



**2<sup>nd</sup> INTERNATIONAL CONFERENCE: SUSTAINABILITY: PEOPLE, PLANET & PROSPERITY**  
**[9<sup>th</sup> -11<sup>th</sup> November, 2011, IIM Shillong]**  
**Programme Schedule**

<b>Day and Date</b>	<b>Timing</b>	<b>Session Details</b>
<b>Day-1 Wednesday 9/11/2011</b>	8:30 – 9:30 A.M.	<b>Registration</b>
	9:30 –11:00 A.M.	<b>Inauguration</b> <span style="float:right"><b>Venue: Auditorium</b></span> <ul style="list-style-type: none"> <li>• Invocation</li> <li>• Felicitation</li> <li>• Lighting the lamp</li> <li>• Welcome Address - Prof. Ashoke K Dutta, Director, IIM Shillong,</li> <li>• Introduction to the Conference – Prof. S. K. Majumdar, Sus-Con Chair</li> <li>• Address by Guest of Honour - Shri Hasit Joshipura (VP, South Asia and Managing Director India, GlaxoSmithKline Pharmaceuticals Ltd.)</li> <li>• Address by the Chief Guest - Shri Sanjib Bezbaroa ( VP, Corp EHS, ITC Ltd )</li> <li>• Vote of Thanks – Prof. Sanjoy Mukherjee</li> </ul>
	11:00 – 11:30 A.M.	<b>Inaugural Tea</b>
	11:30 – 1:00P.M.	<b>Plenary Session I : Sustainability-Macro Perspectives</b> <b>Venue: Auditorium</b> <ul style="list-style-type: none"> <li>○ M. N. Buch , Chairman, Board of Governors, ABIITM, Gwalior <i>Purposive Government and Sustainability</i></li> <li>○ M. J. Xavier, Director IIM, Ranchi <i>Sustainability and Indian Perspective</i></li> <li>○ Sushil , Founder President, GIFT, Professor, IIT Delhi <i>Sustainable Enterprise: Evolving a Conceptual Framework</i></li> </ul>
	1:00-2:00 P.M.	<b>Lunch</b>

	2:00 – 3:45 P.M.	<p><b>Technical Session 1: Paper Presentation</b>  <b>Venue: Auditorium</b></p> <ul style="list-style-type: none"> <li>○ Emerging Issues of Marketing Tactics for Sustainable Development through Internet: Evidence from CAPGEMINI -<i>Madhuparna Das; Nilanjan Ray</i></li> <li>○ An Exploration into Environmental Sustainability Issues in God’s own Country -<i>M. M. Sulphery; Rajesh Janardhanan</i></li> <li>○ Sustainable Development of Technological Innovation in Small &amp; Medium Enterprises in India - <i>Munish Kumar Tiwari</i></li> <li>○ Making Indian Energy Policy more Sustainable: The Way Forward - <i>Kishlaya Misra</i></li> <li>○ Sustaining Sustainability – Through SUMATi - <i>Nitin Varma; S.C. Varma</i></li> </ul> <p><b>Technical Session 2: Paper Presentation</b>  <b>Venue: Classroom- 1</b></p> <ul style="list-style-type: none"> <li>○ National Food Security and Food Grain Supply and Distribution Chain Management - <i>Swapan Kumar Majumdar; Soumya Sasma</i></li> <li>○ Zero Waste Fashion : Perspectives and Opportunities - <i>Reena Aggarwal</i></li> <li>○ Promoting Sustainable Tourism Development through Rural Tourism: A Study on Kamarpukur, West Bengal - <i>Nilanjan Ray; Dillip Kumar Das</i></li> <li>○ Governance and Ethics- <i>Ibadani Syiem.</i></li> <li>○ CSR’s: Contribution Towards India’s Inclusive Growth – <i>Sumeet Gupta; Debashish Bagg</i></li> </ul>
	3:45- 4:00 P.M.	<b>Tea Break</b>

