindra Nath Saikia Executive editor : Jiban Jyoti Kakoti H.K.Baruah, Former Dean, Faculty of Commerce, Gauhati University, Assam. K.K.Verma, Prof., Department of Commerce, Garhwal University, Uttarakhand, India. Pranjal Bezbora, Prof. Department of Commerce, Dibrugarh University, Dibrugarh, Assam. Mandeep Singh, Associate Prof. Guru Nanak P.G. Khasla College, Jamuna Nagar, Haryana & Member, Editorial Board, Asian Research Consortium. Chimun Kumar Nath, Faculty, Department of Commerce, Dibrugarh University, Dibrugarh, Assam. Nongluksana Thepsawasdi, Director, India Study Centre Thammasat University, Bangkok, Thailand Suthiphand Chiratival, Chairman, Chula Global Network, Chulalonka University, Bangkok, Thailand Thuy Chanthouru, Professor, Royal Academy of Cambodia, Cambodia

ADVISORY BOARD :

L. D. Saikia, Vice Principal, Golaghat Commerce College, Golaghat, Assam.

Anup Kumar Das, HOD & Associate Professor, Department of HRM, Golaghat Commerce College, Assam.

Pranjal Pratim Dutta, Assistant Prof. Deptt. of Accounting & Finance, Golaghat Commerce College, Assam. (Advisor, Accounts & Finance) Horen Goowalla, Associate Professor, Department of Commerce, Mariani College, Jorhat, Assam (Publicity)

Rajesh Jaiswal, Associate Prof. Deptt. of Commerce, Golaghat Commerce College, Adviser, Public Relations.

CONTENTS

Editorial /14

History of Indo-Pak Relations through Chinese Prism Sanjay Kumar/19

★ Failure of Defence, Diplomacy and Democracy in Jammu and Kashmir: It's Impact on Indo-Pak Relations Om Prakash Gulia/37

> India's Look East Policy: An Analysis Ashwini Sharma/65

The Islamisation of Pakistan and Its Impact On Indo- Pak Relations R C Chadha/85

Micro Finance through Cooperative Institutions: A Case Study of Sologuri Cooperative Society, Sivasagar, Assam Kumud Chandra Goswami & Subhashish Borpujari/107 Nuclear Confidence- Building Measures In Indo-Pak Relationship Jatindra Nath Saikia/124

Refiguring Santhal Life in Art : Ramkinkar Baij's Engagement with Modernity Amab Dutta/134

Situating the New Subaltern in Shakespeare's Plays Ananya Dash/152

> India's Environmental Security and Its Security Implications Nitin Baliyan/162

Menstruation and Pregnancy Rituals and Beliefs of the Mishings: Negotiating Tradition and Modernity Mandira Bora/182

Situating Ecology in Arundhati Roy's The Ministry of Utmost Happiness: An Ecocritical Perspective Nandini Barua/193

Impact of Sanchi Trees on Economic Upliftment and Rural Employment in Golaghat District of Assam. Neetima Sarma/200 Menace of Human Trafficking: Interrogating India's North-Eastern Region and Beyond Pranjal Pratim Dutta/206

+

A Study of the Present Status of Commercial Production of Natural Silk in Dhakuwakhana Development Block of Lakhimpur District, Assam Benudhar Doley /216

÷

Environmental Accounting Practices of Ten Selected Companies of BSE -Sensex Harmeet Singh/229

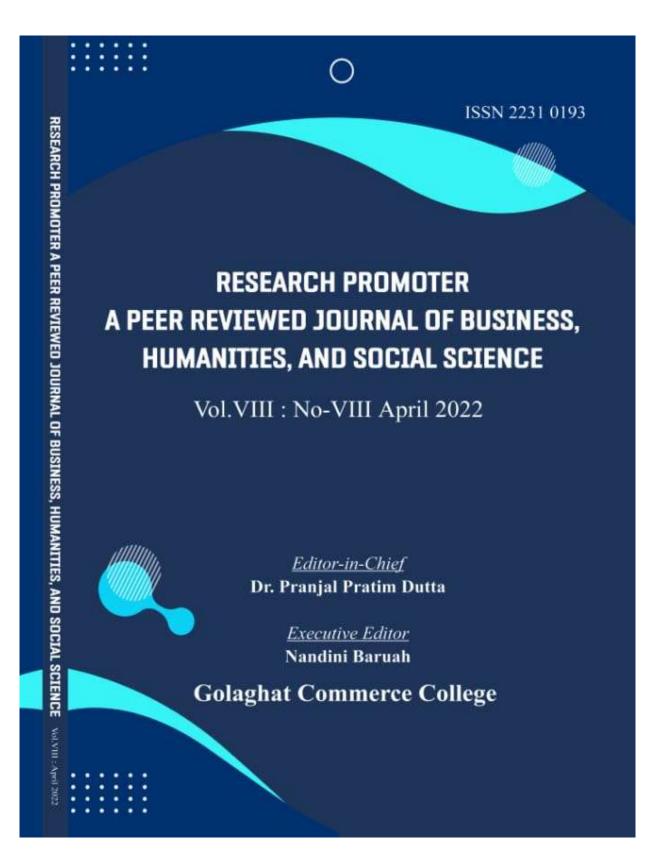
+

Service Quality Perspective and its Effects on Customer Satisfaction in Private Sector Bank Palashi Barua/241

+

The Holocaust Diaries : Delineating Trauma in Elie Wiesel's 'Night' Swadhinata Gogoi /252

Research Promoter 2022



Research Promoter

A Peer Reviewed Journal of Business, Humanities, and Social Science

Vol. VIII : No. - VIII April, 2022

EDITORIAL BOARD

Editor-in-Chief : Dr. Pranjal Pratim Dutta

Executive Editor : Nandini Baruah

Prof. K.K. Verma, Prof. Department of Commerce, Garhwal University, Uttarakhand, India.

Dr. NongluksanaThepsawasdi, Director, Faculty of Social Administration, Thammasat University, Bangkok, Thailand

Dr. Mandakini Baruah, Assistant Professor, Department of Cultural Studies, Tezpur University

ADVISORY BOARD :

Chief Advisor : Dr. Utpal Sarma, Principal, Golaghat Commerce College, Golaghat, Assam

Advisers :

Mrs. Anamika Hazarika, Vice Principal, Golaghat Commerce College, Golaghat, Assam.

Dr. Horen Goowalla, Principal, Mariani College, Jorhat, Assam

Dr. Jiban Jyoti Kakoti, HOD & Associate Professor, Dept. of English, Golaghat Commerce College, Assam.

Mr. Rajesh Jaiswal, HOD & Associate Professor, Dept. of Commerce (Advisor, Public Relations)

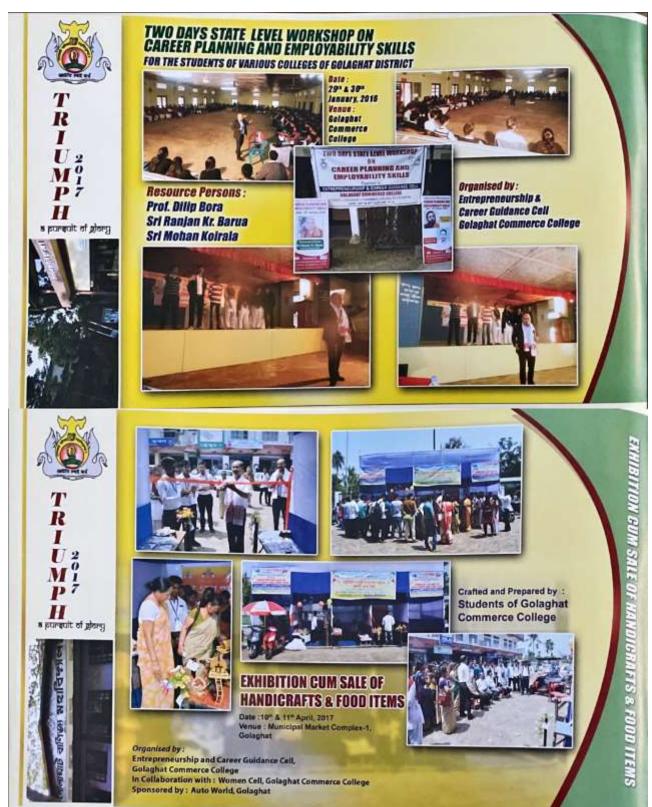
Mr. Manash Pratim Sarmah, HOD & Assistant Professor, Dept. of Banking, GolaghatCommerce College, Assam. (Advisor, Accounts & Finance)

Ms. Himadri Gogoi, Assistant Professor, Dept. of English (Advisor, Editing & Design)

Mr. Harmeet Singh, Assistant Professor, Dept. of Commercial Law (Advisor, Editing & Design)

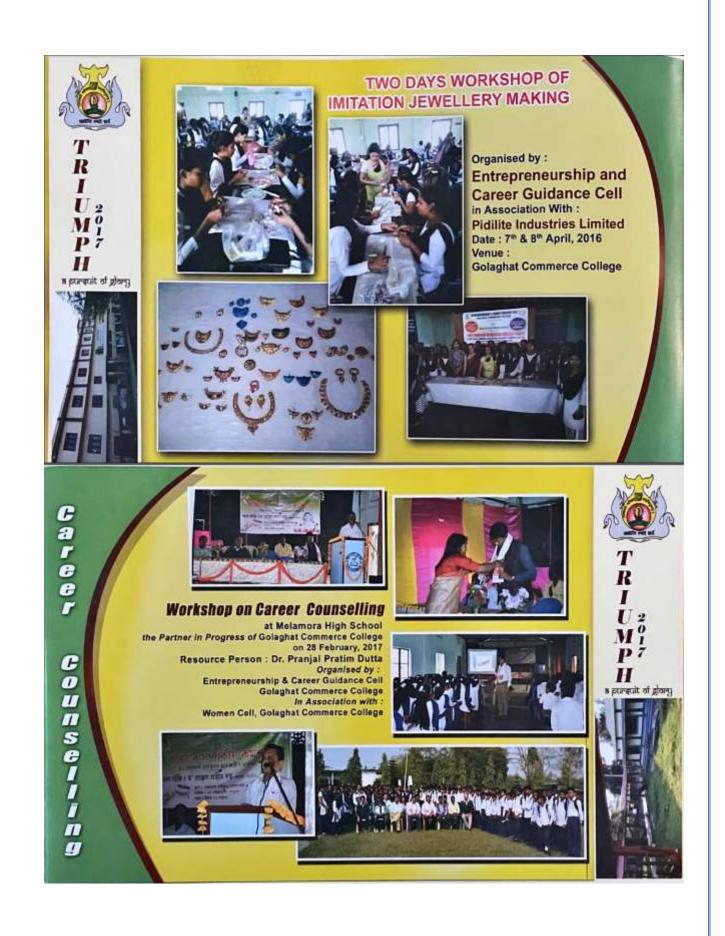
Content Page

1.	A Study on the Significance and Challenger	s of Green Marketing on India	n Perspective:
	A Review Dr. MinamYomso		1-9
2.	Sustainable Development and Change in Di	ifferent Trade	
	and Commerce Sector	Mr. Partha Jyoti Dutta	10-12
3.	Awareness and Attitude of Undergraduate s	tudents towards the Notion	
	of Sustainable Development with Special R	eference to Students under	
	Dibrugarh University, India.	Sonashree Das	13-22
	Sustainability through Green Finance -A st	udy on Green Banking	
	initiatives by banks in India.	Mr. Harmeet Singh	23-31
5.	COVID-19 and Its Possibilities On Environmental		
	Sustainability.	Yasmina Aziz	32-45
6.	Employee Engagement Practices and Organ	nizational Sustainability	
	in the Era of COVID-19 Pandemic.	Sneha Hazarika	46-54
7.	Good Governance, Sustainable Development and Indian		
	Constitution: An Overview.	Dr. Devajit Dutta	
		Mrs. Jyoti Rekha Borah	55-63
8.	Green Marketing - A Much Needed Approa	ch for survival.	
		Sangita Das	
		Dr. Papari Nayak	
		Dr. Priyanka Bharali	64-71
9.	Covid-19 and its Impact on the Tourism Sector :		
	With Special Reference to Historical Touris	sm of	
	Golaghat district of Assam, India	Dr. Bijoy Sarmah	72-79
10.). Deep Learning Approach of Undergraduate Students: A Need for Sustainable Education		
		Dr. Rinki Das	
		Rishi Bhargav Das	80-90
11.	. Consumer's Attitude and Willingness to pay for Organic/Green Tea		
	with Reference to Golaghat District, Assam	, India	
		Dr. Chinzakhum Vaiphei	91-107
12	. Innovation in Examination an Analytical St	udent	
		Rimarekha Buragohain	108-112
13	. Motivational Aspect of Migration among B	rick Kiln Labours: A Study	
	of Kushiabill, Dimapur, Nagaland	Dr Nijan Chandra Pegu	
		Dr Anuradha Singha	113-126
14	Combating Online Sexual Violence Against Women under the Gender Equality		
	Goal and Indian Laws-A Critical Analysis	Rahul N. Bibave	127-136



2. Entrepreneurship Career Guidance and Placement Cell





3. Vermi-Compost Project:

A Vermi Compost plant is run and managed by college to convert bio-waste materials from the college campus and nearby areas into nutrient rich organic fertilizer. It also helps in sensitizing students and college staff about organic decomposition, the soil food web, and the relationships between earthworms and ecological sustainability. The earthworms, *Elseniafetida* and *Lumbicrusrubellus* breeds for this project have been procured from Assam Agricultural University, Jorhat, Assam.The Vermi Compost and Vermi Wash are sold under the brand "Seuji".









