

One-day International Seminar

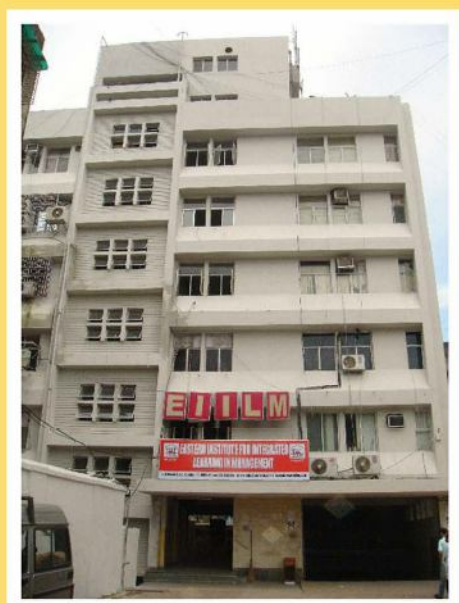
on

**"Business in Borderless Asia — the
Hurdles, Possibilities and Prospects."**



Organised by

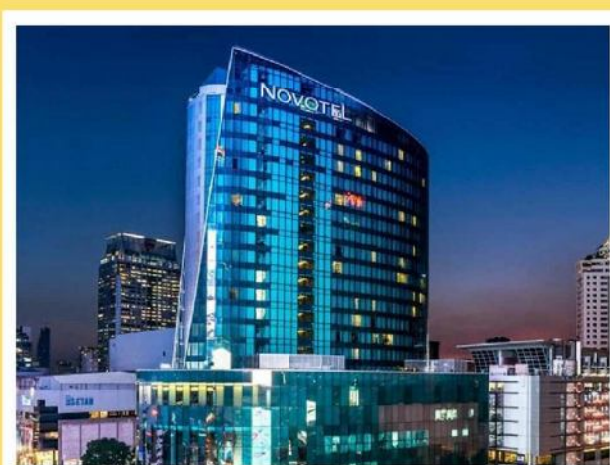
EIILM, KOLKATA *in collaboration with* **VIDYASAGAR UNIVERSITY**



at

**Hotel Novotel Platinum
Pratunam, Bangkok, Thailand**

Date: 13.10.2018



Index

SL No.	Session	Page No.
1.	Inaugural Session(S_1) -----	15
2.	Concept Session(S_2) -----	19
3.	Concept Session(S_3) -----	27
4.	Concept Session(S_4) -----	33
5.	Closing Session(S_5) -----	38

One-day International Seminar

on

"Business in Borderless Asia — the Hurdles, Possibilities and Prospects."

Organised by

EIILM, Kolkata *in collaboration with* Vidyasagar University

at

Hotel Novotel Platinum Pratunam, Bangkok, Thailand

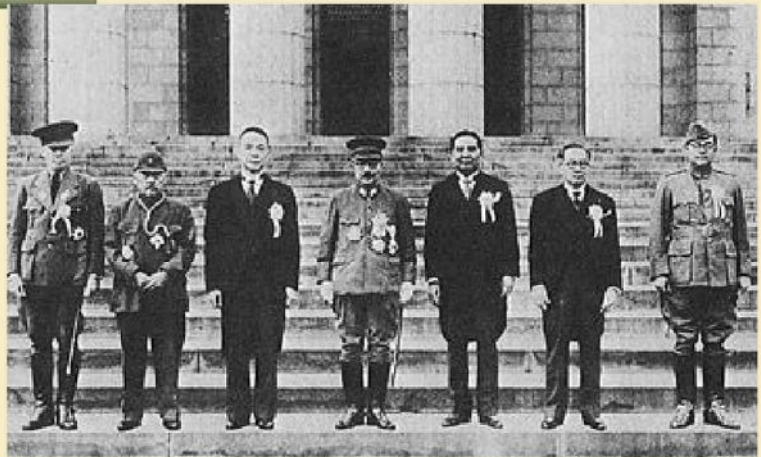
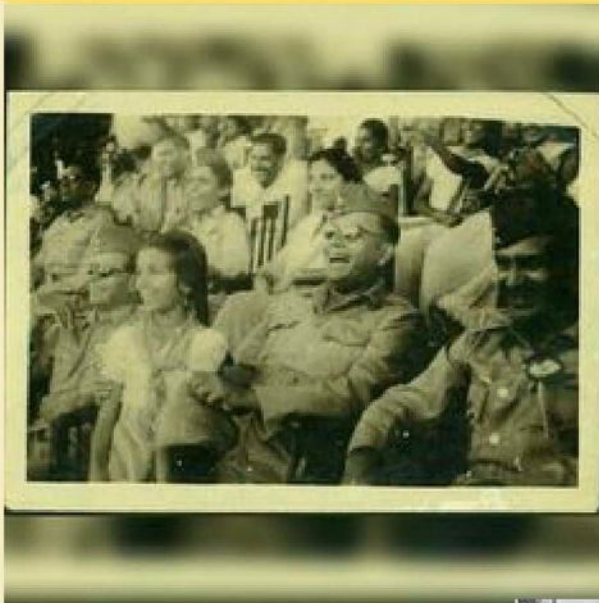
Date: 13.10.2018



**Eastern Institute for Integrated Learning
in Management (EIILM), Kolkata**
6, Waterloo Street, Kolkata - 700 069.
Website: www.eiilm.co.in



Vidyasagar University
Midnapore, Pin - 721102
West Bengal, India.
Website: www.vidyasagar.ac.in



One-day International Seminar
on
"Business in Borderless Asia — the Hurdles, Possibilities and Prospects."
Organised by
EIILM, Kolkata in collaboration with Vidyasagar University
at
Hotel Novotel Platinum Pratunam, Bangkok, Thailand

Date: 13.10.2018
First Published in 2018, Kolkata, India
©2018 EIILM, Kolkata

BUSINESS IN BORDERLESS ASIA – THE HURDLES, POSSIBILITIES AND PROSPECTS.

Preamble:

Asia has certain unique features of business, manufacturing and consumption pattern. Right from the ancient period till now endeavours are consistently on towards identifying the factors of unity in Asia. Modern Asia has evolved itself into conflicts of larger scale at various geographical points than fostering forward the factors of cohesion or unity. In the ancient period also during pre-medieval period India was more intensely in connection with Asian Nations and people at large, though the philosophical tenets of Asian unity when made available during Vedic period in India (roughly twenty thousand years prior to Birth of Lord Jesus) and in China, Japan, Korea post Buddhist period.

During the modern period the first formal initiative was taken by great Indian revolutionary and personality symbolic of Indian heritage, Netaji Subhas Chandra Bose, during the 2nd World War period the concept of Asiatic integration was launched and promoted by Him and supported by Hideki Tōjō, Prime Minister of the Empire of Japan, Zhang Jinghui, Prime Minister of Manchukuo, Wang Jingwei, President of the Reorganized National Government of the Republic of China, Ba Maw, Head of State of the State of Burma, Subhas Chandra Bose, Head of State of Provisional Government of Free India (Arzi Hukumat-e-Azad Hind), José P. Laurel, President of the Second Philippine Republic, Prince Wan Waithayakon, envoy from the Kingdom of Thailand

The resolution adopted at the Great East Asia Conference during 1943 was predominantly the most powerful initiative by seven nations present in the conference towards creating Asian unity.

