



Tripura University
(A Central University)

DTEGRC

Dattopant Thengadi Employment Generation
Resource Centre, Tripura University



**MAULANA ABUL KALAM AZAD
INSTITUTE OF ASIAN STUDIES**

**Department of Journalism and
Mass Communication, Tripura University**

NSCE 2025

on

“Viksit Bharat 2047:

The Role and Potential of Cultural Entrepreneurship
for Achieving the Goal”

18 and 19 February, 2025

DETAILED REPORT

**ORGANISED
BY :**

**DTEGRC & DEPARTMENT OF JOURNALISM AND
MASS COMMUNICATION, TRIPURA UNIVERSITY**

SPONSORED BY :

**MAULANA ABUL KALAM AZAD INSTITUTE OF
ASIAN STUDIES**



SUPPORTED BY : SWADESHI JAGRAN MANCH AND SWAVLAMBI BHARAT ABHIYAN



NSCE 2025

National Seminar on

“Viksit Bharat 2047: The Role and Potential of Cultural Entrepreneurship for Achieving the Goal”

Dated: 18th – 19th February 2025

Organized by
Dattopant Thengadi Employment Generation Resource Centre & Department of Journalism and Mass Communication, Tripura University with Maulana Abul Kalam Azad Institute of Asian Studies (MAKAIS)

Supported By:
Swadeshi Jagran Manch
Swavalambi Bharat Abhiyan

Patron: Prof. Ganga Prasad Prasain, Hon’ble Vice Chancellor,
Tripura University

Seminar Director: Prof. Shaon Ray Chaudhuri, Coordinator,
DTEGRC and Director, IQAC, Tripura University

Seminar Conveners: Dr. Sunil Kalai, Assistant Professor, JMC,
Dr. Deepak Upadhyaya, HOD (i/c),
Assistant Professor, JMC
Dr. Vishav Bandhu, Associate Professor, Sanskrit

Seminar Coordinator: Dr. Dharmendra Kumar Dubey, Assistant Professor,
Dept. Of JMC, Tripura University



मौलाना अबुल कलाम आज़ाद एशियाई अध्ययन संस्थान

(संस्कृति मंत्रालय, भारत सरकार के अधीन एक स्वायत्त निकाय)

आई. बी. १६६, सेक्टर ३, सॉल्ट लेक, कोलकाता ७००१०६

MAULANA ABUL KALAM AZAD INSTITUTE OF ASIAN STUDIES

(An Autonomous Body under the Ministry of Culture, Government of India)

IB 166, SECTOR III, SALT LAKE, KOLKATA 700106

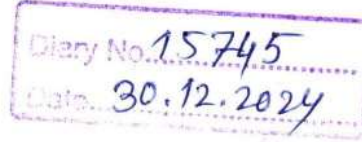
E-mail : makaias.directorsoffice@gmail.com

Website : www.makaias.gov.in

दूरभाष : (०३३) ४०४४-२२३५

Phone : (033) 4044-2235

डः सरूप प्रसाद घोष
निदेशक



Dr. Sarup Prasad Ghosh
Director

30.12.2024

To

Dr. Dharmendra Kumar Dubey

Assistant Professor

Department of Journalism and Mass Communication
& Coordinator, DTEGRC

Tripura University, Suryamani Nagar, Agartala

Tripura-799022

dharmendradubey@tripurauniv.ac.in

Sub: Release of grant for organizing an National Seminar – reg.

Dear Sir,

Kindly be informed that out of total approved budget of Rs.5,00,000/- (Rupees Five lakhs only), the 1st instalment grant of Rs.2,50,000/- (Rupees Two lakhs and fifty thousand only) has already been released from this end to the Bank as per the details submitted from your end dated 19.11.2024 for organizing a National Seminar entitled “**Viksit Bharat 2047: The Role and Potential of Cultural Entrepreneurship for Achieving the Goal,**” at Tripura University on **13-14 February, 2025**. The said National Seminar is under your Coordinatorship.

You are advised to send us the Programme schedule at an early date. Expenditure Statement and Utilization Certificate duly audited by Chartered Accountant with all original vouchers/bills, list of participants, photographs etc. should be send to us **within a couple of months**. The 2nd instalment grant will be released from this end after receiving all the necessary documents as per our seminar grant format which should be duly authenticated from your end.

With kind regards,

Yours truly

(Dr. Sarup Prasad Ghosh)

Registration Demographics and Summary

Total Registrations: 205

Gender Distribution:

- Male: 115
- Female: 90

Category-wise Distribution:

- Faculty: 61
- Research Scholars: 47
- Students: 89
- Other Professionals: 8

Departmental Representation:

- Journalism and Mass Communication Department: 72
- Other Departments: 133

Institutional Affiliation:

- Tripura University: 135
- Other Institutions: 70

Geographical Representation:

- From Tripura: 144
- From Other States: 60

15 states: Andhra Pradesh, Assam, Bihar, Chhattisgarh, Delhi, Haryana, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Meghalaya, Odisha, Rajasthan, Uttar Pradesh, West Bengal

- International (Sri Lanka): 1

Total Paper Presented: 42

Online: 24

Offline: 18

Topic and Themes

Topic:

Viksit Bharat 2047: The Role and Potential of Cultural Entrepreneurship for Achieving the Goal

Themes:

- Cultural Entrepreneurship for Viksit Bharat:2047
- Indian Traditional Knowledge Based Entrepreneurship and Viksit Bharat:2047
- Indian Arts and Traditions in Viksit Bharat
- Economic Development through Cultural Industries
- Digital Cultural Platforms for Viksit Bharat
- Media and Cultural Diplomacy for Viksit Bharat
- Heritage and Tourism in Viksit Bharat
- Festivals, CSR, Temple Economy, and Social Integration
- Indian Knowledge Systems and Spirituality
- Youth and Women in Cultural Leadership
- Indian Management System
- CSR for Cultural Development
- Science and Technology in Indian Culture

Seminar Organizing Committee

Seminar's Organizing Committee

Patron:	Prof. Ganga Prasad Prasain, Hon'ble Vice Chancellor, Tripura University
Seminar Director:	Prof. Shaon Ray Chaudhuri, Coordinator, DTEGRC and Director, IQAC, Tripura University
Seminar Conveners:	Dr. Sunil Kalai, Assistant Professor, JMC, Dr. Deepak Upadhyaya, HOD (i/c), Assistant Professor, JMC Dr. Vishav Bandhu, Associate Professor, Sanskrit
Advisory Committee:	Prof. Chinmoy Roy, DEAN, Faculty of Law, Management, Commerce and Information Sciences Prof. Somdev Banik, Dean, Students Welfare Prof. Debaraj Panigrahi, HOD, Sanskrit Dr. Jay Saha, Coordinator, Swadeshi Shodh Sansthan, NE Chapter, and Assistant Professor, Sanskrit Dr. Bipin Kumar Sharma, HOD (i/c), Microbiology Dr. Lipika Roy, HOD (i/c), Liberal Arts Dr. Rajesh Chatterjee, Coordinator NSS Dr. Satya Deva Mishra, Associate Professor, Department of Philosophy, Tripura University Dr. Nandita Nath, Assistant Professor, Department of Molecular Biology & Bioinformatics Ms. Jyotshna Rani Khundrakpam, , HOD (i/c), Assistant Professor, Archaeology & Ancient Indian Culture Dr. Pankaj Singh, Assistant Professor, Archaeology & Ancient Indian Culture
Arrangement Committee:	Dr. Shiv Shankar Singh, HOD and Associate Professor, Department of Zoology Dr. Suman K.S., Associate Professor, Department of Sanskrit, Tripura University Dr. Rakshak Kumar, Associate Professor, Department of Molecular Biology & Bioinformatics Dr. Balasubramanian Natesan, Associate Professor, Department of Botany Dr. Shailesh Kumar Srivastava, Associate Professor, Department of Zoology Dr. Jagdish Kumar Sahu, Associate Professor, Department of Pharmacy Dr. Ashok Kumar Sinha, Assistant Professor, Archaeology & Ancient Indian Culture Dr. Palas Kumar Saha, Assistant Professor, Archaeology & Ancient Indian Culture Dr. Niraj Kumar, Assistant Professor, Liberal Arts Shri. Om Prakash Jha, Section Officer Shri. Subrata Nandi, Section Officer
Seminar Coordinator:	Dr. Dharmendra Kumar Dubey, Assistant Professor, JMC, TU
Volunteers:	Research Scholars from the Department of Microbiology, JMC, Archaeology & Ancient Indian Culture, Sanskrit, Liberal Arts, with other interested scholars and volunteers of NSS.

Honourable Speakers

Honourable Speakers

Sr. No.	Name	Designation
1	Dr. Prof. Ashwani Mahajan	Ex-Professor, PGDAV College Delhi University
2	Prof. Bhagirathi Panda	Professor, Dep. of Economics NEHU, Shillong India
3	Dr. Dhanpat Ram Agarwal	International IPR Expert, Director, ITAG Business Solutions Ltd. Kolkata W.B.
4	Prof. Dr. K. Jayaprasad	Former VC, Kerala Central University, Nominated Representative of MAKAIAS
5	Dr. S. Linga Murthy	Associate Professor Dep. of Economic Studies and Planning (DESP) School of Business Studies (SBS) Central University of Karnataka (CUK) Kadaganchi, Kalaburagi, Karnataka.
6	Prof. Suresh Chandra Nayak	Royal School of Communications and Media The Assam Royal Global University, Guwahati, Assam
7	Prof. Taranee Deka	Professor, Department of Assamese Gauhati University, Guwahati, 781014
8	Dr Rajkumari Lilapati Devi,	HoD, Department of Journalism and Mass Communication, Manipur University, Imphal, Manipur
9	Professor Manas Pratim Goswami	HoD, Department of Mass Communication, North Eastern Hill University
10	Dr Manoj Das	HoD, Department of Mass Communication, Sikkim Central University, Gangtok, Sikkim.
11	Professor Abhijit Bora	HoD, Department of Mass Communication and Journalism, Tezpur University, Assam.
12	Professor Ratna Mala	HoD Department of Mass Communication, Mizoram University, Izawal, Mizoram.
13	Satish Kumar	National Head, Swavalambi Bharat Abhiyan, Delhi
14	Dr. Dipak Sen	Associate Professor, Department of Mechanical Engineering, NIT, Arunachal Pradesh.
15	Dr. Chandra Shekar Putta	Assistant Regional Director, IGNOU Regional Centre, Agartala.
16	Dr. Soumyajyoti Saha	Assistant Professor, Department of Dharmashastra, Central Sanskrit University, Eklavya Campus, Agartala.

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Resource Centre, Tripura University

Department of Journalism and
Mass Communication, Tripura University

Sponsored By:



संस्कृति मंत्रालय
MINISTRY OF
CULTURE



MAULANA ABUL KALAM AZAD
INSTITUTE OF ASIAN STUDIES

Call for Papers:

NSCE 2025

National Seminar on

“Viksit Bharat 2047: The Role and Potential of Cultural Entrepreneurship for Achieving the Goal ”

18 - 19 February 2025

Venue: MBB Auditorium, Tripura University, Suryamani Nagar, Agartala, Tripura (W)

No Registration Fee

Sub Themes

- Cultural Entrepreneurship for Viksit Bharat:2047
- Indian Traditional Knowledge Based Entrepreneurship and Viksit Bharat:2047
- Indian Arts and Traditions in Viksit Bharat
- Digital Platforms for Viksit Bharat
- Media and Cultural Policy for Viksit Bharat

- Heritage and Tourism in Viksit Bharat
- Festivals, CSR, Temple Economy, and Social Integration
- Youth and Women in Cultural Leadership
- Science and Technology in Indian Culture
- Any other related areas

Last Date for submission Abstract : 05.02.2025
Last Date for submission full Paper : 08.02.2025
Last Date for Registration : 05.02.2025



Registration Link
<https://forms.gle/3SnDMcPDtPm9brYh7>
Email : dtegrc@tripurauniv.ac.in

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Hon'ble Vice Chancellor
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Seminar Coordinator:

Dr.Dharmendra Kumar Dubey
Assistant Professor,
Dept. of Journalism and Mass Communication
Co-Coordinator DTEGRC, Tripura University

Seminar Director:

Prof. Shaon Ray Chaudhuri
Director IQAC,
Coordinator DTEGRC,
Tripura University

Seminar Conveners:

Dr. Deepak Upadhyaya
HOD(i/c), Assistant Professor,
Dept. of Journalism and Mass Communication
Tripura University

Dr. Sunil Kaial
Assistant Professor,
Dept. of Journalism and Mass Communication
Tripura University


Tripura University
Chandrabati, Agartla


DTEGRC
Department of Tourism and
Heritage Conservation, Tripura University


संस्कृति मंत्रालय
MINISTRY OF CULTURE
GOVERNMENT OF INDIA


श्री ललित कला अकादमी
भारत सरकार

Last Date for submitting Abstract : 05.02.2025
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NSCE 2025

National Seminar on Culture Entrepreneurship

“Viksit Bharat 2047: The Role and Potential of Cultural Entrepreneurship for Achieving the Goal

18 - 19 February 2025

Venue: MBB Auditorium, Tripura University, Suryamani Nagar, Agartla, Tripura (W)

No Registration Fee

Topics For Papers

- Cultural Entrepreneurship for Viksit Bharat:2047
- Indian Traditional Knowledge Based Entrepreneurship and Viksit Bharat:2047
- Indian Arts and Traditions in Viksit Bharat
- Economic Development through Cultural Industries
- Digital Cultural Platforms for Viksit Bharat
- Media and Cultural Diplomacy for Viksit Bharat

- Heritage and Tourism in Viksit Bharat
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- Youth and Women in Cultural Leadership
- Indian Management System
- CSR for Cultural Development
- Science and Technology in Indian Culture
- Any other relevant Topic

Registration Link

<https://forms.gle/3SnDMcPDIPm9trYh7>

Email : tripura@tripurauniv.ac.in



Dr. Bhawana Kumar Dubey
 Assistant Professor
 Department of Culture
 Tripura University



Tripura University
(A Central University)

DTEGRC
Dattopant Thengadi Employment Generation
Resource Centre, Tripura University

**Department of Journalism and
Mass Communication, Tripura University**



**MAULANA ABUL KALAM AZAD
INSTITUTE OF ASIAN STUDIES**



NSCE 2025

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Resource Centre, Tripura University
&
**Department of Journalism and Mass
Communication, Tripura University**



**MAULANA ABUL KALAM AZAD
INSTITUTE OF ASIAN STUDIES**

NSCE 2025

18-19 February 2025

National Seminar on Cultural Entrepreneurship

“Viksit Bharat 2047: The Role and Potential of Cultural Entrepreneurship for Achieving the Goal”

Patron:
Prof. Ganga Prasad Prasain
Hon'ble Vice Chancellor
Tripura University

Coordinator:
Prof. Shaon Ray Chaudhuri
Coordinator, DTEGRC,
Tripura University

Chief Guest:
Mr. Satish Kumar
Swavalambi Bharat Abiyan, National Head
Delhi

Keynote Speaker:
Prof. Ashwani Mahajan
Ex-Professor
PGDAV College, Delhi

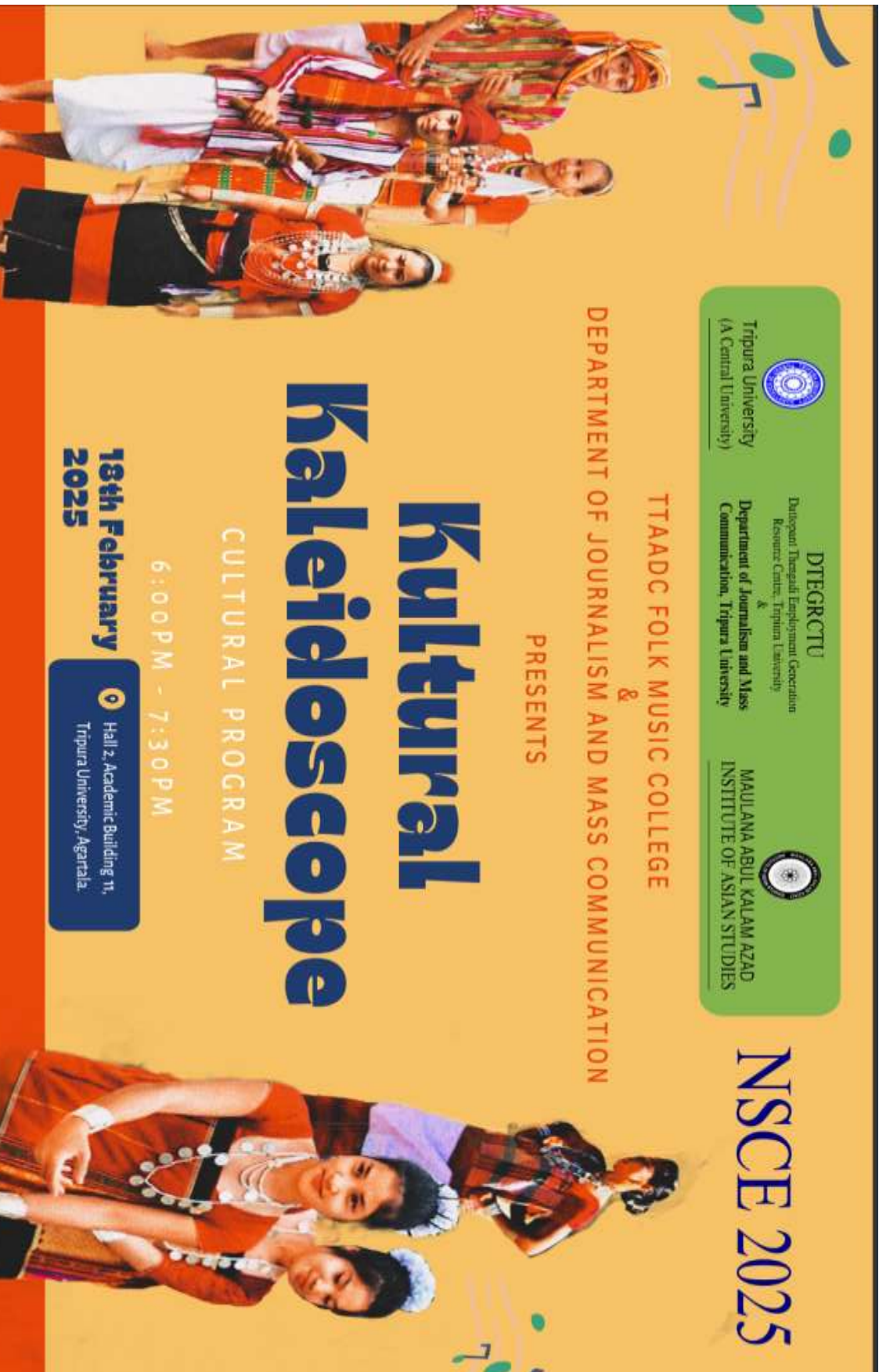
Distinguished Guest:
Prof. K. Jayaprasad
Former VC, Kerala Central University
Nominated Representative of MAKALIAS

Seminar Coordinator:
Dr. Dhamendra Kumar Dubey
Assistant Professor
*Department of Journalism and Mass
Communication, Tripura University*

Seminar Convener:
Dr. Sunil Kalai
Assistant Professor
*Department of Journalism and Mass
Communication, Tripura University*

Seminar Convener:
Dr. Deepak Upadhyaya
Head of the Department
*Department of Journalism and Mass
Communication, Tripura University*

Venue: Department of Journalism and Mass
Communication, Tripura University,
Suryamami Nagar, Agartala, Tripura (W)



The poster features a vibrant orange background with decorative musical notes and a checkered border at the top and bottom. On the left, a group of five people in traditional Tripura attire are shown. On the right, a group of three young women in traditional dress are featured. The central text is arranged vertically, with the event title 'Kultural Kaleidoscope' in large, bold, blue letters. Above it, the organizing institutions are listed in orange and white text. Below the title, the date and time are provided in white text on a dark blue background. The location is also listed in white text on a dark blue background.

NSCE 2025

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
PRESENTS

Kultural Kaleidoscope
CULTURAL PROGRAM

6:00 P M - 7:30 P M

18th February 2025

Hall 2, Academic Building 11,
Tripura University, Agartala.

Organizing Institutions:
 **Tripura University**
(A Central University)
DTEGRCU
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Resource Centre, Tripura University
**Department of Journalism and Mass
Communication, Tripura University**
 **MAULANA ABUL KALAM AZAD
INSTITUTE OF ASIAN STUDIES**



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Tripura University
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Dialogues Through Employment Generation
Research Centre, Tripura University



**Department of Journalism and Mass
Communication, Tripura University**



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INSTITUTE OF ASIAN STUDIES**



स्वाचलम्बी भारत अभियान



स्वदेशी जागरण मंच

NSCE 2025

Venue: Seminar Hall-2 of Academic Building- XI, Tripura University

“Viksit Bharat 2047: The Role and Potential of Cultural Entrepreneurship for Achieving the Goal”

Guest Speakers:



Dr. Ashwani Mahajan
Economist & National
Co-Convenor, SJM



Dr. Dhanpat Ram Agarwal
IPR Law Expert & National
Co-Convenor



Dr. Jaya Prakash
Ex VC, Central University,
Kerala.
Representative, (MAKAIAS)



Sh. Satish Kumar
Social Worker & Akhil
Bhartiya Sah-sangh,
SJM



Prof. Bhagratih Panda
Honorary Director, ICSSR-
NERC, Shillong



Prof. Abhijit Bora
HOD, Dept of JMC,
Tezpur University



Dr. S. Linga Murthy
Associate Professor
Central University, Karnataka



Prof. Manas Pratim Gowamani
HOD, Dept of Mass
Communication,
North Eastern Hill University



Prof. Ratna Mala
HOD, Dept of Mass
Communication,
Mizoram University



Dr. Manoj Das,
HOD, Dept of Mass
Communication,
Sikkim Central University



Prof. Suresh Chandra Nayak
Royal Global University,
Guwahati



Dr. Rajkumari Lipapati Devi,
HOD, Dept of JMC,
Manipur University

Call for Papers

NSCE 2025

National Seminar on

“Viksit Bharat 2047: The Role and Potential of Cultural Entrepreneurship for Achieving the Goal ”

18 - 19 February 2025



Seminar Coordinator:
Dr. Dharmendra Kumar Dubey
 Assistant Professor,
 Department of Mass Communication
 DTEGRC, Tripura University

Organize By:


Tripura University
 (A Central University)


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**Department of Journalism
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No Registration Fee

Registration Link

<https://forms.gle/3SnDMcPDtPm9brYh7>

Email : drdubey@tripurauniversity.ac.in

Two Day Programme Schedule

**National Seminar on
“Viksit Bharat 2047: The Role and Potential of Cultural
Entrepreneurship for Achieving the Goal”**

Two Day Programme Schedule

First Day: 18th February 2025

Inaugural Session

Venue: Seminar Hall 2, Academic Building XI,

10:00 AM – Invitation to the Stage

10:05 AM – Lighting of the Lamp

10:10 AM – Felicitation of the Guests

10:20 AM – Welcome Address by **Prof. Deepak Sharma**
Registrar, Tripura University

10:30 AM – Address by Distinguished Guest, **Prof. K. Jayaprasad**,
Former VC, Kerala Central University, Nominated representative of Maulana Abul
Kalam Azad Institute of Asian Studies

10:40 AM – Keynote Speaker Address by **Prof. Ashwani Mahajan**, Former
Professor, PGDAV College, Delhi University, National Co-Convenor, SJM

11:00 AM – Address by Chief Guest, **M. Satish Kumar**, National Joint Secretary, SJM

11:20 AM - Promoting Entrepreneurship, DTEGRC,
MSc Student Sampili Debbarma.