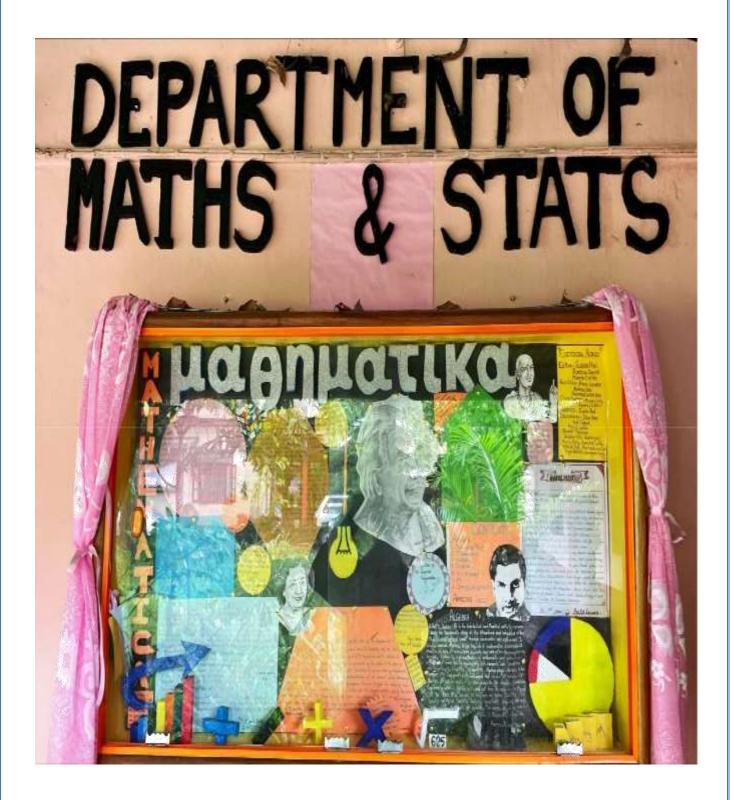






4. Departmental Wall Magazines:

DEPARTMENT OF MATHEMATICS AND STATISTICS: RAMANUJAN



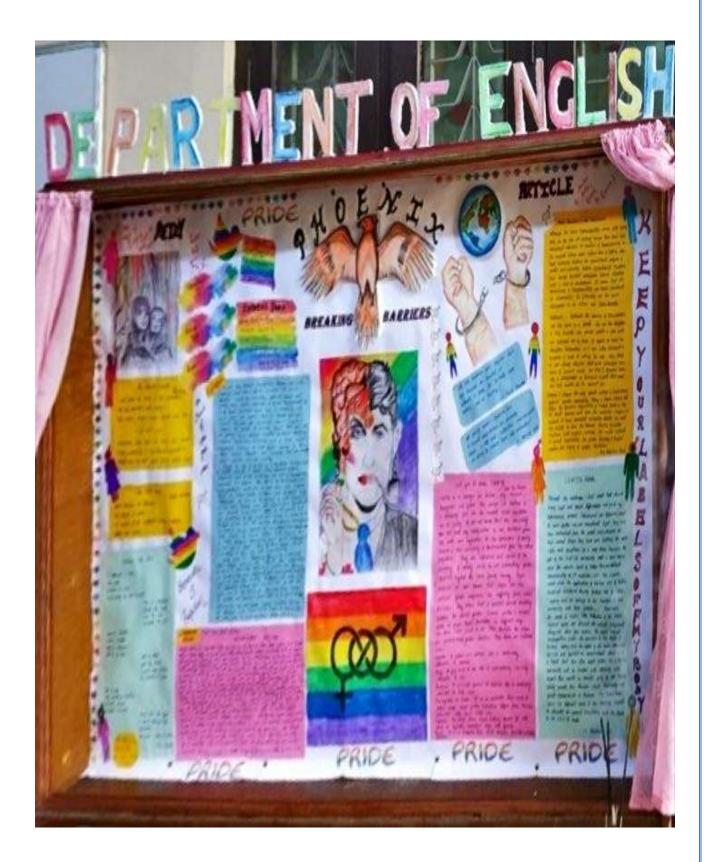
DEPARTMENT OF HINDI: TAALIM



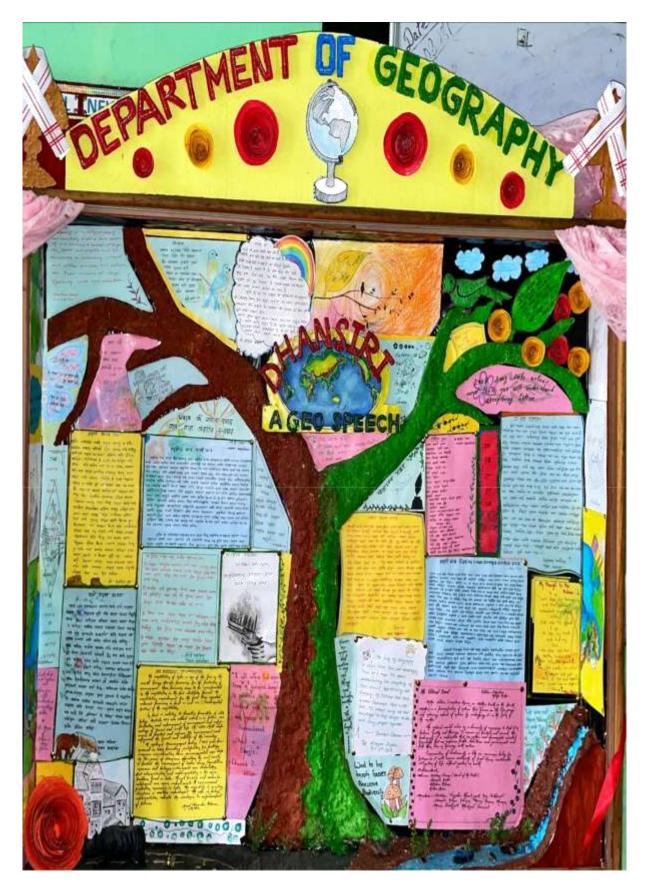
DEPARTMENT OF ASSAMESE: PABHOTI



DEPARTMENT OF ENGLISH: PHOENIX



DEPARTMENT OF GEOGRAPHY: DHANSIRI

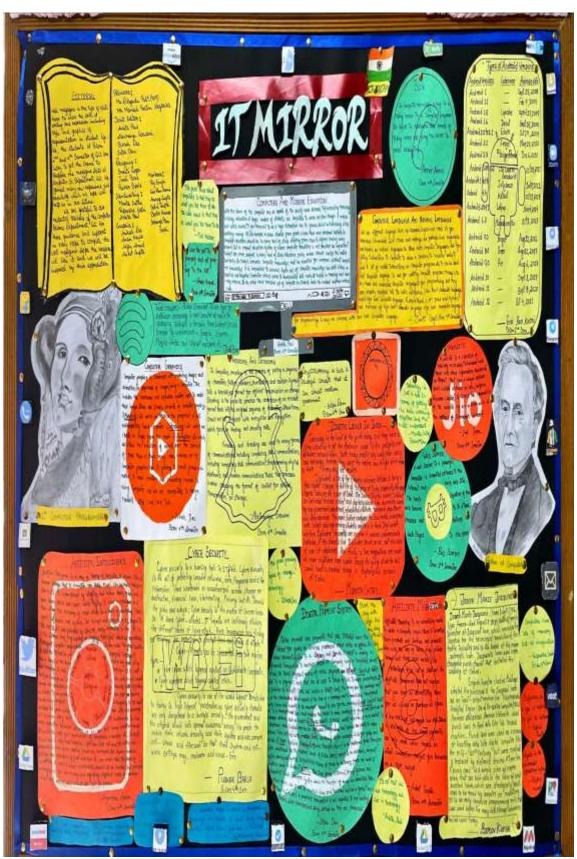


DEPARTMENT OF ACCOUNTANCY: EPISTEME



DEPARTMENT OF BANKING: GRUBSTAKE





DEPARTMENT OF COMPUTER SCIENCE: IT MIRROR



COLLEGE WALL MAGAZINE PREPARED BY STUDENTS' UNION BODY

6. DEPARTMENTAL JOURNALS AND E-JOURNALS:6.1. TRANSACTION, DEPARTMENT OF ACCOUNTANCY

ransaction A Half Yearly Journal on Accounting and Finance Department of Accountancy :: Golaghat Commerce College Vol. 1 Issue - I • 1" December, 2011 Accounting & Finance Accounting & Finance Accounting & Finance Accounting & Finance. Accounting & Finance Accounting & Einance Aco Accounting & Finance Accounting & Finance A. nimo & Finance Accounting & Finance Accounting & Financ Accounting & Finance Accounting & Financi Accounting & France Accounting & Finance Accounting & Finance Accounting & Finance Accounting & Finance. Accounting & Finance ng & Finance Accounting & Finance Accounting & Accounting & Finance Accountin inting & Finance Accounting & Finance Accounting & Finance Accounting & Finance Acc counting & Finance Accounting & Finance Acc Accounting & Finance Accounting & Finance Accounting & Finance ance Accounting & Finance Accounting & Accounting & Finance Accounting & Finance Accounting & Fil counting & Finance Accounting & Finance Accounting & Finance Accounting & Finar nling & Finance Accounting & Finance Accounting & Finance

Editor : Dr. P. P. Dutta

& Finance

Account

Accounting

Accounting & Finance

counting & Finance

ransaction

A Half Yearly Journal On Accounting & Finance

1st Issue : 1st December, 2011 (Vol. I)

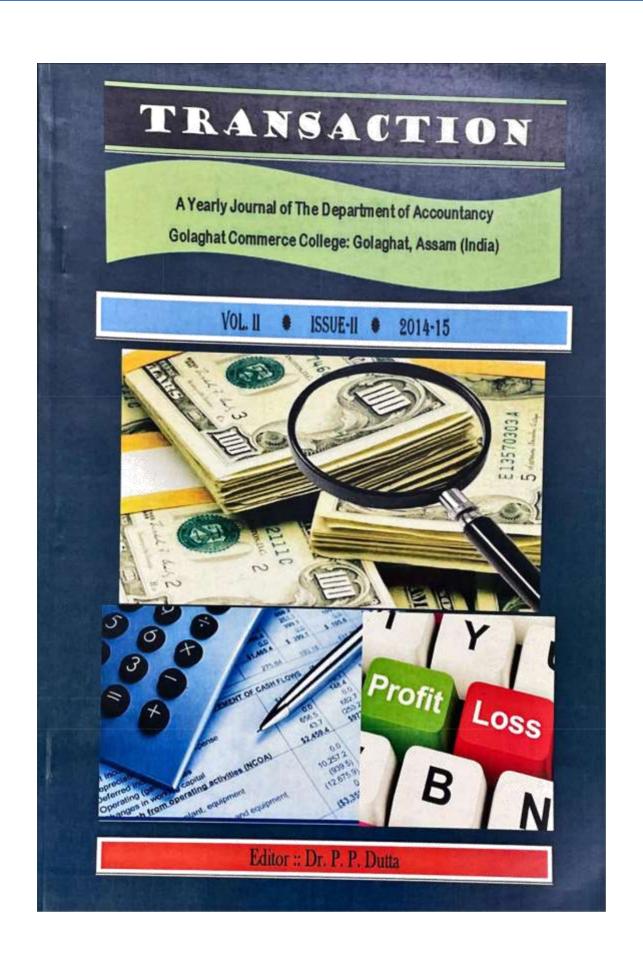
Department of Accountancy Golaghat Commerce College Golaghat, Assam

and M assistant and

Departmental Library CONTENTS Dept. of Accountancy AN INTRODUCTION TO FARM ACCOUNTING ACCOUNTING IN EVERYDAY LIFE (6) BLACK MONEY : ITS BAD IMPACT ON INDIAN ECONOMY (8) BUSINESS AND ACCOUNTING THEN AND NOW (9) ONLINE MARKETING (1) HUMAN RESOURCE ACCOUNTING AND ITS PRACTICES IN INDIA (12) REFORMATION OF COMMERCE EDUCATION (14) CORPORATE GOVERNANCE IN INDIA (16) INDIA : AN EMERGING ECONOMIC POWER (18) THE EVOLUTION OF INTERNATIONAL FINANCIAL REPORTING STANDARD (IFRS) FROM GAAP (20) E-COMMERCE (23)

> Editor : Dr. Pranjal Pratim Dutta

> > 1ST ISSUE : VOL. I



Contents

.....in this issue

California (11)

