



Shiksha Mandal, Wardha's
G.S.COLLEGE OF COMMERCE & ECONOMICS, NAGPUR
NAAC Reaccredited 'A'-Grade Autonomous Institution
(A Hindi Linguistic Minority Institution)



Cordially invites you to
IMPRESS/ICSSR SPONSORED
Two-Day National Conference on

**“Developing New Insights for the Development of
Gramin Bharat (Rural India)”**

SEPTEMBER 18-19, 2019



Shiksha Mandal, Wardha's
G.S.COLLEGE OF COMMERCE & ECONOMICS
Law College Square, Amravati Road, Nagpur – 440 001
e-mail: gscollegenagpur@rediffmail.com www.gscen.shikshamandal.org
Fax: 2528747 Phone No.: 0712-2531760

A RUSA BENEFICIARY INSTITUTION

IMPRESS/ICSSR SPONSORED Two-Day National Conference

On

"Developing New Insights for the Development of Gramin Bharat (Rural India)"
September 18-19, 2019

ABOUT US:

G. S. College of Commerce & Economics, Nagpur is city's first Commerce College and through seven decades of academic excellence it has carved a niche for itself as a premier Commerce College in the region. It is known for its high academic standards, qualitative growth and ethical practices under the dynamic leadership of Shri Rahul Bajaj, President of Shiksha Mandal, Wardha, who has always inspired our ceaseless pursuit of excellence. It is reaccredited by NAAC as an 'A'-grade institution and today stands tall as the first Autonomous Commerce College in the RTM Nagpur University. It is all set to start two new UG courses viz. B. Com. (Honors) and B. Com. (F&A) from 2019-20 session.

Catering to the curricular needs of over 4000 students in various UG/PG/Junior-MCVC courses, the college has remained committed to its motto of "Industrious and Lion-hearted Men Generate Wealth" and is producing, year after year, the batches of competent young men and women who are contributing to the wealth of nation. Besides focusing on core academics through the courses of B.Com./B.Com.(C.A.)/BBA/M.Com./MBA, which have been thoroughly redesigned under Autonomy, the college also offers over a dozen value-addition courses like TCS' BPS, NSE's NCFM, Bajaj Finserv's CPBFI, ICAI's CAT, Cambridge English's BEC, Tally Education's Tally and NISM courses. In addition, the college also offers guidance programmes for CA-CPT/CS-F, NET-SET, Competitive Examinations etc. as well as the internship programme under GS-SUN. The college's curricular output, which is reflected through consistent merit positions, medals and placements (average 200 per year for last five years) is equally matched by students' achievements in co- and extra-curricular activities in various inter-college/university level competitions.

In our efforts to add value to academics and to enlarge and enrich teacher-researcher community's horizons and to have meaningful discourses on issues related to Social Sciences, we are organizing THREE National Conferences in collaboration with ICSSR (Indian Council of Social Science Research) under its IMPRESS (Impactful Policy Research in Social Science) Scheme in the months of September-October 2019.

We intend to make these conferences really national in every sense of the word and aim to have in the end some authoritative statements vis-a-vis some policy formulation as is expected by ICSSR/IMPRESS. We have already identified and invited most qualified and illustrious Resource Persons from reputed organizations and institutions. They are indeed going to make these conferences fruitful experiences for all of us through their sheer presence.

We most sincerely invite all teachers, researchers, scholars in the fields of Social Sciences to these conferences including this conference on **"Developing New Insights for the Development of Gramin Bharat (Rural India)"** and appeal to them for positive contribution in the form of quality research papers which shall be published in Conference Proceedings with ISBN Number.

ABOUT US

ABOUT THE CONFERENCE

"If the village perishes, India will perish too. India will be no more India."