Asiatic Integration:

Prof. Gunnar Myrdal from Europe and Kenichi Ohmae from Japan had echoed the idea of Asian unity through a process of identifying Asian Powers in the context of globalization and liberalization. The issues triad powered by Kenichi Ohmae highlighted the consumer focus in corporatization making the regulatory and fiscal lesser important than expected of it. The trend of consumerism on one hand and the trend of commercialization of manufacturing on the other have actually made the issues of national domain and regulatory constraint within nations volatile and less important. As Myrdal has pointed out specific production technology called “Asiatic mode of production” which does not remove the role of individual totally from the manufacturing process, even if the process is system driven, individual figures out as important in the whole gamut of things. Ohmae had truly visualised a consumer paradise in Asia in line of the consumer paradigms already established and taken route in Europe and United States of America. The pattern of consumption, by and large depends upon the attitude to life and philosophical bent

of mind of the individual and the groups of individuals. Modernism, established through education having mostly the Western values, has created for the last few decades a band of people in every country who speaks the same tongue, wears the same pattern of dress, consumes similar kind of things from early morning till go to their bed at night and career choice for building individual and collective career in that.

Philosophical identity of Asia:

The philosophical roots of Asian mind has been contributed by almost all nations located in the continent. However, certain civilizations, based on their rich heritage, have contributed more than others. India has contributed the concept of Brahmin and the concept of Atman. Brahman is all pervading; represents itself in each life through the Atman. Both have the invisible dimensions within individuals. Both have contributed to the growth of homogenous mind which was identified at the Great Eastern Conference 1943. The view of Asian integration and Asiatic federation has been challenged by the ongoing current status of corporatization in Asia and in adjoining territories. Factors of production and distribution which Asia has adapted during the last period of half a century, Asia have been the destination of the global assembly and manufacturing by various Western origins multinational corporations. China was at the centre stage of the Western model of getting things produced from in a large scale and thereafter allowing a process of distribution across the world. Japan and Korea had its mode of production and distribution throughout the world even before that. This is to be mentioned that post 2nd World War reconstruction initiative in Japan was the impetus towards creating a Japanese model of manufacturing process and Japanese way of managing multi-national corporations.

Lao Tzu and Confucius and later on Buddhism contributed major ideals of Chinese Society creating a fabric of strong nation on one hand and philosophical identity on the other. The concepts of 5S, the concept of Kaizen, the concept of long-term employment (probably lifetime) were all unique to companies originating from Japan and positioning the Japanese economy as number two (next to USA) in the world for almost a period of three decades closing at the end of last century. South Korean enterprises have gone ahead in the world stage with a massive manufacturing agenda and thrown open competition to the major MNCs in areas of automobiles, white goods, electronics and telecom sets. It is competing with global majors and global corporations. If the forces which operating from Asia can join hands then it may lead to a massive manufacturing and distribution force which Europe could not develop in that scale post European unifications.

It is in this context, the International Seminar on business in borderless Asia has been organised. Objective of this international Seminar is to create 'ONE ASIA' and ultimately leading to a homogeneous world.

Prof. (Dr.) R P Banerjee
Seminar Director

**One-day International Seminar on
"Business in Borderless Asia — the Hurdles, Possibilities and Prospects."
Organised by EIILM, Kolkata in collaboration with Vidyasagar University**

Dear Delegates and Dignitaries,

This International Collaborative Seminar is attempted to create a view of sensitization among people of Asia towards creating a Borderless Asia for having free flow of business, thoughts, ideas and enterprising.

Logically this Seminar should lead to the next phase of formation of the Borderless World. Let us start thinking in terms of the homogenous spirit and consciousness built on factors of unity. Once Asia goes ahead with this formation the business flow in Asia should be made open for all types of products and services to be offered and received by nations within the Asia horizon.

*"Samgachhahdwam Sambadadhwam Sam me Manamsi Janotam.
Deva Bhage Yatha Purbe Sam Janana Upasata."*

[Let us all attempt to speak the same tongue, combine our minds to reveals its factors with communalities and one pointedness, understand and identify the goodness in life for all actions and behaviours that we are destined to taken into account.]

This verse of the Rik Vedas from India contributes to the tenets of homogeneity and commonness among Asian nations and enterprises.

with sincere thanks and regards,



Prof. (Dr.) R. P. Banerjee,
Chairman & Director, EIILM - Kolkata &
Seminar Director One-day International Seminar on
"Business in Borderless Asia — the Hurdles, Possibilities and Prospects."

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 Committee was also of the opinion that the new University would develop on the lines suited to the needs of this backward area.

To give honour and respect to these pious intentions and proposals, the Government of West Bengal decided in 1978 to establish Vidyasagar University. The U.G.C. approved the proposal and on the advice of, and in consultation with the U.G.C., the State Government appointed a Planning Committee in March 1979 to lay down the lines of development and to take initial steps to found the University. The Committee submitted its report in October. Then the Vidyasagar University Act, 1981 (West Bengal Act XVIII of 1981) was passed; some of its sections were brought into operation on 24th June 1981. Finally, Professor Bhupesh Chandra Mukherjee joined as the first Vice Chancellor of the University on 29th September 1981.

Academic activities started when through a Notification [no. 983-Edn (U), dated Calcutta the 23rd May] issued by the State Government, 30 colleges of the District of Midnapore were affiliated to the Vidyasagar University with effect from 1st June 1985. The foundation stone of the main campus at Tantigaria mouza of Midnapore Sadar Town for post graduate teaching and central administration of the University, was laid on 18th July 1983 by the then Hon'ble Chancellor of the University and Governor of West Bengal, Late B.D.Pande. On 15th January 1986, it was inaugurated by Shri Jyoti Basu, the then Chief Minister of West Bengal. From the next day (16th January) classes commenced in six post graduate departments: Anthropology, Applied Mathematics with Oceanology and Computer Programming, Commerce with Farm Management, Economics with Rural Development, Library and Information Science, Political Science with Rural Administration.

The U.G.C. accorded recognition to the University in terms of Section 12B of the U.G.C. Act, on 1st March 1990. 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

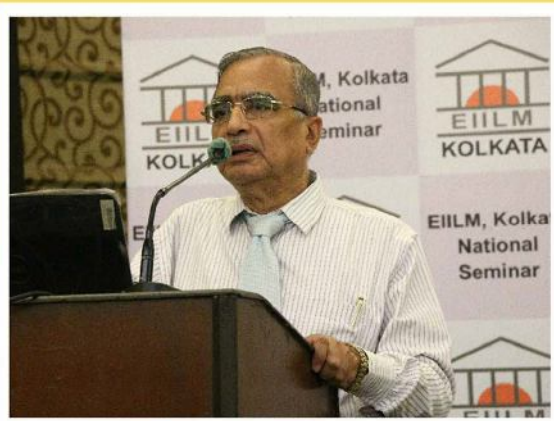
colleges apart from 11 courses in yet 11 other colleges / institutes are affiliated to it. Fourteen vocational subjects and six other specialized courses are also offered at the UG level. The overall emphasis of the university is not to perpetuate the traditional nature of the other universities of West 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. The campus has a picturesque background within which afforestation programmes are being undertaken.

The Vidyasagar University thus began its journey to sail through many trials and tribulations.



About EIILM, KOLKATA

EIILM, a name highly accepted and acclaimed by the business and industry in India in general and corporate houses of National and International character, operating from the intellectual capital of India, in particular. It has earned the status of "Outstanding B-School (East)" – a coveted award consistently over a number of years by the leading organizations like Star News, ABP News etc. and also earned "Best Placements among B-Schools" Education Excellence Award presented by ZEE 24 Ghanta. It has also earned high acclaim from the leading publications like Business India, Businessworld and Competition Success Review(CSR).