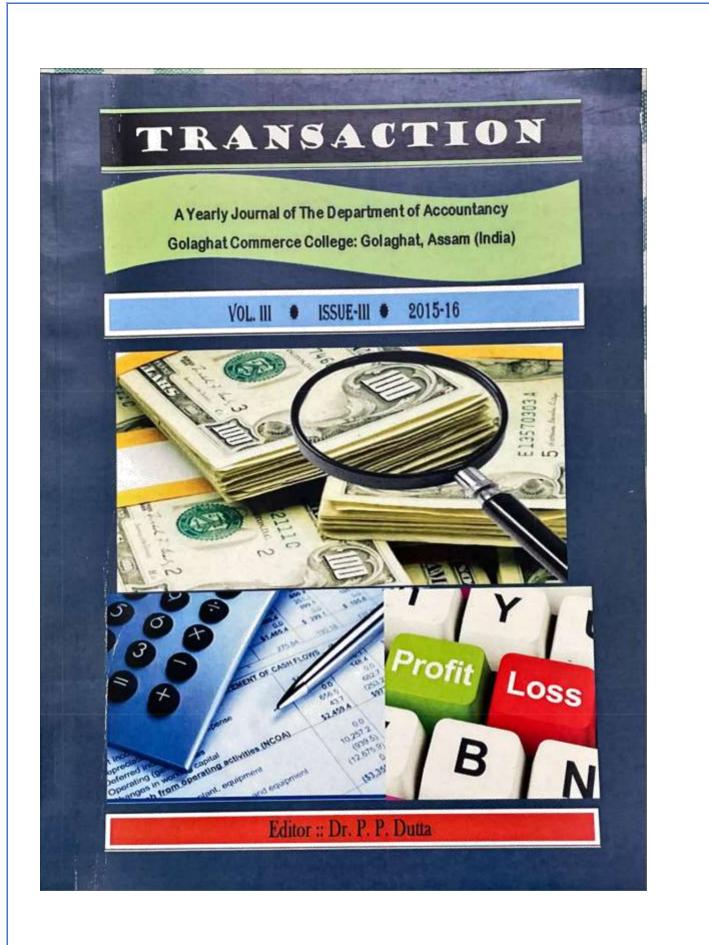
Messoge fram the D

- Central Banking
- Computers in Accounting
- Tally-an art of Business Management
- Global warming
- FDI in India retail
- A glance to money inflation
- Manpower planning
- History of Accounting and Book-keeping
- Internet Banking
- Recent food price hikes: a threat to food security in developing countries (with special reference to India)
- Value-Added Tax (VAT)
- Accounting in computerized environment
- Sustainable development
- Concept of Book-keeping and Accounting
- Financial Statement
- The rise of the India economy
- Manual Accounting versus Computerized Accounting & Arindam Bhardwaj
- Computers in Accounting
- Online Banking
- Payroll Management system
- Global Business Organization

- Santam Singh
- 🔉 Rekharani Bania
- a Aasia Parveen
- > Mousumi Bora
 - > Payal Singh
 - > Yasmina Aziz
 - Sangita Dey
 - > Pritam Tanti
 - > Rimpon Goswami
 - » Monalisa Sarmah
 - 😹 Sandeep Kumar Singh
 - > Progya Sharma
 - 🔉 Manash Pratim Baruah
 - » Nijara Boruah
 - 🔉 Meghna Dutta
 - > Shiv Kumar Sharma

 - > Pallabee Borthakur
- Tax Bibyashree Bora
 - 🔉 Priyanka Gogoi
 - > Dhurba Jyoti Borah
 - 🌫 Bharat Bhusan Saikia

TRAMSACTION 2014-15



CONTENTS

.... in this issue

	What I Know About Accounting	👁 Dr. Jatindra Nath s
	You are too a Sales Agents :	
	Online Marketing Communication	Suchibrata Chellan
	Ragging: A Social Crime	> Ramesh Maheswa
		> Ponkey Bora
	a 1.4 Estados 8 Competitive Evenes	🔺 Pallavi Gupta
	Employee Efficiency: Elements of	
	Human Resource Management	> Mrs Rinki Das
	Mudra Bank	» Prof. Paresh Saikia
	Total Quality Management and its Implication in	
	Higher Education in India	👁 Dr. Pranjal Pratim D
	Why to Choose Commerce	🔉 Anupal Goswami
	Smart India	🛪 Borshajyoti Borah
	Child Labour	🌫 Anup Kumar Manda
	How to Build Your Career	🛸 Sajidur Rahman Bor
	Women Empowerment	» Sarda Chetri
	My Dream	🛪 Dipak Gupta
	e-Banking	> Vikash Chetry
	Accounting in Everyday Life	> Manshi Lohia
ō	New Tax Regime: Service Tax	🛪 Priyanka Kumari
	E-Commerce: It's Effect in the Modern World	🔉 Priyanka Mazumdar
1000	A REAL PROPERTY AND A REAL	

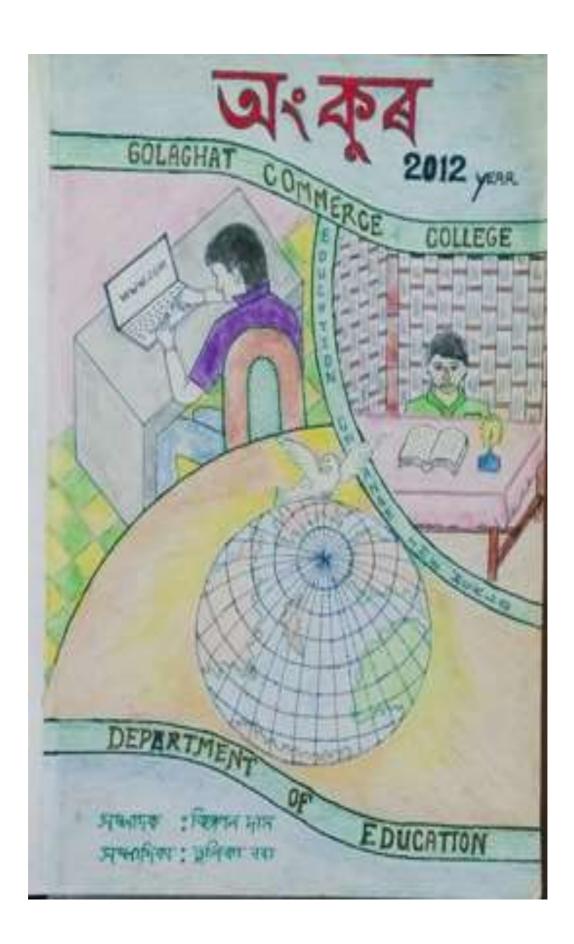
- Indian Banking System
- An Introduction to Special Economic Zone in India
- Commerce & its benefits
- Self Help Group
 Self Help Group
 Self Help Group
- Tally
- Shares
- Failure is the pillar of Success
- Project: Make in India
- Mutual Fund in India
- Role of Commerce Education in the Changing Business World

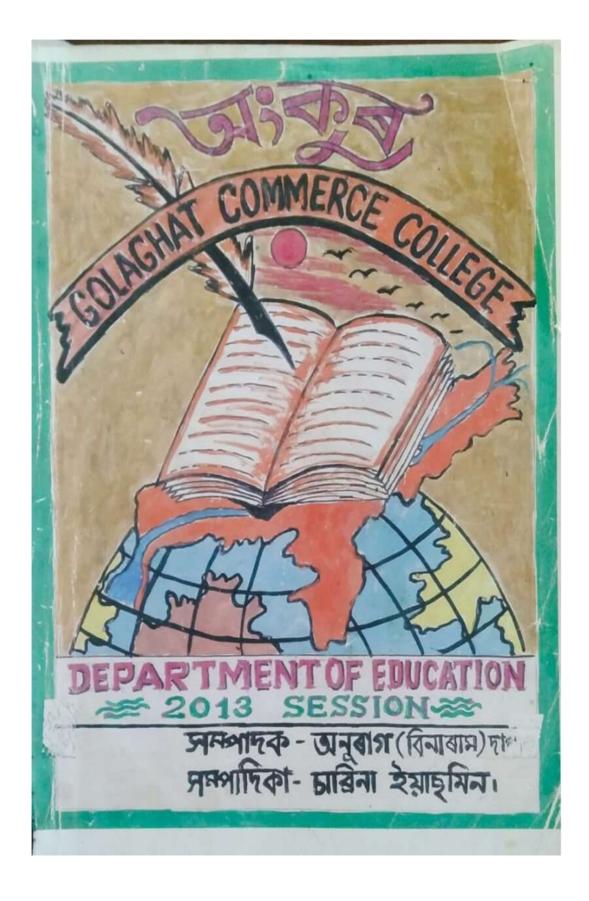
- 🔉 Dr. Jatindra Nath Saikia
 - Suchibrata Chellang
 - > Ramesh Maheswari
 - > Ponkey Bora
- e Exams 🛸 Pallavi Gupta
 - > Mrs Rinki Das
 - > Prof. Paresh Saikia
 - > Dr. Pranjal Pratim Dutta
 - 🔉 Anupal Goswami
 - > Borshajyoti Borah
 - 🌫 Anup Kumar Mandal
 - > Sajidur Rahman Bora
 - > Sarda Chetri
 - > Dipak Gupta
 - > Vikash Chetry
 - > Manshi Lohia
 - > Priyanka Kumari
 - > Raj Prasad Borah
 - > Rintu Hazarika
 - 🛪 Angkita Borpatra Gohain
- Sumit More
 - Syed Aminul Haque
 - > Pragya Singh
 - > Bonani Banya Boruah
 - Sonu Jaiswal
 - > Riton Boruah

