

Important Dates

Last date for submission of Abstract	February 14,2020
Communication to the authors on acceptance	February 15,2020
Last date for submission of Manuscript	February 17,2020
Last date for Registration	February 20,2020
Date of Conference	February25,2020

Registration Details:

Delegate	Registration Fee
Students	₹ 500/-
Research Scholars / Academicians	₹ 1000/-
Delegates from Industry, Corporates , Government, NGOs. etc.	₹ 1500/-

Registration fees must be paid through DD in favor of ICFAI University, Jharkhand, payable at Ranchi.. Registration Fee can also be paid through Credit Card /Debit Card at the University campus or through NEFT, the details for which are given below.

Name of beneficiary	The ICFAI University, Jharkhand- Fee Collection A/c
Type of Account:	Current Account
Account Number:	115201000766
Bank Name:	ICICI Bank
IFSC Code:	ICIC0001152

The registration fee includes Conference Kit, Souvenir (in soft copy), Tea and Lunch on the day of the conference.

Patron	Prof. O R S Rao, Vice Chancellor
Mentor	Dr. Hari Haran, Professor
Conveners	Prof. Arvind Kumar, Registrar
Organizing Secretary	Prof. Sumit Kumar Sinha
Conference Coordinators	Dr. Goutam Tanty and Dr. Manish Kumar
Advisory Committee	<ul style="list-style-type: none"> ▶ Dr. Satyendra Kishore, Former Executive Director, Indian Institute of Coal Management(IICM) ▶ Mr. Bishnu C Parida, Chief Operating Officer ,Jharkhand State Livelihood Promotion Society (JSLPS) ▶ Mr. Innocent Soren, General Manager, Reserve Bank of India ▶ Prof. B. C. Saha, Dean, Faculty Centre for Agriculture, Rural and Tribal Development, Ramakrishna Mission Vivekananda Educational and Research Institute (RKMVERI) ▶ Dr. Dipankar Chatterjee, Head, Division of Rural and Tribal Development, Ramakrishna Mission Vivekananda Educational and Research Institute (RKMVERI) ▶ Dr. Avijit Kumar.Dutta, Head, Division of Agriculture, Ramakrishna Mission Vivekananda Educational and Research Institute (RKMVERI) ▶ Mr. Santa Prasad Roy, Senior Consultant, Advisory - PriceWaterHouse Coopers (PWC)
Program Committee	Dr. Bhagabat Barik, Dr. Rumna Bhattacharya, Dr. M Rajkumar , Dr. Mridanish Jha, Dr.Sudipta Majumdar,
Conference Organizing Committee	Dr. Bijoya Ganguly, Dr. Pritha Chaturvedi, Dr. Sweta Singh, Dr. Pallavi Kumari, Dr. Vishal Kumar, Dr. Dilip Kumar, Prof. Alok Kumar, Prof. Divya Utkarsh, Prof Ranjit Kumar, Dr Tarak Nath Paul, Prof Abhay Kumar Sinha, Dr Rajesh Kumar Prasad, Mr Amar Gupta.

Contact Persons:

Prof. Sumit Kumar Sinha	9471765040	sumitsinha@iujharkhand.edu.in
Dr. Manish Kumar	7379470804	manish.kumar@iujharkhand.edu.in

City Office: Plot No.315/B(1st Floor), Road No.3, Ashok Nagar, Ranchi-834002, Jharkhand

The ICFAI Universities, Jharkhand
Grooming Professionals, With Values.



Organized by
**Faculty of
Management Studies**

National Conference on Digital Transformation for Socio-Economic Development of Rural India

in association with



Date & Time

25th February 2020 (Tuesday) 10 AM

Venue

The ICFAI University, Jharkhand Campus

Plot # 2065, Simalia, Near Daladali Chowk, Ranchi - 835222, Jharkhand

Phone No: 7257004503

E Mail Id :- seminars.fms@iujharkhand.edu.in

Website :- www.iujharkhand.edu.in



About the University

The ICFAI University, Jharkhand is a part of ICFAI Group that is well known for its quality of education and ethics. It is the first Private University that was set up in Jharkhand, as per the State Legislative Act and is recognized by UGC, as per Section 2(f) of UGC Act, 1956. The University offers a range of Under-Graduate, Post-Graduate and Doctoral Programs in Engineering, IT, Law and Management disciplines.

In view of its commitment for producing quality research, the University started offering part-time Ph.D. Program in Management for Working Professionals from 2012. Besides compliance with UGC Regulations 2016 and all further amendments, the University follows stringent processes from selection of the candidates to evaluation of the theses. In view of the above, the University has been attracting experienced professionals from reputed organizations in industry, academia, defense, government, etc. from across the country. The University secured 9th rank among the Private Universities in East Zone by the Week – Hansa Research Survey 2019 and 8th Rank among Private Universities of Eastern India by the Digital Learning Magazine, Universities Ranking 2019..