11:25 AM – Presidential address by **Prof, Badal Kumar Datta**
Hon'ble VC(i/c), Tripura University

11:30 AM – Vote of Thanks by **Dr. Dharmendra Kumar Dubey**, Asst. Professor, JMC, Tripura
University

Anchoring by: **Dr Jay Saha**

Tea Break

11:35 AM to 11:45 AM

Plenary Session

Venue: Seminar Hall 2, Academic Building XI,

Topic: Cultural Entrepreneurship & Youth of Bharat

Session Chair: **Dr Dhanpat Ram Agarwal**, Intellectual Property
Right (IPR), International Expert, National Co-Convenor, SJM

11:45 AM – Invitation to the Stage & Introduction, **Dr Jay Saha**

11:50 AM – Address by First Speaker, **Prof. Bhagirathi Panda**, Professor,
Dept. of Economics, NEHU, Shillong

12:10 PM – Address by Second Speaker, **Prof. Manas Pratim Goswami**, HoD, Dept. of Mass
Communication, North Eastern Hill University

12:25 PM – Address by Third Speaker, **Dr. S. Linga Murthy**,
Associate Professor, Dep. of Economic Studies and Planning
(DESP), School of Business Studies (SBS), Central University of Karnataka (CUK)

12:45 PM – Address by Fourth Speaker, **Prof. Suresh Chandra Nayak**,
Royal School of Communications and Media, The Assam Royal
Global University, Guwahati, Assam

12:55 PM – Address by Session Chair: **Dr Dhanpat Ram Agrwal**,
Intellectual Property Rights (IPR) International Expert,
National Co-Convenor, SJM

Lunch Break

1:15 PM – 2:30 PM

First Technical Session

2:30 PM – 4:30 PM

Venue: Smart Class Room JMC, 2nd floor, Academic Building 10

Subject: Traditional and Social Aspects of Viksit Bharat

Each Speaker: 10 minutes, Total Speakers: 10 (Total time: 100 minutes)

Sl. No.	Name of Presenter	Title of the Paper	Mode
1	Mr. Mahendra Kumar Nayak Research Scholar, Om Sterling Global University, Hisar, Haryana	Social and Infrastructural Development of Tribal Population in Koraput District of Odisha: A Case Study	Offline

2	Mr. Alampik Debbarma Research Scholar, Tripura University (A Central University)	Traditional Culinary Practices and Economic Growth in Northeast India: Food, Culture, and Development	Online
3	Dr. DR. SANCHITA NAG Assistant Professor, Kazi Nazrul University	Language, Social Integration and Nation- Building in India: A Critical Exploration	Online
4	Dr. Ishita Biswas State Aided College Teacher,	Navigating AI in Academia: Perspectives from Undergraduate Students of Kolkata and Purulia	Offline
5	Ms. Mona Saini Assistant Professor,	Evaluating the Role of Digital Education in Shaping India's Knowledge Economy	Offline
6	Ms. Swati Mondal Ph.D scholar, Assam University, Silchar	Role of People with Disabilities in Cultural and Social Entrepreneurship	Offline
7	Mr. Ankur Agrawal Associate Professor, RGPV BHOPAL MP	Viksit Bharat 2047: Harnessing Cultural and Pharmaceutical Synergies for Sustainable Development	Offline
8	Mr. Wijayakoon Mudiyansele Mahendra Bodiguptha Bandara Wijayakoon Assistant Lecturer, National Institute of Education, Sri Lanka	The Influence of Bollywood Movies on Women in South Asia	Offline
9	Dr. DIKKI N MARAK Assistant Professor, ICFAI University Meghalaya	Cultural Entrepreneurship as a Career Path: An Insight into the Awareness and Perception of Tribal Students in Garo Hills, Meghalaya	Online
10	Mr. Jyotirmoy Roy Assistant Professor, ICFAI University Meghalaya, Tura	Factors Hindering Rajbongshi Youths from Pursuing Entrepreneurship	Online

Chairperson's Address: 20 minutes by **Professor Manas Pratim Goswami,**

HoD, Department of Mass Communication, North Eastern Hill University

Second Technical Session

2:30 PM – 4:30 PM

Venue: Seminar Hall, Dept. of Law, 3rd floor, Academic Building 10

Subject: Cultural and Digital Entrepreneurship for Viksit Bharat:2047 Each Speaker: 10 minutes, Total Speakers: 10 (Total time: 100 minutes)

Sl. No.	Name of Presenter	Title of the Paper	Mode
1	Ms. Suruchi Rai Ph.D. Research Scholar, Tripura University	Enhancing rural entrepreneurship in Tripura through mushroom production and processing	Offline

2	Ms. Ms. Vidyashri C Halakerimath Scholar, Karnataka State Open University, Mysuru	Role of Govt and Media in Cultural Entrepreneurship in India -An Analysis	Online
3	Dr. Prof Dr Vishal Purohit Principal, DAVV	Entrepreneurship Advancement in India: Prospects and Obstacles	Online
4	Mr. VIJEET KUMAR STUDENT, TRIPURA UNIVERSITY	Cultural Entrepreneurship in Northeast India: A Path to Viksit Bharat 2047	Offline
5	Dr. JEKAP HALAM ASSISTANT PROFESSOR, TRIPURA UNIVERSITY (A CENTRAL UNIVERSITY)	Cultural Entrepreneurship and the Future of Indigenous Languages in Tripura: Digital Innovation and Community Preservation for Viksit Bharat 2047	Offline
6	Dr. Dharmendra Kumar Dubey Assistant professor, TRIPURA University	Cultural Entrepreneurship and the Role of Youth in Making Viksit Bharat 2047	Offline
7	Rituparnna Kar, KIIT Deemed to be University, Bhubaneswar	Influencing Society Through Satire Laughter and Verse: The Impact of Comedians and Poets in Open Mics in Odisha	Offline
8	Mr. Mrinal Rai Guest Faculty, North Bengal University	Recontextualizing Nepali Lexicography in the Digital Environment – Exploring identities and perceptions of LGBTQ+ community in contemporary North Eastern India	Offline
9	Ms. Tuhina Choubey Assistant Professor, Kalinga University	Digital Cultural Platforms: Catalyzing Cultural Transformation for Viksit Bharat	Online
10	Dr. SUNIL TIGER Assistant Professor, Kalinga University	Digital Cultural Platforms for Viksit Bharat: Preserving and Promoting India's Heritage through Technology	Online

Chairperson's Address: 20 minutes by **Dr. S. Linga Murthy,**

Associate Professor, Dep. of Economic Studies and Planning

(DESP), School of Business Studies (SBS), Central University of Karnataka (CUK)

Tea Break 4:30 PM – 4:45 PM

Third Technical Session

4:45 PM – 6:00 PM

Venue: Smart Class Room JMC, 2nd floor, Academic Building 10

Subject: Economic Development and Cultural Entrepreneurship

Total Paper Presentations: 5, Each Presentation: 10 minutes (Total: 50 minutes)

Sl. No.	Name of Presenter	Title of the Paper	Mode
1	Mr. Taqui Haider Phd Research Scholar, SRMU	Mobile Journalism and Digital Storytelling: Empowering Cultural Entrepreneurship for Viksit Bharat 2047	Online
2	Ms. Bidisha Majumder Chemistry teacher, Tripura University	Mahakumbh: A confluence of Faith and Culture, with an essence of intangible cultural Heritage	Offline
3	Dr. Milton Kumar Acharjee Assistant Professor, TRIPURA University	A Study on Role of Economic Development Through Cultural Tourism in Tripura	Offline
4	Dr. Sarabjeet Kaur Assistant Professor, Delhi University	Religious tourism in Uttar Pradesh with special reference to Kashi & Ayodhya	Online
5	Dr. Ashish Bhattacharjee Assistant Professor, MBB University	Application of KAIZEN in Tourism Management in Tripura: An Eco-tourism Paradise of North East India	Offline

Chairperson's Address: 20 minutes by **Dr. Rajkumari Lilapati Devi**, Assistant

Professor, HoD, Department of Journalism and Mass Communication, Manipur University

Fourth Technical Session

4:45 PM – 6:00 PM

Venue: Seminar Hall, Dept. of Law, 3rd floor, Academic Building 10

Subject: Heritage and Tourism in Cultural Entrepreneurship

Total Paper Presentations: 5, Each Presentation: 10 minutes (Total: 50 minutes)

Sl. No.	Name of Presenter	Topic of the Presentation	Mode
1	Dr. Palas Kumar Saha Assistant Professor, Tripura University (A Central University)	Kushinagar: A Universal Perspective on its Historical Significance, Buddhist Heritage and Cultural Impact on Tourism	Offline
2	Mr. Debanjan Mitra PhD Student, Tripura University	Harmonic Journeys- Music Tourism as a Catalyst for Cultural Entrepreneurship and Sustainable Development in Vikshit Bharat	Offline
3	Prof. Debaraj Panigrahi Professor, Tripura University	Heritage and tourism in Vikasit Bharat: A perspective	Online
4	Mr. Arpit Pandey Research Scholar, Tripura University	"Atma-Nirbhar Theatre: Finding the Sustainable Model for Economic Growth of the Indian Theatre Industry"	Online
5	Ms. Jyotshna Rani Khundrakpam Assistant Professor & Head (I/C), Tripura University	Cultural Heritage and Archaeological Practices in the 'Viksit Bharat': A Medial Approach	Offline

Chairperson's Address: 20 minutes by **Professor Ratna Mala**, HoD,
Department of Mass Communication, Mizoram University

Cultural Program

6:00 PM – 7:30 PM

Venue: Academic Building 11, Seminar Hall 2

Cultural Program by Tribal Folk Music College, Agartala,

(Dr. Sunil Kalai will manage the event)

Second Day: 19th February 2025

Fifth Technical Session

9:30 AM – 12:30 PM

Venue: Smart Class Room JMC, 2nd floor, Academic Building 10

Subject: IKS and Traditional Knowledge-Based Entrepreneurship

Total Paper Presentations: 14, Each Presentation: 10 minutes (Total: 2 hours 20 minutes)

Sl. No.	Name of Presenter	Topic of the Presentation	Mode
1	Mr. Anirban Banik Assistant Professor, MIT ADT University	Embodied Spirituality in Performance: Indian Theatre's Global Impact	Offline
2	Mr. SOUMYABRATA MAHAPATRA RESEARCH SCHOLAR, RAVENSHAW UNIVERSITY, CUTTACK	Integrating Indian Knowledge System in Education through Vedanta Wisdom: A Pedagogical Perspective on Swami Vivekananda's Gyana Yoga	Online
3	Mr. Partha Sarathi Sarkar Doctoral Scholar, Tripura University	Advaita Vedanta and Rural Development: Cultural Insights for Advancing Backward Regions	Offline
4	Dr. Dr Satya Deva Mishra Associate Professor, Tripura University	Understanding the Eternal Aspects of Yoga in Perspective of Indian Knowledge System	Offline
5	Dr. Surendra Kumar Kataria Retd professor, MLSU Udaipur Raj	Tourism through Ethics and Spirituality	Offline

6	Prof. Pramod Kumar Pandia Professor and principal, Maharaja Ganga Singh University	Indian knowledge system and spirituality	Offline
7	Dr. Papai Pal Assistant Professor, English, TRIPURA University	An Insight into the Indian Knowledge System in Management and Leadership	Offline
8	Mrs. Trishna Roy Research Scholar, TRIPURA University	A TAPESTRY OF BENGALI TRADITIONS AND FOLK CULTURE: ENHANCING SOCIO-ECONOMIC DEVELOPMENT	Online
9	Ms. Rejoice Reang MSC student in molecular biology and bioinformatics, Tripura university	Chakhwi bwtwi: Unveiling indigenous culinary heritage for potential rural entrepreneurship in Tripura	Offline
10	Dr. NANDITA NATH Assistant Professor, Tripura University	Phytochemical and Therapeutic Potential of Traditional Rice Beverages of Tripura: A Pathway to Sustainable Entrepreneurship	Offline
11	Dr. Sunil Kalai Assistant Professor, Tripura University	Decolonizing Development: Cantering Indigenous Knowledge for a Viksit Bharat	Offline
12	Dr. Niraj Kumar Assistant Professor, Tripura University (A Central University)	Conceptualizing Bharat's Soft Power and Cultural Connectivity for Viksit Bharat 2047	Online
13	Mr. Azad Ansari PhD Research Scholar, Tripura University (A Central University)	Media and Cultural Diplomacy in the Context of Vikshit Bharat 2047	Offline
14	Mr. Laishram Sushil Research Scholar, Tripura University	Youth as a Leader in Social Media Culture	Online

Chairperson's Address: 20 minutes, **Dr Manoj Das**, Associate Professor and HoD, Department of Mass Communication, Sikkim Central University

Sixth Technical Session

9:30 AM – 12:30 PM

Venue: Seminar Hall, Dept. of Law, 3rd floor, Academic Building 10

Subject: Role of Media and Culture for Viksit Bharat 2047

Total Paper Presentations: 14, Each Presentation: 10 minutes (Total: 2 hours 20 minutes)

Sl. No.	Name of Presenter	Topic of the Presentation	Mode
1	Mr. Sachitra Mishra Research Scholar, University of Lucknow	Cultural Diplomacy of India through Media for Viksit Bharat@2047	Online
2	Mr. Arkajyoti Majumder Founder & CEO, Tripura University	Reel diplomacy: Positioning Tripura as the cinematic gateway to Northeast India	Offline

3	Dr. Dr. Biswadeep Bhattacharyya Assistant Professor, Maulana Abul Kalam Azad University of Technology, West Bengal, India	Reimagining Equality: The Role of Digital Media and Cultural Production in LGBTQ+ Social Integration for Viksit Bharat	Online
4	Mr. Arnab Pal Student, Tripura University	From Grassroots to the Leadership Role of Youth and Women in Tripura's Cultural Development through TRLM	Offline
5	Dr. INDIRA DIXIT PRINCIPAL, DAVV	The entrepreneurial role of women in the development of the Indian economy	Online
6	Ms. Sneha Maiti PhD, Tripura University	Women as Guardians of Folk Culture: Role of North Eastern women in Preservation and Dissemination of Folk Cultures	Offline
7	Ms. SHREYA BISWAS Ph.D. Research Scholar, The University of Burdwan	Diplomacy in Heels: Analysing the role of women in Indian foreign affairs.	Online
8	Mrs. Archana Nagwanshi Assistant Professor, Kalinga University Naya Raipur	Sustainable Development Goals and Cultural Development: The role of CSR	Online
9	Mr. UNNIKRISHNAN P ASSISTANT PROFESSOR, UNIVERSITY OF CALICUT	Corporate Social Responsibility and its Role in Financial Performance	Offline
10	Ms. Navita Rani Assistant professor, Kurukshetra University Kurukshetra	ANCIENT WISDOM, MODERN SUCCESS: VEDIC PRINCIPLES FOR THRIVING IN BUSINESS	Online
11	Mr. Shivam Tayal Associate Professor, ITM University, Gwalior (M.P.)	The Role of Science in Indian yoga and Meditation System	Online
12	Dr. Shailesh Kumar Srivastava Associate Professor, Tripura University	Recent advancements of Life sciences in Indian culture	Offline
13	Mr. MAHAJAN KRISHNA PRASAD Research Scholar, BEST Innovation University Andhra Pradesh India	Science and Technology in Indian Cultural	Online
14	Dr. Nabamita Dey Assistant professor, Amity University Madhya Pradesh	Impact of Indian culture on organizational behavior and leadership styles	Online

Chairperson's Address: 20 minutes, **Professor Abhijit Bora,**

HoD, Department of Mass Communication and Journalism, Tezpur University

Tea Break

12:30 PM – 12:45 PM

Valedictory Session

- 01:00 PM – Invitation to the Stage
- 01:05 PM – Report Reading by **Dr. Dharmendra Dubey**, Coordinator of the Seminar,
Asst. Professor, JMC, Tripura University
- 01:10 PM – Address by Guest of Honour, **Professor Abhijit Bora**,
HoD, Department of Mass Communication and Journalism, Tezpur University
- 01:20 PM – Address by Chief Guest, **Dr Dhanpat Ram Agarwal**,
International Intellectual Property Right (IPR) Expert, Director,
ITAG Business Solutions Ltd., Kolkata, West Bengal
- 01:40 PM – Presidential address by **Prof. Ganga Prasad Prasain**,
Hon'ble VC, Tripura University (Online)
- 01:50 PM – Vote of Thanks by **Dr. Sunil Kalai**, Asst. Professor,
JMC, Tripura University
- 01:55 PM – Rashtra Gan
- Anchoring by: **Dr. Jay Saha**

Lunch

From 2:00 PM onwards

Inaugural Session

Inaugural Session

The momentous programme on the National Seminar on "Viksit Bharat 2047: The Role and Potential of Cultural Entrepreneurship for Achieving the Goal" was held for two days - 18th and 19th February 2025. Indeed, a very awe-inspiring and auspicious event took place for the first time in the early months of 2025, marking a new beginning in the Empowerment of the Youth for a Developed India.

As the saying goes by our beloved Prime Minister Shri Narendra Modi -

"I and you, we should all encourage people for a Viksit Bharat. We should motivate especially young minds to realize this dream."



Venue: Seminar Hall 2, Academic Building XI, Tripura University

Timing: 10:00AM-11:30AM

Anchoring by: Dr. Jay Saha, Assitant Profesoor, Department of Sanskrit, Tripura university.

At the outset of the first day, on the 18th of February, the Inaugural Session began at 10:00 AM with the invitation of all the important dignitaries and distinguished guests on the dais as a form of reverence and prestige.

It was then followed by the Lighting of the Lamp at 10:05 AM, representing the dispelling of ignorance, the illumination of knowledge, and the transfer of wisdom.

Subsequently at 10:10 AM, the volunteers of the Journalism and Mass Communication department felicitated the guests with *Uttariya* from Tripura University, a National Flag with Bamboo Handicraft of Tripura, a Memento and a kit.

Then it was immediately followed by a well-crafted Welcome Address at 10:20AM, by **Prof. Deepak Sharma Registrar, Tripura University**. The speech outlines the event's goals, key speakers, and agenda, giving attendees a clear understanding of what to expect from this Seminar.

Thereafter, at 10:30AM the program was addressed by the Distinguished Guest, **Prof. K. Jayaprasad**. He is the Former Pro VC of Kerela Central University and he is also a **nominated representative of Funding Agency Maulana Abul Kalam Azad Institute of Asian Studies**.

At 10:40 AM **keynote speaker Prof. Ashwani Mahajan**, Former Professor, PGDAV College, Delhi University, National Co-Convenor, Swadeshi Jagran Manch was called onto the podium to give a short speech.

Then at 11:00 AM, M. Satish Kumar, National Joint Secretary, Swadeshi Jagran Manch, the Chief Guest of the seminar, addressed a speech with full of courage about how the youth of India play an important role in making Viksit Bharat.

The speech was then followed by Sampili Debbarma, Promoting Entrepreneurship, DTEGRC at 11:20AM. She's a student of MSc who promoted her works along with the help of her teammates i.e., making shawl and paper out of dry flowers, showcasing the creativity of thinking out of the box and promoting man power. She also gave a short speech on how she and her team came out with this.

The coordinator of DTEGRC (Dattopant Thangdi Employment Generation Resource Centre), Prof. Shaon Ray Chaudhuri, also joined this Inaugural Session of the Seminar through connecting Online.

A Book about the Organic Entrepreneurship released by the distinguished guests.

At 11:25AM, the Presidential address was referred by Prof, Badal Kumar Datta, the Hon'ble VC(I/C), Tripura University.

Thereafter, at 11:30 AM, Dr. Dharmendra Kumar Dubey, Asst. Professor, JMC, Tripura University addressed the final vote of thanks.

Plenary Session

Plenary Session:
Cultural Entrepreneurship & Youth of Bharat

Venue: Seminar Hall 2, Academic Building XI

Session Chair: Dr. Dhanpat Ram Agarwal, Intellectual Property Right (IPR) International Expert, National Co-Convenor, SJM

Date & Time: 18th February 2025, 11:45 AM – 1:00 PM

The plenary session on the topic of “Cultural Entrepreneurship & Youth of Bharat” as the part of the seminar was an insightful discussion on the role of cultural industries in India's economic and social transformation. The session was chaired by Dr. Dhanpat Ram Agarwal, an esteemed expert in Intellectual Property Rights. The session featured distinguished speakers from the fields of Economics and Mass Communication, who shared their perspectives on how cultural entrepreneurship can contribute to India's goal of becoming a developed nation by 2047.

Proceedings of the Session

Opening Remarks by Dr. Jay Saha

Dr. Jay Saha initiated the session by welcoming the esteemed speakers and audience. She emphasized the importance of cultural entrepreneurship in shaping India's future and highlighted how youth participation in this sector can contribute to national development.

Address by Session Chair, Dr. Dhanpat Ram Agarwal

Dr. Agarwal provided a comprehensive outlook on India's journey from independence in 1947 to its vision for 2047. He emphasized that India's greatest strength lies in its demographic dividend and Original Intelligence (OI). Unlike the Western model, where the government drives development, India's growth is people-centric, with the government playing a supporting role. He concluded that inclusive and sustainable development, driven by cultural entrepreneurship, will be pivotal in making India a global economic leader by 2047.

Address by Prof. Bhagirathi Panda

Prof. Bhagirathi Panda spoke on India's ongoing transformation across various sectors, including economic, social, military, infrastructure, and institutional development. He emphasized the three pillars of national growth: infrastructure, innovation, and institutions. He

highlighted the shift from mere economic growth to sustainable development, where cultural entrepreneurship plays a crucial role. With around 6% of global GDP coming from cultural industries, India has immense potential to lead this sector. He stressed the need for strategic investment and policy support to enable India's creative economy to flourish globally.

Address by Prof. Manas Pratim Goswami

Prof. Goswami focused on the role of youth in cultural entrepreneurship, defining youth as individuals aged between 15 to 29 years, making up 30% of India's population. He emphasized how digital platforms and technology are enabling young entrepreneurs to drive a cultural revolution. From independent artists to startups leveraging India's diverse cultural heritage, youth are actively reshaping India's creative economy. He asserted that fostering cultural entrepreneurship among youth would not only enhance economic growth but also reinforce India's global cultural identity.

Address by Dr. S. Linga Murthy

Dr. Murthy discussed 'edu-culture', the fusion of education and cultural development, as a pathway for third-world countries to emerge as mainstream economies. He cited the economic contributions of cultural festivals, such as Hyderabad's Ganesh Festival, which generated ₹5,000 crore in 2015, and Durga Puja, which accounts for nearly one-third of West Bengal's GDP. He highlighted how such events create employment chains, benefiting artisans, vendors, and the tourism sector. He advocated for increased investments in cultural entrepreneurship to transform India's traditions into economic strength, reinforcing its global cultural leadership.

Address by Prof. Suresh Chandra Nayak

Prof. Nayak explored the concept of cultural entrepreneurship, emphasizing that an entrepreneur is someone who takes risks and creates opportunities, and a cultural entrepreneur applies these principles to heritage, arts, and traditions. He highlighted the government's role in supporting tribal, women, and cultural entrepreneurs through various initiatives. With the advent of digital platforms and e-commerce, cultural entrepreneurs can now reach a global audience instantly. He concluded that by nurturing cultural entrepreneurship, India can preserve its traditions while strengthening its economy, playing a key role in Viksit Bharat 2047.

The plenary session successfully highlighted the importance of cultural entrepreneurship in shaping India's economic and creative future. The discussions underscored that culture is not just a heritage to be preserved but a thriving economic asset that can contribute significantly to India's development. As India progresses towards Viksit Bharat 2047, empowering youth and investing in cultural industries will be key drivers in achieving this vision.

Day 1
Technical Session

First Technical Session

Date & Time: 18th February 2025, 2:30 PM – 4:30 PM

Venue: Smart Class Room JMC, 2nd floor, Academic Building 10

Subject: Traditional and Social Aspects of Viksit Bharat

Chairperson: Professor Manas Pratim Goswami, HoD, Department of Mass Communication, North Eastern Hill University

Presented Papers' Highlights:

Mr. Mahendra Kumar Nayak, a research scholar of Om Sterling Global University, Hisar, Haryana, from the Department of Sociology, School of Science and Humanities, presented on **Tribal Development in Koraput: Challenges and Opportunities**

Mahendra Kumar Nayak's study examines the socio-economic development of Koraput's tribal population, focusing on health, education, agriculture, and women's empowerment. Despite government initiatives, the region struggles with poor infrastructure, healthcare inaccessibility, and low educational retention, worsened by geographical isolation. Nayak emphasizes



integrating traditional knowledge with modern policies to enhance livelihoods and empower women. His recommendations include strengthening healthcare, expanding digital education, and promoting sustainable farming. The study highlights the need for culturally sensitive, community-driven solutions to ensure sustainable tribal development, stressing that investment alone is insufficient without aligning policies with local needs.

Mr. Partha Sarathi Sarkar, a doctoral and research scholar of Tripura University from the Department of Rural Studies, presented on **Advaita Vedanta and Rural Development: Cultural Insights for Advancing Backward Regions**.

Mr. Partha Sarathi Sarkar's study explores how Advaita Vedanta's non-dualistic philosophy can drive rural development in India's marginalized regions. Emphasizing interconnectedness, it offers a framework for addressing social inequality, economic stagnation, and cultural alienation.

The research highlights how Vedantic principles can empower communities through education, sustainable living, and participatory governance. Case studies demonstrate how integrating spiritual insights with modern development fosters resilience and social upliftment.

Sarkar argues that culturally rooted development models bridge tradition and modernity, ensuring sustainable progress while preserving heritage. The study underscores the need to incorporate indigenous wisdom into contemporary rural development strategies.

Dr. Sanchita Nag, an assistant professor of Kazi Nazrul University presented on **Language, Social Integration and Nation-Building in India: A Critical Exploration**

Dr. Sanchita Nag's study explores the complex role of language in shaping India's national identity. While language fosters social integration, it also fuels tensions and conflicts.

Examining language policies and linguistic movements, the research highlights how language serves as both a unifying force and a source of division. Policies aimed at national cohesion often struggle to balance unity with linguistic diversity.

Dr. Nag emphasizes language's impact on marginalized communities, shaping identity and resistance. The study calls for a nuanced approach to linguistic diversity, essential for fostering an inclusive and cohesive national identity in India.

Dr. Ishita Biswas, a State Aided College Teacher from Rani Birla Girls' College, West Bengal, presented on **Navigating AI in Academia: Perspectives from Undergraduate Students of Kolkata and Purulia**.

Dr. Ishita Biswas's study examines AI's impact on education, focusing on undergraduate students in Kolkata and Purulia. It explores learning experiences, educational equity, and ethical concerns related to AI dependency.