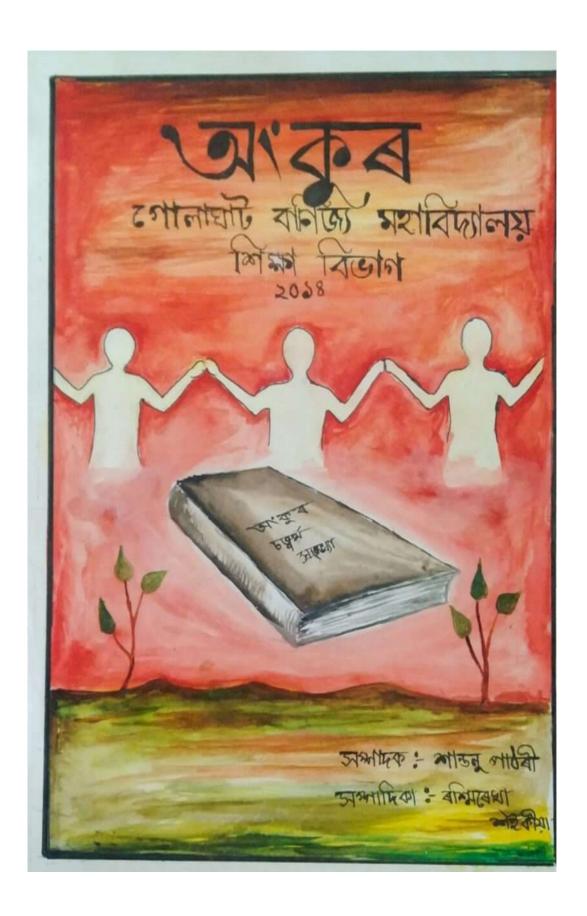
百萬一元五日第四五月三五日第二五日

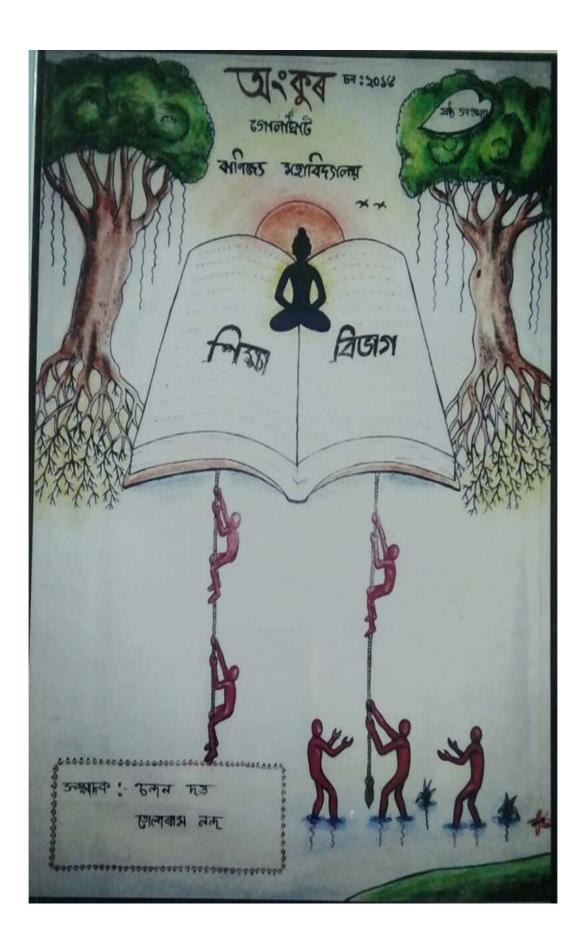
6.2. HAND WRITTEN MAGAZINE "ANKUR" DEPARTMENT OF EDUCATION

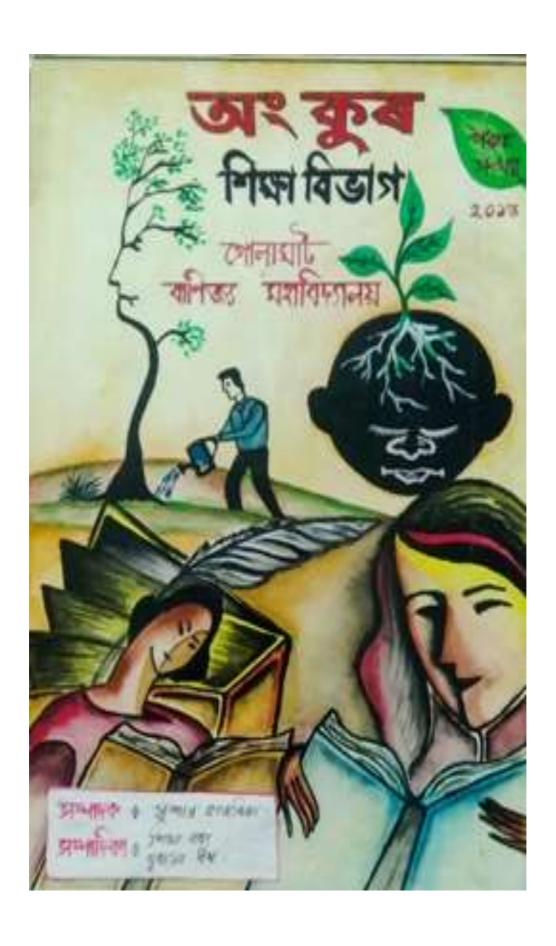




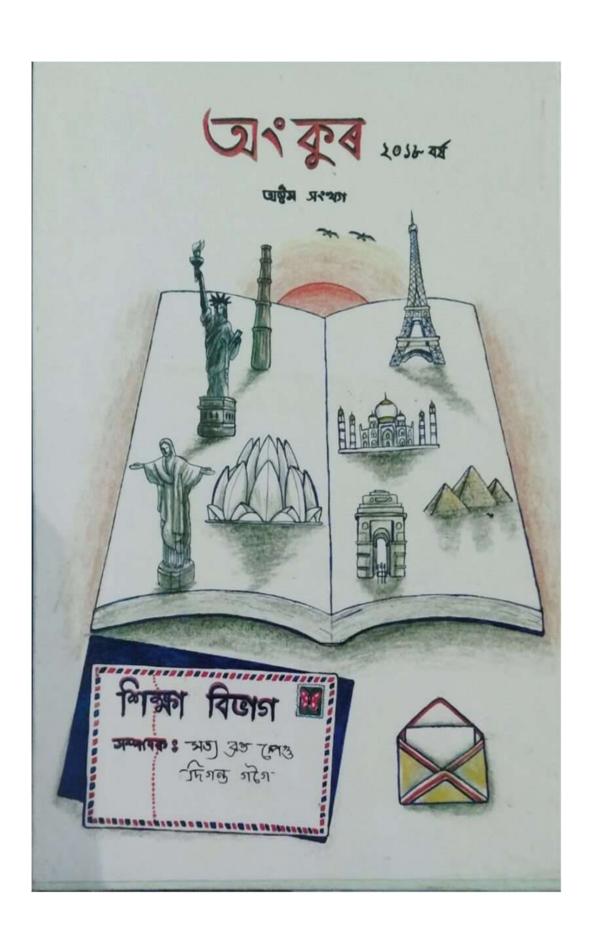


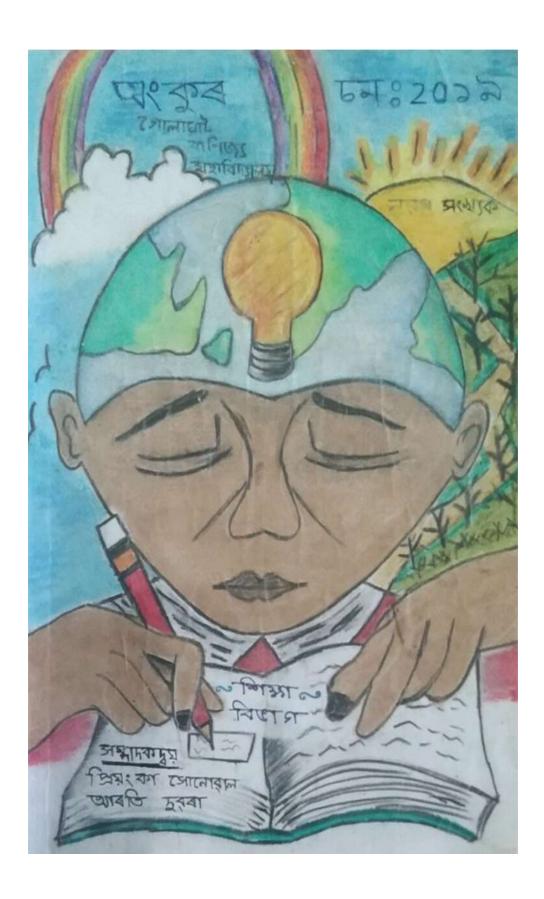


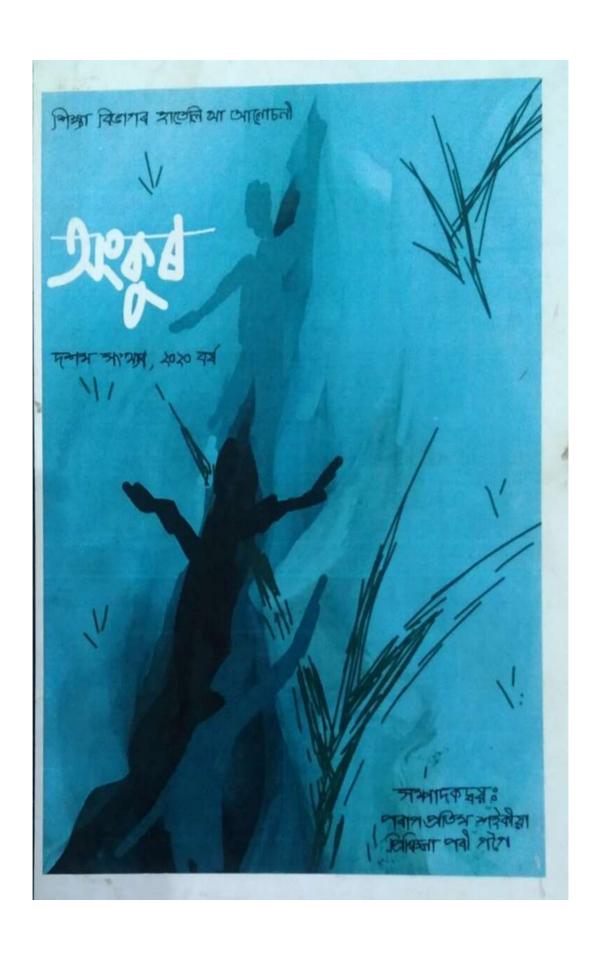


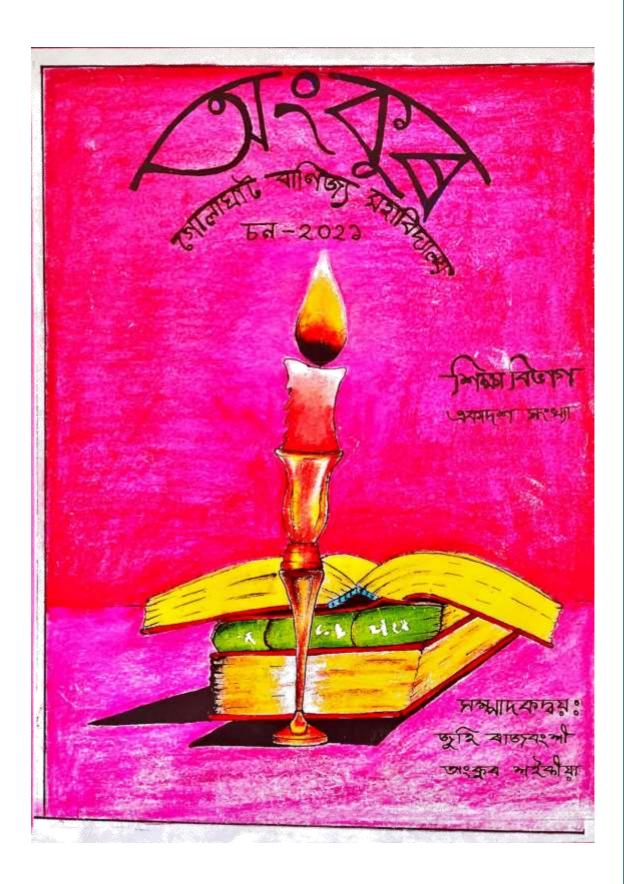


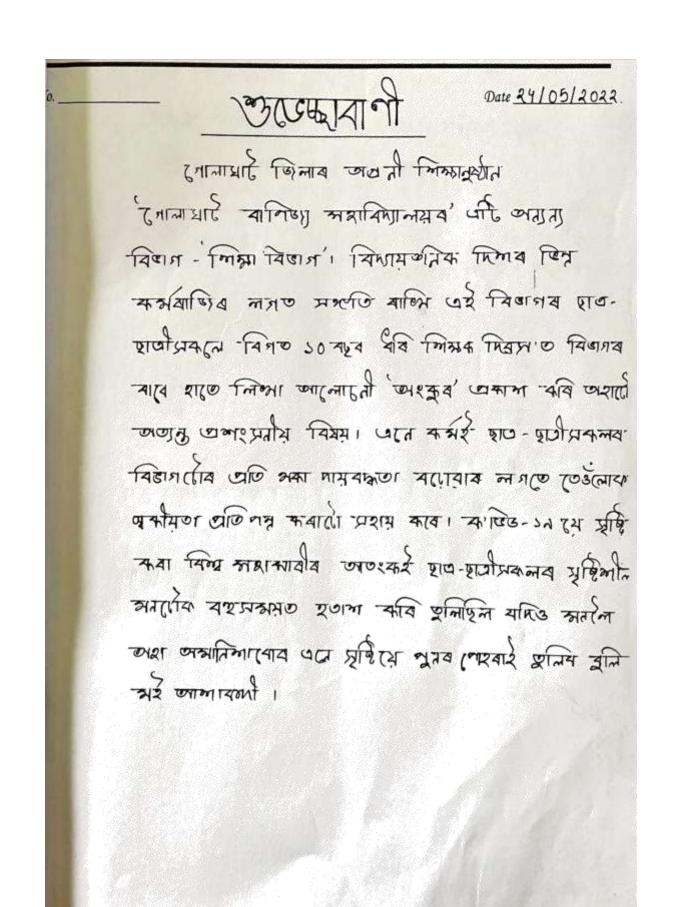












अवभव छा - छा े भिक्त, (ण आ लाकव प्रा हिएय নদাম নতুন গতি লওঁক। তিংকুৰৰ লগত জড়িত अमा छणि गवाकी प्रृष्टि मुल्भीव लग (ण गिमा यिवे गव अभूर एाज- एाठी जाक क्लिक्र का के स्वार रिमार्थवा ज्याडिनम्पत ज्य्राई एए।

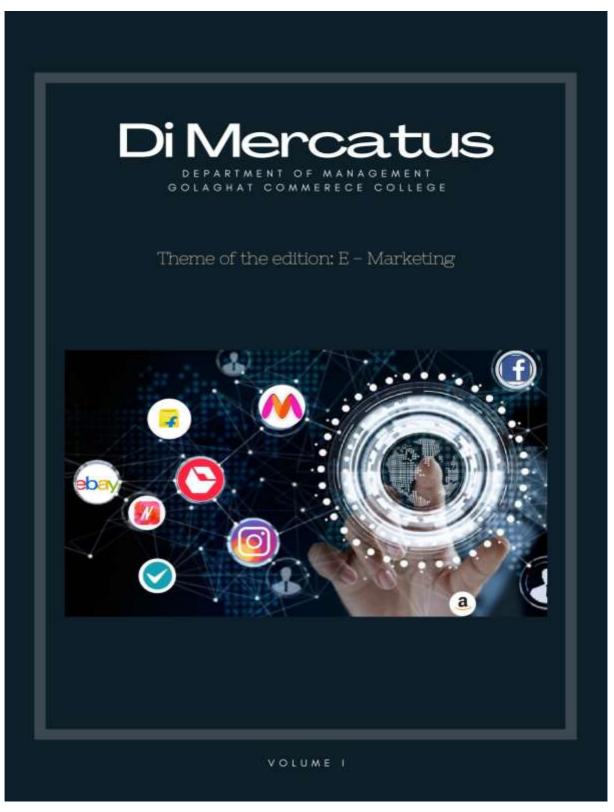
ত্রৈর্গন কর্মের অব্যিক্ষ গোরাসার্য- ব্যাশিষ্ঠ্য সাহাযিদ্যানয়-

अर्यत्र - अभ्यापता নান্নতি গোলাঘাট বালিজ্য সহাবিদ্যালয় "किका निजा " उनफ्रिहा: ानका विखागव प्रमुद निक्रक ालाक्रायानी उनम्भारक : अः क्रब का रेकीया अञ्झारिकः इरि बायत्रा रखल्लां खणामी, कुरि, हुभी, अःकूब, तय एक्षाणि, निःसी, नाःश्रीाजमा, निर्तीण, शता, जिसम, प्रवण, यूर्फकता, श्वावताष्ट्र ाहें आर्का : उद्यर्गकता, लानहिक त्यर् नाण ज्य स्कतः नितीण अवाः मारमा - मारमा : लिका निडा नव प्रमूश हाज-हार्जी