About the Conference:

Digitalization has become a buzz word in today's era and digital transformation has been yielding rich dividends in all sectors of the economy. Digitalization, as a concept is not restricted to urban areas but also has been making inroads into rural India and holds the prospect. As estimated by McKinsey Global Institute in March 2019, India is one of the largest and fastest-growing markets for digital consumers with 560 million internet subscribers, after China. So, there is more space and opportunity in rural areas towards digitalization.

Government of India has been working on a war-footing, in association with various institutions, corporates, non government organizations and multilateral agencies to make all agricultural inputs to rural community in time and cost effectively. National Bank for Agriculture and Rural Development' (NABARD) has played a crucial role in creating infrastructure for rural India. NABARD has been working with the Government to ensure rural development to the fullest extent. Areas ,where the success has been achieved include e-governance,

digital marketing, e-Shakti initiatives and application of Artificial Intelligence for Rural Development. Implementation of MIS for Swarnjayanti Gram Swarozgar Yojana in the state of Gujarat is one of the best examples of application of e-governance.

Jharkhand , though a newly created state, is ahead of digitalization programme. The Government of Jharkhand launched a pilot project of replacing the grain distribution system through Fair Price Shops (FPSs) with the direct transfer of subsidy amounts to PDS beneficiaries' accounts in the year 2017. In order to spread computer literacy in interior areas, the Ekal Abhiyan in association with Vikas Bharti launched Computer on Wheels, a mobile van service. The state is ahead in the area of land digitalization as compared to other progressive states.

In this context, there is a need to percolate digitalization to the people at the bottom of the pyramid both at the regional and national level. This national seminar will inculcate creativity and innovations from different streams of the society which will foster rural economy.



Objectives:

This conference is aimed at

- ▶ Identifying the need and opportunities for Digital Transformation for Socio-Economic Development of Rural India
- ▶ Understanding the challenges involved in Digital Transformation of Rural India and evolve solutions to address them

Broad Themes of the Conference:

The conference will centre on following broad themes, but not limited to them:-

- ▶ Need for Digital Transformation of Rural India
- ▶ Digitalisation and financial inclusion
- ▶ Application of digitalisation for rural development
- ▶ Developmental schemes and digital intervention
- ▶ E-Governance for Rural Development
- ▶ E-Learning for Rural Training
- ▶ Digital Marketing for Rural Products
- ▶ Artificial Intelligence in Rural Development
- ▶ IT-enabled Supply Chain Management for Rural Products
- ▶ Case Studies on Digitalisation of Rural India
- ▶ Impact of e-Shakti Initiative on Rural Development
- ▶ Challenges faced in Digital Transformation of Rural India and how to address them

Interested participants may submit papers on the above topics or any other related topics .All authors have to register themselves, in order to submit papers.

Guidelines for Submission of Research Papers :

1. Full papers should be e-mailed to seminars.fms@iujharkhand.edu.in.
2. Authors must provide authors' name, email address, mobile number, institutional affiliation, photo (PDF format) and the title of the paper in a separate document (in MS word format) . In case of joint authorship, details of all authors should be given. Details of the authors' name and affiliation should not appear elsewhere in the manuscript.
3. The full paper submission should contain the following:
 - a. The full paper (without author identifiers) along with the title; an abstract of maximum 300 words; keywords (a maximum of 8 keywords); and the main body of the paper, inclusive of tables, figures and appendices and bibliography. The full paper should be submitted as a single document in MS Word. The length of the full paper should not exceed 8,000 words, inclusive of the tables, figures and appendices but exclusive abstract.
 - b. The full paper must be formatted as MS Word document, in Times New Roman, 12 point font with 1" margin on all sides.
4. All papers will be checked for plagiarism, as per the University Rules, before they are accepted.
5. All authors whose papers are accepted will be given certificates.
6. Award of recognition will be given to the Best Paper on the basis of contemporariness of the topic, originality, rigour of research, analysis and conclusions and presentation. In order to encourage the students, a separate Best Paper award will be given among the student authors.
7. Abstracts of all the accepted papers will be included in the Souvenir that will be released during the inaugural session of the conference. The Conference Proceedings will be published ,as a soft copy, at the end of the Conference.
8. A collection of all the papers will be published as an edited book ,with ISBN , subjected to the acceptance.
9. Students also can participate in a poster competition on the same themes and best poster will be given Award of Recognition