Through qualitative interviews, the research reveals regional differences—urban students embrace AI, while rural students face accessibility challenges. Ethical concerns, such as over-reliance on AI and algorithmic biases, also emerge.

The study emphasizes the need for inclusive AI policies that ensure equitable access while promoting critical thinking. Its findings contribute to discussions on AI's role in academia and its implications for future education.

Ms. Swati Mondal, a research scholar from Assam University, presented on **Role of People with Disabilities in Cultural and Social Entrepreneurship**.

Swati Mondal's study highlights the transformative role of cultural and social entrepreneurship in empowering people with disabilities. Entrepreneurship fosters social inclusion, independence, and agency, enabling them to contribute meaningfully to society and the economy.

The research emphasizes how individuals with disabilities bring unique perspectives, create innovative solutions, and promote inclusivity through their ventures. Cultural entrepreneurship, in fields like art, music, and theatre, offers self-expression and economic sustainability.

The study also reviews Indian government initiatives supporting disabled entrepreneurs, stressing the need for policy-driven inclusion. It calls for platforms that empower them as leaders in building an equitable society.

Mr. Ankur Agrawal, an Associate Professor from Jai Institute of Pharmaceutical Sciences and Research, Madhya Pradesh, presented on **Viksit Bharat 2047: Harnessing Cultural and Pharmaceutical Synergies for Sustainable Development**.

Mr. Ankur Agrawal's study explores the integration of Ayurveda and pharmaceutical sciences to drive India's sustainable development under *Viksit Bharat 2047*. It highlights how blending traditional Indian medicine with modern advancements can enhance holistic healthcare and economic growth.

The research emphasizes quality assurance, intellectual property rights, and global market integration for wider acceptance. It underscores innovation and entrepreneurship in bridging ancient wisdom with modern medicine. By fostering interdisciplinary collaborations and policy support, India can emerge as a global leader in sustainable pharmaceutical solutions, ensuring both economic prosperity and improved public health.

Second Technical Session

Date & Time: 18th February 2025, 2:30 PM – 4:30 PM

Venue: Seminar Hall, Department of Law, 3rd floor, Academic Building 10

Subject: Cultural and Digital Entrepreneurship for Viksit Bharat 2047

Chairperson: Dr. S. Linga Murthy, Associate Professor, Dep. of Economic Studies and Planning (DESP), School of Business Studies (SBS), Central University of Karnataka (CUK)

Presented Papers' Highlights:

Ms. Suruchi Rai, a research scholar from Tripura University presented on **Enhancing Rural Entrepreneurship in Tripura through Mushroom production and processing.**

She mentioned about Tripura being a home to 19 tribes who utilizes the wild plants animals and portions as a food source. The climate of Tripura is very favorable for mushroom cultivation. Mushroom to be very popular in Tripura as they are a very nutritious source of food which are consumed by local and indigenous people. As per Ms. Rai mushroom cultivation may generate a large scale of rural employment. One of the most famous mushrooms, the shiitake mushroom gained popularity in northeastern region. these mushrooms are produced in a very natural condition. They grow very fast and are high yielded. These mushrooms are cultivated using timber waste. These mushrooms provide backward and forward linkages. She also mentioned about the oyster mushrooms cultivation and its process. Her focus was on the mushroom cultivation as being a rural Entrepreneurship in Tripura which may provide improved skills among the labor and high amount of Employment.\

Ms. Vidyashri C Halakerimath, a research scholar from Karnataka State Open University, Mysuru, presented on **Role of Government and Media in cultural Entrepreneurship in India- An Analysis.**

She stated on how government policies and media influence the development of cultural Enterprises in India. The role of media Channels in cultural entrepreneurship in e-platforms like Netflix, Amazon prime and regional streaming services had provided a global audience for Indian cultural content, documentaries, films focusing on Folk traditions and local cultures contributing to cultural Entrepreneurship. Indian cultural products have high demand in international markets. Ms. Vidyashree mentioned about the lack of awareness of governments schemes and difficulty in accessing these schemes in particularly in rural areas. India cultural industries such as handcrafts, folk arts, performing arts and digital media have seen significant growth due to governmental support and media exposure.

Dr. Jacob Hallam, an Assistant Professor from Tripura university, presented on **Cultural Entrepreneurship and the future of indigenous languages in Tripura - Digital innovation and Community preservation for Viksit Bharat 2047.**

Mr. Hallam mentioned about Viksit Bharat to be specifically introduced to achieve and to developed an inclusive India. The indigenous languages of the 19 tribes of Tripura which includes Tripuris, Halams, Reangs, Chakma, Mog and others.

Many languages are at risk due to the migration. Viksit Bharat 2047 aims to preserve the cultural heritage while ensuring economic and social development. He cited Digital innovation as a catalyst for language preservation. He mentioned about the role and the importance of digital technologies in preserving one's own cultural language. He also spoke about e-learning and online education, the presence of podcast and audio books in indigenous languages, digital archives and databases, virtual and augmented reality for intrusive learning, AI and machine learning for language documentation and social media and digital storytelling.

He highlighted about the challenges in promoting culture like declining of native speakers, limited institutional support, digital divide and technology barriers, urbanization and migration, lack of economic incentives.

Ms. Tuhina Choubey, an Assistant Professor, from Kalinga University, Chhattisgarh, presented on **Digital cultural platforms catalyzing cultural transformation for Vikshit Bharat**.

Ms. Tuhina spoke about the role of digital technologies. Digital cultural platforms leverage cutting-edge technologies to preserve, promote, and transform India's rich cultural legacy, enhancing accessibility, engagement, and monetization of cultural assets. She spoke about the necessity of government programs, business sector involvement and certain community driven strategies to work together to build a sustainable cultural environment.

Prof Vishal Purohit, Principal, OIC, DAVV, Madhya Pradesh, presented on **Entrepreneurship advancement in India- Prospects and obstacles**.

His paper basically focused on the significant contribution of Indian knowledge system and that India, as a major start-up hub, is attracting significant FDI. The growth of small industries and services, driven by globalization, has shifted the economy's focus from agriculture to small-scale industries and services, fostering entrepreneurship through the exchange of ideas, technology, and innovation. His paper highlights on the main challenges and opportunities in developing entrepreneurship in India.

Mr. Mrinal Rai, a Guest Faculty from North Bengal University, presented on **Recontextualizing Nepali lexicography in the digital environment-Exploring identities and perceptions of LGBTQ+ community in the contemporary northeastern India**.

Mr. Mrinal mentioned about Lexicography being associated with the practice and theory of creating dictionaries and other informational tools that systematize languages and the process of meaning-making. Also, social media playing a critical role in affecting the process of lexicography.

He mentioned that while English language usage promotes LGBTQ+ inclusivity, Nepali lexicography in India lags behind, hindering gender inclusivity and equity, which are crucial for a developed society and achieving the vision of Vikshit Bharat.

Dr. Sunil Tiger, an Assistant Professor from Kalinga University, Chhattisgarh, presented on **Digital Cultural Platforms for Viksit Bharat: Preserving and Promoting India's Heritage through Technology**.

Dr. Sunil stated about how Digital technology has transformed the preservation and sharing of Indian culture, aligning with the goal of "Viksit Bharat" (a developed India), making digital cultural platforms vital for preserving and promoting India's rich cultural heritage and how technology can preserve traditional Indian arts, literature, music, and historical objects using resources like the National Digital Library and virtual museums. He also addressed challenges like the digital divide and data security, highlighting opportunities for collaboration between communities, the private sector, and the government.

Third Technical Session

Date & Time: 18th February 2025, 4:45 PM – 6:00 PM

Venue: Smart Class Room JMC, 2nd floor, Academic Building 10

Subject: Economic Development and Cultural Entrepreneurship

Chairperson: Dr. Rajkumari Lilapati Devi, Assistant Professor, HoD, Department of Journalism and Mass Communication, Manipur University

Presented Papers' Highlights:

Dr. Milton Kumar Acharjee, an Assistant Professor from Tripura University, presented on **A Study on Role of Economic Development Through Cultural Tourism in Tripura**

Dr. Milton Kumar Acharjee's study explores how cultural tourism drives economic growth in Tripura by creating jobs, boosting local businesses, and preserving heritage. Tourist spending on accommodation, local goods, and guided tours generates significant revenue, attracting infrastructure investment and supporting rural artisans.

The research highlights the sector's potential to uplift communities, particularly in rural areas where traditional crafts thrive. By leveraging its rich cultural heritage, Tripura can strengthen its tourism industry for sustainable economic growth. Dr. Acharjee emphasizes the need for continued investment to maximize cultural tourism's long-term benefits for the state.

Dr. Sarabjeet Kaur, an Assistant Professor from Zakir Hussain Delhi College Evening, New Delhi and co-presenter Prateek Pandey presented on **Religious Tourism in Uttar Pradesh with special reference to Kashi and Ayodhya**.

Dr. Sarabjeet Kaur's study explores how religious tourism in Kashi and Ayodhya drives economic growth and cultural exchange. Temples serve as economic hubs, attracting millions of pilgrims and boosting local businesses, employment, and infrastructure.

Kashi's historical significance and Ayodhya's tourism surge highlight the temple economy's role in regional development. The study emphasizes how religious tourism strengthens India's soft power and heritage preservation.

With Uttar Pradesh emerging as a key pilgrimage destination, the research underscores the need for sustainable tourism policies to balance economic benefits with cultural and religious significance.

Dr. Ashish Bhattacharjee, an Assistant Professor from MBB College, Agratala and co-presenter Dr. Goutam Saha, an Associate Professor from MBB College, Agartala, **presented on Application of KAIZEN in Tourism Management in Tripura: An Eco-Tourism Paradise of North-East India.**

Dr. Ashish Bhattacharjee and Dr. Goutam Saha explore how KAIZEN, a Japanese continuous improvement philosophy, can transform Tripura's tourism sector by enhancing service quality, infrastructure, and operational efficiency.

The study advocates applying KAIZEN principles in hospitality, transportation, waste management, and digital promotion, using the Plan-Do-Check-Act (PDCA) cycle for gradual, impactful improvements. Drawing from global best practices, it highlights the potential for eco-tourism and community-based tourism.

By integrating KAIZEN into policy, training, and service quality monitoring, Tripura can boost visitor experiences, economic development, and cultural preservation, positioning itself as a premier North-East Indian tourism destination.

Fourth Technical Session

Date & Time: 18th February 2025, 4:45 PM – 6:00 PM

Venue: Seminar Hall, Department of Law, 3rd floor, Academic Building 10

Subject: Heritage and Tourism in Cultural Entrepreneurship.

Chairperson: Professor Ratna Mala, HoD, Department of Mass Communication, Mizoram University

Presented Papers' Highlights:

Ms. Km Kavita Yadav, a Research Scholar from Tripura University, on behalf of **Dr. Palas Kumar Saha**, an Assistant Professor from Tripura University presented on **Kushinagar: A Universal Perspective on its Historical Significance, Buddhist Heritage and Cultural Impact on Tourism.**

Ms. Kavita highlighted Kushinagar, a prominent Buddhist site in Uttar Pradesh, India, where Lord Buddha attained final salvation, symbolizing peace, spirituality, and cultural harmony. It's a site that holds India's rich cultural and spiritual legacy. She mentioned about Linh-son Vietnam Buddhist Chinese Temple that features replicas of shrines at the four important Buddhist pilgrimage sites- Lumbini, Bodhgaya, Sarnath and Kushinagar. She also presented the Shrine of Matha Kuar, Rambhar Stupa, Kushinagar Monastic Complex, The Kushinagar Buddhist Museum, Wat Thai Temple, Kushinagar International Airport and many other areas of Kushinagar.

Mr. Debanjan Mitra, a research scholar from Tripura University, presented on **Harmonic Journeys- Music Tourism as a Catalyst for Cultural Entrepreneurship and Sustainable Development in Vikshit Bharat**.

He stated about music tourism as a dynamic driver of cultural entrepreneurship, sustainable development, and economic growth in India. He also cited how Music tourism can support cultural sustainability by preserving traditional art forms, transferring knowledge between generations, and creating immersive experiences for local and global audiences. Music tourism can fuel India's sustainable development by blending cultural preservation with innovative entrepreneurship, driving progress toward Vikshit Bharat.

Prof. Debaraj Panigrahi, a Professor from Tripura University, presented on **Heritage and tourism in Vikasit Bharat: A perspective**.

Prof. Panigrahi stated about the importance of the preservation of India's rich heritage and its integration with tourism. He cited about the role of India's rich cultural heritage and tourism in achieving the vision of Vikshit Bharat (VB), emphasizing sustainable practices and drawing wisdom from ancient Sanskrit texts to foster cross-cultural understanding and economic growth.

Mr. Arpit Pandey, a research scholar from Tripura University, presented on **Atma-Nirbhar Theatre: Finding the Sustainable Model for Economic Growth of the Indian Theatre Industry**.

He mentioned India's "Atma-Nirbhar Bharat" (Self-Reliant India) vision by identifying sustainable economic models that ensure financial viability without compromising artistic integrity.

He mentioned about a hybrid model that integrates grassroots entrepreneurship, public-private partnerships, and digital monetization strategies (virtual performances, OTT collaborations) to diversify income streams.

Ms. Jyotshna Rani Khundrakpam, an Assistant Professor from Tripura University, presented on **Cultural Heritage and Archaeological Practices in the 'Viksit Bharat': A Medial Approach**.

Ms. Khundrakpam mentioned about conserving India's cultural heritage, highlighting archaeology's crucial role in preserving and appreciating shared history. She also focused on India's legacies, validating them with archaeological evidence, and cited about the conservation challenges and onsite preservation efforts. She mentioned about the legacies of Harappan Civilization.

Cultural Program

Cultural Program : “Kultural Kaleidoscope”

Tripura University, in collaboration with the Maulana Abul Kalam Azad Institute of Asian Studies, the Dattopant Thengadi Employment Generation Resource Centre (DTEGRC), and the Department of Journalism and Mass Communication, organized a cultural programme titled “Kultural Kaleidoscope” on February 18, 2025. The event was held at Hall 2, Academic Building 11, Tripura University, from 6:00 PM to 9:15 PM, as part of the National Seminar on “Viksit Bharat 2047: The Role and Potential of Cultural Entrepreneurship for Achieving the Goal.” Dr. Sunil Kalai managed the cultural programme, ensuring the seamless coordination of performances and fostering collaboration among artists and students to deliver a vibrant and engaging experience.



The event, presented by TTAADC Folk Music College and the Department of Journalism and Mass Communication, was part of the National Seminar on “Viksit Bharat 2047: The Role and Potential of Cultural Entrepreneurship for Achieving the Goal.”. The cultural evening was managed by Dr. Sunil Kalai, who ensured the seamless coordination of performances and fostered collaboration among artists and students to create a vibrant and engaging experience. The objective of the cultural programme was to showcase Tripura’s diverse artistic heritage while highlighting the role of folk traditions and media in promoting cultural entrepreneurship. Through music and artistic performances, the event aimed to emphasize how traditional art

forms can contribute to sustainable livelihoods and economic growth in contemporary society. The event featured performances by students from TTAADC Folk Music College and the Department of Journalism and Mass Communication. The evening began with a mesmerizing folk music performance by students from TTAADC Folk Music College, who captivated the audience with their rhythmic beats and soulful melodies. Their presentation highlighted the rich musical heritage of Tripura's indigenous communities.

This was followed by a unique fusion of storytelling and music presented by students from the Department of Journalism and Mass Communication. Their performance was well-received and served as a reminder of how traditional narratives can be adapted for modern audiences. Students from the Department of Journalism and Mass Communication also presented a stunning ramp walk, showcasing the vibrant traditional attire of all 19 indigenous tribes of Tripura. Their graceful presentation not only highlighted the rich cultural diversity of the state but also emphasized the significance of traditional craftsmanship in the realm of cultural entrepreneurship. The visually striking display served as a fitting conclusion to an evening dedicated to celebrating heritage, identity, and artistic expression. The most anticipated segment of the evening was the musical recital by renowned artist Sadagar Debbarma. His masterful sarinda playing, combined with his powerful and emotive vocals, left the audience spellbound. His performance not only entertained but also served as a testament to the enduring appeal of folk music in contemporary society.

The cultural programme “Kultural Kaleidoscope” successfully blended traditional and modern artistic expressions, reinforcing the seminar's core message of cultural entrepreneurship. It provided a platform for artists and students to exhibit their talents while emphasizing the economic potential of Tripura's cultural heritage. Dr. Sunil Kalai's effective management of the programme played a key role in ensuring the event's success, as he skillfully coordinated the event to create a seamless and impactful experience for both participants and the audience.

The event concluded on a high note, leaving the audience not only mesmerized by Tripura's artistic traditions but also inspired by the immensity of India's artistic traditions and the opportunities that cultural heritage present for future generations.

Day 2
Technical Session

Fifth Technical Session

Date & Time: 19th February 2025, 9:30 AM – 12:30 PM

Venue: Smart Class Room JMC, 2nd floor, Academic Building 10

Subject: IKS and Traditional Knowledge-Based Entrepreneurship

Chairperson: Dr Manoj Das, Associate Professor and HoD, Department of Mass Communication, Sikkim Central University

Presented Papers' Highlights:

Mr. Anirban Banik, an Assistant Professor from MIT ADT University, presented on **Embodied Spirituality in Performance: Indian Theatre's Global Impact**.

Indian theatre transcends entertainment, merging spirituality, mindfulness, and ritualistic storytelling. In a recent study, Anirban Banik, Assistant Professor at MIT ADT University, explores its global impact, highlighting parallels with Greek Dionysian theatre, Japanese Noh, and Balinese Wayang Kulit.

Elements like pranayama (breath control), mudras (gestural symbolism), and rasa theory (emotional depth) are increasingly shaping modern acting methodologies and wellness-based performance arts. Banik emphasizes India's theatrical traditions as a cornerstone of cultural diplomacy, offering a unique blend of artistic expression and spiritual enrichment that continues to influence global theatre and experimental performance spaces.

Mr. Soumyabrata Mahapatra, a research scholar from Ravenshaw University, Cuttack, presented on **Integrating Indian Knowledge System in Education through Vedanta Wisdom: A Pedagogical Perspective on Swami Vivekananda's Gyana Yoga**.

Researcher Soumyabrata Mahapatra explores the integration of Swami Vivekananda's Gyana Yoga into modern education, emphasizing ethical, emotional, and spiritual dimensions. Rooted in viveka (discernment) and vairagya (detachment), Gyana Yoga enhances intellectual rigor and moral awareness, aligning with India's NEP 2020 and Mulya Pravah guidelines.

The study advocates for culturally adaptive teaching, interdisciplinary curricula, and inclusive teacher training, balancing digital inclusion with contemplative learning. Mahapatra highlights its global relevance in addressing inequality and sustainability while acknowledging challenges in secular settings. Ultimately, Gyana Yoga offers a holistic model for fostering critical thinking, resilience, and conscious learning.

Dr. Dikki N Marak, an Assistant Professor from ICFAI University, Meghalaya presented on **Cultural Entrepreneurship as a Career Path: An Insight into the Awareness and Perception of Tribal Students in Garo Hills**.

Dr. Dikki N Marak's study examines tribal students' awareness and perception of cultural entrepreneurship in Meghalaya's Garo Hills. Based on 175 student responses, it explores how age and educational background influence career interest in this field.

Findings reveal that older students and those from commerce backgrounds show greater awareness and belief in its economic potential, while arts and science students are less inclined. Statistical analysis highlights demographic variations, emphasizing the need for targeted awareness programs.

The study underscores the importance of practical exposure and training, promoting cultural entrepreneurship as a means of heritage preservation and economic sustainability.

Dr. Nandita Nath, an Assistant Professor from Tripura University presented on **Traditional Rice Beverages of Tripura: Bridging Heritage and Sustainable Entrepreneurship**

Traditional rice beverages are deeply rooted in the social and religious practices of Tripura's Chakma and Debbarma communities. A study by Dr. Nandita Nath highlights their medicinal potential, enriched by bioactive compounds from plants like Guduchi, Jackfruit leaf, Black Pepper, and Datura, known for anti-inflammatory and antimicrobial properties.

Despite their health benefits, inconsistent preparation methods hinder commercialization. Scientific validation, quality control, and governmental support could standardize production, transforming these beverages into marketable cultural products. Their integration into mainstream markets could foster sustainable entrepreneurship while preserving indigenous traditions and boosting Tripura's local economy.

Dr. Satya Deva Mishra, an Associate Professor from Tripura University, presented on **Understanding the Eternal Aspects of Yoga in Perspective of Indian Knowledge System**

Dr. Satya Deva Mishra of Tripura University explores Yoga's enduring significance within the Indian Knowledge System, rooted in the Vedas, Upanishads, and Upvedas. The study highlights Yoga as a practical science that enhances wisdom, physical resilience, and social harmony.

Yoga fosters discipline, tolerance, and integrity, aligning with India's Viksit Bharat 2047 vision. Beyond physical well-being, it promotes consciousness aligned with sacred values, viewing realization as the path to enlightenment. Bridging ancient wisdom with modern society, the study positions Yoga as a transformative force for personal and collective progress in a rapidly evolving world.

Prof. Pramod Kumar Pandia, a Professor from Saraswati Teachers' Training College, Rajasthan, presented on **Indian Knowledge System and Spirituality**.

Prof. Pramod Kumar Pandia's study explores the enduring relevance of the Indian Knowledge System (IKS) in fostering holistic well-being and ethical living. Rooted in Dharma, IKS integrates philosophy, spirituality, and practical disciplines like Yoga, Ayurveda, and Jyotish. The Vedas and Upanishads provide deep insights into self-realization and ethical conduct, while spiritual traditions such as Hinduism, Buddhism, Jainism, and Sikhism emphasize Karma, Reincarnation, and Dharma.

Prof. Pandia underscores that IKS is not merely historical but a living tradition that nurtures resilience, self-awareness, and balance, offering timeless guidance for navigating modern life's challenges.

Dr. Papai Pal, an Assistant Professor from Tripura Govt. Law College, presented on **An Insight into the Indian Knowledge System in Management and Leadership**.

Dr. Papai Pal's study explores how ancient Indian knowledge systems (IKS) can redefine contemporary leadership. Drawing from the Arthashastra, Bhagavad Gita, and the philosophies of Swami Vivekananda and Sri Aurobindo, the research highlights timeless principles for governance, ethics, and decision-making.

Chanakya's Arthashastra offers strategic insights on administration and diplomacy, while the Bhagavad Gita emphasizes ethical leadership through Nishkama Karma (selfless action). Vivekananda and Sri Aurobindo advocate resilience and people-centric leadership.

Dr. Pal underscores IKS's relevance in fostering ethical, visionary, and sustainable leadership, advocating for a governance model that prioritizes holistic development over short-term gains.

Mrs. Trishna Roy, a research scholar from Tripura University, presented on **A Tapestry of Bengali Traditions and Folk Culture: Enhancing Socio-Economic Development**.

Bengali traditions and folk culture form a dynamic tapestry of art, music, dance, literature, and handicrafts, deeply embedded in social and economic life. Trishna Roy, a research scholar from Tripura University, explores how these cultural expressions preserve identity, foster resilience, and drive economic growth.

From Baul songs and Dhamaal dance to Jatra theatre and intricate handicrafts, Bengali folk traditions blend creativity with historical narratives. These art forms not only entertain but also sustain livelihoods and strengthen community bonds. Roy's study underscores the importance of preserving Bengal's rich heritage as a means of fostering social unity and economic progress.

Ms. Rejoice Reang, a post graduate student from Tripura University, presented on **Chakhwi Bwtwi: Unveiling Indigenous culinary heritage for potential rural entrepreneurship in Tripura**.

Chakhwi, a traditional Tripuri delicacy, showcases the region's rich culinary heritage, with bwtwi—an alkaline extract from plant-based ash—enhancing its texture and flavor. Derived from sources like bamboo, banana leaves, and teak stems, bwtwi plays a crucial role in preserving the dish's authenticity.

A study from Tripura University documents various Chakhwi variants and explores their potential for rural entrepreneurship. Standardizing the extraction process could enable commercialization as a natural food additive. Beyond culinary significance, Chakhwi embodies indigenous ingenuity, offering economic opportunities while preserving cultural traditions. Promoting its production supports both heritage conservation and sustainable livelihoods.

Mr. Azad Ansari, a research scholar from Tripura University, presented on **Media and Cultural Diplomacy in the context of Vikshit Bharat 2047**

Azad Ansari's study examines the role of media and cultural diplomacy in shaping India's global image for Vikshit Bharat 2047, a vision for India's centenary of independence. It explores how traditional and digital media, cultural narratives, and public diplomacy enhance India's global influence.

Using qualitative research and media analysis, the study highlights the integration of advanced media technologies with cultural diplomacy to support global understanding and sustainable development. It proposes a roadmap emphasizing innovation, collaboration, and inclusivity, serving as a strategic guide for policymakers to strengthen India's leadership and international identity.

Dr. Chandan Kumar, an Assistant Professor from Patliputra Vishwavidyalaya, Patna, Bihar, presented on **Sustainable Development in India After Globalization: Vikshit Bharat and Pandit Dindayal Upadhyay Chintan**.