सुर्भिय > भविद्वन गिक्का - मा: भी जिया चवा 1-3 2) जामी बिकाब जासाक्षतीयुण - सुखण् युम्दन 4-6 अन्मातनिक स्वाक्षा नक्साण 7-10 ক্রু সংক दभागत सामना हा निका आक सुत्रायार्थ - सर्वार्गाजे 11-13 ক্ষলিতা ৫) বর্তসার সঙ্গমত क्राम् क्राम् जाम् क्राम् क्राम् क्राम् क्राम् क्राम् 14-17 א אשאוא אואטא אואטא אואטא אואטא 18-20 -आआकि जाम्रि - उप्राह वाक्यश्मी १) किंड मात्राप्रिक खाखु 21-26 बकाण निम्रा नम्ब इनिका - इत्रीम णआः 0 H on द्वतिकण on a mor _ जिम्म मरकी 27-30 N Termin আৰু সংস্কৃতিৰ 31-34 পৰিব্ৰত্ব - আতি দলে >0) यर्जभात गिका मानुषु 35-38 ल्याय अस्त्र गार्का _ खिस्टगता रहारी ১২ লিক্ষাত সাংস্কৃতিক 39-41 Thata प्राभिका - - व्यारताक लाक्यु म राष्ट्रेत >2) खी- Man - म्रार्फ्सता याण् विका 42-48 ১৩ সান্দ্রাতিক শিক্ষা ব্যব্রজ্বা 49-51 আৰ তৰ- mिষ্যৰ उनम्भर्स — Terent या 38) समाज्य जांक गिममय 52-54 णमिष्ठ व्याय- कर्छवर _ मध्रुव कृष्ठ वबा 20) साभी निर्वकातनार्व छीर्त 55-58 पर्णात - उन्निला काढीवात

ses रिमारिक यूगम किकाल पामना 59-63 - निर्आता लिखु 39) हखनीकम् ए लाह्यात्र-64-67 অফিক্রিশত ক্লিকাৰ হুমিকা – তিরঞ্গোতি সাহামীয়া E 1) Sakera Shikha Abhijan _ Ankere 68-70 N Saikia 2) Gewuckerk - Hannah Janti G 71-74 3) Educational Activities L 75-80 of Messionances in Assam -Binita Useang Ι S 4) Impact of covid-19 81-83 on Education System - Marejina H Timungpi S E C T Ι 0 N

6.3. e-Magazine by DEPARTMENT OF BUSINESS MANAGEMENT



Editorial

Senior Editor Biswajyati Doley

Executive Editor Dr. Chinzakhum Vaiphei

Chief Editor Shankar Jyoti Doley

Designing Editor Dr. Popori Nayok Digitalization is a term that has been used more and more in public discourse in recent times. Digitalization is radically interfering and changing the fundamentals of the way of life. It has disrupted every industry and sector. For instance, the world's largest taxy company, Uber, own no vehicle, Facebook, the world's most popular social media platform creates no content. Alibaba, the world largest retailer has no inventory. Airbnb, the world's largest accommodating provider own no real estate. It is becoming important for individuals and organizations to quickly and efficiently plan the digital transformation to sustain and to remain competitive in the market. In the whole gamut of digitalization, Di Mercatus (a quarterly e-megazine) is an initiative from Department of Management, Golaghat Commerce College, to stay informative and relevant in the ever dynamic environment. "Mercatus" is a latin word which means to trade, merchandise or a place where business is transacted. The word 'market' is derived from 'mercatus'. The prefix 'Di' is the abbreviated form of Digital. (Also intended as article 'the'). Therefore, Di Mercatus essentially means digital marketing. Digital marketing offers unique ways to engage with potential and existing consumers and capture their needs. Digital technologies such as mobile phones, internet, social media, email etc. contribute to the digital marketing landscape. In future, faster 5G internet combined with artificial intelligence (AI) will prove to be transformative technologies in every aspects of our life. Such digitalization will drastically change the future of the economy.

- Sharikar Juoti Doksy

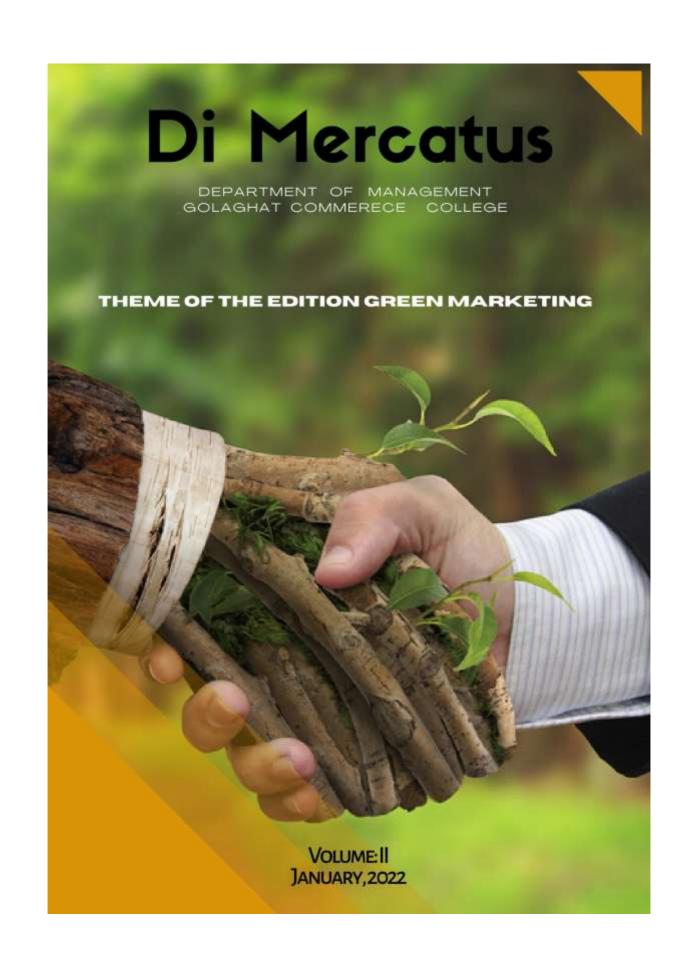


IN THIS ISSUE

- 01 PLANNING FOR RETIREMENT Rajesh Jaiswal
- 03 DIGITALIZATION AND ITS NEED OF HOURS Biswajyoti Doley
- 04 CRYPTOCURRENCY Shankar Jyoti Doley
- 05 INTER-STATE BORDER DISPUTES BETWEEN ASSAM AND NAGALAND

Dr. Devajit Dutta and Jyoti Rekha Borah

- 06 SLOW CHANGES AND FAST CHANGES Naba Kumar Das
- 08 IS SOCIAL MEDIA RESHAPING STUDENTS Dr. Priyanka Bharali
- 09 DIGITAL PAYMENT: THE NEW ECO-SYSTEM Dr. Chinzakhum Vaiphei
- 11 BRAND POSITIONING Autul Kumar Das
- 12 AMAZON VS FLIPKART: THE GAME OF E-COMMERCE Dr. Papari Nayak
- 13 SHORT STORY Dr. Nabami Gogol





Senior Editor Biswajyoti Doley

Executive Editor Dr. Chinzakhum Vaiphei

Chief Editor Shankar Jyoti Doley

Designing Editor Dr. Papari Nayak

Editorial

Earth Day is an annual event on April 22 to demonstrate support for environmental protection.

Earth Day 2021 prompted reflection on the impact that MNCs have on the environment. We hear a lot about the impact of single-use plastics on the environment. And we also can see the plastics floating in the ocean or piled up in landfills!! But what about paper products? Although it's often touted as a greener alternative to plastic, paper exacts its own toll our environment. Pollution, climate change, global warming and the ongoing pandemic; World is dealing with multiple types of problem right now. Many are man-made and can be solved by sustainable practices. The past few years have definitely sensitised and created awareness among the consumers about the impact of their consumption habits and lifestyle on the environment and society. Such consciousness and level of awareness have been making them more receptive towards brands/products that are contributing bit in safeguarding the world. As per a recent Mintel survey, 44% of Indians would like to see more brands implementing sustainability and 47% want to see brands promote environmentally friendly products. This has given a major push to the green marketing initiatives by the brands, opening a wide new world of opportunities for the businesses.

Though green marketing is a term that was first introduced in the west in the 70s and picked up little pace in India in the early 90s, it did not gather much steam in the country even till a few years ago. But today for instance Electric vehicle (EV) is a buzz word, signifying the importance of next level of green product. We are adopting green product and moving to greener product. For instance CFL bulb replaced the incandescent bulbs (yellow bulb) and LED bulb has replaced CFL bulb. Any new bulb that replaces LED bulb would be definitely greener among all if not the greenest.

- Shankar Jyoti Doley



GOLAGHAT COMMERCE COLLEGE

Jyoti Nagar, Golaghat, Assam, Pin -785621 (NAAC - B)

Dr. Utpal Sarma M.Sc. Ph. D. Principal © 03774 285065(O)
 Mob.: 94359 35234
 Email: urpalsarmagic@rediffmail.com pcomm_gbi@bsnl.in principalgcc1972/@gmail.com

Date____03/02/2022

The E-magazine, Di-Mercatus' 2nd edition is being published by the Department of Management, Golaghat commerce College. I am very much delighted to know that writings of different scholars from the outside of the college are also included in this issue. I hope teachers, students and other readers will be immensely benefitted from the e-magazine. I extend my all the best wishes to the editor and the team associated with the magazine.

3121 2022

(Dr. Utpal Sarma) Principal Golaghat Commerce College Golaghat-785621 Principal Golaghat Commerce College Golaghat

No.

Di Mercatus Quarterly E - Magazine

DEPARTMENT OF MANAGEMENT GOLAGHAT COMMERECE COLLEGE

> Impact of Ukraine-Russia war on Indian Economy

> > War Politics and Its Consequences

Lessons from the Pandemic

আমি কি চাম আৰু কিয় চাম**?**

Volume: III April, 2022

E 220

Senior Editor Biswajyoti Doley

Executive Editor Dr. Chinzakhum Vaiphei

Chief Editor Shankar Jyoti Doley

Designing Editor Dr. Papari Nayak

Sabel

Editorial

Russia-Ukraine war is having direct as well as indirect implications globally. As every other nation is connected through international trade and financial system, spillover effect of the war in terms of higher commodity prices and inflation are already felt. Global economies were just recovering from the covid-19 pandemic, when the war has hit. Many countries are on the verge of falling into stagflation. Stagflation is a situation in which inflation too high, there is no growth in the economy and high unemployment rate. India too is staring at such economic scenario. Russia-Ukraine conflict would push the import bill higher as India is a major importer of crude oil, edible oil and fertilizers. Higher import bill implies greater trade deficit. To make the scenario worse, rupee has depreciated significantly in the recent times. One factor can be attributed to sell off in the stock market by FIIs and FPIs. RBI along with the Finance Ministry will have to be prudent enough to tackle such economic challenges. Specially RBI's first target should be in containing the inflation without hurting the liquidity much.

- Shankar Jyoti Doley



In this Issue

New Education Policy Shankar Jyoti Doley

Impact of Ukraine-Russia war on Indian Economy ^{Hansy Kaur Hanspal}

Companies and their Green Marketing Methods Azmi Akhtar Hussain

Filing of Income Tax Return: An Obligation and its Relevance ^{Mriganka Moni Das}

আমি কি চাম আৰু কিয় চাম**?** ^{পাৰ্থপি.বৰা} Ecological Marketing: Nature Demands for Modern Approach Adarsh Gupta

UPI123Pay Rajashree Payeng

War Politics and Its Consequences Alok Baroi

Business in to the Space Waljit Kaur

উকা ফাগুনৰ পৃষ্ঠা _{প্ৰস্তুতি শৰ্মা}

Lessons from the Pandemic Collected from The Times of India



7. Language Lab:





8. Education Laboratory:

Department of Education Golaghat Commerce College Psychological Laboratory Equipment's

SI. No	Name of the Particulars'	Number	
1	Tachistoscope(E)	10	
2	Tachistoscope(M)	15	
3	Stop Watch	20	
4	Mirror Drawing (Electrical)	10	All and a second
5	Mirror Drawing (Manual)	10	TEL!
6	Human Maze	10	
7	Finger Maze(M)	08	

8	Colour Preference(E)	10	0
9	Kohs' Block	20	
10	Alexzender Pass Along Test	20	
11	Memory Drum	02	
12	Thematic Apperception	05	
13	Practical Table & Stool	40	
14	Finger Maze(E)	08	
15	Wooden Screen	30	

9. Geography Lab:

LABORATORY ASSETS AND INSTRUMENT DEPARTMENT OF GEOGRAPHY GOLAGHAT COMMERCE COLLEGE

SL NO.	ASSETS	QUANTITY		
1.	White board	1 nos.		
2.	Tracing table	1nos.		
3.	Green board	1nos		
4.	Wooden table	1nos		
5.	Wooden chair	1nos		
6. Wooden rack		1nos		
7.	Desk +bench	9 pairs		
8.	Globe	2nos.		
9.	Wall map	8 nos.		
10. Topographical sheets		8 nos.		
12. Satellite imagery		2 nos.		
13.	3D map(India & World physical)	2 nos.		
14.	Stereo pair	2nos		
15.	Tube light	1 nos.		