-Prof. (Dr.) R P Banerjee

Scaling this top standard has been possible by EIILM because of top quality business academics of a large number having a blend of the academic knowledge and corporate expertise in their individual career and an ongoing spirit of business and corporate research to sustain and support the need for developing excellence by the Business Students. The Institute follows a principle of primacy of students' interest and commitment towards a comprehensive growth of students throughout. The Institute supports the students with all required inputs for capturing positions in Multinational and National companies including some of the Fortune 500's. Companies like, ITC, Colgate Palmolive, Nestle, IOB, Mother Dairy, ICICI Bank, Axis Bank, Kansai Nerolac, Asian Paints, MRF Tyres, Luminous, LG, Hindware, Saint-Gobain, Vodafone, Hindalco have regularly recruited students from EIILM.

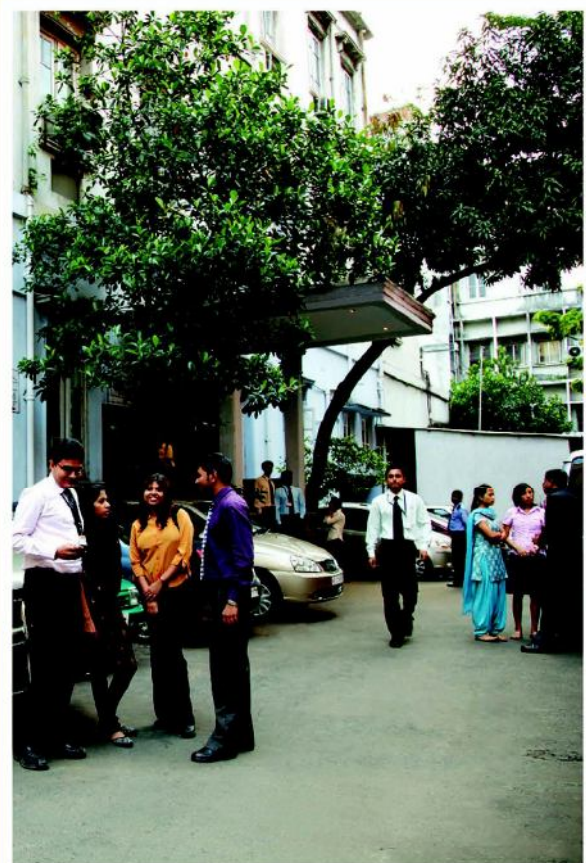
The students also receive the support of personal mentoring, extra-curricular and social activity-inputs for a holistic development of personality to scale high in the world of corporate and enterprises.

The faculty division has an excellent mix of doctorates and people with more than a decade of the corporate experience. The faculty members have published numerous books; have contributed articles in accredited national as well as international journals. We do not believe in just nurturing the best young minds. Rather we help them to be industry-ready before they step into their chosen careers. We can groom every kind of learner and we have proved that the infinite potential that a young mind possesses can be unleashed given due guidance, support, care,

compassion and love. Teachers of EIILM, Kolkata do not restrict themselves to impart only formal learning; rather, they go beyond their wards, sisters, brothers or fiends.

Sports and cultural activities are very much encouraged at EIILM. Students of EIILM enrol themselves in sports club, cultural club, magazine club, entrepreneurship club, debate club etc and take part in various events organised by IIMs and other B-Schools according to their area of interest. The institute organizes various inter college cricket and football tournaments in the city. Students of EIILM compete in various Corporate Football and Cricket Tournaments in the country. Each and every classroom of EIILM is equipped with digital Smart boards and the entire campus is Wi-Fi enabled. Apart from normal classroom teaching, emphasis is put on case-based learning method, role-playing, live projects, group discussions, etc. The faculty members are also evaluated twice a year based on various parameters apart from their teaching feedback. The library consists of more than thirty thousand books with subscription to over four thousand national and international journals. EIILM has an "Online Simulated Capital Market Laboratory", the one of the largest in the country, to facilitate the students to acquire hands-on training on stock-market trading using live data-feed. The Lab provides hands-on, real-world training in Securities, Derivatives, Commodities and Foreign Exchange Trading.

With the changes over time, the design of the industry and enterprises keeps on changing constantly. Take an example of the early 80s and now. During early 80s, the emphasis was more on the invisible components of a personality. It was considered that the individual components do comprise of most of the elements of the personality. Gradually the idea has undergone a transformation. The world now very aggressively wants a synthesis between the intrinsic and extrinsic; the invisible and the visible; the structures and formless; the measurables and immeasurables; the philosophical and the actual and finally, a blend between the empirical and the eternal. The demand for and on behalf of industry has undergone a metamorphosis. Look at the trend of global trade now, the competitive



advantage which was visualized before across labour, material strength and financial strength has undergone total change. It is no longer the source of capital where the capital gets employed. It is no longer the source of material where the material gets worked on. It is no longer the source of manpower that manpower gets employed in. It is, however, a place is a world where a matrix of current and future opportunity blossoms in where the material, money and manpower are involved. A learner of business should be convergent with the reality mentioned just above. The future, that we are trying to curve out of the present, is never a replica of the past. It is rather de-novo of its own. The place of study is more of a place of living in future. The person taking the shelter of study continues to contribute clearly and effectively in the blend of attributes and designs for the future. We believe in a process of transformation that takes care of the view spelled out above.

After admission students go through one month orientation course before the starting of their actual course. In this way from the day one students become acquainted with true professionalism and develop their Business acumen. Students have to go through a number of “Live Projects” in the industry in order to get hands-on experience of the real professional world. They also have to attend lots of Grooming and Personality Development classes to be able to face the interviews at the time of campusing. Apart from that, professionals from industry do come to the institute from time to time to take interactive sessions and workshops with the students of EIILM. In this way students become better prepared at the time of appearing in the campus selection procedure.

Therefore, with this, I welcome you to join EIILM-Kolkata, experience and scale high in your career unmatched with many others.