Dr. Kumar joined the session at the last moment, resulting in an unclear presentation and topic. Due to the lack of prior preparation, the discussion lacked structure, making it difficult to grasp the key points. His presentation appeared spontaneous, with no defined focus or supporting materials. The audience struggled to follow and sought clarification, but responses remained vague. Despite these challenges, his participation was acknowledged. Moving forward, better preparation and clear topic communication would enhance engagement and understanding. A structured approach could ensure a more meaningful contribution to similar discussions in the future.

Sixth Technical Session

Date & Time: 19th February 2025, 9:30 AM – 12:30 PM

Venue: Seminar Hall, Department of Law, 3rd floor, Academic Building 10

Subject: Role of Media and Culture for Viksit Bharat 2047

Chairperson: Professor Abhijit Bora, HoD, Department of Mass Communication and Journalism, Tezpur University

Presented Papers' Highlights:

Dr. Biswadeep Bhattacharyya, an Assistant Professor from Maulana Abul Kalam Azad University of Technology, West Bengal, presented on **Reimagining Equality: The Role of Digital Media and Cultural Production in LGBTQ+ Social Integration for Viksit Bharat**.

Dr. Bhattacharyya begins his presentation by mentioning the inclusion of the LGBTQ+ community that stands as an essential step toward building a society rooted in equality.

He stated that despite progress, the LGBTQ+ community continues to face significant challenges, including workplace discrimination, limited healthcare access, school bullying, and inadequate legal protections for marriage, adoption, and inheritance rights, hindering true social inclusion and the vision of Viksit Bharat.

The chairperson remarked his presentation by mentioning media also need to develop inclusivity, and whether he has seen any Tv channels, Radio channel or Ott platform where LGBTQ+ issues are being promoted exclusively, directly or indirectly, to which Dr. Bhattacharyya replied that though there are quite good platforms where LGBTQ+ is being promoted but social media seems to be an issue as a lot of trolling is being done here.

Ms. Shreya Biswas, a research scholar from University of Burdwan, West Bengal, presented on **Diplomacy in Heels: Analysing the role of women in Indian foreign affairs.**

India being a rich heritage of diplomacy dating back to the times of Kautilya, Ms. Biswas mentioned about the current state of women in diplomacy, assessing their representation and opportunities, and identifying strategies to promote greater inclusion and participation of women in diplomatic roles. She used a theoretical and qualitative research-based method for her research.

The chairperson remarked her presentation by appreciating her for choosing a very interesting subject, and asked her if she has any suggestion to improve the number of women in IFS as women as doing good in all sectors to which she replied that a gender-neutral approach is very much important when it comes to diplomacy and adopting of feminist foreign policy is also very much required to increase the number of women in IFS. She also mentioned that while policies are made it is important to keep in mind the women question and awareness is also important.

Dr. Anjna Rani on behalf of Ms. Navita Rani, Assistant professor, Kurukshetra University Kurukshetra, presented on **Ancient Wisdom, Modern Success: Vedic Principles for Thriving in Business.**

Dr. Anjna stated about how Ancient Indian literature emphasizes knowledge, self-realization, and moral behavior, and the insights from Ancient Indian Wisdom like Vedas, Upanishads, Arthashastra, Ayurveda etc. She mentioned on how these timeless principles can be applied to modern business operations to foster a more sustainable and socially responsible corporate environment. She also highlighted about the contribution of Indian knowledge system in nation building.

The chairperson remarked her presentation by appreciating her for choosing a very interesting subject.

Mr. Sachitra Mishra, a research scholar from University of Lucknow, presented on **Cultural Diplomacy of India through Media for Viksit Bharat@2047.**

The media serves as a crucial catalyst for cultural diplomacy, broadcasting India's rich cultural heritage to a worldwide audience. Mr. Mishra explained that by leveraging digital tools, social media, and global partnerships, India can amplify its cultural presence, increasing its visibility and influence on the international stage. He mentioned about the role of media in achieving Viksit Bharat's vision of a developed India by 2047 through cultural diplomacy. It discusses the Indian government's strategies, schemes, and programs for establishing diplomatic relations with the global community, emphasizing the importance of leveraging digital platforms and traditional media to engage diverse audiences.

Ms. Pragya Yadav, a research scholar from Tripura University on behalf of Dr. Shailesh Kumar Srivastava, Associate Professor, Tripura University, presented on **Recent advancements of Life sciences in Indian culture.** She stated that Indian culture's ancient practices like Ayurveda, Unani, and Yoga have contributed significantly to modern biotechnology and healthcare. Modern tools like nanotechnology have enhanced traditional

formulations, improving disease treatment, and homeopathic and Ayurvedic approaches have gained recognition in integrative healthcare.

She mentioned that India's scientific landscape combines ancient wisdom with modern sciences like molecular biology, genomics, and nanotechnology, offering a distinct perspective on life sciences.

Mr. Arnab Pal, a research scholar from Tripura University presented on From Grassroots to the Leadership Role of Youth and Women in Tripura's Cultural Development through TRLM.

Mr. Pal mentioned about the role played by The Tripura Rural Livelihood Mission (TRLM) in empowering marginalized communities, particularly youth and women, by promoting economic, social, and cultural development in the state. He mentioned about TRLM empowering marginalized groups through cultural preservation and innovation, providing resources, training, and leadership opportunities to promote entrepreneurship, cultural enterprises, and community leadership.

His study aims to bridge the knowledge gap in grassroots cultural development, providing valuable insights that can be applied to other rural areas in Tripura.

Mr. Arkajyoti Majumder, founder & CEO, The Ultimate Khabar presented on Reel diplomacy: Positioning Tripura as the cinematic gateway to Northeast India.

He mentioned about a dedicated Film Policy for Tripura that not only nurtures local talent but also attracts national and international filmmakers. By focusing on few points like a thorough analysis of existing film policies in other states to identify best practices, surveying local filmmakers and youths to understand their challenges, aspirations and expectations, assessing current government initiatives related to filmmaking in Tripura and understanding the needs of outside filmmakers to make Tripura a preferred filming destination his research aims to position Tripura as India's next big cinematic destination. He also mentioned about carbon-neutral film shoots through green protocols.

The chairperson remarked his presentation through asking him about the targeted audience of this policy whether they are outside Tripura or inside and the necessity of keeping his aim at the audiences outside Tripura. The chairperson appreciated him for his initiative at the end.

Ms. Sneha Maiti, a research scholar from Tripura University, presented on Women as Guardians of Folk Culture: Role of North Eastern women in Preservation and Dissemination of Folk Cultures.

She spoke about India's North East region being a home to over 200 tribes, is a cultural hotspot with diverse indigenous traditions and folk cultures. Women, particularly in the North East, play a vital role in preserving and promoting their cultures through cultural entrepreneurship. She cited about certain female folk artists like The Testo Sisters from Nagaland are working actively to keep alive and popularize their folk music, Lourembam Bedabati who is a folk singer from the beautiful state of Manipur, Namrata Tiwari who is a young cultural Entrepreneur from Arunachal Pradesh. Each of them is working hard in preserving and

promoting cultural ethnicities and also contributing to the cultural entrepreneurship. There were mentions of various folk dances from states like Meghalaya's Nongkrem (A dance performed by Khasi tribes), Cheraw Dance of Mizoram, Hojagiri Dance of Tripura which is performed by Reang tribe women, Rikhampada Dance of Arunachal Pradesh which is performed by the Nishi Tribes. Her paper focused on how women from various North Eastern tribes practice, preserve, and promote their folk cultures, and how their leadership contributes to achieving the goals of Viksit Bharat 2047. She stated that women working very hard as a Guardian of Folk Culture who are nurturing, promoting and preserving and popularizing them as representative of their community.

Mr. Mahajan Krishna Prasad, a research scholar from BEST Innovation University, Andhra Pradesh, presented on **Science and Technology in Indian Culture**.

Mr. Prasad mentioned about the intersections of science, technology, and Indian culture, highlighting how the country's rich cultural and spiritual heritage has influenced its scientific and technological innovations throughout history.

He highlighted ancient India's scientific contributions and modern institutions like ISRO and IT, showcasing how traditional knowledge and modern science merge to drive India's sustainable and inclusive technological advancements. He also mentioned about the challenges and opportunities in bridging the digital divide and ensuring equitable access to technological advancements.

Mrs. Archana Nagwanshi, an Assistant Professor from Kalinga University, Chhattisgarh, presented on **Sustainable Development Goals and Cultural Development: The role of CSR**.

Mrs. Nagwanshi put a light on the intersection of Sustainable Development Goals (SDGs) and cultural development, focusing on the role of Corporate Social Responsibility (CSR) initiatives in the state of Chhattisgarh, India. She mentioned about CSR initiatives in Chhattisgarh being aligned with the SDGs, particularly those related to education, health, livelihoods, and environmental sustainability, while also considering their impact on cultural preservation. Her paper also examines how businesses are engaging with local communities to support traditional arts, crafts, languages, and cultural practices, and how these efforts contribute to the overall well-being and empowerment of marginalized groups. She defined how CSR can empower local communities to preserve their cultural identity while also benefiting from economic opportunities. She presented certain case studies about CSR in Tribal Arts and Crafts, empowering Artisans and preserving traditions.

Valedictory Session

Valedictory Session

Venue: Seminar Hall II, Academic Building 11

The valedictory session of the two-day seminar on “Viksit Bharat 2047: The Role and Potential of Cultural Entrepreneurship for Achieving the Goal” took place with great enthusiasm and marked the successful conclusion of a highly enriching academic event.

During his address, the coordinator of this seminar, Dr. Dharmendra Kumar Dubey, highlighted the key takeaways from the seminar. He appreciated the extensive participation and the insightful discussions that took place throughout the event. The seminar began with an inaugural session featuring Dr. Ashwini Mahajan from Delhi as the keynote speaker. His address set the stage for meaningful conversations on India's path to becoming a developed nation by 2047 through cultural entrepreneurship.

The presence of Mr. Satish Kumar, National Head of Swavalambi Bharat Abhiyan, Delhi, as the Chief Guest on the first day, added further significance to the event. His insights into economic self-reliance and cultural entrepreneurship were particularly thought-provoking and well-received by the attendees.

The seminar witnessed impressive participation with 207 online registrations. A total of 61 research papers were presented, including 32 papers from Tripura University and contributions from various other universities across regions such as Rajasthan, Orissa, West Bengal, Assam, and even Sri Lanka. This diverse participation reflected the broad interest and relevance of the seminar's theme.

Additionally, experts from the Journalism and Mass Communication Department, the Economics Department, and the Central University of Karnataka actively engaged with the paper presenters. Their valuable inputs and constructive feedback enriched the discourse, fostering meaningful academic exchange.

Address by Hon'ble VC, Prof Ganga Prasad Prasain

The valedictory session of the seminar featured an inspiring address by Vice Chancellor Prof. Ganga Prasad Prasain. In his speech, Prof. Prasain emphasized the ambitious target of transforming India into a Viksit Bharat by 2047. He underscored the importance of adopting Swadeshi habits in all aspects of life as a crucial step toward achieving this goal.

Prof. Prasain cited the example of Japan, which embarked on a similar path in 1944. From a state of near-zero development, Japan's commitment to self-reliance and indigenous practices enabled it to emerge as a prosperous and developed nation. Drawing inspiration from this model, Prof. Prasain encouraged everyone to embrace local products, culture, and values as a means of fostering national growth and self-sufficiency.

The Vice Chancellor concluded his address by expressing heartfelt gratitude to all the guests, the Heads of Departments, and the dedicated faculty members of the Journalism Department,

Tripura University, for their invaluable contributions to the successful organization of the seminar.

Guest of Honour Dr. Dhanpatram Agarwal

Dr. Dhanpatram Agarwal, in his valedictory speech, emphasized the vital role of Northeast India's youth in national integration and development. He highlighted how they can leverage technology, entrepreneurship, and innovation to strengthen their connection with the rest of India and contribute to Viksit Bharat 2047. Discussing intellectual property, he compared the American IP model with India's, stressing the need for a balanced approach that fosters innovation while ensuring accessibility. He urged policymakers and young innovators to develop an indigenous IP framework aligned with India's socio-economic goals.

Registrar, Tripura University, Prof. Deepak Sharma

Professor Deepak Sharma, Registrar of Tripura University, emphasized the role of Swadeshi and Swavlamban in India's economic growth during the valedictory session. He highlighted that youth, by embracing India's rich cultural and economic heritage, can drive the nation towards Viksit Bharat 2047. He urged them to stay connected with Swadeshi values, fostering self-reliance and sustainable development.

In his Vote of Thanks, Dr. Sunil Kalai, Assistant Professor in the Department of Journalism and Mass Communication, expressed gratitude for the successful organization of this national-level seminar— a first for the department on such a relevant topic for youth. He acknowledged Tripura University's collaboration with the Maulana Abul Kalam Azad Institute of Asian Studies and appreciated the valuable research papers and insightful contributions of the speakers. Dr. Kalai also emphasized the importance of publishing these research papers to ensure the seminar's ideas continue to benefit future discussions and national development.

The valedictory session concluded with a vote of thanks, recognizing the efforts of all participants, organizers, and speakers who contributed to making the seminar a success. The event underscored the potential of cultural entrepreneurship in driving India's development goals for 2047, leaving attendees inspired and motivated to contribute towards this vision.

Certificate of Participation



TRIPURA UNIVERSITY (A CENTRAL UNIVERSITY),
SURYAMANINAGAR, AGARTALA, TRIPURA



NATIONAL SEMINAR (NSCE 2025) on
“Viksit Bharat 2047: The Role and Potential of Cultural Entrepreneurship for Achieving the Goal”

CERTIFICATE OF PARTICIPATION

This is to certify that Prof./Dr./Mr./Mrs./Ms. _____
from Department/Institution _____
has participated/ presented a paper entitled: _____

in the National Seminar, NSCE 2025, organised by the Dattopant Thengadi Employment Generation Resource Centre (DTEGRC) & the Department of Journalism and Mass Communication, Tripura University in collaboration with the Maulana Abul Kalam Azad Institute of Asian Studies, Kolkata (an autonomous institution under the Ministry of Culture, Government of India) held on 18th & 19th February 2025 at Tripura University, Suryamaninagar, Agartala, Tripura.

Prof. Shaon Ray Chaudhuri
Coordinator, DTEGRC
Director, IQAC, Tripura University

Prof. Badal Kumar Datta
Vice-Chancellor (I/C),
Tripura University

Selected Abstracts



NSCE 2025

National Seminar on “Viksit Bharat 2047: The Role and Potential of Cultural Entrepreneurship for Achieving the Goal”

Dated: 18th – 19th February 2025

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Selected Abstracts

Committee for the Selection of Abstract

Prof. Debaraj Panigrahi

Department Head, Department of Sanskrit, Tripura University

Dr. Shiv Shankar Singh

Department Head, Department of Zoology, Tripura University

Dr. Dharmendra Kumar Dubey

Asst. Professor, Department of Journalism and Mass Communication
Tripura University

Social and Infrastructural Development of Tribal Population in Koraput District of Odisha: A Case Study

Mr. Mahendra Kumar Nayak

Research Scholar, PhD (Sociology), National Youth Awardee, MoYAS, Govt. of India

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Abstract:

This empirical study explores the socio-economic development of the tribal population in Koraput district, Odisha, focusing on key sectors such as health, education, agriculture, women's empowerment, and rural infrastructure. Koraput, a geographically isolated district, faces infrastructural deficiencies, socio-economic disparities, and limited access to essential services. The study employs a mixed-methods approach, incorporating primary data through surveys, interviews, and focus group discussions, along with secondary data from government reports and academic literature. Findings indicate that despite government interventions such as Ayushman Bharat, residential schools, and self-help group initiatives, challenges persist in healthcare accessibility, educational retention, and sustainable agriculture. The study suggests a culturally sensitive, multi-sectoral approach to improve infrastructure, expand livelihood opportunities, and integrate traditional knowledge systems. Policy recommendations include strengthening healthcare delivery, enhancing digital education access, promoting sustainable agricultural practices, and empowering women through entrepreneurship programs. The study concludes that an inclusive and community-driven development model is essential for the sustainable advancement of Koraput's tribal population.

Keywords: Tribal development, Health, Education, Agriculture, Women's empowerment, Rural infrastructure, Koraput.

Traditional Culinary Practices and Economic Growth in Northeast India: Food, Culture, and Development

Mr. Alampik Debbarma

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Abstract:

This paper explores the relationship between traditional culinary practices and economic growth in Northeast India with focusing on food's cultural significance and its role in regional development. The diverse cuisines of Northeast India, shaped by distinct geographical, ethnic, and historical factors. It plays a crucial role in defining cultural identity and fostering social cohesion. These traditional food practices also contribute to economic development through local agriculture, food markets, and the hospitality sector. Furthermore, traditional cuisines have become an important element in promoting tourism, enhancing local economies, and creating employment opportunities. Despite these benefits, globalization and modernization present challenges to preserving traditional food systems, including threats to biodiversity and food security. The paper also discusses policies and community efforts to protect and restore traditional food practices, helping the region grow in a sustainable way. In conclusion, the study suggests including traditional food systems in wider economic plans to help preserve culture and support long-term economic stability.

Keywords: Traditional culinary practices, Northeast India, economic growth, cultural heritage, sustainable development

Language, Social Integration and Nation-Building in India: A Critical Exploration

Dr. Sanchita Nag

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Abstract:

Language has played a pivotal role in shaping India's national identity and fostering social integration. However, the country's linguistic diversity has also been a source of tension and conflict. This paper undertakes a critical exploration of the complex relationships between language, social integration, and nation-building in India.

Through a nuanced analysis of India's language policies, linguistic movements, and cultural narratives, this paper examines how language has been utilized as a tool for social integration and nation-building. It argues that India's language policies have often been characterized by a tension between promoting national unity and recognizing linguistic diversity.

The paper critically evaluates the impact of language policies on social integration, highlighting the experiences of marginalized communities and the role of language in shaping their identities. It also explores the ways in which language has been employed as a tool for resistance and mobilization, particularly in the context of linguistic movements.

Ultimately, this paper contends that language has the potential to both unite and divide, and that a nuanced understanding of India's linguistic diversity is essential for fostering social

integration and promoting nation-building. By recognizing and celebrating India's linguistic diversity, the paper argues, the country can forge a more inclusive and cohesive national identity.

Keywords: Linguistic Diversity, National Identity, Social Integration, Inclusion, Exclusion

Navigating AI in Academia: Perspectives from Undergraduate Students of Kolkata and Purulia

Dr. Ishita Biswas

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Abstract:

The increasing presence of artificial intelligence (AI) in education has raised critical questions about its influence on learning and teaching. This qualitative study explores how undergraduate students from Kolkata perceive the role of AI in academia. The research is guided by two key questions: (1) How do undergraduate students view the impact of AI on their academic experiences and learning outcomes? (2) What are the perceived challenges and ethical concerns surrounding the use of AI in education? Using In-depth interview, the study uncovers diverse perspectives, highlighting regional differences between urban and rural contexts. Findings reveal varying levels of acceptance and adoption of AI tools, as well as concerns related to equity, accessibility, and the potential for dependency. By addressing these research questions, the study provides valuable insights into how students navigate the opportunities and challenges of AI in academic environments.

Keywords: Artificial intelligence, Undergrad students, Urban-Rural differences

Evaluating the Role of Digital Education in Shaping India's Knowledge Economy

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Abstract:

This paper aims to investigate the necessary adaptations required in India's education systems to align with the evolving demands of the knowledge economy. The study will assess the current state of education and skill development in India, analysing the gaps and limitations that hinder the effective preparation of individuals for the demands of the modern workforce. The paper will explore innovative methods, technology integration, and curriculum reforms that can enhance the quality and relevance of education in fostering human capital. Additionally, it will delve into the importance of soft skills, critical thinking, and creativity in preparing individuals for a dynamic and rapidly changing knowledge-based economy. The paper will conclude with actionable recommendations for policymakers, educators, and stakeholders to collaboratively work towards a comprehensive and adaptable education system that caters to the unique needs of the Indian knowledge economy.

Role of People with Disabilities in Cultural and Social Entrepreneurship

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Abstract:

The paper aims to analyze the role of people with disabilities in cultural and social entrepreneurship. Entrepreneurship has doubtless social value as it helps to develop socio-economy where entrepreneurship takes places, People with disabilities play an important role in cultural and social entrepreneurship by identifying distinctive necessity and perspectives within the communities, developing creative solutions to address these needs, encouraging inclusivity, engaging in social entrepreneurship can be an important tool for people with disabilities to gain control over their lives, contribute meaningful to society through their entrepreneurial ventures, people with disabilities can enhance awareness about disability issues, promote greater understanding and acceptance in society. On the other hand, cultural entrepreneurship with people with disabilities using their creative talents including art, music, dance, theatre production, writing. It provides a platform for self-expression, economic independence, social inclusion. This article analyzes the government initiatives taken by the government of India to promote entrepreneurship, review of related literature on the use of social and cultural entrepreneurship practices by the people of disabilities.

Viksit Bharat 2047: Harnessing Cultural and Pharmaceutical Synergies for Sustainable Development

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Abstract:

The vision of Viksit Bharat 2047 emphasizes sustainable development through innovation and integration across diverse sectors. This paper highlights the potential of harnessing cultural entrepreneurship and pharmaceutical sciences to achieve this goal. By blending India's rich traditional knowledge systems, such as Ayurveda and Unani, with modern pharmaceutical advancements, new avenues for holistic healthcare and economic growth can be created. The paper explores strategies to synergize these fields, addressing challenges like quality assurance, intellectual property, and integration into global markets. This approach positions India as a leader in sustainable health innovation, driving progress toward a developed Bharat by 2047.

Keywords: Entrepreneurship, Ayurveda, Pharmaceutical Science, Sustainable Health
The Influence of Bollywood Movies on Women in South Asia

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Abstract:

Despite cultural differences, South Asian nations share deep-rooted connections through history, trade, and Indian cinema. Bollywood, a dominant force in regional entertainment, exerts significant influence in countries like Afghanistan and Pakistan, where its films and stars are widely embraced. However, the portrayal of women in Bollywood often reflects Indian society's male-dominated perspective, perpetuating stereotypes and reinforcing patriarchal norms. These portrayals frequently marginalize women's voices, emphasizing their dependence on male authority and neglecting the struggles of women from lower socio-economic classes.

Films like *Umrao Jaan*, *Pakeezah*, and *Mughal-e-Azam* depict courtesans as the "bad women" of society, confined to roles as performers for elite men, while the "good women" are shown as obedient homemakers subjected to patriarchal constraints. This dichotomy highlights a systemic issue wherein women are judged by their conformity to traditional roles, further exacerbated by societal stigma. While some films address resilience and strength, Bollywood

largely fails to challenge gender inequities meaningfully, reinforcing harmful stereotypes instead.

Furthermore, these narratives contribute to a broader cultural perception of women in South Asia, influencing societal attitudes and behaviors. The glamorization of patriarchal values and the underrepresentation of women's lived realities—such as harassment, violence, and exploitation—mirror and perpetuate the challenges women face daily. This disconnect, combined with the growing human trafficking crisis in the region, underscores the urgent need for Bollywood to reevaluate its portrayal of women and advocate for more progressive narratives that empower and uplift them.

Keywords: Bollywood, women, South Asia, patriarchy, gender stereotypes

Cultural Entrepreneurship as a Career Path: An Insight into the Awareness and Perception of Tribal Students in Garo Hills, Meghalaya

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Abstract:

This study explores the perception of tribal students in Garo Hills, Meghalaya, regarding cultural entrepreneurship as a career path. It also assesses their views on cultural entrepreneurship's role in preserving traditions, its career viability, community respect, and contributions to the local economy. Data were collected through a structured questionnaire, yielding 175 responses from students across various educational backgrounds.

The normality test using the Kolmogorov-Smirnov test indicated that the data did not follow a normal distribution, necessitating the use of non-parametric tests for analysis. Reliability of the survey instrument was confirmed with a Cronbach's Alpha of 0.705. Results from the Kruskal-Wallis tests revealed significant variations based on both age and educational background. Older students demonstrated higher awareness and stronger agreement regarding the economic contribution and career viability of cultural entrepreneurship. Educational background also influenced perception, with commerce students showing a more favorable view than those from arts or science backgrounds.

The findings indicate that while cultural entrepreneurship is generally perceived positively, awareness and acceptance vary across demographic groups. Students from commerce backgrounds and older respondents appear better positioned to see its entrepreneurial potential. The study concludes by recommending practical exposure, awareness programs, and entrepreneurial training to harness the potential of cultural entrepreneurship, ensuring the preservation of cultural heritage while fostering economic growth.

