



One Day National Webinar on

Business, Entrepreneurship & Environmental Sustainability

Jointly Organised by
South Asian Institute for Advanced Research and Development
&
Community College Centre, NSQF and
Department of Business Administration, Vidyasagar University, West Bengal

4th September 2021

@ 11 AM – 2 PM

INVITATION

Dear Participants,

*Vidyasagar University, Midnapore, West Bengal & Centre for Urban & Built Environment (CUBE) of South Asian Institute for Advanced Research and Development (SAIARD) are jointly going to organize an One Day National Level Webinar on **Business, Entrepreneurship & Environmental Sustainability** on **4th September, 2021**.*

Members of all teaching fraternity, researchers, academia and Officials from different public & private sectors are cordially invited to join with us in this august gathering.

CONCEPT NOTE

Climate change and environmental degradation have negatively affected the sustainable development of mankind. The “green” concept has been gradually accepted by the public, thereby strongly promoting “green” business forms and social innovation. This study adopts related information and technology knowledge and experience and warm glow for business initiatives as push factors, market opportunity and personal innovativeness in technology as pull factors, and institutional theory as mooring factors. These factors are employed to analyze the switching intentions of individuals toward green entrepreneurship from business entrepreneurship, which is a new persuasive psychological model. Business entrepreneurs exhibits the most significant impact on intention of individuals toward green entrepreneurship, while the interaction between the mooring factor on switching intentions to green entrepreneurship is relatively weak. Finally, this webinar contributes theoretical and practical implications for increasing intentions toward green entrepreneurship & sustainability.

SUB-THEMES

1. The art of youth entrepreneurship in business model
2. Self-empowerment with new innovation
3. Green entrepreneurship with social sustainability
4. Business recycle with Green technology
5. Eco-innovation with environmental sustainability
6. Green evolution with sustainable entrepreneurship & many more

About VIDYASAGAR UNIVERSITY

Vidyasagar University, named after one of the most illustrious sons of Bengal as well as one of the doyens of Indian Renaissance, Pandit Iswar Chandra Vidyasagar, has grown out of a long cultural and educational movement in West Bengal in general and in the undivided district of Midnapore in particular. The idea of founding a University in the district was mooted by the various organizations, notably by the Regional Education Association, Midnapore, headed by Professor A.K.Gayen of IIT, Kharagpur. The Ghani Committee appointed by the U.G.C. also suggested, among others, for the setting up of a University in Midnapore on the ground of its 'having a compact area and a manageable number of colleges' (at that time there were 36 colleges with an enrolment of about 42,000), and also of its 'having the great advantage of co-operation of the IIT, Kharagpur. The University presently houses 27 PG departments (apart from this course – MBA - being run under the Department of Commerce with Farm Management), 12 in Humanities and 15 in Science while 46 undergraduate colleges apart from 11 courses in yet 11 other colleges / institutes are affiliated to it. Fourteen vocational subjects and six other specialized courses are also offered at the UG level. The overall emphasis of the university is not to perpetuate the traditional nature of the other universities of West Bengal but to merge as a distinctive entity with a special nature of its own. The National Assessment and Accreditation Council (NAAC) awarded Vidyasagar University with a 3-star status.

About SAIARD

***South Asian Institute for Advanced Research and Development (SAIARD)**, an ISO 9001:2015 & MSME (Govt. of India) certified and registered under NITI Aayog, Govt. of India (Unique Id Code: **WB/2019/0237959**) premier academic cum research institution, formed in Kolkata under the Trustee Registration Act (Reg. No- 163000060, 2019; UAM No- WB10E0019172) of Govt. of India with a motto to spread the arena of research throughout the world particularly focusing on the major issues of the South Asian region. SAIARD, a Research and Knowledge hub, has started its journey with a broad vision and objectives to promote research, advocacy, education and innovative ideas through publication, various outreach programmes, collaborations and partnerships for sustainable and cognitive development of this region. As well as to provide skill-based education to the students and make them employable and strengthening the hands of both public and private sectors by providing all-round supports.*

SPECIAL GUEST



Prof. A. Chakraborty
Director, IDSK,
Kolkata

CHIEF GUEST



Prof. S.P. Basu
Hon'ble Vice-Chancellor
Vidyasagar University, W.B.

GUEST of HONOR



Dr. A. K. De
Advisor & Former
Executive Secretary, ISCA,
DST, Govt. of India

EMINENT SPEAKERS



Prof. Byasdeb Dasgupta
Dept. of Economics,
University of Kalyani



Prof. M. Chatterjee
Professor & Director, Centre
for Urban Economic Studies
University of Calcutta



Prof. Sebak Kumar Jana
Dept. of Economics,
Vidyasagar University

Registration Link: <https://forms.gle/DDycxB9yR5PvkMan9>

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