-Mahatma Gandhi

India is a land of distinctive villages and the future of India lies with rural development. The rural-urban distribution of population is 68.84% and 31.16% respectively (Census 2011). India is an agrarian country. Agriculture employed 50% of the Indian work force and contributed 17-18% to country's GDP as per the Economic Survey 2017-18. The economic contribution of agriculture to India's GDP is steadily declining with the country's broad-based economic growth. There were 6,40,867 villages in India as per 2011 Census and around 833.1 million people live in villages. As of 2018, there are 5,97,464 villages in India who depend directly or indirectly upon agriculture. Agriculture is demographically the broadest economic sector and plays a significant role in the overall socio-economic fabric of India. India ranks first globally with highest net cropped area followed by the US and China. India exported \$38 billion worth of agricultural products to more than 120 countries in 2013, making it the seventh largest agricultural exporter worldwide.

Sustainable inclusive growth of 'Gramin Bharat' has always remained priority of the Government of India. Many efforts have taken place in this regard but still much needs to be done. So far, many policies have been initiated and implemented with different approaches to rural development which in itself faces a plethora of challenges. A sea change can be seen in the village environment and needs of villagers since Independence. The pulse of rural development and agrarian crises can be measured by the recent spate of farmers' suicides and rural unemployment in India. Agriculture/Farming and farmers indeed have to be at the centre of any plan or strategy for rural development.

This conference aims at bringing about innovative measures for the sustainable rural development in India. It is a time when villagers are fast migrating to urban areas and shifting to non-farming activities and there is a shortage of fertile land due to infrastructural projects. So it is important that we should focus on improving the quality of life, empowering villagers and increasing their productivity by finding out new avenues for growth besides the traditional ones for achieving rapid economic transformation of Gramin Bharat (Rural India). Social entrepreneurship, automation in agriculture activities, attracting big players in agriculture marketing, Golden Revolution, organic farming, skill-upgradation for non-farm activities, rural transformation through CSR (Corporate Social Responsibilities) and PPP (Public Private Partnership), Rural tourism, women empowerment, micro-finance, creating awareness about fair trade products and skill upgradation through digital revolution can bring about positive results and contribute in achieving sustainable inclusive growth in Gramin Bharat.

OBJECTIVES OF THE CONFERENCE

The objectives of this Conference are:

- 1) To create awareness among the participants and readers of the conference proceedings about new insights for the development of Gramin Bharat.
- 2) To bring about new insights for the sustainable and inclusive development of Gramin Bharat.
- 3) To formulate plans/strategies/policies for sustainable rural development.

MAJOR THEMES: New Insights for Agriculture Development, New Insights for Development of Allied Activities to Agriculture, Role of Technology in the Agriculture and Rural Development and Role of Private Players, NGO's in the Agriculture and Rural Development.

SUB-THEMES: New Insights for the development of Gramin Bharat (Rural India), Social entrepreneurship, automation in agriculture activities, attracting big players in agriculture marketing, Golden Revolution, organic farming, skill-upgradation for non-farm activities, rural transformation through CSR (Corporate Social Responsibilities) and PPP (Public Private Partnership), Rural tourism, women empowerment, micro-finance, creating awareness about fair trade products and skill upgradation through digital revolution and others.

CALL FOR PAPERS

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- 1) Original and hitherto unpublished research papers, articles and case studies are invited on all the areas related to development of rural India as well as themes and sub-themes of the conference mentioned above.
- 2) An electronic version of manuscript in MS Word can be sent online on ranjanatsahu@rediffmail.com. Length of paper should be of 2000 to 3000(max.) words approximately. All text must be of double line spacing with one inch margin on all sides. Use 12 point Times New Roman Font with Harvard Style Referencing for papers in English. For papers in Hindi and Marathi use "Kruti Dev" 12 point font. Papers in PDF format will not be considered. Self Declaration form by author/authors is a must for the paper publication.
- 3) **Last Date of sending full paper along with abstract of 200 words: September 7, 2019.**
- 4) Delegates are also requested to send the soft copies of their power point presentation (maximum 10 slides) to ranjanatsahu@rediffmail.com
- 5) The selection of papers will be done by a panel of experts and the authors will be informed in advance about the same. Acceptance of paper implies the registration by all authors (main and co-authors). Only accepted papers will be published in the Conference Proceedings with ISBN number.
- 6) **Cash prizes of Rs. 5000/- and 3000/- respectively will be given to the two best papers in each technical session. The ratings of the papers will be done by the Resource Person / Chairman of the technical session.**