Keywords: Cultural Entrepreneurship, Awareness, Perception, Garo Hills, Tribal Students

Factors Hindering Rajbongshi Youths from Pursuing Entrepreneurship

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Abstract:

Entrepreneurship plays a crucial role in economic development; however, Rajbongshi youths exhibit a low inclination towards entrepreneurial ventures. This study investigates the key factors hindering Rajbongshi youths from pursuing entrepreneurship using Cross Tabulation Analysis, ANOVA, and frequency-based ranking of barriers. The Cross Tabulation results indicate a stark contrast between those who are favourable towards entrepreneurship and those who are not, with those expressing a "very favourable" attitude having already engaged in business. The most frequently cited barriers include lack of access to finance, fear of failure, and lack of business knowledge, with gender-based variations observed—women were more concerned with fear of failure and lack of networks, while men faced bureaucratic hurdles and lack of confidence. The ANOVA results demonstrate that current occupation significantly impacts confidence in running a business, with self-employed individuals showing significantly higher confidence than students and unemployed individuals. The Chi-Square test highlights a significant relationship between awareness of support organizations and educational qualification. The findings emphasize the need for targeted interventions such as financial support mechanisms, mentorship programs, and entrepreneurship education to encourage Rajbongshi youth in business ventures.

Keywords: Rajbongshi youths, Entrepreneurial barriers, Financial access, Gender disparities, Occupational confidence

Enhancing rural entrepreneurship in Tripura through mushroom production and processing

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Abstract:

Mushroom cultivation in Tripura is becoming a sustainable livelihood option due to the region's favourable agro-climatic conditions and supportive government initiatives. With growing awareness farmers are shifting from traditional wild mushroom collection to systematic cultivation, enhancing income opportunities and agricultural resilience. However, the lack of scientific validation and the risks of toxicological misidentification have limited the potential of mushrooms as a reliable source of livelihood. The present study focuses on the cultivation of oyster and shiitake mushrooms, utilising UV treatment for Vitamin D enrichment. This process enhances vitamin D2 in fruiting bodies, increasing nutritional value and market appeal. Combining modern farming techniques with the traditional wisdom of the indigenous peoples of Tripura encourages cultural entrepreneurship, enabling local farmers to benefit from both tradition and innovation. A multi-faceted methodology is employed, focusing on needs assessment, community outreach, and skill development. Key interventions include a baseline survey to identify knowledge gaps, community engagement programs, and hands-on training in commercial spawn production and advanced cultivation techniques. The cultivation process involves preparing sawdust substrates mixed with wheat bran in a 3:1 ratio, filling them into polypropylene bags, and allowing mycelium growth over 40-45 days. Following a cold shock, the bags were transferred to a fruiting room for harvesting within 7-14 days. This method reduces production time to just two months, allowing for year-round harvesting. Oyster mushrooms were cultivated using wheat and paddy straw, after inoculating the substrate with spawn, maintaining an optimum temperature of 20-25°C and humidity of 70-85% for 20-22 days, the bags were transferred to a fruiting room and harvested after 2-3 days, with a second flush initiated after 10 days. Achieving a production capacity of 50 kg of fresh shiitake mushrooms daily can yield 1,500 kg per month, generating a net profit of Rs. 9,71,250/- per month from the sale of fresh shiitake mushrooms after deducting operational costs. Furthermore, the Benefit-Cost Ratio (BCR) for this venture is 2.84, indicating that for every Rs. 1 spent it generates Rs. 2.84 in return, making it a highly profitable and economically viable investment. This initiative not only serves as a central hub for collective marketing and distribution but also ensures a steady supply of quality spawn for oyster and shiitake

mushrooms. Promoting cultural entrepreneurship and modern techniques, enhances food security and nutritional value, supporting socio-economic resilience in rural communities and contributing to sustainable growth in Tripura.

Keywords: Rural entrepreneurship, Mushroom cultivation, Shiitake, Oyster, Vitamin D

Role of Govt and Media in Cultural Entrepreneurship in India -An Analysis

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Abstract:

Cultural entrepreneurship in India represents a dynamic intersection of creativity, tradition, and economic opportunity, wherein both the government and media play pivotal roles in shaping and promoting this sector. This paper examines the collaborative and individual roles of the Indian government and media in fostering cultural entrepreneurship, emphasizing their influence on cultural preservation, innovation, and commercialization. India's diverse cultural landscape, rich in traditional arts, crafts, and performing arts, presents immense potential for cultural entrepreneurship, but also faces significant challenges such as inadequate infrastructure, limited access to markets, and a lack of financial support. The government's role in addressing these challenges is explored through various policies, schemes, and initiatives such as Make in India, Crafts Village Projects, and grants for cultural industries, which aim to provide funding, capacity building, and legal protection. In parallel, the media's role in amplifying cultural entrepreneurship is analyzed, particularly how media platforms—television, digital media, and print—can drive visibility, foster cultural tourism, and create consumer demand for cultural products and services. The paper highlights the symbiotic relationship between the government and media, showing how coordinated efforts can boost the marketability of Indian cultural ventures both domestically and internationally. Also, the paper addresses the ongoing barriers faced by cultural entrepreneurs, such as fragmented markets and inadequate representation, and offers policy recommendations for enhancing support from both the government and media. This analysis underscores the critical role of a collaborative approach between government, media, and entrepreneurs in driving sustainable cultural enterprises that contribute to economic growth and cultural preservation.

Keywords: Cultural entrepreneurship, Make in India, Media platforms

Entrepreneurship Advancement in India: Prospects and Obstacles

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Abstract:

India stands as one of the largest hubs for start-ups globally, achieving notable success in attracting substantial foreign direct investment. The current growth of small industries and the service sector, along with the transition of the economy from agriculture-centric production to a focus on small-scale industry and services, can be attributed to the effects of globalization. This phenomenon facilitates the exchange of ideas, technology, and innovation, thereby broadening the scope of entrepreneurship. However, a significant challenge faced by entrepreneurs is the lack of entrepreneurial knowledge, which hampers their ability to develop a clear vision for their enterprises. This deficiency is a primary factor contributing to the failure of approximately 70 percent of new small start-ups in India. Additionally, small entrepreneurs are encountering difficulties due to the aggressive marketing strategies employed by larger market players. This paper aims to explore the key challenges and pressing opportunities associated with the development of entrepreneurship in India.

Cultural Entrepreneurship in Northeast India: A Path to Viksit Bharat 2047

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Abstract:

The North East region of India, a vibrant mosaic of diverse traditions, artistic expressions, and rich indigenous knowledge, possesses immense untapped potential for leveraging cultural entrepreneurship as a catalyst for socio-economic advancement. This paper delves into the crucial role of cultural entrepreneurship in realizing the ambitious vision of "Viksit Bharat" (Developed India) by 2047. It explores how strategically harnessing the region's unique cultural assets can fuel the creation of innovative businesses, generate sustainable employment opportunities, and promote holistic development.

The paper examines the multifaceted ways in which cultural entrepreneurship can contribute to the North East's progress. By transforming traditional crafts, performing arts, and indigenous knowledge systems into viable business ventures, cultural entrepreneurs can generate income,

empower local communities, and preserve cultural heritage for future generations. This includes developing eco-tourism initiatives that showcase the region's natural beauty and cultural richness, creating platforms for artisans and craftspeople to market their products, and establishing cultural centers and museums that celebrate local traditions. Furthermore, cultural entrepreneurship can foster innovation by blending traditional practices with contemporary design and technology, creating unique products and services that appeal to both local and global markets.

A critical aspect of this exploration is the analysis of the challenges and opportunities facing cultural entrepreneurs in the North East. These challenges include limited access to finance, inadequate infrastructure, lack of market linkages, and the need for skill development and capacity building. The paper highlights the importance of creating a supportive ecosystem that addresses these challenges, including access to microfinance and venture capital, incubation centers and business development services, and platforms for networking and collaboration. It also emphasizes the need for effective intellectual property rights protection to safeguard traditional knowledge and cultural expressions.

The paper further proposes concrete strategies for fostering cultural entrepreneurship in the North East. These strategies encompass a range of interventions, including targeted policy measures to promote cultural industries, strengthening institutional support through dedicated agencies and programs, and fostering active community engagement to ensure that cultural entrepreneurship initiatives are rooted in local needs and aspirations. It also emphasizes the importance of public-private partnerships to leverage resources and expertise, and the need for educational institutions to incorporate cultural entrepreneurship into their curricula to cultivate a new generation of cultural leaders.

Ultimately, this paper argues that by harnessing the power of culture, the North East can make a significant contribution to India's overall economic growth, social progress, and cultural enrichment. By supporting and empowering cultural entrepreneurs, the region can unlock its vast potential, creating a more vibrant, inclusive, and prosperous future, and playing a pivotal role in the realization of a "Viksit Bharat" by 2047.

Keywords: Cultural Entrepreneurship, North East India, Viksit Bharat 2047, Sustainable Development, Indigenous Knowledge

Cultural Entrepreneurship and the Future of Indigenous Languages in Tripura: Digital Innovation and Community Preservation for Viksit Bharat 2047

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Abstract:

Indigenous languages are the repositories of cultural identity, traditional knowledge, and collective memory. In Tripura, a state rich in ethnic diversity and historical heritage, the survival of indigenous languages has been a pressing concern since the early 20th century. This paper examines the evolution of indigenous languages in Tripura from 1901 to the present, exploring how cultural entrepreneurship and digital innovation can play pivotal roles in preserving and revitalizing these languages. Anchored in the vision of Viksit Bharat 2047, this paper outlines strategies to leverage technology, community participation, and policy reforms to ensure the survival of these languages while fostering sustainable cultural development. The discussion highlights oral traditions, colonial-era challenges, the post-independence demographic shifts, and contemporary digital interventions as critical aspects of the narrative.

Keywords: Indigenous languages, cultural entrepreneurship, Tripura, digital innovation, Viksit Bharat 2047, community preservation, linguistic heritage.

Cultural Entrepreneurship and the Role of Youth in Making Viksit Bharat 2047

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Abstract:

Cultural entrepreneurship, which integrates traditional arts, heritage, and indigenous knowledge with innovation and enterprise, can play a transformative role in achieving Viksit Bharat 2047. India's rich cultural heritage offers vast opportunities for economic growth, global influence, and social cohesion. The Yuva, with their creativity and technological expertise, are key drivers in this process, revitalizing traditional crafts, performing arts, and cultural tourism through digital platforms, AI, and e-commerce.

By fostering startups and enterprises in the cultural sector, young entrepreneurs can generate employment, strengthen rural economies, and support initiatives like Make in India and Vocal for Local. Government policies, financial incentives, and skill development programs are essential in creating an ecosystem where youth-led cultural enterprises can thrive.

This paper explores successful cultural entrepreneurship models, policy frameworks, and innovative strategies to leverage India's cultural assets for national development. Strengthening cultural industries will not only preserve India's heritage but also enhance its global standing. By empowering youth and integrating culture with economic growth, cultural entrepreneurship will contribute significantly to Viksit Bharat 2047, ensuring inclusive and sustainable progress.

Influencing Society Through Satire Laughter and Verse: The Impact of Comedians and Poets in Open Mics in Odisha

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Abstract:

Art forms like comedy and poetry have long served as powerful tools for education and social influence. This research paper focuses on the role of comedians and poets, particularly in the open mic format, to understand how these artists impact society. Satirical comedy and spoken word poetry have grown as forms of expression, providing platforms to inform, critique, and reflect societal issues. This study examines the acceptance of open mics in Odisha in comparison to other states in India. It explores how satire and poetic performances have become vehicles for social commentary, raising awareness of various topics and bringing about change. The research questions include: How do comedians and poets in open mic settings influence societal understanding? How has the concept of open mics been received in Odisha? Does satire in comedy and poetry shape public discourse? The methodology involves gathering data through interviews with local comedians and poets to understand their perspectives on influencing audiences. Additionally, secondary research will be conducted by referencing studies on the evolution and societal role of these art forms. The frequency and popularity of open mics in Odisha, compared to other states, will also be analyzed to provide insights into the regional acceptance of these performances. This study will offer a comprehensive view of how comedic and poetic performances in Odisha are emerging as influential forces in shaping public opinion and awareness.

Keywords: Satire, Comedians, Poets, Odisha, Open mics

Recontextualizing Nepali Lexicography in the Digital Environment – Exploring identities and perceptions of LGBTQ+ community in contemporary North Eastern India

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Abstract:

Lexicography is associated with the practice and theory of creating dictionaries, lexica, terminological knowledge, and other informational tools that systematize languages and the process of meaning-making. Thus, while languages are linked to cultural practices, terms, expressions, idioms, phrases, or words are crucial in meaning-making. Recently, social media culture has begun playing a critical role in transmitting values, attitudes, beliefs, behaviours, practices, and assumptions, affecting the process of lexicography. So much so that the words that are increasingly entering dictionaries are social media inventions that had previously not found any precedence in lexicographic projects; this research investigates the field of Nepali lexicography and Nepali lexicon development in India, its intercourse with new media culture and its social inclusivity of the LGBTQ+ community. The researcher investigates how perceptions of LGBTQ+ communities, which form one of the potent discourses in social media, translate into Nepali lexicography in India. It is argued that Western perceptions of non-binary perspectives are challenged or normalized in Nepali-speaking communities in the Eastern Himalayas in India. The researcher employs Critical Discourse Analysis of three prominent Nepali Dictionaries published in India. A survey of perceptions and conceptual clarity based on the normalization and challenges surrounding LGBTQ+ communities through discourses on Social Media platforms such as Facebook is triangulated through in-depth interviews and focus group discussions among a systematic random sampling conducted of the youths between 18 to 29 years of age in the twin districts of Kalimpong and Darjeeling in West Bengal. The researcher argues that while English perceptions of the LGBTQ+ community are inclusive based on the usage of terminologies that are unique to the LGBTQ+ community, which normalizes or at least parleys adequate understanding of the community, this is not the case with the Nepali lexicography in India as it lacks the processes of replacing English equivalents of the terms or the usage of these terms in both day to day communication. The notion of gender inclusivity and equity is critical to forging a developed society and playing a crucial role in transforming India into a Vikshit Bharat.

Digital Cultural Platforms: Catalyzing Cultural Transformation for Viksit Bharat

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Abstract:

Viksit Bharat aims to become a technologically sophisticated, culturally rich, and globally significant India. In this regard, digital cultural platforms are essential to the preservation, promotion, and transformation of the country's rich and varied cultural legacy. These platforms improve the accessibility, engagement, and monetization of cultural assets by utilizing cutting-edge technology like blockchain, artificial intelligence, virtual and augmented reality, and big data analytics. They promote both cultural preservation and economic growth by making it possible to digitize historical items, create immersive virtual museum experiences, and incorporate traditional art forms into the digital economy.

Additionally, by offering worldwide visibility and new money streams, internet platforms boost regional folk performers, artists, and creative businesses. Initiatives like virtual exhibitions, interactive storytelling platforms, and e-marketplaces for handicrafts help democratize cultural heritage by guaranteeing greater participation across socioeconomic and geographic barriers. By providing gamified learning experiences, AI-driven suggestions, and virtual history tours, these platforms also support cultural tourism by improving tourist engagement and education.

Even while digital cultural platforms have a lot of promise, issues like the digital divide, data security, intellectual property rights, and the veracity of digital representations must be resolved with strong legislative frameworks and cooperative efforts. To build a cultural environment that is inclusive, sustainable, and technologically advanced, government programs, business sector involvement, and community-driven strategies must all work together.

The impact of digital cultural platforms on social inclusion, economic growth, and cultural preservation is examined in this article as it relates to the achievement of Viksit Bharat. In order to optimize their potential in promoting an India that is both culturally rich and technologically enabled, it also looks at technical advancements, governmental interventions, and future directions.

Keywords: e-commerce for artisans, digital cultural platforms, Viksit Bharat, digital transformation, artificial intelligence, blockchain, virtual and augmented reality, cultural tourism, digital inclusion, indigenous knowledge systems, smart heritage management, digital transformation, digital transformation, digital transformation, and digital sustainability.

Digital Cultural Platforms for Viksit Bharat: Preserving and Promoting India's Heritage through Technology

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Abstract:

Digital technology's quick development has completely changed how Indian culture is preserved and shared. The goal of "Viksit Bharat"—a developed India—has made digital cultural platforms crucial to preserving and advancing the country's rich legacy. Using resources like the National Digital Library, IGNCA, and virtual museum initiatives, this essay investigates how technology might help preserve traditional arts, literature, music, and historical objects. It looks at how advancements in augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) improve accessibility and cultural heritage involvement. Along with addressing issues like the digital divide, data security, and authenticity, the report also points out areas where communities, the business sector, and the government may work together. This article highlights the transformative potential of digital cultural platforms in promoting inclusivity and cultural continuity in Viksit Bharat through a thorough examination of case studies and policy frameworks.

Mobile Journalism and Digital Storytelling: Empowering Cultural Entrepreneurship for Viksit Bharat 2047

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Abstract:

In the era of digital transformation, mobile journalism (MoJo) and digital storytelling have emerged as powerful tools for promoting cultural entrepreneurship. With the widespread accessibility of smartphones, cultural entrepreneurs now have the ability to document, share, and market India's rich heritage, arts, and traditions more effectively than ever before. This paper explores how mobile journalism, combined with digital platforms, can empower cultural entrepreneurs in shaping a globally recognized and economically sustainable cultural ecosystem for Viksit Bharat 2047.

Keywords: Mobile Journalism (MoJo), Digital Storytelling Cultural Entrepreneurship, Heritage Promotion, Viksit Bharat 2047

Mahakumbh: A confluence of Faith and Culture, with an essence of intangible cultural Heritage

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Abstract:

The 2025 edition of the colossal event of Mahakumbh is one of the World's largest gatherings and a profound testament to India's rich cultural heritage and dynamic interplay with modern

governance and economics .At the heart of this event, lies the unprompted economic engagement of millions of devotees, unlike traditional economic stimuli, driven by the government incentives or corporate interests or corporate interests, the Mahakumbh , thrives on the intrinsic motivation of the participants rooted in their dharmic way of life. The millenia old forty six day event with an anticipated footfall of over 40 crore is also a significant economic driver, contributing, substantially to the Nation's economy. With a total allocated budget of Rs 7,500 crore including Rs5,400 crore from State Government and Rs 2,100 crore from the centre, the event is poised to generate an economic impact of Rs 2-4 lakh crore .This Kumbh mela will contribute over 1 percent of India's nominal and real GDP . India's Economy is deeply rooted in cultural and festive traditions driven by tenets of Sanatan economic model, which often predict recessionary cycles, Indian's cultural and religious festivals, continuously rejuvenate economic activities.

*I want to present as poster presentation.

A Study on Role of Economic Development Through Cultural Tourism in Tripura

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Abstract:

Cultural tourism plays a significant role in economic development by generating income for local communities through tourist spending, creating jobs in various sectors like hospitality and guiding services, promoting the preservation of cultural heritage, and attracting investment in infrastructure development, thus boosting the overall economy of a region, particularly in areas with unique cultural assets. Simultaneously cultural tourism plays a significant role in Tripura's economic development by leveraging the state's rich tribal heritage, traditional crafts, and unique cultural practices to attract tourists, generating revenue through accommodation, local goods purchases, and guided tours, thereby creating employment opportunities and boosting the local economy, particularly in rural areas where artisans and communities can directly benefit from tourism activities. The aim of this paper explore how cultural tourism can drive economic development and economic transformation in Tripura. The objectives of the paper is to analyse to study the present scenario of cultural tourism in Tripura.

Keyword: Economic Development, Cultural Tourism, Tourists, Heritage.

Religious tourism in Uttar Pradesh with special reference to Kashi & Ayodhya

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Abstract:

This paper looks into the phenomenon through a case study of Kashi, an ancient city situated on the bank of river Ganga in Northern India, which has great significance in the Hindu religion and serves as a prominent pilgrimage destination. Religious tourism in India has emerged as a significant driver of economic growth and for the exchange of Culture, with temples serving as pivotal attractions for millions of pilgrims and tourists annually. In this paper, we seek to investigate the role of temples in fostering regional development in temple cities: Ayodhya and Kashi (Varanasi). By examining the socio-economic impacts of temples in the regions, this research aims to contribute to have understanding of the linkages between religious tourism and regional development in India, especially in these two cities of Uttar Pradesh.

Keywords: religion tourism, temple economy, Kashi, Ayodhya

Application of KAIZEN in Tourism Management in Tripura: An Eco-Tourism Paradise in North-East India

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Abstract:

Tourism is a key sector for economic growth, employment generation, and cultural exchange, particularly in states like Tripura, which is rich in heritage, natural beauty, and indigenous traditions. However, the sector faces challenges related to service quality, infrastructure, and operational efficiency. The KAIZEN philosophy, a Japanese management technique focused on continuous improvement, can be a strategic approach to enhance tourism management in Tripura.

This paper explores the application of KAIZEN techniques in tourism management, emphasizing efficiency, customer satisfaction, and sustainable development. The study identifies key areas where KAIZEN can be implemented, including service excellence in hospitality, transportation efficiency, infrastructure maintenance, waste management, and digital promotion of tourist destinations. By adopting a Plan-Do-Check-Act (PDCA) cycle, tourism stakeholders—such as government agencies, tour operators, and local communities—can introduce small, incremental changes that lead to long-term improvements.

Furthermore, lean management principles derived from KAIZEN can help optimize resource utilization, reduce inefficiencies, and improve visitor experiences. The study highlights case studies from global tourism sectors where KAIZEN has led to operational success and discusses how similar methods can be localized for Tripura's unique tourism ecosystem. The integration of KAIZEN with eco-tourism and community-based tourism can further enhance sustainable tourism practices, benefiting local economies while preserving cultural and natural heritage.

The findings suggest that structured implementation of KAIZEN in Tripura's tourism policies, training programs, and service quality monitoring systems can significantly elevate the state's tourism appeal, attract more visitors, and boost economic development.

Keywords: KAIZEN, Sustainable Tourism, Lean Management, Service Quality, Eco-Tourism.

Kushinagar: A Universal Perspective on its Historical Significance, Buddhist Heritage and Cultural Impact on Tourism

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Abstract:

Kushinagar, a great Buddhist heritage site where Lord Buddha spent his last day, is a universal symbol of peace, spirituality and cultural harmony. This heritage site is located in the Kushinagar district of Uttar Pradesh, India and is historically significant as the site where Lord Buddha attained Mahāparinirvāna (final salvation). We have visited this historical site many times and each visit deepened our appreciation for Kushinagar's significance as a remarkable heritage landmark in India. It stands as evidence of India's rich cultural and spiritual legacy, attracting visitors not only from across the country but also from around the world, mostly to Southeast Asian countries. Over the years, it has emerged as a prominent destination for cultural tourism, offering a unique blend of history, spirituality and international appeal. This study delves into the historical importance, Buddhist heritage and the wider cultural impact of Kushinagar on tourism, emphasizing its role as an inspiration for global unity.

The eyewitness evidence of the sites remains a testament to the contributions of Buddhist rulers and patrons in promoting art, architecture and education. Main structures like the Kushinagar Monastery, Rambhar Stūpa, which is believed to mark Buddha's cremation site and the Matha Kuar Shrine further enrich the region's historical narrative, which is the main attraction for the tourist.

The cultural impact of Kushinagar extends beyond spiritual reverence, significantly influencing tourism. Declared a major Buddhist Circuit site by the Government of India, Kushinagar has witnessed growing investments in infrastructure, including an international airport, heritage hotels and guided tours. By examining its heritage and evolving tourism dynamics, this study highlights Kushinagar's enduring role as a bridge between ancient wisdom and contemporary global harmony. While the history of Buddhism in Uttar Pradesh has been discussed in the past, but the history of the Kushinagar cannot be particularly noted. Therefore, Kushinagar and his Historical Significance, Buddhist Heritage and Cultural Impact on Tourism demanded a separate discussion. That is why, in the present context, it has been selected for discussion.

Keywords: Kushinagar, Buddhism, Heritage, Culture, Religious Tourism, Buddhist art and architecture, Pilgrimage, Mahāparinirvāna.

Harmonic Journeys- Music Tourism as a Catalyst for Cultural Entrepreneurship and Sustainable Development in Vikshit Bharat

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Abstract:

This paper examines music tourism as a dynamic driver of cultural entrepreneurship, sustainable development, and economic growth in India. Positioned at the intersection of cultural preservation and economic innovation, music tourism leverages intangible heritage to foster local entrepreneurship, create employment opportunities, and generate significant revenue. The study highlights how music tourism can contribute to cultural sustainability by preserving traditional art forms, facilitating intergenerational knowledge transfer, and curating immersive experiences for domestic and international audiences.

Through a critical analysis of development models—such as destination-based tourism, circuit frameworks, and hybrid digital innovations—the paper explores scalable strategies for integrating music tourism into India’s economic framework. It emphasises innovative financial mechanisms like cultural impact bonds, public-private partnerships, and crowdfunding as tools to empower grassroots entrepreneurs and sustain community-driven initiatives.

Policy recommendations are proposed to institutionalise music tourism as a key contributor to India’s cultural economy, aligning with Sustainable Development Goals (SDGs). By harmonising cultural preservation with entrepreneurial innovation, music tourism can emerge as a cornerstone of inclusive and sustainable development, propelling India toward the vision of Vikshit Bharat.

Keywords: Music Tourism, Cultural Entrepreneurship, Sustainable Development, Cultural Economy, Immersive Experiences

Heritage and tourism in Vikasit Bharat: A perspective

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Abstract:

Heritage and tourism are two interconnected domains that hold immense potential for economic, cultural, and societal growth. In the context of *VB* (Developed India), the preservation of India’s rich heritage and its integration with tourism are crucial. India, as a land of diverse cultures, traditions, and histories, is home to an unparalleled collection of heritage sites—from architectural phenomenon like the Taj Mahal and Hampi to the intangible treasures of dance, music, and oral traditions.