INTERNATIONAL SEMINAR SCHEDULE

TIMING (Bangkok Time)	Topic	Participant / Speaker / Guest Speaker
I. INAUGURAL SESSION (S₁) :		
09:00 – 09:30 hrs	Registration	
09:30 – 09:40 hrs	Invocation: Saraswati Vandana, EIILM Theme Song & Guest Felicitation	Prof. (Dr.) Ranjan Chakrabarti , Hon'ble Vice Chancellor, Vidyasagar University, West Bengal India Prof. (Dr.) R P Banerjee , Chairman & Director, EIILM Kolkata, West Bengal, India Prof. Kanin Khaniyao , Director of Pathumthani International College, Pathumthani University, Thailand Ms. Nithima Yuenyong , Vice president of Pathumthani University, Thailand Ms. Chayanithsarr Khanijor , Foreign Affair Analyst of Pathumthani University & CEO of GBC Overseas consultants group, Thailand Prof. Mankeshwar Ram , A.H.A – Airline and Hotel Management Academy, Nashik, Maharashtra, India Prof. Jai Singh Narula , Mech. Engg, Ind. Engg, Food Tech., Committee Member of Several Associations, Bangkok, Thailand
09:40 – 09:45 hrs	Welcome Address	Dr. Surajit Ghosh Dastidar, EIILM Kolkata
09:45 – 10:15 hrs	Keynote Address: Towards A Borderless Asia: A Historical Perspective	Prof. (Dr.) Ranjan Chakrabarti , Hon'ble Vice Chancellor, Vidyasagar University
10:15 – 10:45 hrs	Theme Address: Business in Borderless Asia—the Hurdles, Possibilities and Prospects	Prof. (Dr.) R P Banerjee , Chairman & Director, EIILM Kolkata
10:45 – 11:15 hrs	Asia Education & Future of the Education, Impact of Borderless Education — Possibilities and Prospect	Prof. Kanin Khaniyao Director of Pathumthani International College, Pathumthani University
11:15 – 11:30 hrs	TEA BREAK	
II. CONCEPT SESSION (S₂):		
EDUCATION, BUSINESS GROWTH & FLOW IN BORDERLESS ASIA (on Chair: Prof. Kanin Khaniyao , Director of Pathumthani International College, Pathumthani University) No. of Papers: Six, Concluding remark by the Chairperson at the end of Session		
11:30 – 11:40 hrs	Creating Pan-Asian Platform for Transnational Education	Mr. Jayanta Saha, Dr. Sarmistha Biswas & Mr. Priyabrata Choudhury, EIILM Kolkata
11:40 – 11:50 hrs	Perspective of Distance Education in Boundary less Asia: An overview	Dr. Misha Roy, Vidyasagar University
11:50 – 12:00 hrs	Challenges before Academic Institutions in the 'Borderless Asia' in the 21 st Century	Dr. Amal Kumar Bhunia, Vidyasagar University
12:00 – 12:10 hrs	Higher Education in Borderless Asia – University Challenges and Approach of a Model Smart University.	Mr. Sunil Ch. Mallik, Vidyasagar University

12:10 – 12:20 hrs	Role of International Human Resource Management in International Business – A Study of SAARC Nations in the Context of Borderless Asia	Dr. Abhijit Pakira, The University of Burdwan
12:20 – 12:40 hrs	Education, Business Growth & Flow In Borderless Asia: Hospitality & Tourism	Prof. Mankeshwar Ram, A.H.A – Airline and Hotel Management Academy, Nashik, Maharashtra
III. CONCEPT SESSION (S₃): ECONOMIC PERSPECTIVE, REGULATORY, POLITICAL AND HISTORICAL PERSPECTIVE IN BORDERLESS ASIA (on Chair: Prof. (Dr.) Ranjan Chakrabarti, Hon'ble Vice Chancellor, Vidyasagar University, West Bengal, India) No. of Papers: Three, Concluding remark by the Chairperson at the end of Session		
12:40 – 12:50 hrs	Asiatic Mode Of Production Creating The Trend Of Universality: Myth Or Reality!	Dr. Rajib Kumar Das & Dr. Sanchita Som, EILM Kolkata
12:50 – 13:00 hrs	Developing Asia in the Era of Cross-border E-commerce	Mr. Khokan Maity, Vidyasagar University
13:00 – 13:10 hrs	Cohesion and Competition among leading Asian Stock Exchanges.	Mr. Chittresh Coomer & Mr. Smarajit Sen Gupta, EILM, Kolkata
IV. CONCEPT SESSION (S₄): HUMAN DYNAMICS: CULTURAL, PHILOSOPHICAL UNDERSTANDING TOWARDS COHESION AND UNIVERSALITY IN BORDERLESS ASIA (on Chair Prof. (Dr.) R P Banerjee, Chairman & Director, EILM Kolkata, West Bengal, India) No. of Papers: Four, Concluding remark by the Chairperson at the end of Session		
13:10 – 13:20 hrs	Organizational Excellence through Behavioural Sciences in the 21 st Century in Borderless Asia	Dr. Jayanta Kishore Nandi, Vidyasagar University
13:20 – 13:30 hrs	Sociological Perspective of Asian Unity	Dr. Anupriyo Mallick & Ms. Sayani Kundu, EILM Kolkata
13:30 – 13:40 hrs	Business in a Borderless Asia: Problems and Prospects	Dr. Dehasish Biswas, Vidyasagar University
13:40 – 13:50 hrs	Cultural and Philosophical Diversity in Asian Continent — the role of Indian Wisdom in Developing Asian Cohesion.	Ms. Tanima Chatterjee & Ms. Ankita Roy, EILM, Kolkata
13:50 – 14:50 hrs	Lunch Break	
V. CLOSING SESSION (S₅):		
14:50 – 15:00 hrs	Closing / Valediction / Awards / Certificates	Prof. (Dr.) Ranjan Chakrabarti, Hon'ble Vice Chancellor, Vidyasagar University Prof. (Dr.) R P Banerjee, Chairman & Director, EILM Kolkata Prof. Kanin Khaniyao, Director of Pathumthani International College, Pathumthani University
15:00 – 15:05 hrs	Thanks giving	Dr. Jayanta Kishore Nandi, Registrar, Vidyasagar University

Anchors:

Ms. Anjana Banerjee & Mr. Mayukh Guha

Seminar Support Team: Mr. Shanti Gopal Hazra – Team Leader

Mr. Tamal Jyoti Chakraborty – Member

Mr. Utpal Bera – Member

Mr. Bikram Aich – Member

Ms. Sharmistha Dutta Roy – Member

Mr. Gopi Kishan Agarwalla – Member

Mr. Suvankar Swarnakar – Member

Keynote Address:

Towards A Borderless Asia : A Historical Perspective

The presentation seeks to give a well rounded historical account of the development of a Pan Asian spirit in the light of contemporary developments. It also explores the possibility of the growth of an Asian union in the near future and the changing Asian economic scenario.

Prof. (Dr.) Ranjan Chakrabarti
Vice Chancellor, Vidyasagar University

Fulbright Visiting Scholar at Brown University(1995)
Charles Wallace Fellow,London University(1997)
Alexander O.Vietor Fellow, Brown University(2004)



**Professor Ranjan Chakrabarti,
Vice Chancellor of Vidyasagar University,
West Bengal, India**

Professor Ranjan Chakrabarti is the Vice Chancellor of Vidyasagar University, West Bengal. Professor Chakrabarti has taught History at Jadavpur University, Kolkata, and Visva-Bharati University, Santiniketan. A former Fulbright Visiting Professor at Brown University, recipient of the prestigious Charles Wallace Fellowship at the School of Oriental and African Studies (University of London) and Alexander O.Vietor Memorial Fellowship at Brown University, Professor Chakrabarti is an acclaimed historian with a keen interest in environmental history and related areas.

Professor Chakrabarti's major publications include A History of the Modern World: An Outline (2012), Terror, Crime and Punishment (2010), Situating Environmental History (2007), Does Environmental History Matter? (2006), Random Notes on Modern Indian History (2006 and 2008), Space and Power in History (2001), Political Economy and Protest (1997), and a coedited volume Natural Resources, Sustainability and Humanity (2012).

Theme Address:

**Business In Borderless Asia – The Hurdles, Possibilities
And Prospects:**

Asia has certain unique features of business, manufacturing and consumption pattern. Right from the ancient period till now endeavours are consistently on towards identifying the factors of unity in Asia. Modern Asia has evolved itself into conflicts of larger scale at various geographical points than fostering forward the factors of cohesion or unity. In the ancient period also during pre-medieval period India was more intensely in connection with Asian Nations and people at large, though the philosophical tenets of Asian unity when made available during Vedic period in India (roughly twenty thousand years prior to Birth of Lord Jesus) and in China, Japan, Korea post Buddhist period.