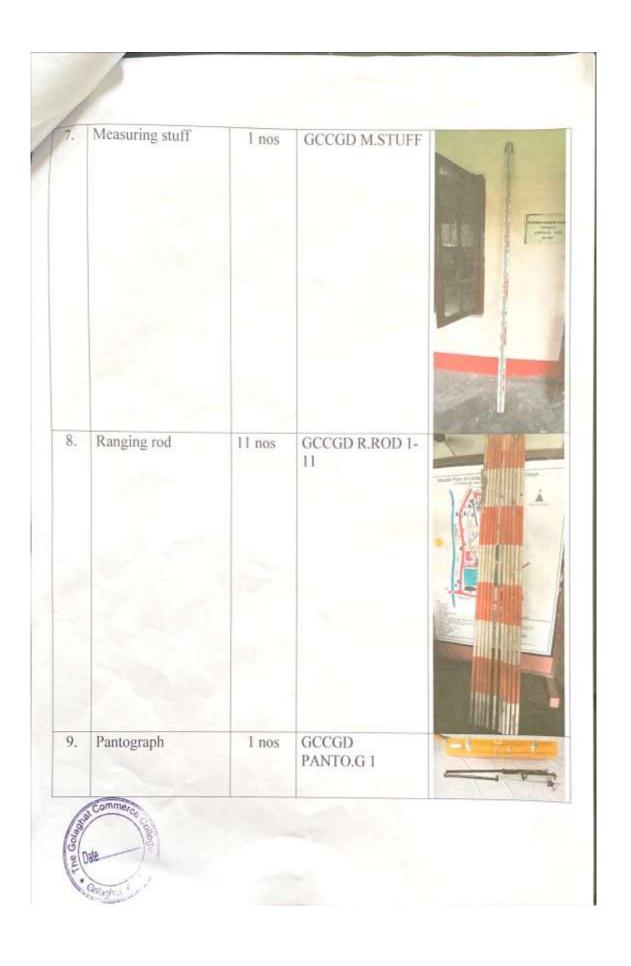


Comme

GEOGRAPHY LABORATORY

DETAILS OF LABORATORY INSTRUMENT

SL NO.	Name of the Quantity Instrument		InstrumentCode	Image of the Instrument	
1.	Dumpy level with Tripod	3 nos	GCCGD DUM.1,2,3	A TA	
2.	Theodolite with Tripod	3 nos	GCCGD THEO. 1,2,3		
3.	Plane table with tripod and other accessories.	2 sets	GCCGD PLA.T 1,2		
4.	Plane meter	5 nos	GCCGD P.METER1,2,3,4,5		
5.	Rote meter	5 nos	GCCGD R.METER 1,2,3,4,5,	00000	
6.	Mirror stereoscope	3 nos	GCCGD M.STEREO 1,2,3		



10.	Prismatic compass	3 sets	GCCGD P.COMPAS 1,2,3	282
11.	Measuring tape	1 nos	GCCGD M.TAPE 1	•
12.	GPS DETACTOR	3 nos	GCCGD GPS 1,2	1
13.	GPS DETACTOR (old version)	1 nos	Old	
14.	CLINOMETER	lnos.	GCCGD Clino.1	-

00 28/6/202 Principal Signature of the Baiabel Commerce College Goleghat, Assam

22 28

Signature of the HOD H.O.D. Department of Geography Golagnal Cummerce College

Golaghat Commerce CollegeDept. of Geography

Golaghat Commerce College

Comm

Πa

10. Post-Graduation in Commerce (Regular) under Dibrugarh University:



OFFICE OF THE REGISTRAR :: DIBRUGARH UNIVERSITY :: DIBRUGARH No. DU/RG/DCDC//Perm(M.Com) / 2017-2018/GCC/ 38/5

Date: 0/.0 P.2017

ORDER

In pursuance of the Resolution No. 23 of the 335th Meeting of the Executive Council, Dibrugarh University held on 21.07.2017 the Golaghat Commerce College, Golaghat, Assam, is granted provisional permission to introduce M Com Programme under Semester System on Regular Mode with effect from the academic session (2017-18), subject to the fulfillment of the conditions mentioned as under,

- 1. The Library is required to be systematically arranged. The existing books available in the Library are of degree standard and more Text and Reference books shall have to be procured. More e resources with terminals for accessing e journals and a separate wing of the Library for the P. G. Department shall have to be immediately arranged before commencement of the First Semester.
- 2. The College shall have to arrange three additional rooms for the First & Third Semesters, and the same rooms may be used for the second and fourth semester.
- 3. Ramps, Lavatories shall have to be increased for differently abled, male and female students.
- 4. Separate gender friendly Lavatories for Male and Female are required to be constructed immediately with running water and all the necessary modern features. The existing lavatory needs to be repaired and upgraded immediately.
- 5. The College authority shall ensure that a standard of cleanliness is maintained in the Campus. The use of Tobacco products betel nut chewing should completely be banned in and around the campus. No one shall be allowed to enter in the college with tobacco products and betel nuts, Gutkha/Pan Masala etc.
- 6. The College shall have to appoint a few experienced Teachers at the level of Professor as per the UGC norms, for the P .G Department. The college shall offer specializations on Accounting Finance and Marketing
- The intake for each specialization shall be restricted to 20(twenty) on each specialization and 7. the ratio of the teachers and students shall be not less than 1:15. 8.
- The proposed building to be constructed with the financial assistance received from the State govt, shall be constructed at the earliest and allotted to P. G. classes. 9.
- The Teachers who have not yet pursued Ph. D shall immediately pursue Ph .D 10.
- The continuation of the P. G. Programme shall be allowed subject to compliance with the conditions and satisfactory performance of the College. 11.
 - The Gender Sensitization Committee be formed immediately as per U G C Guidelines.

*The college shall submit the compliance report before starting the academic session.

Univer (Prof. M.N. Dutta) orusoit Registra 0% Dibrugarh University

Copy to:

- The Hon'ble Vice-Chancellor, D.U. for favour of information. 2.
- The Secretary to the Govt. of Assam, Department of Higher Education, Dispur, Guwahati, for information. 3.
- The Director of Higher Education, Assam, Kahilipara, Guwahati, for information.

Contd...p2

- 6.
- All Deans, Dibrugarh University, for favour of information. The Head, Department of Commerce, Dibrugarh University, Dibrugarh. The Controller of Examinations, D.U. for information and necessary action. The Deputy Controller of Examinations "A/B/C", D.U. for information and necessary action. The Deputy Registrar (Academic), D.U. for information and necessary action. **The Principal, Golaghat Commerce College, Golaghat, Assam** The Section Officer, Exam B, D.U. for information and necessary action. File 7.
- 8.
- 9.
- 10.
- 11. File.

4. 5.

(Prof. M.N. Dutta) Registrar Dibrugarh University. ×

2

Dr. Rupam Saikia, M.A. (Distinction), L.L.B. L.L.M., Ph.D.

Inspector of Colleges (i/c)

DIBRUGARH UNIVERSITY DIBRUGARH – 786 004 ASSAM, INDIA Phone: 0373- 2370562(O), Fax: 0373 – 2370768 & 2370323 Email: cdcduniversity@gmail.com

No. DU/IC/2022/ Affi.Certi/GCC/ 1350

Date: 24/05/2022

CERTIFICATE

(To whom it may concern)

This is to certify that Golaghat Commerce College, P.O: Jyoti Nagar, Dist. Golaghat (Assam) is affiliated to the Dibrugarh University and has been recognized by the University Grants Commission (under 2f and 12B) and the following Courses / Subjects are taught in the said College as per approval:

SI	Name of the Course(s) and Duration	Affiliation		Period of validity fo
No.		Permanent	Temporary	the year(s)
(1)	Three Year B.A. Programme in General Standard with Subjects: English, (MIL) Assamese,(MIL) Hindi, Economics, History, Political Science	Permitted Permitted Permitted		w.e.f. 1997-1998
	Education & Geography			w.e.f. 2003-2004
(2)	Three Year B.A Programme in Major standard with Subjects- Economics & Assamese			w.e.f. 1997-1998
	History & Political Science	Permitted		w.e.f.1997-1998
	English	Permitted		w.e.f. 2006-2007
	Education & Geography	Permitted		w.e.f. 2010-2011
(3)	Three Year B.Com Programme in Major standard with following Groups Finance, Human Resource Management, Banking & Insurance, International Business, Marketing	Permitted		Affiliation continuing up to academic Session 2021-2022
(4)	M.Com Programme	Pe	rmitted	w.c.f. 2017-2018

The Affiliation of the College by the Dibrugarh University in the above mentioned Subjects/ Streams has been continuing for the academic session (2021-2022)

1

Inspector of Colleges 1/2 5 102

garh University Inspector of Colleges NC Dibrugarh University Dibrugarh, Assam - 786004

11. Centre for Tea Plantation Management:

The "Centre for Tea Plantation Management", Golaghat Commerce College is a joint outcome of the efforts of The North Eastern Tea Association (NETA) and Golaghat Commerce College. The Post Graduate Diploma in Tea Plantation Management was introduced in the year 2016 by the Centre. Students who successfully completed the course have been employed in Tea Estates across Assam as Assistant Managers and Management trainees or have become small tea growers focused on profitable and sustainable tea cultivation.



ADMISSION NOTICE 2020 - 21

Job Oriented Course in Post Graduate Diploma in Tea Plantation Management

GOLAGHAT COMMERCE COLLEGE In Collaboration with NORTH EASTERN TEA ASSOCIATION

Graduate interested to work with Tea Industry may apply for the course immediately

FEATURES :

- (1) Job Oriented Course.
- (2) Two months compulsory internship in Tea Estates.
- (3) Visit to Tea Estates once a week.
- (4) Campus Recruitment Provision.
- (5) Interaction with prospective Employers .
- (6) Candidates already placed in reputed Tea Estates of Assam.
- (7) Limited Seats.

Interested Candidates can apply online by submitting application form available in website (http://cteapm-ac.in) on or before 10th September, 2020.

Contact : Mr Rajesh Jaiswal Mobile : 94350-53750 , 70022-61068 E-mail : rajeshgcc@gmail.com for details visit website : http://cteapm-ac.in Principal , Golaghat Commerce College , Assam

MEMORANDUM OF UNDERSTANDING (MoU)

BETWEEN

Golaghat Commerce College Jyoti Nagar, Golaghat. Pin-785621, Assam



&

North Eastern Tea Association G. F. Road, Bengenakhowa, Golaghat -785621, Assam



FOR

CENTRE FOR TEA PLANTATION MANAGEMENT GOLAGHAT COMMERCE COLLEGE.

असम ASSAM

F 532994

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (hereinafter called as the 'MOU') is entered into in the 2nd., day of August, Two Thousand and Twenty One, by and between

Golaghat Commerce College, Jyoti Nagar, Golaghat, Assam-785621(India), the FIRSt PARTY represented herein by its Principal, Dr. Utpal Sarma (hereinafter referred as 'First Party', which expression, unless excluded by or repugnant to the subject or context shall include its successors – in-office, administrators and assigns).

AND

North Eastern Tea Association (NETA), G.F. Road, Begenakhowa, Golaghat, Assam, India - 785621, represented herein by its Chairman, Mr. Sunil Jallan (hereinafter referred to as "SECOND PARTY", which expression, unless excluded by or repugnant to the subject or context shall include its successors – *In-office*, administrators and assigns). (First Party and Second Party are hereinafter jointly referred to as 'Parties' and individually as 'Party')

WHEREAS:

- A) First Party is a Higher Educational Institution named:
 - (i) Golaghat Commerce College.
- B) North Eastern Tea Association popularly known as 'NETA' , the Second Party is an association of Tea Producers, registered under Societies registration Act.(registration no RS/GOLA/239/G/20)
- C) North Eastern Tea Association was formed in 1981 with an objective of working for all round development of Tea Industry. The Head Office of the Association is situated in the town of Golaghat, Assam, India.
- D) First Party & Second Party believe that collaboration and co-operation between themselves will promote more effective use of their resources, and provide them with enhanced opportunities.
- E) The Parties intend to focus their efforts on cooperation within areas of Skill based Training, Education and Research.
- F) Both Parties, being legal entities in themselves desire to sign this MOU for advancing their mutual interests.
- G) Both the parties are assisting each other in the smooth running of the Centre for Tea Plantation Management at Golaghat Commerce College since the inception of the course on 20th October 2016.

Same.

Sw11-

IN CONSIDERATION OF THE MUTUAL PROMISES MADE AT THE COMMENCEMENT OF THE PROJECT, THE TERMS AND CONDITIONS AGREED UPON ARE NOW BEING PUT ON RECORD THROUGH THIS MOU.

- Both Parties agree to open a program of Post Graduate Diploma in Tea Plantation Management. This will be a one- year training program in Tea Plantation Management comprising of two semesters.
- In order to facilitate the program, 1st party shall provide the necessary class room and other infrastructural facility.

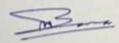
3. This diploma course will be a joint collaboration of Centre for Tea Plantation Management (CTPM) which is under the administration of Principal, Golaghat Commerce College and North Eastern Tea Association. The classes of the program shall be conducted within the college campus in Assam type room on the 1st floor of the building named "Ajori Chora"

4. It will be a purely self- financing course though both the parties shall try to procure funds from other sources also.

5. All the policy decisions (like admission, appointment etc) relating to the centre will be taken jointly by both the parties.

6. All day -to- day academic and administrative activities will be taken care of by the Principal, Golaghat Commerce College.

7. First Party will impart inputs in teaching / training methodology and suitably customize the curriculum so that the students fit into the industrial scenario meaningfully.



sutter

8. That the 1st Party shall provide its teaching staff from different departments of the College as guest faculties to take classes and take care of other academic activity.

9. For smooth management of the course, a program co-ordinator and a course coordinator shall be appointed by mutual consultation of both the parties.

10. That the Second party will provide all practical and technical support to the students and organize their visit to the Tea gardens and factories under its membership during the period of course. The Second party shall also provide facility of internship of two months to the students during the course.

11. That the Second party will actively assist in recruitment and placement of the students who have successfully completed the course.

12. Both Parties are united by common interests and objectives, and they shall establish channels of communication and co-operation that will promote and advance their respective operations within the **Institution** and its related wings. The Parties shall keep each other informed of potential opportunities and shall share all information that may be relevant to secure additional opportunities for each other.