The concept of heritage encompasses not only physical monuments but also the cultural ethos and traditions passed down through generations. Tourism, on the other hand, acts as a bridge that connects people to these treasures, fostering cross-cultural understanding and generating significant economic benefits. This paper explores the role of heritage and tourism in the vision of *VB*, focusing on sustainable practices and the wisdom derived from ancient Sanskrit texts.

Keywords: Heritage, monument, cultural, ethos, sustainable, tourism, encompasses

Atma-Nirbhar Theatre: Finding the Sustainable Model for Economic Growth of the Indian Theatre Industry

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Abstract:

The Indian theatre industry, a cornerstone of the nation's cultural heritage, faces persistent economic challenges despite its artistic richness. This study explores pathways to align the sector with India's "Atma-Nirbhar Bharat" (Self-Reliant India) vision by identifying sustainable economic models that ensure financial viability without compromising artistic integrity. Through a mixed-methods approach including case studies of regional folk traditions like, urban proscenium theatres, and digital innovations, the research evaluates existing revenue frameworks, patronage systems, and systemic barriers such as underfunding, informal labor structures, and infrastructural deficits.

The paper argues for a hybrid model that integrates grassroots entrepreneurship, public-private partnerships, and digital monetization strategies (virtual performances, OTT collaborations) to diversify income streams. It highlights inspiring initiatives like Kerala's Kathakali tourism circuits and Punchdrunk immersive theatre in the UK, which balance commercial viability, innovation, and cultural preservation. Additionally, the study critiques over-reliance on sporadic grants and advocates for policy interventions, including tax incentives for CSR funding and institutional support for rural artist welfare.

By synthesizing qualitative insights from practitioners and quantitative data on audience engagement trends, this research proposes a roadmap for "Atma-Nirbhar Theatre," a self-sustaining ecosystem that empowers artists, leverages technology, and fosters inclusive growth. The findings aim to inform policymakers, cultural stakeholders, and theatre collectives in reimagining India's performing arts economy as both a driver of employment and a guardian of intangible heritage.

Cultural Heritage and Archaeological Practices in the 'Viksit Bharat': A Medial Approach

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Abstract:

Cultural heritage conservation is an important area of study that incorporates various disciplines. It is driven by a collective responsibility to protect our cultural legacy for future generations sustainably. Archaeology plays a crucial role in this effort by providing valuable insights that enhance the preservation and appreciation of our shared history. This paper aims to reflect on the legacies that Indian society has embraced throughout the ages and how archaeological evidence has validated these legacies. It will review archaeological findings from multiple sites across India spanning diverse timeframes. Additionally, the challenges and complexities of conserving these traditions and the onsite conservation of archaeological evidence will be addressed.

Embodied Spirituality in Performance: Indian Theatre Tradition's Global Impact

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Abstract:

India's rich theatrical traditions offer a pathway to global artistic leadership through sacred performance and mindfulness. Theatre emerged as a junction of spiritual and material worlds to go beyond mere entertainment into becoming a ceremony of transformation. Indian traditional and folk theatre based on religious and spiritual techniques has been an important model for world-performance traditions that purify the greatest values of mindfulness, rituality in storytelling, and the holistic power of theatre. This paper examines the parallels between Indian sacred theatre forms—such as Kutiyattam, Ram Lila, and Theyam—and global traditions like Greek Dionysian theatre, Japanese Noh, and Balinese Wayang Kulit. These traditions share an intrinsic connection with spirituality, ritual precision, and a meditative approach to performance, elements that align with India's growing emphasis on cultural entrepreneurship and global soft power.

With the influence of Natyashastra extending beyond Indian borders, concepts such as pranayama (breath control), mudras (symbolic gestures), and rasa theory (emotional depth) are being incorporated into global acting methodologies and holistic performance-based healing practices. The sacred experience of theatre—where performer, audience, and divine presence merge—fosters an intercultural dialogue that strengthens India's position as a leader in cultural diplomacy. As the world moves toward mindfulness-based artistic training, Indian sacred

theatre provides a valuable model for global practitioners. This paper explores how the meditative and transformative aspects of Indian performance traditions are being adapted to modern acting methodologies, wellness-based theatre, and experimental performance spaces worldwide. By integrating these sacred performance practices into contemporary global theatre, India can harness its intangible cultural heritage as a means of fostering a spiritually enriched, artistically innovative, and culturally influential future.

Keywords: Sacred Performance, Indian Theatre, Ritualistic Storytelling, Mindfulness in Theatre, Global Theatre Practices

Integrating Indian Knowledge System in Education through Vedanta Wisdom: A Pedagogical Perspective on Swami Vivekananda's Gyana Yoga

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Abstract:

This paper investigates the transformational capability of Swami Vivekananda's Gyana Yoga in modern terms of pedagogical spiritualism. It elaborates on essential aspects of integrating ethical, emotional, and spiritual dimensions into education to tackle modern-day challenges. The Gyana Yoga process of reflection-poised viveka (discernment) and vairagya (detachment)-is the gist of this paper, emphasizing training in intellectual rigor, ethical sensibility, and spiritual growth. Nested in the philosophy of holistic education, this research is consonant with national educational priorities and goals in value-based education as per NEP, 2020, and Mulya Pravah guidelines by the University Grants Commission.

In conducting the literature review, the study examined the theoretical perspectives and practical applications of Gyana Yoga in various multicultural educational contexts. The results revealed the necessity for culturally sensitive adaptation, interdisciplinary curriculum development, and inclusive teacher training programs to ameliorate teaching in bridging the gap between old pedagogies and modern educational requirements. The discussions further elaborate on the role of technology in engaging reflection practices, emphasizing the need for a balance between digital inclusion and spiritual contemplation.

The discussion demonstrates the synergy of Gyana Yoga with the broad challenges faced by global education around inequality, sustainability, and social justice. It critically reviews the contradictions of its adaptation in secular moorings and the implied incapacity of the system. The conclusion reiterates that Gyana Yoga has the potential to redefine spiritual pedagogy by promoting the very establishment of education fostering critical consciousness and moral responsibility along with emotional resilience. Future lines of research could centre around well-designed, in-depth investigations into empirical studies focused on scaling up Gyana Yoga-based pedagogy.

Keywords: Pedagogy of Spirituality, Swami Vivekananda's Gyana Yoga, Modern Educational Practices

Advaita Vedanta and Rural Development: Cultural Insights for Advancing Backward Regions

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Abstract:

This study explores the intersection of Advaita Vedanta and rural development, focusing on how the philosophical principles of non-dualism can contribute to cultural revitalization and socioeconomic progress in backward regions. Advaita Vedanta, rooted in ancient Indian philosophy, emphasizes the interconnectedness of all beings and the transcendence of material differences. These principles provide a foundation for fostering inclusive development by addressing social inequalities, cultural alienation, and economic stagnation. The research investigates the cultural wisdom inherent in Advaita Vedanta and its practical application in empowering marginalized communities through education, sustainable living practices, and community-centric governance.

By analyzing case studies from backward regions in India, this work highlights how integrating spiritual wisdom with modern development frameworks can reshape perspectives on poverty, development, and social upliftment. The study emphasizes the role of cultural and spiritual identity in rural education, environmental conservation, and participatory development, demonstrating that the Vedantic approach aligns with the principles of equity, harmony, and sustainability. Furthermore, it sheds light on how Advaita Vedanta can serve as a catalyst for nurturing self-awareness, collective responsibility, and resilience among communities facing cultural erosion and economic adversity.

The findings suggest that a culturally contextualized development model, inspired by Advaita Vedanta, can facilitate mass improvement by bridging traditional wisdom and contemporary challenges. The research underscores the potential of spiritual philosophy as a transformative force in reimagining rural development from a holistic perspective. This study contributes to the broader discourse on integrating indigenous knowledge systems into development paradigms, offering a novel framework for sustainable growth that respects cultural heritage while addressing present-day needs.

Keywords: Advaita Vedanta, Rural Development, Cultural Revitalization, Sustainable, Development, Indigenous Knowledge Systems

Understanding the Eternal Aspects of Yoga in Perspective of Indian Knowledge System

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Abstract:

The Indian Knowledge System is the systematic transmission of knowledge from one generation to next generation for a very old age. The Vedic literature is considered the fountainhead of the India Knowledge Tradition. Upanishads, Vedas, and Upvedas are all part of the Indian Knowledge System. The Indian Knowledge system is a generic phase that included everything like archaeology, ayurveda, medicine, astrology, astronomy, public administration and economics and so on. Yoga is an integral part of Indian knowledge system for centuries and it has become one of the most prominent aspects of Indian knowledge system. Yoga is an ancient pragmatic science which dealing with the physical, moral, mental and spiritual well-being of man over thousands of years. Yoga is neither a sect nor an ideology but a practical training of mind and body. Broadly speaking, it has three main outcomes: it makes us more aware of our natural wisdom, it strengthens the body's ability to recover from illness or injury; it teaches us how to co-operate with others. It brings about deep change of attitude. The entire thrust of our life is to devote total attention to every action and at the same time, to trust in the power of sacred. Yoga enables everyone to move towards that state of developed consciousness which is oneness with the sacred. Realization of consciousness is the only one perfect and higher knowledge by which one can know everything in the universe to achieve the highest goal of salvation. For this, Exploring the teachings of Yoga is essentially required to provide motivation and guidance to all human beings that can bring the qualities of discipline, tolerance, understanding, respect, cooperation, love, universal brotherhood, sincerity, honesty, spirituality and integrity of character to solve any types of problems in the world for achieving a healthy and peaceful life in today and tomorrow and also in support of the goal of Viksit Bharat 2047.

Keywords: Indian Knowledge System, Yoga, Human Values, Spirituality, Modern Society.

Tourism through Ethics and Spirituality

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Abstract:

Ethics and morality are used interchangeably. However, ethics is a branch of Philosophy which deals with the study of moral behavior. On the other hand spirituality is concerned with human spirit or soul. The Indian philosophical thoughts are mainly based on very clear concept of dharma (the duty) which focuses on highest level of human behavior with each mortal and immortal element existing in the universe.

The ultimate goal of human life is to achieve happiness or Anand and mental peace, whether it is through tourism or spiritual practices. Fortunately, India is the only destination to console aggrieved human civilization through its generation -long heritage of spiritualism.

The paper will deal all aspects of Indian cultural practices (kumbh mela etc) and avenues to generate income through spiritual tourism.

Keywords: Dharma, spiritualism, morality and tourism.

Indian Knowledge system and Spirituality

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Abstract:

India is globally recognised as home to a rich and diverse knowledge system and spiritual heritage. IKS and spirituality span thousands of years. IKS is basically rooted in the concept of "Dharma,". This embodies not only spirituality but also a way of life including ethics, and morality.

At the core of Indian spirituality exists the Vedas, ancient texts that contain philosophical and spiritual insights, as well as do's and don'ts on rituals and practices. The Vedas are traditionally proclaimed as "apaurusheya," or divine in origin. They are construed as the foundation of Hinduism. The Upanishads are in fact part of the Vedas. They explore the nature of the ultimate reality, the self, and the universe.

The highlights of Indian knowledge system are as follows:

1. ***Yoga*:** It is a physical, mental, and spiritual practice aiming at uniting the individual self (jiva) with the universal self (Brahman).
2. ***Ayurveda*:** It's a traditional system of medicine. This stresses on natural remedies, holistic health, and balance in the body and mind.
3. ***Jyotish*:** It is the ancient Indian system of astrology. It helps to understand the influence of celestial bodies on human affairs.

Indian spirituality is marked by a diverse array of traditions, including the following:

1. ***Hinduism***: It is characterized by a vast and complex faith that encompasses a wide range of practices, from devotion to deities to philosophical inquiry.
2. ***Buddhism***: It is known as a path that emphasizes the attainment of enlightenment through the realization of the Four Noble Truths and the Eightfold Path.
3. ***Jainism***: It is such a faith that emphasizes non-violence, self-control, and the pursuit of liberation from the cycle of birth and death.
4. ***Sikhism***: It is such a monotheistic faith that stresses devotion, service, and the pursuit of spiritual growth.

Indian spirituality chiefly encompasses the following:

1. ***Karma***: The idea centres on the point that actions are traditionally bound to have consequences, and that an individual's thoughts, words, and deeds shape their future.
2. ***Reincarnation***: There is a strong belief in the cycle of birth, death, and rebirth, with the goal of ultimately achieving liberation (moksha).
3. ***Dharma***: It stresses on the notion of duty, morality, and righteousness, which guides an individual's actions and decisions.

The long and short of the Indian knowledge system and spirituality is that they provide a rich and complex tapestry of ideas, practices, and traditions which keep on inspiring and guiding people around the world. These concepts and practices can enable individuals to deepen their understanding of themselves and the world, and as such they can cultivate a more meaningful and fulfilling life.

Keywords: Indian, Knowledge, Spirituality, system

An Insight into the Indian Knowledge System in Management and Leadership

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Abstract:

The Indian Knowledge System (IKS) offers a rich repository of management and leadership wisdom rooted in ancient scriptures, including the Arthashastra, Bhagavad Gita, and the teachings of spiritual leaders like Swami Vivekananda and Sri Aurobindo. These texts and thought systems provide strategic insights into governance, leadership ethics, and decision-making processes that remain relevant today. This paper explores three key areas: lessons from Arthashastra for modern governance, spiritual leadership through the case studies of Swami

Vivekananda and Sri Aurobindo, and the role of the Bhagavad Gita in contemporary business ethics. The study highlights how ancient Indian wisdom can guide contemporary leadership, fostering ethical, visionary, and sustainable governance.

Keywords: management, leadership, governance, decision-making, visionary.

A Tapestry of Bengali traditions and folk culture: Enhancing socio-economical development

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Abstract:

In general, literature, music, painting, architecture, sculpture etc. together forms culture. Art is a part of culture, as an expression of human thought, imagination, meditation, feeling, emotion. The world and the identity of life emerges - the materials of culture. It's basically a reflection of life and world and is also the expression of actual experience, form, sound or gesture. There can be variations in imitation - sometimes realism, sometimes fantasy, sometimes a mixture of fantasy and reality. Human culture has been shaped by the power of mind, thinking and creativity. The religion of life is self-expression and evolution. Like animals, birds, insects, plants, humans do not just survive, they survive. Everything that people have created and are doing in the way of practical life is cultural in nature. The creative intention, thinking, wisdom, judgement, imagination and emotional expression are reflected in various ways of art and culture. The folk culture of Bengali community is a vibrant tapestry of traditional art forms, rituals, music, and dance that reflect the rich cultural heritage of the community. Rooted in the history, beliefs, and daily lives of the people, their folk culture represents a living expression of the community's collective wisdom and creativity. This article delves into the captivating world of folk culture, exploring its diverse forms, their historical and cultural significance, and their impact on the socio-economic fabric of the state. It explores the various genres of folk songs, such as Baul, Bhawaiya, Kirtan, Mangal geet each with its distinct melodic and lyrical style. These songs serve as a means of storytelling, expressing emotions, and conveying social messages, while also preserving the oral traditions of the region. Moving on to traditional dances, the article showcases the rich tradition of folk dances in bengalis. It highlights dance forms like Chhau, Gambhira, Santhal, and Dhamail each with its unique characteristics, costumes, and gestures. These dances are deeply rooted in local folklore, religious rituals, and seasonal festivities. They not only entertain but also serve as a medium for cultural expression, community bonding, and the preservation of cultural heritage. The article further explores the world of folk theatre i.e, jatra pala in Tripura. It examines prominent forms such as Jatra, Chhau dance-drama, and Kushan. Jatra, a traditional form of Bengali theatre combines music, dance, and storytelling to entertain and educate the masses. Another integral aspect of Bengali folk culture is its traditional crafts and artwork. The article showcases craft forms like bamboo

handicrafts, kantha embroidery, clay modeling, and terracotta art. These crafts are practiced by skilled artisans who create intricate designs, reflecting the cultural identity and aesthetic sensibilities of the region. The article explores the techniques, symbolism, and socio-cultural significance of these crafts, which not only provide a means of livelihood but also contribute to the visual richness of folk culture. The bengali's cuisine is also a vital area of traditional foods such as pitha –pulis. The socio-economic significance of Bengali's folk culture is a key theme throughout the article. It highlights how these cultural practices act as a cohesive force, bringing communities together and fostering a sense of belonging. Through folk cultural practices, individuals connect with their roots, reinforce shared values, and preserve collective memory. These traditions also play a crucial role in strengthening social bonds, promoting unity, and nurturing a sense of pride in the local heritage. These endeavours raise awareness, encourage participation, and ensure the continuity of rich folk heritage of Bengali community.

Keywords: Folk culture, Traditions, Music and Dance, Art, Heritage Preservation, Socio-economic Development

Chakhwi bwtwi: Unveiling indigenous culinary heritage for potential rural entrepreneurship in Tripura

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Abstract:

Chakhwi, a traditional delicacy of Tripura, represents the rich culinary heritage of its Indigenous communities of Tripura. A key component of its preparation is bwtwi, an alkaline extract derived from plant-based ash such as the ash of pre-mature bamboo, banana or teak leaves, coconut shell and husk depending on locally available resources. The common dishes prepared using chakhwi bwtwi in Tripura are Wahan chakhwi, Muya chakhwi, Moi maising chakhwi, Fantok chakhwi, Laiphang chakhwi, Sikambuk chakhwi, Mulai chakhwi. These dishes reflect the diversity and ingenuity of indigenous culinary techniques. Variations in its preparation with different plant sources, imparts unique sensory characteristics to the final dish. The alkaline water enhances the texture, flavor, and preservation characteristics of Chakhwi by, enriching its traditional taste profile.

The preparation of chakhwi bwtwi begins with the collection of premature bamboo from local forests. The commonly used bamboo variety is Muli bamboo (*Melocanna baccifera*). The bamboo was cleaned and burned to fine ash. After cooling for an hour, the ash is placed in a bamboo funnel, locally termed as chakhwi khok, and 300–500 ml of water is poured over it for slow filtration. The obtained filtered liquid is the essential alkaline extract required for the preparation of traditional dish chakhwi. Locally the alkaline extract is termed as chakhwi bwtwi. A similar process is followed for other plant-based sources: dry teak (*Tectona grandis*) stems, coconut (*Cocos nucifera*) shells and husks, and banana (*Musa acuminata*) leaves. These materials are burned to produce ash, which is then cooled and filtered using chakhwi khok, yielding a variety of chakhwi bwtwi. The extracted chakhwi bwtwi varied in colour, texture, and alkalinity based on the plant source. The pH values of the extracts were found to be alkaline ranging from 10.5-10.9 and the colour varied from light to dark brown. These variations influence the final characteristics of the dish, making each version distinct in taste and texture. This study seeks to systematically document a traditional food preparation and preservation method. By optimizing the extraction process and ensuring quality, chakhwi bwtwi could be marketed as a natural food additive for both traditional and modern cuisine. Future research may explore its nutritional value and preservative potential. Beyond preserving indigenous knowledge, this study highlights opportunities for entrepreneurship and value-added product development, reinforcing its significance in contemporary food science and sustainable food systems.

Phytochemical and Therapeutic Potential of Traditional Rice Beverages of Tripura: A Pathway to Sustainable Entrepreneurship

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Abstract:

Traditional rice beverage is deeply embedded in the socio-cultural and economic fabric of the indigenous tribes of Tripura, particularly the Chakma and Debbarma communities. This study examines its historical significance, preparation methods, and economic impact, highlighting the role of phytochemical components that contribute to its medicinal properties. Several plant species such as *Tinospora cordifolia* (Guduchi), *Artocarpus heterophyllus* (Jackfruit leaf), *Piper nigrum* (Black pepper), and *Datura stramonium* (Datura) are used in the preparation of starter cakes, enhancing the nutritional and therapeutic value of the beverage. These plants exhibit various pharmacological activities, including anti-inflammatory, immunomodulatory, anti-diabetic, and antimicrobial properties. There is an urgent need to standardize the preparation processes of these traditional beverages by integrating scientific advancements, systematically documenting their phytochemical profiles, and evaluating their health benefits. This scientific approach would establish a robust framework for quality control, thereby improving the product's marketability and facilitating its commercialization. With proper governmental support and market regulation, rice beverage has the potential to emerge as a recognized traditional beverage, much like Feni in Goa, ensuring economic benefits while preserving tribal heritage.

Keywords: Traditional Rice Beverages, Phytochemical Properties, Sustainable Entrepreneurship

Decolonizing Development: Centering Indigenous Knowledge for a Viksit Bharat

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Abstract:

This paper argues for the centrality of indigenous knowledge in achieving a truly Viksit Bharat (Developed India). For too long, development policies have marginalized indigenous perspectives, prioritizing instead Western epistemologies and technologies. We contend that this approach has perpetuated inequality, cultural erasure, and environmental degradation. By contrast, centering indigenous knowledge offers a transformative pathway to sustainable development, one that honors the cultural heritage and traditional practices of India's diverse indigenous communities. Through a critical analysis of existing development frameworks and a review of successful indigenous-led initiatives, this paper demonstrates the imperative of integrating indigenous knowledge into development policy and practice.

Keywords: Indigenous Knowledge, Viksit Bharat, Decolonizing Development, Sustainable Development, Cultural Heritage, Traditional Practices.

Conceptualizing Bharat's Soft Power and Cultural Connectivity for Viksit Bharat 2047

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Abstract:

Age-old Bhartiya culture and current trend in cultural diplomacy have emerged as a force to showcase Indianness (Bhartiyata) to the world. Cultural diplomacy and the soft power of Bharat became important instruments for cooperation at regional and international arenas and also it is a key to building bilateral relations. In all the sense Bharat cannot bear to restrict and live in denial of cultural connectivity. There are multiple ways through which Bharat contributes its cultural connectivity across the globe. New age movements such as yoga, meditation, spiritualism, temple darshan, and the surge in internet use, social networking sites, diverse Bhartiya channels working round the clock, Bollywood movies, global desired Indigenous musical and cultural troupes including theatre and dance groups have added a lot to increase cultural connectivity across the globe. Bharat increases its cultural presence and diplomacy ties by directly communicating its national values, lifestyle, and products in a unique way that makes it attractive to other nations and regional groups. Bharat through its series of acts aims to increase a country's influence across the globe, both commercially and politically.

Prime Ministers' state visits and engagement with the Indian diaspora have added fuel to cultural connectivity and become powerful instruments of cultural diplomacy. The PM himself and his visit are India's biggest cultural and Brand Ambassadors.

Keywords: Cultural Diplomacy, Soft Power, Cultural Connectivity, Brand, Diplomacy.

Media and Cultural Diplomacy in the Context of Vikshit Bharat 2047

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Abstract:

This research paper examines the synergy between media and cultural diplomacy in shaping India's global image, with a visionary focus on ""Vikshit Bharat 2047"" (Developed India 2047). As India endeavours to position itself as a leading global power by the centenary of its independence, leveraging media and cultural diplomacy becomes essential for amplifying its values, heritage, and soft power. Adopting a multidisciplinary lens, this study explores the roles of traditional and digital media, cultural narratives, and public diplomacy in constructing India's international identity. Key questions addressed include: How can media effectively communicate India's developmental achievements and cultural richness? What cultural diplomacy strategies can enhance India's influence in global arenas? Using qualitative research and content analysis of media campaigns, policy frameworks, and cultural diplomacy initiatives, the paper identifies opportunities and challenges in utilizing these tools for India's global positioning. The findings highlight the transformative potential of integrating advanced media technologies with cultural diplomacy to foster global understanding, advance sustainable development goals, and cement India's leadership in global governance. Concluding with a proposed roadmap for ""Vikshit Bharat 2047,"" the study emphasizes innovation, collaboration, and inclusivity as critical pillars for enhancing India's global image. This research contributes to international relations scholarship by offering actionable insights for policymakers, cultural leaders, and communication experts aiming to position India as a beacon of cultural and developmental excellence on the world stage.

Keywords: Media, Vikshit Bharat 2047, Cultural Diplomacy

Youth as a Leader in Social Media Culture

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Abstract:

It is said youth are like sign. The reflection of a society and its future can be seen through the youth. The term youth can be decoded as actors who are not married person and didn't have to play the role of the protector, bread earner and take the full responsibility of the family. human behavior can be governed by rules and norms. whether it is talking or discussing during the class room. taking part in the marathon race and dancing in the disco bar. Both are appropriate and inappropriate it depends on the perception. Earlier the social issues were highlight in the newspaper and television. But nowadays it is replace gradually by social media. It plays a huge role among the youth life and in the society too. Trolling , uploading the sensational video in social media are example which is done in the social media platform. Empathy and Sympathy are not just two words but its a collective feelings. It can be found in social media platform without being filter or edited. Todays youth raise their grievances and injustice through this medium. Culture is about following the beliefs, ideology, norms, practice and got influenced. In modern society youth plays a leading role to shape the culture of a society.

Keywords: Culture, Family, Reflection, Social Media, Society.