During the modern period the first formal initiative was taken by great Indian revolutionary and personality symbolic of Indian heritage, Netaji Subhas Chandra Bose, during the 2nd World War period the concept of Asiatic integration was launched and promoted by Him and supported by Hideki Tōjō, Prime Minister of the Empire of Japan, Zhang Jinghui, Prime Minister of Manchukuo, Wang Jingwei, President of the Reorganized National Government of the Republic of China, Ba Maw, Head of State of the State of Burma, Subhas Chandra Bose, Head of State of Provisional Government of Free India (Arzi Hukumat-e-Azad Hind), José P. Laurel, President of the Second Philippine Republic, Prince Wan Waithayakon, envoy from the Kingdom of Thailand

The resolution adopted at the Great East Asia Conference during 1943 was predominantly the most powerful initiative by seven nations present in the conference.



**Prof. (Dr.) R. P. Banerjee, Chairman & Director
Eastern Institute for Integrated Learning in
Management(EIILM), Kolkata
6 Waterloo Street, Kolkata – 700 069, India**

Prof. (Dr.) R P Banerjee, Chairman, Towards Life Foundation(TLF) is taking care of 1000 street children of Kolkata at different centres and providing health, education and other supports to these children aiming at micro-finance facility to their families for self-sufficiency. Dr. Banerjee is a MBA, Ph.D. in Finance from University of Calcutta and NET qualified. He worked in the industry for a decade and taught at various B-Schools in India including fulltime position in Indian Institute of Management Calcutta, Joka. He has visited and lectured many universities in abroad including Pennsylvania State University, Arlington State University, Stockholm University Sweden, Texas University Austin, Texas University Dallas, Tarleton State University, Texas Woman's University, University of Tennessee, University of Kansas, USA, University of Hamburg, Germany and North Western University, Switzerland etc. He is the Editor of "Satyer Path", a monthly magazine on spirituality and Guest Editor of special issues of International Journal of HRD and Management. 'Mother Leadership' and 'Stress Management through Mind Engineering' are among his important books and contributions in the field of thoughts and practices.

His publications include more than 200 articles / papers in national and international journals and 14 books authored / co-authored. Currently he is the Director and Dean, Eastern Institute for Integrated Learning in Management, 6 Waterloo Street, Kolkata-700069. Dr. Banerjee is the Ex-Vice President at Large of International Association for Accounting Education & Research (IAAER), USA. He has done a number of national and international MDP's as either the course director or a faculty. He conducted in-house training programs for organizations in India and the West.

His areas of interest include Strategy, Finance, Ethics & Values, Capital Markets, Spirituality. Prof. (Dr.) Banerjee carries out weekly(Sunday) discourse on "Spiritual Practice for Divine Life" based on the VEDAs and UPANISHADs.



Inaugural Session(S₁)

*Registration, Invocation: Saraswati Vandana,
EIILM Theme Song & Guest Felicitations,
Welcome Address, Theme Address, Special Guest Address*



Prof. (Dr.) Ranjan Chakrabarti
Hon'ble Vice Chancellor, Vidyasagar University



Prof. (Dr.) R. P. Banerjee
Chairman Director, EIILM - Kolkata



Ms. Chayanithsarr Khanijor
Foreign Affair Analyst of Pathumthani University



Mankeshwar Ram
*A.H.A - Airline and Hotel Management Academy,
Nashik, Maharashtra*



Prof. Kanin Khaniyao
*Director of Pathumthani International College,
Pathumthani University*



Dr. Jayanta Kishore Nandi
Registrar, Vidyasagar University



Prof. (Dr.) Surajit Ghosh Dasdidar
Faculty Member, EIILM, Kolkata

Inaugural Session(S₁)

Guest Felicitation:

Prof. (Dr.) Ranjan Chakrabarti, Hon'ble Vice Chancellor, Vidyasagar University

Prof. (Dr.) R P Banerjee, Chairman & Director, EIILM Kolkata

Prof. Kanin Khaniyao, Director of Pathumthani International College,
Pathumthani University

Ms. Nithima Yuenyong, Vice president of Pathumthani University

Ms. Chayanithsarr Khanijor, Foreign Affair Analyst of Pathumthani University &
CEO of GBC Overseas consultants group

Prof. Mankeshwar Ram, A.H.A – Airline and Hotel Management Academy,
Nashik, Maharashtra

Welcome Address:

Dr. Surajit Ghosh Dastidar

Keynote Address:

Prof. (Dr.) Ranjan Chakrabarti, Hon'ble Vice Chancellor, Vidyasagar University

Theme Address:

Prof. (Dr.) R P Banerjee, Chairman & Director, EIILM Kolkata

Address by Special Guest:

Prof. Kanin Khaniyao

Director of Pathumthani International College, Pathumthani University

Concept Session(S₂)

Education, Business Growth & Flow In Borderless Asia

*(on Chair: Prof. Kanin Khaniyao, Director of Pathumthani
International College, Pathumthani University)*



On Chair: Prof. Kanin Khaniyao
Director of Pathumthani International College, Pathumthani University



Prof. Jayanta Saha
Assistant Professor - EIILM, Kolkata



Prof. M. Roy
*Director of Distance Education, Vidyasagar University
 Midnapur, West Bengal*



Prof. (Dr.) Amal Kumar Bhunia
*Deputy Registrar (Administration), Vidyasagar University
 Midnapur, West Bengal*



Prof. Sunil Ch. Mallik
*Executive Director, Computer Centre, Vidyasagar University
 Midnapur, West Bengal*



Prof. (Dr.) Abhijit Pakira
*Assistant Professor, Department of Business Administration
 University of Burdwan, West Bengal*



Prof. Mankeshwar Ram
*A.H.A - Airline and Hotel Management Academy,
 Nashik, Maharashtra*

Abstract of the paper on "Creating Pan Asian Platform for Transnational Education"

Authors: Mr. Jayanta Saha , Dr. Sarmistha Biswas , Mr. Priyabrata Choudhury

Globalisation necessitated transnational network and in higher education it refers to trends that has cross national implications (Albach, 2002). Since 1980's transnational education, providing internationally recognised education at the doorstep of students is playing as one of the important strategies of many universities around the world to expand their area of operation. Hence education is no longer education per se but one of the inalienable ingredients in world trade system and mechanism. Promotion of Transnational education service has become a popular strategy in global trade framework. Countries can bag more foreign exchange reserves by exporting the service of their intellectual capital. On the other hand it is an opportunity for the developing nations to enrich their technical, intellectual human resource with multicultural, diverse and international outlook to accelerate their economic progress with a control on brain drain. The advantages to nation-states are manifold too. It strengthens politico-diplomatic ties between countries, fosters goodwill and brings about familiarity and understanding of foreign people (Nye, 2005; Power, 2012). Transnational education is becoming more popular in Asia since 1990 with many privately owned institutions providing an outlet for students to study international degree in their home country (Pystay, 1996; Mazzarol, et.al, 2003). This continent is seen biggest market for transnational education receiver. Introspecting the long term social, cultural and economic development of the country many developing nations in Asia especially Singapore, Malaysia, Hong Kong, China, UAE, Qatar, Taiwan etc. have taken initiatives to develop transnational education hub. Such internationalisation trend is expected to be marked by a shift from periphery (study abroad and student exchange programme) to core ("comparative understanding, lingua franca and possibly other foreign language learning, borderless knowledge acquisition") (Teichler;1999). It is observed that identifying the niches in the competitive market of the transnational education at the initial stage has a great impact on its success. But successful implementation of internationalisation of higher education demands various initiatives both at the country level and at the institutional level. This study is an attempt to understand the challenges associated with implementation of transnational education in pan Asian countries.