REGISTRATION FEE:

For Faculty members, academicians, professionals and Research Scholars	Rs. 600
For Students	Rs. 400

Participation fees include publishing cost for research papers in the conference proceedings. Additional papers of the same author need to be registered separately. The Registration form can also be downloaded from our website <http://gscen.shikshamandal.org>

FEES THROUGH NEFT:

Bank Account No.	52502250011186
Name & Address of Bank	Syndicate Bank Law College Square, Nagpur
Name	M/s G S College of Commerce & Economics Nagpur ICSSR- IMPRESS 3615 G S College of Commerce & Economics,
Address of the Account Holder	Law College Square, Amravati Road, Nagpur – 440 001
IFSC Code	SYNB0005250
Kindly send a copy of payment transfer details along with registration form.	

ACCOMMODATION: Out-station paper-presenters willing to make an overnight stay should intimate in advance (**latest by August 31, 2019**) for necessary arrangements. Accommodation will be provided only for **September 18-19, 2019** and subject to availability of lodging facilities in nearby hotels / guest houses.

ITINERARY

DAY 1 : 18th SEPTEMBER, 2019

Inaugural Session (10:00 am to 12:00 noon)

- Chairperson : **Shri Sanjay Bhargava**
Hon'ble Chairman, Shiksha Mandal, Wardha
- Chief Guest : **Dr. V. M. Bhale**
Hon'ble Vice –Chancellor,
Dr. Panjabrao Deshmukh Krishi Vidyapeeth, Akola
- Keynote Speaker : **Dr. Anand Venkatesh**
Professor,
Institute of Rural Management Anand (IRMA), Gujarat

Technical Session I (12:00 noon to 2:00 pm) (New Insights for Agriculture Development)

- Resource Person : **Dr. R. Murugesan,**
Professor,
National Institute of Rural Development, Hyderabad

Technical Session II (3:00 pm to 5:00 pm) (New Insights for Development of Allied Activities to Agriculture)

- Resource Person : **Dr. G. Veerakumaran,**
Professor, College of Co-operation, Banking & Management,
Kerala Agricultural University

DAY 2 : 19th SEPTEMBER, 2019

Technical Session III (10:30 am to 1:00 pm) (Role of Technology in Agriculture and Rural Development)

- Resource Person : **Prof. Sridhar Vishwanath**
Institute of Rural Management Anand (IRMA), Gujarat

Technical Session IV (1:30 pm to 3:30 pm) (Role of Private Players, NGO's in Agriculture and Rural Development)

- Resource Person : **Dr. L. Rathakrishnan,**
Professor, Dept. of Rural Industries and Management,
Gandhigram Rural Institute, Gandhigram, Tamilnadu

Valedictory Session (4:00 pm to 5:00 pm)

- Chairperson : **Dr. Anant Deshmukh**
Dean (Faculty of Commerce & Management),
Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

ITINERARY

Shri Sanjay Bhargava
Chairman, Shiksha Mandal Wardha

ADVISORY COMMITTEE

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Dr. Rajesh Ingole	Dean (Faculty of Commerce & Management), Gondwana University, Gadchiroli
Dr. Vilas Kharche	Dean (Faculty of Agriculture), Dr. Panjabrao Deshmukh Krishi Vidyapeeth, Akola

ORGANISING COMMITTEE

Dr N. Y. Khandait
Principal

Dr Ranjana Sahu
Convener
Mob.: 9423064266

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