	4:00 -5:30 P.M.	<b>Plenary Session- II : Sustainability: Business Perspectives</b> <b>Venue: Classroom 1</b> <ul style="list-style-type: none"> <li>○ Vasanthi Srinivasan, IIM Bangalore <i>Responsible Leadership and Integrity Capacity</i></li> <li>○ Sundar Subramanian, Adviser in Development Consulting at ICRA <i>Unpacking the Links: Perspectives on Financial Markets and Responsible Investments</i></li> <li>○ Subhas Dutta, NIILM Delhi <i>ORS Model of Sustainability</i></li> </ul>
	7:00 PM – 9.00 PM	<b>Conference Banquet Dinner      Venue: Shillong Club      By: Juniper Ltd.</b>
<b>Day-2</b> <b>Thursday</b> <b>10/11/2011</b>	9:00-10:45 A.M.	<b>Plenary Session III: Sustainability</b> <b>Venue: Auditorium</b> <ul style="list-style-type: none"> <li>○ Sujata Sen, Director, British Council <i>Sustainability of Cultures</i></li> <li>○ Ranjan Mitter, IIM, Calcutta <i>Sustainability in NGOs: Needs and Opportunities</i></li> <li>○ Sanjib Bezbaroa, Vice President, Corp EHS; ITC Ltd <i>Sustainability in ITC</i></li> </ul>
	10:45-11:00 A.M.	<b>Tea</b>
	11:00- 1:00 PM	<b>Plenary Session IV: Sustainability</b> <b>Venue: Auditorium</b> <ul style="list-style-type: none"> <li>○ Saumyendranath Brahmachary, Acharya, Devsangha, Deoghar <i>Sustainability: An Indian Perspective</i></li> <li>○ Kovács Gábor, Business Ethics Center, Corvinus University of Budapest, Hungary <i>Sustainability and Buddhism</i></li> <li>○ Subhash Sharma, Dean Indus Business Academy (IBA), Bangalore <i>Needs Minimization, Maximization and Optimization: Towards WISDOM (World of Inclusive, Sustainable and Development Oriented Management) Model of Sustainability</i></li> </ul>
	1.00 – 2:00 PM	<b>Lunch</b>

	2:00 - 3:45 P.M.	<p><b>Technical Session 3: Paper Presentation</b>  <b>Venue: Auditorium</b></p> <ul style="list-style-type: none"> <li>○ Corporate Social Responsibility (CSR): An Influence of Organizational Environment and Individual Personalities - <i>Siddhartha Saxena; Priyanka Premapuri</i></li> <li>○ Green Initiatives in Educational Institutions - <i>Vikram Parekh; Vidhya Rao</i></li> <li>○ Floating Photovoltaic Cell Solar Power Plant and Its Implementation in India- <i>Rajesh Kumar</i></li> <li>○ An Exploratory Research on Social Entrepreneurship: Case Studies of Selected Social Enterprises in India and Abroad - <i>Jeet Singh; Preeti Yadav</i></li> <li>○ Sustainable Development: Should Green Investment be the Guiding Light - <i>Gautam Mitra; Sumita Chakraborty</i></li> </ul> <p><b>Technical Session 4: Paper Presentation</b>  <b>Venue: Classroom 1</b></p> <ul style="list-style-type: none"> <li>○ A study on Sustainable Development of Micro, Small and Medium Enterprises of India - Challenges and the way forward - <i>Rajib Bhattacharya and Swapan K. Majumdar</i></li> <li>○ Fodder as Sustainable Material and Method in Peri-Urban areas - <i>Dhananjoy Datta</i></li> <li>○ BAIF's 'Wadi Program': A Composite Model for Sustaining Livelihoods (A Case Study) - <i>Raji M Ajwani; Yogesh Sawant</i></li> <li>○ Deriving Principles of Corporate Social Responsibility from Engineering and Sustainability Principles - <i>Ravi Sankar Chandu</i></li> <li>○ Social Entrepreneurship Framework in NCR : Assessment, Drivers, Education &amp; Needs Analysis - <i>Ashish Sharda, Rajat Aggarwal, Sachin Kumar</i></li> </ul>
	3:45 – 4:00	<b>Tea</b>