Keywords: Globalisation, Transnational Education, Internationalisation, Borderless Education

i. Assistant Professor, EIILM, Kolkata, India. Email: jayanta.saha@eiilm.co.in

ii. Assistant Professor, EIILM, Kolkata, India. Email: sarmistha28@gmail.com

iii. Assistant Professor, EIILM, Kolkata, India. Email: priyo.choudhury@gmail.com

Abstract of the paper on
“Perspective of Distance Education in Boundary less Asia: An overview”

Author: M. Roy, Directorate of Distance Education, Vidyasagar University,
Midnapur, West Bengal 721102
E mail: misharoy.india@gmail.com

The concept of a boundary less organization is a recent approach in organization design. It is an organization which is not restricted by external boundaries imposed by a predefined structure. These predefined boundaries are claimed to diminish as a consequence of processes of globalization. Triggered by this concept we are here nurturing the concept of boundary-less education for all in the mode of distance learning.

Distance learning or Distance Education (DE) is gaining momentum among the new age working professionals, as they strive to juggle with copious chores for time management. The DE represents approaches that focus on freedom of learners from the constraints of time and place by offering flexible learning. Mass education can be attained through distance learning because of the latest innovations in technology where the world is becoming boundary-less. Distance education in Asia has been booming in the last few decades. In view of such changes where DE is emerging as a new measure of educational provision, the concept of boundary-less DE in Asia can provide an education system which will make the objective of international education achievable and accessible to all.

The present study is focused to evaluate the boundary-less distance learning in the context of present challenges and opportunities and to examine its role in capacity-building and international co-operation. It is important for the Asian society to develop a boundary-less distance education system to achieve the vision of life-long learning.

Abstract of the paper on
“Challenges before Academic Institutions in the ‘Borderless Asia’
in the 21st Century”

Author: Dr. Amal Kumar Bhunia, Deputy Registrar (Administration)
Vidyasagar University, West Bengal, India
Email: amal@mail.vidyasagar.ac.in

Developments in the field of ‘Borderless Education’ are shaped by a number of factors that include the emergence of the ‘knowledge economy’, pressure for life-long learning, and advances in the use and nature of information and communication technologies.

The traditional landscape of higher education, populated by public and private universities, community colleges, polytechnics and specialist institutes, is changing rapidly and new providers and new forms of higher education emerge. The emergence of new providers and provision with its new language is part of a wider context of change in higher education and society at large. The change in higher education are well defined by the term ‘Borderless Education’, an expression coined in the early 2000 by an Australian research team lead by Stuart Cunningham.

Borderless developments pose several challenges to post-secondary institutions. The First arises from the new professionalism and customer focused approach to education and training. This includes tailored reward systems, training for teaching and other focused quality assurance arrangements. The second factor originates from widespread and growing dependence upon new technologies. The third challenge lies in the convergence between previously discrete academic territories and organisations. The term ‘university’ now signals a myriad of different educational services. Boundaries of time and space are more fluid in relation to the delivery of education, and within organisations, disciplinary, departmental and job-related boundaries are also converging. Dissolving boundaries raise the issues of identity, structure, co-ordination and regulations.

In view of the above, the present paper makes a very humble attempt to focus on the challenges faced by the academic institutions in the ‘Borderless Asia’ in recent years within a neo-liberal framework.

Key words: Higher Education, University, Borderless Asia, Educational Service, Neo-liberal.

Abstract of the paper on
“Higher Education in Borderless Asia – University Challenges and approach of a Model Smart University.”

Author: Sunil Ch. Mallik, Executive Director, Computer Centre,
Vidyadagar University, Email: sunil@mail.vidyasagar.ac.in

In this era of Globalisation in business, borderless has emerged as the term of significant in knowledge based economy and in higher education. The modern higher education system is emerging with a system of transfer of credit, joint degrees, non-traditional partners, global recognition of degrees and comparability of qualifications without any border and boundaries. The conventional pattern of higher education, populated by public and private universities, colleges, polytechnics, is changing rapidly as new education providers and new form of higher education emerges with a borderless mind set.

The changes in higher education are well defined by the term ‘borderless education’ which refers to the development that cross or have the potential to cross the traditional borders of higher education whether national, organisational and sector boundaries. As these boundaries are crossed, the existing meaning of a university, a course or a degree may all require redefinition along with the role of lecturers, administrators. Such new configurations of higher education needs a complete change in all areas in a converge pattern to be recognised globally. The changes are driven by economic and business dynamic, social and intellectual development, technological development and changes in government policy. While the higher education institutes changes, they faces a large number of challenges to compete with the counterpart in borderless education managing the increased number of student, increased cost of H.E. and quality control.

The Technological development is among the most significant and key element in borderless education and the emergence of smart University is a part of changing landscape. Most higher education institutes trying to achieve the borderless concept with the use of Smart and new technologies and thereby combat the challenges faced in it.

This paper categorises the changes and technological development requires in a traditional academic institutes to face the challenges in borderless education by redefining the concept and component of a model Smart University with specific reference to Vidyasagar University which is emerging as one of the best university in the country with the use of smart and state of the art tools and technology under the dynamic leadership of present Vice-Chancellor Professor Ranjan Chakrabarti. The paper will demonstrate the various technology and applications, facilities, policies, rules and ICT framework adopted in Vidyasagar University to make it smart and green.

Abstract of the paper on
“Role of International Human Resource Management in International Business – A Study of SAARC Nations in the Context of Borderless Asia”

Author: Dr. Abhijit Pakira, Assistant Professor,
Department of Business Administration, The University of Burdwan
West Bengal, India

SAARC (South Asian Association for Regional Cooperation) plays a very important role in international business of this region. There are 8 member countries in SAARC. They are India, Nepal, Bhutan, Bangladesh, Sri Lanka, Pakistan, Afghanistan and Maldives. There are many factors of International Business. But human resource management is a very important factor. International Human Resource Management (IHRM) plays instrumental role in proper and effective utilisation of not only the human resources but also the other resources for smooth conduct and functioning of the business activities in a Regional Cooperation like the SAARC. All the 8 member countries are developing countries having plenty of skilled, semi skilled and unskilled human resources available. Most of the human resources are poorly or moderately paid. Compensation is not so lucrative and attractive in every member nations. Few member countries like India, Bangladesh are having trade-specific, industry-specific specialists who are expert in their own domain. On the other hand many member countries are having less number of specialists manpower. Thus if the human resources can move among the member countries transcending the political boundaries then human resources can be effectively and productively utilised. In this study an attempt has been made to address this serious issue in the field of International Business. Proper, timely movement of human resources help the organisations operating in the SAARC regions will help them to do business productively and profitably. MNC organisations operating in the SAARC countries will get the advantage of having trained human resources. The study is based on both primary data and secondary data. A questionnaire on IHRM was administered for collecting primary data from the different organisations operating in this region. And secondary data was collected from the SAARC websites, SAARC University and different official websites of the countries. In conclusion we can say that allowing free movement of the human resources among the SAARC countries will be a big step ahead to realise Borderless South East Asia where business will flourish and people will grow.

Key Words: SAARC, International Business, International Human Resource Management, Movement.