Cultural Diplomacy of India through Media for Viksit Bharat@2047

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Abstract:

India, a land of unparalleled diversity, embodies a harmonious coexistence of numerous languages, cultures, and traditions. Stretching from Jammu and Kashmir in the north to Kanyakumari in the south, and from Gujarat in the west to Arunachal Pradesh in the east, the nation presents a remarkable tapestry of geographical, cultural, linguistic, social, political, and historical variety. India's cultural heritage, with its origins tracing back thousands of years, is a testament to its profound historical significance. It stands as one of the world's oldest and most influential civilizations. The meticulously planned urban layouts of the Indus Valley Civilization and the philosophical depth of the Vedas and Upanishads underscore India's legacy as a cradle of intellectual and spiritual thought. As the birthplace of major world religions such as Hinduism, Buddhism, Jainism, and Sikhism, India has offered teachings centered on nonviolence, compassion, and self-realization, leaving an indelible impact on global ideologies and practices. The country's cultural prominence lies in its ability to seamlessly integrate its ancient traditions with modern sensibilities, inspiring practices worldwide, such as yoga, meditation, Ayurveda, and philosophies that emphasize peace and harmony. Together, these elements reflect India's enduring status as a global epicenter of arts, culture, and spirituality. India's soft power has increased through cultural diplomacy, as seen by International Yoga Day, the influence of its diaspora, and the international attraction of its festivals and cuisine.

Preserving this legacy is a top concern, with projects to restore monuments, digitize ancient writings, and promote local crafts. Media plays an instrumental role in advancing the objectives of cultural diplomacy. By amplifying India's cultural narratives, media platforms facilitate the dissemination of its heritage to a global audience. Strategic use of digital platforms, social media campaigns, and international collaborations can further enhance the visibility and impact of India's cultural assets. Moreover, the media's role in promoting India's rich traditions and ideologies underscores its potential as a key driver in the nation's developmental journey. This paper talks about the role of media in attaining Viksit Bharat's goal by 2047 through cultural diplomacy. It will also delve into the strategies, schemes, plans, and programs implemented by the Indian government to establish diplomatic relations with the global community. Additionally, it will highlight the importance of leveraging digital platforms and traditional media to enhance engagement with diverse audiences. This paper aims to showcase how media can effectively pave the way for Viksit Bharat.

Keywords: Viksit Bharat, Cultural Diplomacy, Media, India, 2047, New Media

Reel diplomacy: Positioning Tripura as the cinematic gateway to Northeast India

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Abstract:

Tripura stands at a crossroads—will it embrace its potential as a cinematic powerhouse or remain a forgotten chapter in India's film industry?

At a time when cultural entrepreneurship is driving India's vision for Viksit Bharat 2047, it is both ironic and disheartening that Tripura—despite its breathtaking landscapes, rich indigenous heritage, and diverse traditions—remains invisible on India's cinematic map. While states like Uttar Pradesh, Madhya Pradesh, Himachal Pradesh, Bihar, and Odisha aggressively attract filmmakers with financial incentives, subsidies, and tax exemptions, Tripura lacks a dedicated film policy, structured financial aid, and essential infrastructure. No mainstream film has ever been produced in the state, despite its potential to become the Cinematic Gateway to Northeast India. This absence of strategic support has isolated Tripura's storytelling from India's cinematic narrative, depriving it of economic, cultural, and tourism benefits that filmmaking can bring.

The most critical reason for this setback is the absence of a well-defined Film Policy. Unlike other states that offer lucrative incentives to filmmakers, Tripura has no structured financial aid, entertainment tax exemptions, or promotional initiatives to attract filmmakers. The lack of infrastructure, trained professionals, and a film-friendly ecosystem discourages both local and outside filmmakers from investing in the region.

Aim & Methodology -

The primary objective of this study is to propose a dedicated Film Policy for Tripura that not only nurtures local talent but also attracts national and international filmmakers. To achieve this, the research follows a multi-pronged methodology, including:

1. Comparative analysis of existing film policies in other states to identify best practices.
2. Surveying local filmmakers and youths to understand their challenges, aspirations, and expectations.
3. Assessing current government initiatives related to filmmaking in Tripura.
4. Understanding the needs of outside filmmakers to make Tripura a preferred filming destination.

By addressing these gaps and proposing a robust Film Policy, this research aims to position Tripura as India's next big cinematic destination. If implemented strategically, Tripura's rich culture, landscapes, and indigenous narratives can gain global recognition, fueling cultural diplomacy, tourism, and economic growth—ultimately making it the Cinematic Gateway to Northeast India.

Keywords: Tripura Film Policy, Reel Diplomacy, Cultural Entrepreneurship, Cinematic Tourism, Northeast India Cinema

Reimagining Equality: The Role of Digital Media and Cultural Production in LGBTQ+ Social Integration for Viksit Bharat

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Abstract:

As we bear witness to India's advancement and monumental growth, the inclusion of the LGBTQ+ community stands as an essential step toward building a society rooted in equality, dignity, and shared progress. Owing to India's diverse cultural amalgamation, it is important for policymakers to realise that the essence of true equality in India goes beyond legal reforms; it requires a cultural transformation that embraces diversity and upholds human rights as fundamental and non-negotiable.

For LGBTQ+ people in India, the Supreme Court's historic decision in 2018 to decriminalise homosexuality brought hope and strength. It also started a new chapter about LGBTQ+ rights in India, both in law and in society. But six years later, many in the community feel these changes are just on paper. Today, news stories and personal accounts from LGBTQ+ people show that under the surface deep-rooted cultural and system-wide barriers still limit true acceptance and inclusion. The journey towards a more inclusive India requires not only a fair

and just legal framework but also a collective shift in how we value and celebrate every individual's identity and humanity. For instance, people from the LGBTQ+ community still face discrimination at the workplace, there is a lack of access to comprehensive healthcare, and bullying in schools is largely common, among a list of other things. There is also a lack of strong legal safeguards for marriage, adoption, and inheritance rights. Hence, the aim of true social inclusion, which is crucial to Viksit Bharat, is still far off.

Owing to digital media's rising popularity and its proliferation as an integral part of our lives, in this research article, I aim to understand the transformative potential of cultural production by LGBTQ+ content creators as a pathway for fostering the social inclusion of the LGBTQ+ community in India. For this research, I started collecting data with the help of in-depth interviews with popular content creators (chosen through purposive sampling) on social media platforms and later analysed them using Braun and Clarke's (2006) six-step procedure to thematically analyse qualitative data. The preliminary findings of the study help us to understand how digital cultural production blends personal narratives with creative expression, challenges entrenched stereotypes, fosters visibility, and builds virtual spaces for community solidarity. Simultaneously, the research also sheds light on growing concerns like algorithmic biases, online harassment, and limited opportunities for sustainable growth.

Keywords: Content Creators; Cultural Production; Digital Media; LGBTQ+; Viksit Bharat

From Grassroots to the Leadership Role of Youth and Women in Tripura's Cultural Development through TRLM

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Abstract:

This study investigates the role played by The Tripura Rural Livelihood Mission (TRLM) in empowering marginalized communities, particularly youth and women, by promoting economic, social, and cultural development in the state. The state's diverse culture, rich in indigenous traditions, faces challenges from modernization and globalization. TRLM addresses these issues by fostering active involvement in cultural preservation and innovation. It provides resources, training, and leadership opportunities for these groups, allowing them to engage in entrepreneurial activities, cultural enterprises, and community leadership. Through initiatives like Self-Help Groups (SHGs), women gain financial independence, contributing to both cultural preservation and local economic growth. The research aims to assess the roles of youth and women in cultural preservation, examine the impact of TRLM on their leadership skills, and analyze the socio-economic barriers they face in cultural development. The significance of this research lies in its potential to contribute to broader discussions on gender and youth empowerment, particularly in rural and tribal areas, and its relevance to the UN's Sustainable Development Goals (SDGs). It will also explore how TRLM helps bridge cultural gaps, fostering social cohesion and unity in Tripura's multi-ethnic and multilingual communities.

Finally the study seeks to fill gaps in academic literature regarding grassroots cultural development, offering insights applicable to other rural areas in Tripura.

Keywords: Tripura Rural Livelihood Mission (TRLM), cultural development, cultural preservation, youth and women.

The entrepreneurial role of women in the development of the Indian economy

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Abstract:

The social and economic development of women is necessary for the overall economic development of any society or country. Entrepreneurship is a mindset that exists in every woman, but it has not been fully exploited in India. Due to the changing environment, people are more accepting of the leadership role of women in our society, although there are some exceptions. Women entrepreneurs represent a group of women who have broken the beaten path and are exploring new avenues of economic participation. The reasons that lead women to run organized businesses are their skills and knowledge, their talents, their business acumen and creativity and a compelling desire to do something positive. It is time for countries to take up the challenge and create more support systems to encourage women entrepreneurship. The development of women entrepreneurship is low in India, especially in rural areas. Women entrepreneurs face many challenges from the very beginning to the establishment of the business. In India, the role of women has been explicitly recognized with a shift in the focus of the market from women's welfare to women's development and empowerment since the Fifth Five Year Plan (1974-79) and today, the significant role of women in entrepreneurship is constantly increasing due to various global factors. The Indian government has implemented several policies and programs for the development of women entrepreneurship in India. Despite all the social barriers, Indian women stand out from the rest of the crowd and are applauded for their achievements in their respective fields. The transformation in the social structure of Indian society, in terms of increasing educational attainment of women and various aspirations for a better life, has necessitated a change in the lifestyle of Indian women. They have competed with men and managed to match them in every sphere of life, and business is no exception to this rule. These women leaders are confident, persuasive and willing to take risks. They have managed to survive and succeed in this fierce competition with their hard work, diligence and perseverance. This article focuses on the role of women entrepreneurs in the development of the Indian economy.

Women as Guardians of Folk Culture: Role of North Eastern women in Preservation and Dissemination of Folk Cultures

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Abstract:

India is a land of rich ethnicity, consisted with around 550 indigenous groups, many religions such as Hinduism as majority followed by Islam, Christianity, Sikhism, Jainism and some others; as the result the country is blessed with diverse cultures and traditions. The home for more than 200 tribes, the North East region of India can be called one of the cultural hotspot of the country, is enriched with many indigenes traditions and folk cultures. But amid globalization and modernization the mass culture started diluting the ethnicities of natives. So with time it becomes necessary for the natives to preserve the cultures and traditions and set up cultural entrepreneurship. Whenever there is talk about preserving, practicing and Cultural Entrepreneurship women are found in prominent roles. Women have been always great safekeepers, practitioners and transformers of their cultures for generation after generations. They are also believed to be the inventors of arts, traditional knowledge system of cultures, songs, oral narratives, performative arts, rituals and ceremonies am so on. The artistic skills of women tend to be walled within the home and family and only bounded to their religion and devotion. North Eastern women experience better societal status than the other parts of the country. They also play leading roles in preserving and cultural entrepreneurship of their own indigenous cultures. This paper will give insights about how women from different Tribes of North east practicing, preserving and cultural entrepreneurship of their respective folk cultures beyond their boundaries. Their crucial leading roles in the cause would contribute greatly for achieving the goals for Vikshit Bharat 2047. We will also discuss about few prominent women who are working tirelessly for the given cause. This paper will be solely descriptive and the information would be gathered most likely from books, articles, journals, research papers, thesis, etc.

**Diplomacy in Heels: Analysing the role of women in Indian foreign affairs.
There's an all- pervading importance of diplomacy in global political
dynamics**

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Abstract:

India has a rich heritage of diplomacy dating back to the times of Kautilya. The aim of this paper is to unearth the role assigned to women in the field of diplomacy. With the dawn of 21st century women have made their presence felt in numerous sectors that we come by. But has the glass ceiling been broken when it comes to diplomacy? Besides, we will analyse the indelible mark left behind by some of the female diplomats of India. This paper aims to explore and evaluate the existing landscape of women in diplomacy and identify the measures taken to facilitate greater inclusion of womenfolk in it.

There's an all- pervading importance of diplomacy in global political dynamics. India has a rich heritage of diplomacy dating back to the times of Kautilya. The aim of this paper is to unearth the role assigned to women in the field of diplomacy. With the dawn of 21st century women have made their presence felt in numerous sectors that we come by. But has the glass ceiling been broken when it comes to diplomacy? Besides, we will analyse the indelible mark left behind by some of the female diplomats of India. This paper aims to explore and evaluate the existing landscape of women in diplomacy and identify the measures taken to facilitate greater inclusion of womenfolk in it.

Keywords: diplomacy, Kautilya, women, glass ceiling

Sustainable Development Goals and Cultural Development: The Role of CSR in Chhattisgarh, India

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Abstract:

This abstract explores the intersection of Sustainable Development Goals (SDGs) and cultural development, focusing on the role of Corporate Social Responsibility (CSR) initiatives in the state of Chhattisgarh, India. Chhattisgarh, with its rich tribal heritage and diverse cultural landscape, presents a unique context for examining how CSR can contribute to both cultural preservation and sustainable development. The study investigates how CSR initiatives in Chhattisgarh are aligned with the SDGs, particularly those related to education, health, livelihoods, and environmental sustainability, while also considering their impact on cultural preservation. It examines how businesses are engaging with local communities to support traditional arts, crafts, languages, and cultural practices, and how these efforts contribute to the overall well-being and empowerment of marginalized groups. The research analyzes case studies of successful CSR projects in Chhattisgarh, highlighting best practices and challenges encountered. It explores the role of stakeholders, including businesses, government agencies, NGOs, and local communities, in shaping and implementing CSR initiatives that are culturally

sensitive and contribute to sustainable development. Furthermore, the study assesses the potential of CSR to act as a bridge between economic development and cultural preservation, fostering a harmonious coexistence between modernization and tradition. It investigates how CSR can empower local communities to preserve their cultural identity while also benefiting from economic opportunities and improved living standards. By examining the specific context of Chhattisgarh, this research aims to provide valuable insights into the role of CSR in promoting both sustainable development and cultural development. It seeks to contribute to a better understanding of how businesses can engage in responsible and culturally sensitive practices that benefit both society and the environment, while also preserving the rich cultural heritage of the region.

Keywords: Sustainable Development Goals, Cultural Development, CSR, Chhattisgarh, India

Corporate Social Responsibility and its Role in Financial Performance

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Abstract:

The main objective of the existence of any business organisation is to earn profit. Along with this objective the business has to serve the society also and here the term Corporate Social Responsibility (CSR) has its origin. Although the obligation of Corporate Social Responsibility was not mandatory but on 1st April, 2014 India become the first country which made Corporate Social Responsibility legally mandatory for the company and accordingly the business organisations should expend certain percentage of their turnover and profitability towards the welfare of the society by passing the rule under section 135 of India's companies act. And precisely it becomes important to identify impact of Corporate Social Responsibility on the performance of business. In this day and age of cutthroat competition it becomes essential to determine the worth of each and every spending by the organisation and how these spending influence financial performance (in term of net profit, net revenue and total assets) of the organisation. The study endeavour to know, is there any relationship between Corporate Social Responsibility and performance of the organisation.

Ancient wisdom, modern success: Vedic principles for thriving in business

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Abstract:

A quest of knowledge, self-realization, and moral behavior are emphasized in the literature of ancient India, which includes works like the Bhagavad Gita, the Upanishads, and the Vedas. The idea of dharma, which supported fair trading methods, reciprocal benefit, sustainability, and long-term client relationships, regulated commercial operations in ancient India. In order to encourage moral behavior, sustainability, and a purpose beyond profit, these timeless ideas can be incorporated into contemporary corporate operations. A more socially conscious and environmentally sustainable company environment can result from implementing traditional Indian wisdom into contemporary business operations. The main objective of the present study is to explore the relationship between traditional Indian knowledge and modern business methods as well as the ways in which these methods may still be applicable.

Keywords: Ancient, Indian, Wisdom, Business, Modern

The Role of Science in Indian Yoga and Meditation System

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Abstract:

Yoga and meditation have long been recognized for their benefits in promoting physical health, mental clarity, and spiritual growth. In recent years, scientific research has delved into these ancient practices, uncovering their physiological and psychological effects. This paper explores the role of science in demystifying yoga and meditation, focusing on their impact on the nervous system, stress regulation, cognitive enhancement, and overall well-being. Through neuroimaging, biochemical markers, and clinical studies, the findings suggest that these practices contribute to reduced stress, improved emotional regulation, and enhanced neuroplasticity. This synthesis of traditional practices and scientific inquiry underscores the therapeutic potential of yoga and meditation in contemporary health paradigms.

Scientific research has demonstrated that yoga influences the autonomic nervous system, reducing stress responses and promoting parasympathetic activation. Neuroimaging studies

reveal structural and functional changes in the brain, including increased gray matter density in regions associated with attention, emotional regulation, and self-awareness. Furthermore, yoga's impact on cardiovascular health, immune function, and musculoskeletal dynamics underscores its integrative approach to holistic well-being.

Keywords: Yoga, Meditation, Neuroscience, Stress Reduction, Cognitive Enhancement

Recent Advancements of Life Science in Indian Culture

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Abstract:

Indian culture has long been intertwined with a profound understanding of life sciences, evidenced in ancient practices such as Ayurveda, Unani and Yoga. These age-old systems of medicine have contributed significantly to the development of modern biotechnology, drug discovery and health sciences. The integration of traditional knowledge with contemporary scientific methods has resulted in remarkable advancements in biotechnological approaches, with Ayurveda, in particular, playing an important role in modern drug discovery and therapeutics.

In Ayurveda, the use of medicinal plants, combined with ethnobotanical knowledge, forms the basis for many pharmacological formulations that continue to inspire novel drug discoveries. The genomic exploration of medicinal plants offers a promising avenue for understanding their molecular basis and further developing bioactive compounds through genomics and biotechnology. Modern biotechnological tools such as nanotechnology and nanobiotechnology have enabled the enhancement of drug delivery systems derived from traditional Ayurvedic formulations, offering a higher degree of efficiency in treating diseases. Nanoparticles and nanomaterials, for instance, are being increasingly studied for their ability to target specific cells and deliver therapeutic agents in a controlled manner.

Moreover, Homeopathic and Ayurvedic approaches to health, which are deeply rooted in the concepts of balance and harmony, have gained increasing recognition in the context of integrative healthcare systems. The holistic understanding of human physiology and anatomy found in Yoga, combined with Ayurvedic and Unani practices, also offers valuable insight into the interconnectedness of body and mind, influencing modern healthcare methodologies. Influence of yoga extends beyond physical postures, as its practices contribute to a deeper understanding of neurobiology and stress management.

The intersection of modern molecular biology with ancient texts such as the Rigveda has sparked new avenues for research. The Rigveda's references to health, well-being and natural elements lay the foundation for understanding the molecular underpinnings of life processes through modern scientific lenses. Additionally, the role of genomics in uncovering genetic variations and its impact on drug metabolism and disease resistance is being explored through the lens of traditional knowledge.

In the current scientific landscape of India, the fusion of ancient wisdom with cutting-edge modern science, including molecular biology, genomics, biotechnology and nanotechnology, offers a unique perspective on life sciences. The ongoing exploration of Ayurvedic texts, medicinal plants and holistic health systems continues to inspire innovations in drug discovery, personalized medicine and healthcare.

Keywords: Indian culture, life science, recent approaches and healthcare.

Science and Technology in Indian Cultural System

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Abstract:

India has a long and distinguished history of integrating science and technology with its cultural, philosophical, and spiritual traditions. From the ancient advancements in mathematics, astronomy, and medicine to the modern achievements in space exploration, information technology, and renewable energy, India's contributions to global scientific progress have been significant. This paper explores the historical, philosophical, and modern intersections of science and technology within the Indian cultural system, emphasizing how these innovations have been shaped by the country's rich cultural and spiritual heritage. The article highlights ancient Indian scholars' groundbreaking contributions, such as the development of the numeral system and advancements in surgery, while also examining the impact of modern institutions like the Indian Space Research Organisation (ISRO) and the information technology sector. The synthesis of traditional knowledge and contemporary science offers insights into India's approach to achieving sustainable and inclusive technological growth. In addition, the challenges and opportunities in bridging the digital divide and ensuring equitable access to technological advancements are discussed.

Impact of Indian culture on organizational behavior and leadership styles

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Abstract:

Organizational behavior and leadership styles in India are greatly influenced by Indian culture, which is ingrained in the nation's history, customs, and values. Indian culture has a distinctive influence on workplace dynamics and decision-making processes because of its focus on collectivism, hierarchy, and relationship-driven interactions. This study investigates the effects of various cultural factors on leadership styles, workforce engagement, and organizational procedures.

The emphasis on collectivism, which prioritizes interpersonal relationships, cooperation, and group harmony over individual accomplishments, is a noteworthy feature of Indian organizational behavior. Employees frequently place a high value on loyalty to their groups and companies, which promotes camaraderie and solidarity among coworkers. Another cultural characteristic is hierarchical institutions, which place a strong emphasis on deference to seniority and authority.

Indian organizations' leadership reflects a combination of contemporary and traditional ideas. Leaders sometimes take a paternalistic stance, acting as guardians or mentors who look out for the welfare of their staff members and demand devotion and allegiance in exchange. Strong bonds are formed between leaders and their teams thanks to this approach, which is based on the cultural value of fostering connections. However, modern Indian leaders are adopting more participatory and transformational leadership philosophies, which promote cooperation, innovation, and flexibility, as globalization and digital change reshape workplace conventions.

Indian culture also has an influence on dispute resolution, which frequently depends more on fostering peace and reaching compromise than on using force. Furthermore, the incorporation of ethical and spiritual factors into corporate operations highlights the societal focus on virtues like humility, empathy, and honesty.

In conclusion, organizational behavior and leadership styles are greatly influenced by Indian culture, which results in a distinctive management paradigm that combines modernity with tradition. For international companies trying to negotiate India's dynamic market and for Indian executives trying to reconcile traditional values with the needs of a corporate climate that is changing quickly, it is essential to comprehend these cultural influences.

Keywords: Collectivism, Hierarchy, Paternalistic Leadership, Ethical and Spiritual Integration

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21	Ms.	Bidisha Majumder	Female	Chemistry teacher	Dept of Education	Tripura University	Tripura	bidishassc@gmail.com	Mahakumbh: A confluence of Faith and Culture, with an essence of intangible cultural Heritage
22	Dr.	Dr Satya Deva Mishra	Male	Associate Professor	Department of Philosophy	Tripura University	Tripura	satyadevamishra@tripurauniv.ac.in	Understanding the Eternal Aspects of Yoga in Perspective of Indian Knowledge System
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27	Dr.	Rajni Yadav	Female	Assistant Professor	Sharda School of Media, Film and Entertainment	Sharda University	Uttar Pradesh	deynectar@gmail.com	Redefining Cultural Diplomacy: Women's Role in Media for a Progressive India
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35	Mr.	Neeraj Kumar	Male	M Pharm	Department of Pharmacy	Tripura University	Tripura	nk952529@gmail.com	Evaluating the role of tree species as fodder for livestock
36	Mr.	Ankur Agrawal	Male	Associate Professor	Jai Institute Of Pharmaceutical Sciences and Research Gwalior MP	RGPV BHOPAL MP	Madhya Pradesh	ankur14agrawal@gmail.com	Viksit Bharat 2047: Harnessing Cultural and Pharmaceutical Synergies for Sustainable Development
37	Mr.	Rahul Shil	Male	Journalist	The News9	Tripura University	Tripura	shilrahul1992@gmail.com	Viksit Bharat 2047: The Role and Potential of Cultural Entrepreneurship for Achieving the Goal.