	4:00-6:00 P.M.	<p><b>Plenary Session V : Venue: Auditorium</b></p> <ul style="list-style-type: none"> <li>○ Prakriti Kumar Chakroborty, Advisor to GOI &amp; Former Secy, PHED <i>Movement towards Sustainability: Ensuring Drinking Water Security to People of NE India</i></li> <li>○ Kunal Sarkar, Vice President, R N Tagore International Institute of Cardiac Sciences, Kolkata <i>Sustainability and Health Care</i></li> <li>○ Shankar Venkateswaran, Director, SustainAbility; New Delhi <i>Sustainability and Corporate India: What's Now and What's Next?</i></li> <li>○ Chandradeep Mitra, Visiting Professor, IIM, Calcuttass <i>Sustainability: The Marketing Challenge – From Share-of-mind to Share-of-Heart</i></li> </ul>
	6:30 – 8:30 P.M.	<p><b>Cultural Programme</b>                      <b>Venue: Auditorium</b></p>
	8:00 – 9:30 PM	<p><b>Director's Dinner</b>                      <b>Venue: IIMS Campus</b>                      <b>By: HCL</b></p>
<b>Day 3 Friday 11/11/2011</b>	9:00 – 10:30 A.M	<p><b>Plenary Session VI : Sustainability: Regional Perspectives</b></p> <p><b>Venue: Auditorium</b></p> <ul style="list-style-type: none"> <li>○ B. K. Tiwari, Department of Environmental Studies, NEHU Shillong <i>Institutional Arrangements for Preservation and Management of Community Forests of North-East India</i></li> <li>○ R. M. Pant, Head, Centre for Management Studies ,NERIST, Arunachal Pradesh <i>Social Entrepreneurship for Inclusive Growth in Arunachal Pradesh</i></li> <li>○ Vunlalhpuui H Fanai, MHIP, Mizoram <i>Preserving Ecosystem</i></li> </ul>
	10:30 – 10:45 A.M.	<b>Tea Break</b>

10:45 -12:30 P.M.	<p><b>Technical Session 5: Paper Presentation</b>  <b>Venue: New Auditorium</b></p> <ul style="list-style-type: none"> <li>○ Corporate Social Responsibility and Law: Need to Synergies for Sustainable Development - <i>Vijita Singh Aggarwal, Manoj Aggarwal, Yash Aggarwal</i></li> <li>○ Scope of Livelihood Sustainability in Assam: An indicator based approach - <i>Ratul Mahanta; Daisy Das</i></li> <li>○ Sustainability through Traditional Methods in Conservation of Forest Resources in Meghalaya - <i>Brinda Bazeley Kharbiryumbai</i></li> <li>○ Sustainable Development in the School Curriculum of Meghalaya and Sikkim: An Analysis - <i>Cream Nongbri</i></li> <li>○ Leveraging Community Forests for Wildlife Conservation: Community Conservation Reserves in Garo Hills, Meghalaya - <i>Rohan Mukerjee, Tripp Burwell, Arpan Sharma, Kamal Medhi, Yaranajit Deka</i></li> <li>○ A Study of Newland Used Policy in Mizoram : Sustainability Perspectives - <i>K Lalromawia</i></li> </ul> <p><b>Technical Session 6: Paper Presentation</b>  <b>Venue: Classroom 1</b></p> <ul style="list-style-type: none"> <li>○ Environmental Sustainable Development in North –East India - <i>Henia</i></li> <li>○ Simsang Sanctuary <i>Natalie West Kharkongor</i></li> <li>○ New Approaches to Sustainable Forest Management: A Study of Service Innovation in Conserving Forestry Resources - <i>Rajeev Verma</i></li> <li>○ Sustaining Livelihood of Handloom Weavers through Cluster Development: A Case Study of Thenzawl Cluster in Mizoram - <i>Rama Ramswamy, N.V.R. Jyoti Kumar</i></li> <li>○ Ethical Consumerism – A Form of Sustainability - <i>Sunitha Ratnakaram, Venkama Raju Chakravaram</i></li> </ul>
12:30- 1:30 P.M.	<b>Valedictory Session Auditorium</b>
1.30 – 2:30 PM	<b>Lunch</b>
3:00 P.M – 6:30 PM.	<b>Local Retreat : Shillong (optional)</b>