13. That any dispute(s) arising out of this MOU shall, as far as possible, be settled amicably between the parties hereto failing which the parties shall refer it to a mutually appointed arbitrator.

This MoU is valid for a period of three years from the date of signing of the MoU and can be mutually extended from time to time

A Same

Sn____

AGREED:

For, Golaghat Commerce College

For, North Eastern Tea Association

02/08/2021

Authorized Signatory

5-11-02/08/2021

Authorized Signatory

Golaghat Commerce College	North Eastern Tea Association
Jyoti Nagar, Golaghat, Assam. India	G.F. Road, Golaghat, Assam, India
Contact Details	Contact Details:
Principalgee1972@gmail.com	E-mails: neta_assamtea@yahoo.com
Web: http://www.golaghatcommercecollege.org	Web:

Joj 9. Witness 1:

Manoz Jallan Witness 2:

Nelwa

Witness 3:

Witness 4:



CENTRE FOR TEA PLANTATION MANAGEMENT

The course on Tea Plantation Management, conducted by the department, "The Centre for Tea Plantation Management" of the Golaghat Commerce College, is a joint outcome of of The Golaghat Commerce College and The North Eastern Tea the efforts Association(NETA), keeping in mind the present day challenges faced by the Tea Industry of this region.

In today's world of tea, the industry is looking for highly trained personnel, trained in the Modern and Scientific Management techniques; who are ready to face as well as tackle any of the challenges thrown at them.

Thus the College in its efforts to train and convert our graduates into highly employable professionals, has initiated this highly professional course.

The department is committed to ensuring that our "Post Graduate Diploma" admission process identify students with outstanding academic potential and ability to benefit from the course and to contribute excellence to the tea industry whatever their background may be.

The department is devoted to excellence in teaching, learning and to developing leaders in the tea industry who will make a difference.

After completing the course, the student will develop the following

1) Analytical skills.

2) A structured systematic approach to a task.

3) Critical thinking.

OLANTO

G. ADHAD

12

000

4) Modern methods of analysis applicable both to the tea industry and other organisations.

Details of the Students enrolled and Completed the course in recent years:

2016-17 Batch

eo-ordinator

Centre for Tea Plantation Management

SI. No	Name of the Students	Employment	Designation
1	Lakhyajit Kalita	Furkating TE	Asst. Manager
2	Aditya Gogoi	Balijan TE	Asst. manager
3	Abhijit Bora	Bokahola TE	Mgmt. Trainee
4	Meenakshi Borgohain	CTPM Soil Lab.	Lab. Assistant
5	Mridusmita Saikia	Pabhojan TE	Mgmt. Trainee
6	Babul Sonwal	Roopkolia TE	Mgmt, Trainee
7	Mr. Tridip Kumar Saikia	Self employed	Small Tea Grower
8	Mr. Rajdeep Bora	Self employed	Small Tea Grower
9	Mrc Takhaya Jyoti Duarah	Self employed	Tea Nursery

Golaghat Commerce Cokege Principal

Golaghat, Assam, India





2017-18 Batch

SI. No	Name of the Students	Employment	Designation
1	Riturpana Chetia	Pabhojan TE	Mgmt. Trainee
2	Manash Pratim Borah	Golaghat TE	Mgmt, Trainee
3	Bedanta Borgohain	Sampool TE	Asst. Manager
4	Ritz Dowrah	Golaghat TE (presently persuing Masters)	Mgmt. Trainee
5	Bhaskar Borah	Self Employed (own Tea garden)	Mgmt. Trainee
6	Mahesh Baraik	Sapoi TE	Asst. Manager

2018-19 Batch

SI, No	Name of the Students	Employment	Designation
1	Utpal Dutta	Golaghat TE	Mgmt. Trainee
2	Mayurangshu Dutta	Pabhojan TE	Mgmt. Trainee
3	Ankur Borthakur	Thengalbari TE	Asst. Manager
4	Debakamal Duwarah	Government Job(Assam Govt.)	Office Assistant.
5	Biplob Kr.Hazarika	Abhoyjan TE	Mgmt. Trainee.
6	Biplob Hazarika	Jallan T E	Mgmt. Trainee.
7.	Nayanjyoti Borah	Self Employed	Business
8,	Bikash Kurmi	Self Employed	Small Tea Grower
9.	Mr. Milon Jyoti Borgohain	Self employed	Green Leaf Agent
10	Mr. Bishal Sahu	Self employed	Small Tea Grower
		Contraction of the second se	and the second state that we want to we have the second

2019-20 Batch

SI. No	Name of the Students	Employment	Designation
1	Manoj Lahon	Ahhayjan TE	Mgmt. Trainee
2	Chinmoy Baruah	Kadamba TE	Mgmt. Trainee
3	Akash Baruah	Kadamba TE	Asst. Manager
4	Amaljyoti Baruah	Naharbari TE	Mgmt.Trainee
5	Jayanta Rajkhowa	Naharbari TE	Mgmt. Trainee.
6	Mriganka Saikia	Dalowjan TE	Mgmt. Trainee.
7.	Panchanan Borthakur	Self Employed	Business
8,	Vishal Akash Chaliha	Self Employed	Business
9.	Subham Rajak	Abhoyjan TE	Mgmt. Trainee

Principal Golaghat Commerce Cokeye Golaghat, Assam, India Co-ordinator Centre for Tea Plantation Management





2020-2021 Batch

SLNo	Name of the Students	Employment	Designation
1	Abinash Indwar	Kadamba Tea Company	Assistant Manager
2	Kailash Jyoti Saikia	Abhoyjan T.E	Assistant Manager
3	Hrisekesh Singha	Sapoi Tea Estate	Assitant Manager
4	Gaurav Senapati	Banwaripur T.E.	Junior Assitant Manager
5	Samujjal Gogoi	Ghillidary Tea Estate	Management Trainee
6	Iswar Prasana Dutta	Bagrodia Tea Factory	Factory Assistant Incharge
7	Monuj Saikia	Self Employed	Managing Own Tea Garden(STG
8	Basanta Bharali	Self employed	Small Tea Grower
9	Mintu Neog	A/F	
10	Ananta Das	A/F	
11	Diganta Guwala	A/F	

Co-ordinator Centre for Tea Plantation Management

Principal Golaghat Commerce College Golaghat, Assam, India



NO.	A 00000	and a state of the state of the	TATION WITH GOLAGHAT COMMERCE CONSERVATION
10.	YEAR	NAME	INTERNSHIP AT (name of the TE/Factore)
1		Mr. Abhijit Bora	Nahorbari Tea Co. Pvt.Ltd.
2	8	Mr. Aditya Gogoi	Nahorbari Tea Co. Pvt.Ltd.
3		Mr. Lakhyajit Kalita	Dolaguri Tea Estate
4		Mr. Lakhaya Jyoti Duarah	Dolaguri Tea Estate
5	2016-17	Mr. Tridip Kumar Saikia	Jalian Golaghat Tea Co. (P) Ltd.
6		Ms Meenakshi Borgohain	Mokrung Tea Estate
7		Ms Mridusmita Saikia	Mokrung Tea Estate
8		Mr. Rajdeep Bora	Jallan Furkating Tea Co. (P) Ltd.
9		Mr. Babul Sonwal	Jallan Golaghat Tea Co. (P) Ltd.
1		Ms Rhiturparna Chetia	Pabhojan Tea Estate
2		Mr. Manash Pratim Borah	Abhoyjan Tea Co. (P) Ltd.
3	2017-18	Mr. Bedanta Borgohain	Gorompani Agro Industries (P) Ltd.
4		Mr. Ritriz Dowerah	Jallan Golaghat Tea Co. (P) Ltd.
5		Mr. Maheswar Baraik	Rungajaun Tea Estate
6		Mr. Bhaskar Borah	Ghillidary Tea Estate
1		Mr. Utpal Dutta	Dhandharia Tea Comapany
2		Mr. Bishal Sahu	SSK Tea Co. (P) Ltd/Jallan Golaghat Tea Co. (P) Ltd.
3 4		Mr. Milon Jyoti Borgohain	Ghillidary Tea Estate
	2018-19	Mr. Ankur Borthakur	Suyash Tea Co. Pvt. Ltd./Jallan Golaghat Tea Co. (P) Ltd.
5		Mr. Mayurangshu Dutta	Mahalaxmi Tea Estate
6	-	Mr. Debakamal Duarah	Pabhojan Tea Estate
8	1	Mr. Biplab Hazarika Mr. Nayaniyoti Borah	Jallan Furkating Tea Co. (P) Ltd.
9		Mr. Biplab Kr. Hazarika	Nahorbari Tea Co. Pvt.Ltd. Pabhoian Tea Estate
10	-	Mr. Bikash Kurmi	Nahorbari Tea Co. Pvt.Ltd.
1	-	Mr. Amlan Jvoti Boruah	Nahorbari Tea Co. Pvt.Ltd.
2		Mr. Ponchanan Borthakur	Nilgiri Tea Estate
3	1	Mr. Mriganka Saikia	Barpathar Tea Estate/Premier Tea Industries
4	1	Mr. Akash Gogoi	Kadamba Tea Company
5.	2019-20	Mr. Chinmoy Boruah.	Kadamba Tea Company
6		Mr. Shubham Rajak	Jallan Furkating Tea Co. (P) Ltd.
7	1	Mr. Monuj Lahon	Abhoyjan Tea Co. (P) Ltd.
8	1	Mr. Jayanta Konwar	Gorompani Agro Industries (P) Ltd.
9		Mr. Vishal Chaliba	Suyash Tea Co. Pvt. Ltd.
1		Mr. Kailash Jyoti Saikia	Abhoyjan Tea Co. (P) Ltd.
2		Mr. Basanta Bharali	Assam Natural Tea Products
3		Mr. Hrishikesh Singha	Engaged
4		Mr. Iswar Prasana Dutta	Jallan Furkating Tea Co. (P) Ltd.
5		Mr. Mintu Neog	Nahorbari Tea Co. Pvt.Ltd.
6	2020-21	Mr. Abinash Indwar	Namshik Tea Estate
7		Mr. Ananta Das	Gorompani Tea Factory
8		Mr. Monuj Saikia	NR Tea Factory
9		Mr. Gourav Senapati	Engaged
10		Mr. Samujjal Gogoi	SSK Tea Co (P) Ltd./Nilgiri Tea Estate

Principal Principal Golaghat Commerce College Golaghat, Assam

 \cap Co-ordinator Centre for Tea Plantation

8

TEA A

ON

Management

1		Mr. Jyotish Moran.	Athabari Tea Estate	
2		Mr. Trinayan Doley	Furkating Tea Estate	_
1		Mr. Robin Bhengra	Rungajaun Tea Estate	
4		Mr. Bhagyajit Bailung	Kadamba Tea Company	_
5		Mr. Mathew Indwar	Namburnadi Tea Estate	_
6		Mr. Pallab Jyoti Saikia	Kadamba Tea Company	_
T		Mr. Mrinmoy Jyoti Bora	Gorompani Agro Industries (P) Ltd.	_
8	a louis services	M. America In and Changel	Self Placement	-
3 4 5 6 7 8 9 10 11	2021-22	Mr. Akash Lakra	Nahorbari Tea Co, Pvt.Ltd.	_
10		Mr. Apurba Gogoi	Left the course	
11		Mr. Kukil Krishna Changmai	Gauripur Tea Industry	_
12		Mr. Goutam Bora	Barpathar Tea Estate	_
13		Mr. Trinayan Borthakur	Shyamraipore Tea Estate	_
14		Mr. Hemonta Ashon	Abhoyjan Tea Co. (P) Ltd.	_
15		Mr. Nokul Kaisso	Shyamraipore Tea Estate	
16		Mr. Shiyasish Sayami	Self Placement	_

M Principal Golaghat Commerce College Golaghat, Assam

Co-ordinator Centre for Tea Plantation Management H



GCC-NETA MoU for PG course in Tea Management

ES News

GOLAGHAT, Aug 4: A Memorandum of Understanding between Golaghat Commerce College and North Eastern Tea Association (NETA) was signed on 2nd August, 2021 at the office of the North Eastern Tea Association for Post Graduate Diploma Course in Tea Management.

The MoU was signed by Dr. Utpal Sarma, Principal, Golaghat Commerce College and Sunil Jallan, Chairman, North Eastem Tea Association. Through this MoU both the institutions agreed to continue



the one-year training program in Tea Plantation Management. The College will impart inputs in teaching/training methodology and suitably cus-

tomize the curriculum so that the students fit into the industrial scenario meaningfully. NETA will provide all practical and technical support to the

students and organize their visit to the tea gardens and factories under its

membership during the period of course and shall also provide facility of internship of two months to the students during the course. On completion of the course, NETA will actively assist in recruitment and placement of the students who have successfully completed the course.

The tenure of the MoU will be for three years. Dr. Utpal Sarma, Principal, Golaghat Commerce College, Prof. Rajesh Jaiswal, Course coordinator, Ranjit Mazumdar, Program Coordinator, attended the MoU signing ceremony from Golaghat Commerce College. (Contd.... P2)

GCC-NETA MoU for PG course

(Continued from P1)The signing ceremony started with a warm welcome speech by Sunil Jallan, Chairman, NETA. Dr Utpal Sarma, Principal, Golaghat Commerce College, gave a brief appraisal of the College and the current ongoing activities, future programs and the scope of collaboration in research, innovation and outreach with NETA. Manoj Jallan, Past Chairman, NETA, gave a brief presentation about the course which was started way back in 2016.