Concept Session(S₃)

*Economic Perspective, Regulatory, Political And Historical
Perspective In Borderless Asia*

*(on Chair: Prof. (Dr.) Ranjan Chakrabarti, Hon'ble Vice Chancellor,
Vidyasagar University, West Bengal, India)*



Prof. Ranjan Chakrabarti
Vice Chancellor of Vidyasagar University, West Bengal, India



Prof. (Dr.) Rajib Das
Assistant Professor - EILM, Kolkata



Prof. (Dr.) Sanchita Som
Assistant Professor - EILM, Kolkata



Khokan Maity
Audit Officer, Vidyasagar University, Midnapur



Prof. Chittresh Coomer & Prof. Smarajit Sengupta
Assistant Professor - EILM, Kolkata

**Abstract of the paper on
“Asiatic mode of Production Creating the Trend of Universality:
Myth or Reality!”**

Authors: Dr Rajib Kumar Das, Dr Sanchita Som

The Asiatic Mode of Production (AMP), the well-known brain child of Karl Marx around the early 1850s, focuses on three structural elements of special kind of societies before the advent of capitalistic framework, such as (a) State owned means of production, (b) a dictatorial State based on collective form of organization in terms of economic, political and ideological status, and (c) formulation of “voluntary associations” at the village level for the survival of the ruled-labour class. The traditional theories of capitalistic societies suggest that it is preoccupied by their profit motives that may drive against the interest of the State even when the labour class is exploited to the fullest possible extent. In contrast, Asiatic Mode of Production suggests that State interests are the priority rather than private ones, and labour-class is to be protected enough to promote production and henceforth economic growth. These two extreme polarities of thoughts within historiography create confusion regarding optimum allocation of resources for enhancing economic growth as well as social welfare of a nation. In recent times we have observed typical conflicting findings among different socio-economic parameters relating to reduction of unemployment and improvement of Human Development Index (HDI) and Per Capita Income (PCI). In this paper attempts have been made to scrutinize the key reasons underlying these conflicts, and to examine the efficacy of AMP to resolve these divergences in the history of economic thoughts. To carry out the study, we have reviewed various literatures related to this debate, and also analyzed secondary information to substantiate the debate. We have confined the analysis on four aspects namely, HDI scores, PCI, unemployment status and size of the population pertaining to three major continents, namely Asia, Europe and North America consisting of dominant players in those continents. The portfolio of economic development of various countries across different continents supports the dominance of capitalistic views till date. The protagonists of AMP still believe that to foster the labour class AMP is the eventual solution.

Keywords: Asiatic Mode of Production, HDI, Historiography, PCI, State, Unemployment, Voluntary Association.

- i. Assistant Professor, EIILM, Kolkata; rkdas70@gmail.com, 9163393732
- ii. Assistant Professor, EIILM, Kolkata; sanchitasom18@gmail.com, 9163368679

**Abstract of the paper on
“Developing Asia in the Era of Cross-border E-commerce”**

Author: Khokan Maity, Audit Officer, Vidyasagar University
E-mail: auditofficer@mail.vidyasagar.ac.in

Cross-border e-commerce is one type of international e-commerce similar to cross-border e-tailing. An increasing amount of people are shopping online across the borders, especially in China. Cross-border e-commerce has been a major development trend of international trade and globalization. In the next 5–10 years, the top three fastest-growing markets in the world—India, Indonesia, and Malaysia—will all come from Asia. Connectivity is the cornerstone of e-commerce development. E-commerce supporting connectivity aims to ease free information flow, logistics, free cash flow, and seamless links between the virtual and physical parts of e-commerce network. Accordingly, policy efforts include: increasing the supply of public goods to improve connectivity infrastructure in both physical world and cyberspace; establishing rules and regulations to ensure dynamics and competition of online marketplace; improving connectivity-derived services to generate more value added; prioritizing smartphone economy and Internet financial innovation, and collaboration in the region-wide E-commerce supporting environment. It also discusses the benefits and impacts as well as the emerging challenges and issues in e-commerce using the Internet. It then summarizes by identifying the main opportunities and challenges in e-commerce for countries in the region and that have to be undergone in order to ensure that the e-commerce can be used optimally in the course of daily work.

Abstract of the paper on "Cohesion and Competition among Leading Asian Stock Exchanges"

Authors: Chittresh Coomer and Smarajit Sen Gupta
Eastern Institute for Integrated Learning in Management (EILM), Kolkata
E-mail: smarajit.sengupta@gmail.com, chittresh@gmail.com

The objective of the paper is to investigate whether cohesion and to what extent the co-movements of the leading indices of the Asian Stock Exchanges exists. Increase in financial market integration is mainly due to globalization and liberalization. The study employed correlation matrix of the leading index of the 8 leading Asian stock exchanges on basis of Market Capitalisation – Tokyo, Shanghai, Hong Kong, Bombay, National Stock Exchange of India, Korea, Singapore and Taiwan, to study the extent and level of cohesion and co movement for a period of 8.5 Years, from post US Sub Prime Crisis – 01.04.2010 to 30.09.2018.

There is competition among the leading stock exchanges to attract investment from Foreign Portfolio, Pension and Hedge Funds. The attractiveness of the market will depend on the returns offered and the extent of volatility. The mean returns and the variance have been calculated to measure the risk and return performance of the leading indices.

The disappearance of barriers and the liberalisation of securities markets have dismantled the monopoly of national stock exchanges. Over the past two decades, the competitive structures of stock markets across the world have undergone considerable change, and in many markets new trading platforms compete with national stock exchanges. Competition is not a goal in itself but a means to an end the aim being to reduce the costs of trading and improve service offerings.

Event studies and news of competitions among the leading stock exchanges of Asia to attract investment has been done to identify the competition.

Key Words: Cohesion, Competition, Correlation Matrix, Descriptive –Mean, Variance and Event and News Studies.

JEL Classification: - G1



Prof. (Dr.) R. P. Banerjee
Chairman & Director, EIILM, Kolkata



Prof. (Dr.) Jayanta Kishore Nandi
Registrar, Vidyasagar University, Midnapur



Prof. (Dr.) Anupriyo Mallick
Assistant Professor, EIILM, Kolkata



Prof. (Dr.) Debasish Biswas
*Assistant Professor and Head Department of
Business Administration, Vidyasagar University, Midnapur*



Prof. Tanima Chatterjee
Assistant Professor, EIILM, Kolkata

Concept Session(S₄)

*Human Dynamics: Cultural, Philosophical Understanding
Towards Cohesion And Universality In Borderless Asia*

*(on Chair Prof. (Dr.) R P Banerjee, Chairman & Director,
EIILM Kolkata, West Bengal, India)*

**Abstract of the paper on
“Organizational Excellence through Behavioural Sciences in the
21st Century in Borderless Asia”**

Author: Dr. Jayanta Kishore Nandi, Registrar, Vidyasagar University,
Midnapore, West Bengal, India
E-mail: jnandi13@gmail.com, registrar@mail.vidyasagar.ac.in.

There is no doubt that globalization has created a dreadful pressure on organization to excel and sustain with that excellence in Borderless Asia. In today's rapid and dynamic economic, social and ideological conditions, organizational excellence depends on various issues like materials, machines, working environment, values, technology, marketing, operation management/strategy and human resources, etc. Out of these factors which affect organizational success and excellence human resources are the most important as all these are managed and controlled by humans only. The performance of human beings mainly depends upon two types of skills viz. hard skills and soft skills. Through understanding the behavioural implications of organizational problems and analyzing the employees' attitudes, behaviour and motivation to work, leadership, group dynamism an organization can be made approaching towards the excellence for achieving the goals. In order to attain remarkable and excellent results, those standards and values must be transformed into compatible behaviors. New strategies and skills (Soft skills, Hard Skill and Technical Skill) will enable to rise above and create high performance organizations. This paper will give insight of various soft skills which will lead to create new levels of organizational excellence in the 21st Century in Borderless Asia.