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38	Mr.	MAHAJAN KRISHNA PRASAD	Male	Research Scholar	Department of Education	BEST Innovation University Andhra Pradesh India	Andhra Pradesh	2023wpedu001@bestiu.edu.in	Science and Technology in Indian Cultural System
39	Mr.	Taqui Haider	Male	Phd Research Scholar	Institute of Media Studies	SRMU	U.P	taqui.h@inspiria.edu.in	Mobile Journalism and Digital Storytelling: Empowering Cultural Entrepreneurship for Viksit Bharat 2047
40	Mr.	UNNIKRISHNAN P	Male	ASSISTANT PROFESSOR	KR'S SREE NARAYANA COLLEGE, VALANCHERY	UNIVERSITY OF CALICUT	KERALA	ukdocncst@gmail.com	Corporate Social Responsibility and its Role in Financial Performance
41	Mrs.	SHAHANA U H	Female	ASSISTANT PROFESSOR	KR'S SREE NARAYANA COLLEGE, VALANCHERY	UNIVERSITY OF CALICUT	KERALA	unnikrishnanp622@gmail.com	Corporate Social Responsibility and its Role in Financial Performance
42	Mr.	SIVADASAN V	Male	ASSISTANT PROFESSOR	KR'S SREE NARAYANA COLLEGE, VALANCHERY	UNIVERSITY OF CALICUT	KERALA	sivadasmltr@gmail.com	FUTURE OF PRINT MEDIA JOURNALISM
43	Mr.	VIJEET KUMAR	Male	STUDENT	JOURNALSIM AND MASS COMMUNICATION	TRIPURA UNIVERSITY	TRIPURA	vijeetkumar99710@gmail.com	Cultural Entrepreneurship in Northeast India: A Path to Viksit Bharat 2047
44	Mr.	Manda Chakma	Male	BA passed	Tripura govt degree college	Tripura govt degree college	Tripura	mandachakma95@gmail.com	Age boro
45	Dr.	Prof Dr Vishal Purohit	Male	Principal	OIC , Indore	DAVV	MP	vishal21234@gmail.com	Entrepreneurship Advancement in India: Prospects and Obstacles
46	Mr.	Saunak kumar	Male	PHD	Aihc & archaeology	Tripura university	Tripura	kumarsaunak4u@gmail.com	Bihar and archaeology
47	Mr.	Shivam Tayal	Male	Associate Pofessor	School of Pharmacy	ITM University	Madhya Pradesh	shvm.tayal@gmail.com	The role of Science in yoga and meditation
48	Ms.	Swati Mondal	Female	Ph.D scholar	Assam University, Silchar	Assam University, Silchar	Assam	wbswatimondal89@gmail.com	Role of People with Disabilities in Cultural and Social Entrepreneurship
49	Ms.	Sneha Maiti	Female	PhD	Tripura University Department of Journalism and Communication	Tripura University	Tripura	sneha.madj@gmail.com	Women as Guardian of Indigenous Cultures: Entrepreneurs, Preserver and Practitioners in North East India
50	Ms.	Ms. Vidyashri C Halakerimath	Female	Scholar	Journalism and Mass Communication	Karnataka State Open University, Mysuru	Karnataka	vidyahalakerimath@gmail.com	Role of Govt and Media in Cultural Entrepreneurship in India -An Analysis
51	Mr.	Debanjan Mitra	Male	PhD Student	Department of Archaeology and Ancient Indian Culture	Tripura University	West Bengal	debanjaanmitra@gmail.com	Harmonic Journeys- Music Tourism as a Catalyst for Cultural Entrepreneurship and Sustainable Development in Vikshit Bharat
52	Dr.	ANJNA RANI	Female	ASSISTANT PROFESSOR	DEPARTMENT OF COMMERCE, GOVERNMENT POSTGRADUATE COLLEGE, AMBALA CANTT.	KURUKSHETRA UNIVERSITY, KURUKSHETRA	HARYANA	anjnadhiman24@gmail.com	ANCIENT WISDOM, MODERN SUCCESS: VEDIC PRINCIPLES FOR THRIVING IN BUSINESS
53	Dr.	Dr. Shilpa Rani	Female	Assistant Professor	Govt. P.G. College Ambala Cant.	Kurukshetra University Kurukshetra	Haryana	shilpakadhyap2108@gmail.com	ANCIENT WISDOM, MODERN SUCCESS: VEDIC PRINCIPLES FOR THRIVING IN BUSINESS
54	Ms.	Navita Rani	Female	Assistant professor	Govt.P.G.College Ambala Cantt	Kurukshetra University Kurukshetra	Haryana	nvtasaini46@gmail.com	ANCIENT WISDOM, MODERN SUCCESS: VEDIC PRINCIPLES FOR THRIVING IN BUSINESS
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56	Ms.	Mona Saini	Female	Assistant Professor	Govt PG college Ambala cantt		HARYANA	gaurav2329saini@gmail.com	Evaluating the Role of Digital Education in Shaping India's Knowledge Economy
57	Ms.	Trishika Saha	Female	Pursuing MSC	Molecular Biology and Bioinformatics	Tripura University	Tripura	trishikasahaagt@gmail.com	Documentation and Chemical Characterization of Chakhwi Bwtwi (an alkaline extract): A Traditional Practice of Tripura"
58	Ms.	Barnali Tripura	Female	MSc	Molecular Biology and Bioinformatics	Tripura University	Tripura	barnalitripura04@gmail.com	Title: Scientific Documentation and Chemical Characterization of Chakhwi Bwtwi (an alkaline extract): A Traditional Practice of Tripura"
59	Mr.	Lalsanpui kaipeng	Male	Student	Public Administration	IGNOU	Tripura	klalsanpui@gmail.com	MPA
60	Ms.	Rainy murasing	Female	Msc.in molecular biology and bioinformatics	Tripura University	Tripura University	Tripura	rainymurasingh@gmail.com	Chakhwi bwtwi: Unveiling indigenous culinary heritage for potential rural entrepreneurship in Tripura
61	Ms.	Rejoice Reang	Female	MSC student in molecular biology and bioinformatics	Tripura university	Tripura university	Tripura	rejoicereang17@gmail.com	Chakhwi bwtwi: Unveiling indigenous culinary heritage for potential rural entrepreneurship in Tripura
62	Ms.	Barnali Tripura	Female	MSc student in Molecular Biology and Bioinformatics	Tripura University	Tripura University	Tripura	barnalitripura41@gmail.com	Chakhwi bwtwi: Unveiling indigenous culinary heritage for potential rural entrepreneurship in Tripura
63	Mr.	Sahil Debbarma	Male	Student	Dept of Molecular Biology and Bioinformatics	Tripura University	Tripura	sahilsahildebbarma1234@gmail.com	Chakhwi bwtwi: Unveiling indigenous culinary heritage for potential rural entrepreneurship in Tripura
64	Dr.	Rakshak Kumar	Male	Associate Professor	Department of Molecular Biology and Bioinformatics	Tripura University	Tripura	rakshakkumar@tripurauniv.ac.in	Enhancing rural entrepreneurship in Tripura through mushroom production and processing
65	Mr.	Vembaron N Sangma	Male	Student	Molecular Biology and Bioinformatics	Tripura University	Tripura	vembaronsangma98@gmail.com	Chakhwi bwtwi: Unveiling indigenous culinary heritage for potential rural entrepreneurship in Tripura
66	Ms.	Suruchi Rai	Female	Student: Research scholar	Molecular Biology and Bioinformatics	Tripura University	Tripura	suruchirai1999@gmail.com	Enhancing Rural Entrepreneurship in Tripura through Mushroom Production and Processing
67	Ms.	Sayasta Ahmed	Female	Ph.D. Research Scholar	Department of Molecular Biology and Bioinformatics	Tripura University	Tripura	sayastaahmed2017@gmail.com	Enhancing rural entrepreneurship in Tripura through mushroom production and processing
68	Ms.	Barsha Datta	Female	Ph.D. Research Scholar	Molecular Biology and Bioinformatics	Tripura University	Tripura	barsha00001@gmail.com	Enhancing rural entrepreneurship in Tripura through mushroom production and processing
69	Ms.	SHREYA BISWAS	Female	Ph.D. Research Scholar	The University of Burdwan (Department of Political Science)	The University of Burdwan	West Bengal	shreyab560@gmail.com	Diplomacy in Heels: Analysing the role of women in Indian foreign affairs
70	Mr.	Arkajyoti Majumder	Male	Founder & CEO	The Ultimate Khabar	Tripura University	Tripura	arkamajumder65@gmail.com	Reel diplomacy: Positioning Tripura as the cinematic gateway to Northeast India
71	Dr.	Ishita Biswas	Female	State Aided College Teacher	Rani Birla Girls' College		West Bengal	ishita.biswas@gmail.com	Navigating AI in Academia: Perspectives from Undergraduate Students of Kolkata and Purulia
72	Ms.	Sneha Maiti	Female	PhD	Journalism and Mass communication, Tripura University	Tripura University	Tripura	sneha.sandy.maity@gmail.com	Women as Guardians of Folk Culture: Role of North Eastern women in Preservation and Dissemination of Folk Cultures

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74	Dr.	Shailesh Kumar Srivastava	Male	Associate Professor	Department of Zoology	Tripura University	Tripura west	shaileshsrivastava@tripurauniv.ac.in	Recent advancements of Life sciences in Indian culture
75	Ms.	Pragya Yadav	Female	PhD Scholar	Tripura University	Tripura University	Tripura	yadavpragya2002@gmail.com	Recent Advancements of Life Science in Indian Culture
76	Ms.	Sophya Lhingneing Inbuon	Female	PhD Scholar	Tripura University	Tripura University	Tripura	zoosophya@gmail.com	Recent Advancements of Life Science in Indian Culture
77	Ms.	Km Kavita Yadav	Female	Research Scholar	Department of Archaeology and Ancient Indian Culture	Tripura University	Tripura	misskavitayadav0601@gmail.com	Kushinagar: A Universal Perspective on its Historical Significance, Buddhist Heritage and Cultural Impact on Tourism
78	Dr.	Palas Kumar Saha	Male	Assistant Professor	Archaeology and Ancient Indian Culture	Tripura University (A Central University)	Tripura	palaskumarsaha@tripurauniv.ac.in	Kushinagar: A Universal Perspective on its Historical Significance, Buddhist Heritage and Cultural Impact on Tourism
79	Ms.	Km Kavita Yadav	Female	Research Scholar	Department of Archaeology and Ancient Indian Culture	Tripura University	Tripura	misskavitayadav0601@gmail.com	Kushinagar: A Universal Perspective on its Historical Significance, Buddhist Heritage and Cultural Impact on Tourism
80	Mr.	Anirban Banik	Male	Assistant Professor	School of Film & Theatre	MIT ADT University	Maharashtra	banik.anirban94@gmail.com	Embodied Spirituality in Performance: Indian Theatre's Global Impact
81	Dr.	NANDITA NATH	Female	Assistant Professor	Department of Molecular Biology and Bioinformatics	Tripura University	Tripura	nanditanath@tripurauniv.ac.in	Phytochemical and Therapeutic Potential of Traditional Rice Beverages of Tripura: A Pathway to Sustainable Entrepreneurship
82	Mr.	Sachitra Mishra	Male	Research Scholar	Department of Journalism and Mass Communication	University of Lucknow	Uttar Pradesh	sachitramishra@ymail.com	Cultural Diplomacy of India through Media for Viksit Bharat@2047
83	Dr.	INDIRA DIXIT	Female	PRINCIPAL	LAKSHMI NARAIN COLLEGE OF PROFESSIONAL STUDIES	DAVV	MP	dixitindira11@gmail.com	The entrepreneurial role of women in the development of the Indian economy
84	Ms.	Tuhina Choubey	Female	Assistant Professor	Journalism & mass communication	Kalinga University	Chhattisgarh	tuhina.choubey@kalingauniversity.ac.in	"Digital Cultural Platforms: Catalyzing Cultural Transformation for Viksit Bharat"
85	Mr.	Laishram Sushil	Male	Research Scholar	Department of Fine Arts	Tripura University	Tripura	laishramsushilsushil@gmail.com	Youth as a Leader in Social Media Culture
86	Dr.	SUNIL TIGER	Male	Assistant Professor	Journalism and Mass Communication	Kalinga University	Chhattisgarh	snltiger@gmail.com	Digital Cultural Platforms for Viksit Bharat: Preserving and Promoting India's Heritage through Technology
87	Dr.	Ashish Bhattacharjee	Male	Assistant Professor	MBB College, Agartala	MBB University	Tripura	mathashish73@gmail.com	Application of KAIZEN in Tourism Management in Tripura: An Eco-tourism Paradise of North East India
88	Mr.	Laishram Sushil	Male	Research Scholar	Department of Fine Arts	Tripura University	Tripura	laishramsushilsushil@gmail.com	Youth as a Leader in Social Media Culture
89	Ms.	Tuhina Choubey	Female	Assistant Professor	Journalism and Mass communication	Kalinga University	Chhattisgarh	tuhina.choubey@kalingauniversity.ac.in	"Digital Cultural Platforms: Catalyzing Cultural Transformation for Viksit Bharat"
90	Mr.	Nirupam Nath	Male	Guest Faculty	JMC	Tripura University	Tripura	nirupamnath.jmc@gmail.com	TBD
91	Mr.	Shivam Tayal	Male	Associate Professor	School of Pharmacy	ITM University, Gwalior(M.P.)	Madhya Pradesh	shvm.tayal@gmail.com	The Role of Science in Indian yoga and Meditation System
92	Mr.	Prasenjit Debnath	Male	Research Scholar	Journalism and Mass Communication	Tripura University	Tripura	prasenjit.jmc@tripurauniv.ac.in	TBD

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94	Mr.	Shivam Tayal	Male	Associate Professor	School of Pharmacy	ITM University	M.P.	shvm.tayal@gmail.com	Role of Science in Indian Yoga and Meditation System
95	Ms.	Soumya S Sharma	Female	Research Scholar	Liberal Arts Department	Tripura University	Tripura	soumya.sharma2008@gmail.com	Preservation of Oral traditions of India
96	Ms.	Ashmita Modak	Female	Pursuing MSC	Molecular biology and bioinformatics	Tripura University	Tripura	ashmitamodak@gmail.com	Chakhwi bwtwi: Unveiling indigenous culinary heritage for potential rural entrepreneurship in Tripura
97	Mr.	Mrinal Rai	Male	Guest Faculty	Mass Communication	North Bengal University	West Bengal	raimrinal@gmail.com	Recontextualizing Nepali Lexicography in the Digital Environment – Exploring identities and perceptions of LGBTQ+ community in contemporary North Eastern India
98	Ms.	Jyotshna Rani Khundrakpam	Female	Assistant Professor & Head (I/C)	Department of Archaeology and Ancient Indian Culture	Tripura University	Tripura	jyotshnakhundrakpam@tripurauniv.ac.in	Cultural Heritage and Archaeological Practices in the 'Viksit Bharat': A Medial Approach
99	Dr.	Avradeep Munshi	Male	Assistant Professor	Department of History	Tripura University	Tripura	avradeepmunshi@tripurauniv.ac.in	Cultural Heritage and Archaeological Practices in the 'Viksit Bharat': A Medial Approach
100	Dr.	DR. SANCHITA NAG	Female	Assistant Professor	Kazi Nazrul Islam Mahavidyalaya, Department of Political Science	Kazi Nazrul University	West Bengal	sanchitanagbu@gmail.com	Language, Social Integration and Nation-Building in India: A Critical Exploration
101	Mr.	Azad Ansari	Male	PhD Research Scholar	Department of Journalism and Mass Communication	Tripura University (A Central University)	Bihar	azadansri@gmail.com	Media and Cultural Diplomacy in the Context of Vikshit Bharat 2047
102	Mr.	Jyotirmoy Roy	Male	Assistant Professor	Department of Management	ICFAI University Meghalaya, Tura	Meghalaya	jyotirmoyroy88@gmail.com	Factors Hindering Rajbongshi Youths from Pursuing Entrepreneurship
103	Mr.	Arnab Pal	Male	Student	Department of Liberal Arts	Tripura University	Tripura	arnabpal430@gmail.com	From Grassroots to the Leadership Role of Youth and Women in Tripura's Cultural Development through TRLM
104	Mrs.	Archana Nagwanshi	Female	Assistant Professor	Department of Social Work	Kalinga University Naya Raipur	Chhattisgarh	archana.nagwanshi@kalingauniversity.ac.in	Sustainable Development Goals and Cultural Development: The role of CSR
105	Mr.	Arpit Pandey	Male	Research Scholar	Department of Liberal Arts	Tripura University	Tripura	arpitpandey.acad@gmail.com	"Atma-Nirbhar Theatre: Finding the Sustainable Model for Economic Growth of the Indian Theatre Industry"
106	Dr.	DIKKI N MARAK	Male	Assistant Professor	Commerce	ICFAI University Meghalaya	Meghalaya	dikkimarak94@gmail.com	Cultural Entrepreneurship as a Career Path: An Insight into the Awareness and Perception of Tribal Students in Garo Hills, Meghalaya
107	Mr.	Alampik Debbarma	Male	Research Scholar	Histoy	Tripura University (A Central University)	Tripura	alimkho90@gmail.com	Traditional Culinary Practices and Economic Growth in Northeast India: Food, Culture, and Development
108	Dr.	Niraj Kumar	Male	Assistant Professor	Dept. of Liberal Arts, Tripura University	Tripura University (A Central University)	Tripura	nirupatna123@gmail.com	Conceptualizing Bharat's Soft Power and Cultural Connectivity for Viksit Bharat 2047
109	Mr.	Mahendra Kumar Nayak	Male	Research Scholar, PhD (Sociology) National Youth Awardee, MoYAS, Govt. of India	Dept. of Sociology, School of Social Science & Humanities	Om Sterling Global University, Hisar, Haryana	HARYANA	mknyak.nafellow@gmail.com	Social and Infrastructural Development of Tribal Population in Koraput District of Odisha: A Case Study
110	Mr.	Khushwant Dangi	Male	Assistant Professor	Journalism and mass communication	Kalinga University	Chhattisgarh	Khushwant.academics@gmail.com	Exploring the Role of Indian Media in Shaping International Perceptions: A Critical Analysis
111	Mr.	Utsav Rai	Male	Research Scholar	Department of Journalism and Mass Communication	Tripura University	Tripura	utsavrai20.ur@icloud.com	Tbd
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113	Dr.	Dr. Goutam Saha	Male	Associate Professor of Statistics	Maharaja Bir Bikram College	M.B.B. University	Tripura	goutam.stat@gmail.com	Application of KAIZEN in Tourism Management in Tripura: An Eco-Tourism Paradise in North-East India
114	Dr.	Sarabjeet Kaur	Female	Assistant Professor	Zakir Husain Delhi College Evening	Delhi University	New Delhi	sarabjeetkaur@zhe.du.ac.in	Religious tourism in Uttar Pradesh with special reference to Kashi & Ayodhya
115	Ms.	Swati Mondal	Female	Ph.D scholar	Assam University, Silchar	Assam University, Silchar	Assam	wbswatimondal89@gmail.com	Role of People with Disabilities in Cultural and Social Entrepreneurship
116	Ms.	Arushi Yadav	Female	Research Scholar	D.A.V. College Civil Lines Kanpur	Chhatrapati Shahu ji Maharaj University, Kanpur	Uttar Pradesh	arushiyads2022@gmail.com	NA
117	Ms.	Rituparna Kar	Female	Student	KIIT School of Mass Communication and Journalism	KIIT University	Odisha	2232008@ksmc.kiit.ac.in	Influencing Society Through Satire Laughter and Verse: The Impact of Comedians and Poets in Open Mics in Odisha
118	Ms.	RUKHSAR PARVEEN	Female	ASSISTANT PROFESSOR	English Department	MATS University	Chhattisgarh	rukhsar.parveen25@gmail.com	Bharat beyond Borders: The Role of Indian Cinema in Promoting Cultural Diplomacy
119	Ms.	RUKHSAR PARVEEN	Female	ASSISTANT PROFESSOR	ENGLISH DEPARTMENT	MATS UNIVERSITY	CHHATTISGARH	rukhsar.parveen25@gmail.com	Bharat beyond Borders: The Role of Indian Cinema in Promoting Cultural Diplomacy
120	Mr.	Himanshu kumar bharti	Male	Student	Department of pharmacy	Tripura university	Tripura	HIMANSHUKUMARBHARTI0@GMAIL.COM	Docking
121	Ms.	Aswathy S	Female	Research Scholar	Sree Narayana College, Kollam, University of Kerala	University of Kerala	Kerala	achujayan14@gmail.com	Gender Equity in Cultural Leadership: Advancing the Role of Youth and Women
122	Mrs.	Trishna Roy	Female	Research scholar	Tripura University	Tripura University	Tripura	trishnaignou@gmail.com	A TAPESTRY OF BENGALI TRADITIONS AND FOLK CULTURE : ENHANCING SOCIO-ECONOMIC DEVELOPMENT
123	Dr.	Dharmendra Kumar Dubey	Male	Assistant Professor	Tripura University, department of journalism and mass communication	Tripura University	tripura	dubeydharma@gmail.com	
124	Dr.	Ashok Kumar Sinha	Male	Assistant Professor	Archaeology and Ancient Indian Culture	Tripura University	Tripura	ashokkumarsinha@tripurauniv.ac.in	Cultural and Tourism entrepreneurship by the Archaeological sites in North-East Bharat
125	Ms.	Payel Roy	Female	Student	Journalism and Mass Communication	Tripura University	Tripura	roypayelpu@gmail.com	
126	Mr.	Bishal Debbarma	Male	Student	JMC	Tripura University	Tripura	bodongdebbarma125@gmail.com	Heritage and tourism in viksit bharat
127	Ms.	Alina Debbarma	Female	Student	Department of journalism and mass communication	Tripura University	Tripura	alinadebbarma0@gmail.com	Co-existence of Media and culture for boosting India's soft power.
128	Mr.	S N MUNNA REANG	Male	student	Tripura University journalism and mass communication	Tripura University	Tripura	snmunnamsha@gmail.com	• Cultural Entrepreneurship for Viksit Bharat:2047
129	Mr.	Philemon Jamatia	Male	Student	JMC TU	TU	Tripura	philemonjamatia@gmail.com	INDIAN management system
130	Mr.	Narasing jamatia	Male	Student	Journalism and mass communication	Tripura university	Tripura	abidjamatia19@gmail.com	Indian art and tradition in viksit bharat
131	Ms.	Uttama Jamatia	Female	Student	Journalism and mass communication	Tripura University	Tripura	uttamajamatia@gmail.com	Cultural Entrepreneurship for Viksit Bharat:2047
132	Mr.	Francis Jamatia	Male	Student	TU JMC	Tripura University	Tripura	jamatiafrancis58@gmail.com	Science and technology in indian cultural
133	Ms.	Moumita Nath	Female	Student	Journalism and mass communication	Tripura University	Tripura	moumitanath851@gmail.com	Indian arts and traditions in Viksit Bharat
134	Mr.	Jashoa debbarma	Male	Student	Journalism and mass communication (2nd semester)	Tripura University	Tripura	jashoaddebbarma3@gmail.com	Cultural Entrepreneurship for viksit barat :2047

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136	Ms.	Elisa Debbarma	Female	Student	Journalism and Mass Communication	Tripura University	Tripura	debbarmaelisa848@gmail.com	Youth and Women in Cultural Leadership
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140	Mr.	Prasenjit Barman	Male	Research Scholar	Archaeology and Ancient Indian Culture	Tripura University	West Bengal	prasenjit13071998@gmail.com	Exploring the Tourism Potential of Buddhist Monuments in Bengal: Historical Significance and Sustainable Development Strategies.
141	Ms.	Rokolhuno Pieru	Female	Student	Department of Journalism and Mass Communication	Tripura University	Tripura	rokopierii@gmail.com	Cultural Entrepreneurship for Viksit Bharat:2047
142	Ms.	Lietholhounuo Talie	Female	Student	Tripura university, Department of journalism and mass communication	Tripura university	Tripura	takikukun48@gmail.com	Cultural entrepreneurship for viksit Bharat:2047
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148	Ms.	Rokolhuno Pieru	Female	Student	Department of Journalism and Mass Communication	Tripura University	Tripura	rokopierii@gmail.com	Cultural Entrepreneurship for viksit Bharat : 2047
149	Ms.	Janaki Tripura	Female	Student	Journalism and mass communication	Tripura University	Tripura	janakitripura17@gmail.com	Heritage and Tourism in Viksit Bharat
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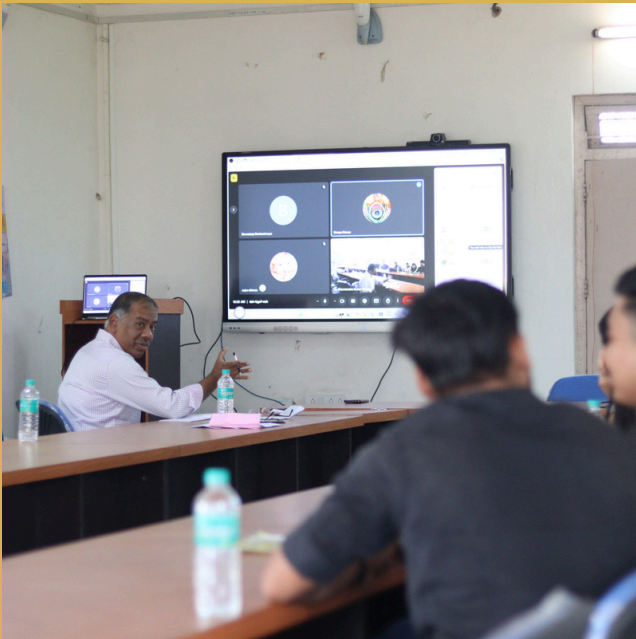
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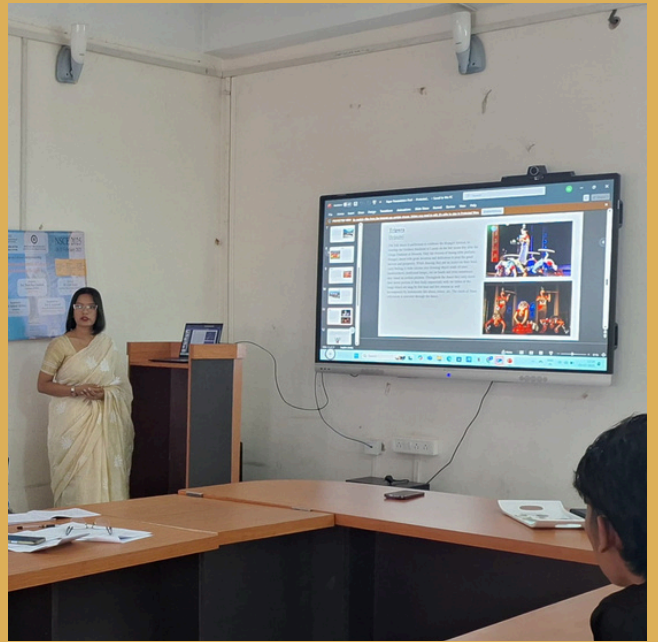
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