Bidyananda Barkakoty, Adviser, North Eastern Tea Association, expressed extreme happiness for the successful completion of the course during the last four years. It was heartening to note that the students after completion of the course are absorbed by the tea industry.

He applauded to the Golaghat Commerce College for creating a positive environment for the students and faculty.

The MoU signing function ended with a vote of thanks by Nepul Saikia, Past Chairman. NETA to all the distinguished guests and members for their participation at the meeting.Sunil Jallan, Chairman, Bidyananda Barkakoty, Adviser, Manoj Jallan, past Chairman, Nepul Saikia, Past Chairman, Binod Agarwalla, Zone Chairman, Sudhir Kr. Roy, Executive Committee Member and Manisha Sharma, Secretary, attended the signing ceremony from NETA.

12. SOIL TESTING LABORATORY:

The Centre for Tea Plantation Management has set up a Soil Testing Lab for testing 14 parameters of soil such as Nitrogen, Phosphorus, Iron, Copper, Manganese, pH level etc.

The Soil Testing facility at the College premises has been operating since January 2022, primarily to analyze the soil health of our Tea Plantations. Our Tea Soils have been deteriorating over the years in terms of decreasing nutrition, organic matter content, increasing compactness and acidity, decreasing essential minor and trace elements which are having detrimental effects in terms of yields, quality and increasing mortality of tea bushes. Furthermore, Global Climate Change effects will deteriorate further in the years to come and will continue to affect tea plantations adversely and corrective measures in the Soil profile will play a major role in mitigating these adverse effects.

Parameters which can be tested in the Laboratory

- 1. Organic Carbon
- 2. Available Nitrogen (Major)
- 3. Available Phosphorus (Major)
- 4. Available Potassium (Major)
- 5. Available Zinc (Essential)
- 6. Available Boron (Essential)
- 7. Available Sulphur (Secondary)
- 8. Available Iron (Essential)
- 9. Available Copper (Essential)
- 10. Available Manganese (Essential)
- 11. Electrical Conductivity
- 12. Ph
- 13. Lime requirements test for Acidic Soils
- 14. Gypsum requirements test for Alkaline Soils.

TECHNICAL DETAILS



- 1. Organic Carbon (OC)
- 2. Available Nitrogen (N)
- 3. Available Phosphorus (P)
- 4. Available Potassium (K)
- 5. Available Zinc (Zn)
- 6. Available Boron (B)
- 7. Available Sulphur (S)
- 8. Available Iron (Fe)
- 9. Available Copper (Cu)
- 10. Available Manganese (Mn)
- 11. Electrical Conductivity (EC)
- 12. pH
- 13. Lime Requirement Test for Acidic Soil
- 14. Gypsum Requirement Test for Alkaline Soil

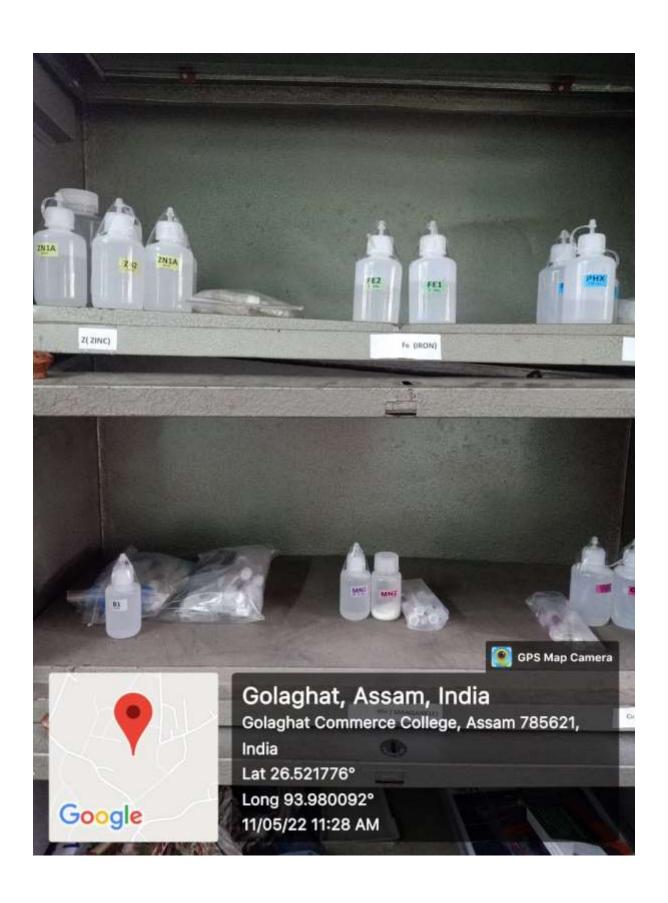
Features of Harvesto Digital Soil Testing Mini Lab:

- 1. Tests 14 parameters of soil
- 2. Recommends crop-specific fertiliser dose for 100 crops
- 3. Prints Soil Health Card
- 4. Sends Soil Testing Report on Mobile via Bluetooth & computer via USB
- 5. Has 6-hours of in-built battery back-up
- 6. Has solar charging functionality
- 7. Comes with Pen Drive with training videos and printed User Manual
- 8. Approved by Government of India's Indian Council of Agricultural Research (ICAR).

Contents of the Kit:

- 1. Digital Soil Testing Meter
 - With 6-hours in built battery back-up & solar charging functionality
- 2. EC & pH Electrodes
- 3. Thermal Printer
- 4. Rotary Shaker
- Platform Size: 300mm x 300mm
- 5. Reagents Kit for 14 parameters of 50 samples (Chemicals Kit) (Can be later refilled)
- 6. Solar Panel
- 7. Accessories Kit
- 8. Plasticware
- 9. Glassware
- 10. Pocket Size Weigh Balance
- 11. Pen Drive with Training Videos
- 12. Printed User Manual









	a		
D.	5	2	1
13	Yes		1
al	6		to

CTPM(Center For Tea Plantation Management)LAB



GOLAGHAT COMMERCE COLLEGE, Solaghat, Assam.

1: Rep	ort rob 00	11/03/2023	2					Date: 26/03/	/2022		
2: Mart	e of Custo	mer -RAN	GSALI T.E			1					
1: Date	of Payme	nt -Receive	ed			100		10			
l: Soil :	Samples re	ceived				100					
5:											
	-		1	1 10	N.	1	1		-	_	 _
	Section No.	pH (Top soil)	pH (Boltom Sail)	K (Potassium) Kg/hac	K (potassium) IN PPM	(Potavium status)	OC (Organic Carbon) %	5 (Sulfur) mg/kg			
No.		(Top	(Bottom	(Potassium)	(potassium)		(Organic	(Suffur)			
No. '	No.	(Top soil)	(Boltom Sail)	(Potassium) Kg/hac	(potassium) IN PPM		(Organic Carbon) %	(Sulfur) mg/kg			
Serial No. L	No. ZA	(Top soll) 5.78	(Bottom Sail) 4.99	(Potassium) Kg/hac 52.6	(potassium.) IN PPM 23.90		(Organic Carbon) % 0.4665	(Sulfur) mg/kg 9.59		24	

The results given above cannot be used for any litigation.

Samples have not been taken by us.

Results relate to Samples as received by us.

Remark -Potassium value of sec 5A and Sec 6A are too low.

Program Coordinator Principal

13. MoU with Assam Startup – The Nest:

The College has joined hands with Assam Startup - The Nest through IIM Calcutta Innovation Park (IIMCIP) in March, 2021 which is the state incubation center at Guwahati. The Assam Startup - The Nest is conceptualized as the hub for entrepreneurship development in the state and would facilitate district level entrepreneurship development.



असम ASSAM

A-m

Sev

Memorandum of Understanding

This Memorandum of Understanding (hereinafter referred to as MOU) is made this 17th of March, 2021

between

Assam Startup - The Nest, through IIM Calcutta Innovation Park (IIMCIP), registered as a Section 8 company and having its office at IIM Calcutta, Diamond Harbor Road, Joka, Kolkata 700104, India

And

Golaghat Commerce College, having office at Jyoti Nagar, Golaghat, Assam, Pin 785621, herinafter referred to as Academic Partner (AP).

Assam Startup - The Nest, Golaghat Commerce College and it's affiliates, hereinafter together shall be referred to as "Parties" and individually as "Party".

H. K. Borah Page 1 of 4 Head - Partnerships IIM Calcutta Innovation Park

NOW THIS MEMORANDUM OF UNDERSTANDING WITNESSETH AS UNDER:

1. Background and Purpose:

a) Background:

The Assam Government has launched the Assam Startup Policy to promote entrepreneurship and the growth of startup culture in the state. To implement the policy, the Government has recently initiated the "Assam Startup" program, which aims tocatalyze thestartup movement in the state by motivating the youth to become job creators and providing necessary ecosystem support so that they may pursue their entrepreneurial dreams. A key element in this program is the state incubation center named" Assam Startup - The Nest", at Guwahati. The Assam Startup - The Nest is conceptualized as the hub for entrepreneurship development in the state and would facilitate district level entrepreneurship development with the support of the entrepreneurship development centers or incubators located within the institutes across the state. The Government has invited IIMCIP to be a knowledge partner for the initiative and manage the operations of the Assam Startup - The Nest.

b) The Objective:

This engagement will support the objectives mentioned in the Assam Startup Policy:

- a) Create a state-wide inclusive entrepreneurial ecosystem;
- b) Promote entrepreneurship, create awareness, and motivate the youth;
- c) Provide physical and virtual incubation services;
- d) Create 1000 startups in 5 years time;
- e) Create 1 lakh direct and indirect employment;
- f) Facilitate External Funding for startups.

2. Understanding between the two Parties

a) Both parties acknowledge the need to create an ecosystem for promoting innovation and entrepreneurship and are interested in partnering to further this cause. What Sm

- b) There is a need to inculcate an entrepreneurial/problem-solving mindset among the students.
- c) Both parties understand and shall strive towardscreating a support structure within an academic institution, so that students can nurture innovative entrepreneurial ideas.

3. Roles and Responsibilities of Assam Startup - The Nest:

- a) Assam Startup Nest shall facilitate creation of a network of Entrepreneurship
- Development Cells andCompetency Centers located within the academic institutions.
 b) Promote and facilitate the setting up of Entrepreneurship Development Cells within the academic institutions which do not have one.
- c) Carry out capacity building of Entrepreneurship Development Cell personnelunder "Train the Trainer" program, free of cost.

H.K. Borah

Page 2 of 4

Head - Partnerships IIM Calcutta Innovation Park 100 a 01

- d) Conduct district level Outreach events to promote entrepreneurship at the grassroot level.
- Conduct Networking meets for the Academic Partners to facilitate interaction between the institutions and leverage the strength of each other.
- f) Conduct state level B-PlanContest / Startup Hunt for start-ups.
- g) Provide Incubation support (physical / virtual) to advanced level startups selected through the contests / hunts.
- h) Provide access to common resources like mentors, experts, and investors.

4. Responsibilities of Academic Partner:

The Academic Partner (AP) shall,

- a) Create a formal Entrepreneurship Development Cell or leverage existing Entrepreneurship Development Cell / Incubator to conduct Entrepreneurship Awareness and Motivation workshops / talks to encourage students to participate in entrepreneurship related activities.
- b) Help in conducting Outreach programs within the respective districts.
- c) Conduct Hackathons or ideation events to encourage students to come up with ideas.
- d) Provide support to the students with innovative ideas.
- Organize an Annual conference and Business plan contest to identify and recognize the budding entrepreneurs.
- f) Facilitate student interaction with startups.
- g) Make best efforts to support startups from the region with knowledge and access to resources (e.g. incubation facility, technology labs), so that innovative ideas can be transformed into successful business ventures.
- h) Take care of the expenses for conducting the internal programs or contests.
- Take care of the cost of travel, boarding, and lodging (if applicable) for the personnel attending capacity building or networking meetsat the Assam Startup - The Nest.

Lopal Suma

5. Non Exclusivity

The relationship of the parties under this MOU shall be non-exclusive and both the parties, including their affiliates, subsidiaries, and divisions, are free to pursue other agreements or collaborations of any kind.

6. Validity and Termination

This MOU is for an initial period of 2 years and may be amended or terminated earlier by a mutually written agreement of the parties at any time. Either party shall have the right to unilaterally terminate this MOU upon 60 days prior written notice to the other party.

7. Assignment

It is understood by the Parties herein that this MOU is based on the professional competence and expertise of each party, and hence, neither Party shall transfer or assign

H.K. Borah Head - Partnerships IIM Calcutta Innovation Park

Page 3 of 4

this Agreement, or rights or obligations arising hereunder, either wholly or in part, to any third party.

8. Display of Logo

This MoU is for aan initial period of 2 years and during that period both the parties will display the logo of the partner organisation on their respective website.

9. Amendment

Amendments to this MOU may be made at any time through the mutually written consent by the parties concerned.

This MOU is executed in duplicate with each copy being an official version of the Agreement and having equal legal validity.

BY SIGNING BELOW, the parties, acting by their duly authorized officers, have caused this Memorandum of Understanding to be executed, effective as of the day and year first above written.

Signed for and on behalf of Assam Startup - The Nest Signed for and on behalf of GolaghatCommerce College

aborat 102

H.K. Borah Head - Partnerships Mr. Himmilit Kamar Borah Head - Partnership Assam Startup - The Nest IIM Calcutta Innovation Park

die 17/5/2021

Dr. Utpal Sarma Principal Golaghat Commerce College

Principal Gelaghat Commerce College Golachat, Assam, India

Page 4 of 4