Key Words: Organization, Behavioural Science, Soft Skill, Hard Skill, Work Ethics, Excellence, Efficiency Orientation.

Abstract of the paper on "Sociological Perspective of Asian Unity "

**Authors: Dr. Anupriyo Mallick & Sayani Kundu
EILM Kolkata, West Bengal India.**

The basic insight of sociology is that human behavior is shaped by the groups to which people belong and by the social interaction that takes place within those groups. We are who we are and we behave the way we do because we happen to live in a particular society at a particular point in space and time. People tend to accept their social world unquestioningly, as something "natural." But the sociological perspective enables us to see society as a temporary social product, created by human beings and capable of being Changed by them as well. The sociological perspective involves recognising and evaluating the effects of social relationships and social structures and forces, considering the present day in historical context and takes for granted that society is socially constructed and thus changeable. It is a perspective that fosters critical thinking, the posing of critical questions, and pursuit of solutions. The sociological perspective is a perspective on human behavior and its connection to society as a whole. It invites us to look for the connections between the behavior of individual people and the structures of the society in which they live

I believe that a sociological perspective should embrace multidisciplinary, eclectic spirit. It is in the spirit of Wertheim's approach to the study of Asian societies 'on move'. A spirit which enfolds the social sciences as 'a unity' (1993:4-5). Sociological perspective believes in the 'totality of society', not just in its social or political institutions, its economic structure, nor its cultural values and practices(Martinnussen, 1997:22, 25-30).

Understanding the sociological perspective is crucial to understanding the Asian Unity in the backdrop of the key parameters like blood traits, food habit, relation with nature, technology for life and the belief system. The paper made a modest attempt to address the pertinent issues like: Universality of human beings, Collectivities, Institution of marriage, Modes of Survival, Systematic order, and System of maintaing order.

The process adopted to deal with the above mentioned parameters and issues are dialouge, collective activities, new ideas formation, confederation of forum, exchange of knowledge etc.

Key words: sociological perspective, asian unity.

Abstract of the paper on "Business in a Borderless Asia: Problems and Prospects"

**Author: Dr. Debasish Biswas, Assistant Professor and Head
Department of Business Administration Vidyasagar University
West Bengal, India
Email: debasish762010@yahoo.com**

Of late, due to LPG policy, business has no specific boundary. Business can move easily beyond the national, transnational and international frontiers. It can be compared with our mind. Our mind has no restriction to go anywhere. In the same way, business has also no restriction to operate anywhere across the globe. Business is now borderless. The success of business depends on acceptability of product and service by the customers. Customer is the king of the business. Therefore, business has to comprehend the real pains or problems of the customers and delivering the worth solving problems. In this context, Asian market is very fertile to do business as Asia is the most populous continent with 60 % of the world's population. Due to the rapid growth of information technology, massive growth of internet users, growth of the middle class, etc. are attracting world giants such as Amazon and Alibaba to the latest e-commerce frontier of Asia. In the Asian continent, many countries are enjoying the sustained competitive advantage using their own natural resources. In this context, we can mention about the potential in the hydropower of Bhutan and Nepal, the textiles of Bangladesh, the IT and services sector in India, the resource hub of Afghanistan and Sri Lanka, holiday business from Maldives and lightmaking from Pakistan. Therefore, Asian market has tremendous potentiality for doing the business. In spite of enormous prospects, there are also certain acute problems in Asian business market. The major problems of business in Asian market include cyber security and socio-political instability, economic risks, environmental risk, cultural differences, persistent poverty and income inequality, ethnic and religious conflicts, infrastructural inadequacy, language problems, unskilled labours, non-availability of settlement of business disputes, business corruption, etc. In our study, we will showcase the prospects and problems of doing business in a borderless Asia.

Keywords: Business, borderless, Asia, problems, prospects.

Abstract of the paper on
“Cultural and Philosophical Diversity in Asian Continent: the role of Indian
Wisdom in Developing Asian Cohesion.”

Authors: Tanim Chatterjee & Ankita Roy

E-mail: chatterjeetanima.tuli@gmail.com

Issues of cohesion:

Cohesion means the integration among all, towards creating wholeness. This integration includes every dimension of life starting from the external aspects to the intrinsic quality of life. Asia has diversity among socio-cultural practice, food habit, dressing style, religion, philosophy, belief system, language, etc. The geographical diversity of the continent, historical influence on various ethnicities over the years and the various philosophical perspectives has been contributing several thoughts from the beginning of the civilization. Now question arises that as a continent Asia has a wide range of variety, how can it be cohesive within its own? But Asia has intrinsic cohesion of idea, spirit, wisdom and soul. This intrinsic perspective has been contributing by India from early time of existence of life with a strong wave of consciousness tied the whole continent through a single fabric. It began from the Vaidik stages of civilization, through the discovery of truth by Vaidik sages. Asian understanding of men has an embodiment of the divine or the supreme spirit has created a path way for a continent wide cohesion. Asian understanding of an individual is a part of the supreme, the totality with the equal potential in the dormant form of the supreme. Sages stated that action is the reflection of thinking what is happening today it has already happened earlier. This view of life was endorsed by Immanuel Kant as well. Asians are supposed to carry similar attribute to a large extent creating a unique perspective for cohesion.

Tenets of Asianism(Pan-Asia):

- Inward look of life(Interiorization): Asia, the eastern world has the intrinsic view of life, which includes the internal world and attainment to the conscious level, relating to the universe. Asian culture focuses on thought process and exploration of the inner space, the inner sky.
- Simplistic view of life: Prior to the external attack and social mix Asian life style was simple and flimsy after external domination the principles of life became complex and demand oriented.
- Philosophical bent of mind: Asian Philosophy is by and large god centric, which talks about the internal identity of human being, and the connection with the universe. It says about “Not me but thou” - Swami Vivekananda. Asian Philosophy gives the view of collectivism while maintaining integrity of individual.
- Work endowed to the superior wisdom: Asian belief system for work is as the worship. Work is to be dedicated to aspire to the God not for the materialistic pleasure.
- Values- centricism: Asian culture is value centric and follows certain principle of life.

Closing Session(S₅):

*Closing / Valediction / Awards / Certificates
&
Thanks giving*

Closing / Valediction / Awards / Certificates:

Prof. (Dr.) Ranjan Chakrabarti, Hon'ble Vice Chancellor, Vidyasagar University

Prof. (Dr.) R P Banerjee, Chairman & Director, EIILM Kolkata

Prof. Kanin Khaniyao, Director of Pathumthani International College,
Pathumthani University

Thanks giving:

Dr. Jayanta Kishore Nandi, Registrar, Vidyasagar University



**Eastern Institute for Integrated Learning
in Management (EIILM), Kolkata**
6, Waterloo Street, Kolkata - 700 069.
Website: www.eiilm.co.in
Phone: 033-2210 0911-13



Vidyasagar University
Midnapore, Pin - 721102
West Bengal, India.
Website: www.vidyasagar.ac.in
Phone: +91 3222-276554/276555