

Important Dates

Delegate	Registration Fee Amount in (₹)
Students	500
Research Scholars	1000
Academicians	1000
Delegates from Industry, Business, Government, NGOs. etc.	1000

Registration Details:

Deadline for submission of manuscript	March 15, 2019
Communication to the authors on acceptance	March 18, 2019
Deadline for registration (for paper contributors)	March 20, 2019
Date of Conference	March 26, 2019

Delegates may register for the conference by e-mailing the attached registration form along with reference details of fee paid (DD No, Cash Receipt no or NEFT Reference) . Registration fees must be paid through DD in favor of ICFAI University, Jharkhand, payable at Ranchi.. Registration Fee can also be paid through cash at the University campus or through NEFT the details for which are given below.

Bank Account Name:	The ICFAI University, Jharkhand - Fee Collection A/c
Type of Account:	Current Account
Account Number:	50200000250955
Bank Name:	HDFC Bank
Branch Name:	Banjara Hills, Hyderabad
IFSC Code:	HDFC0000521

Patron	Prof. ORS Rao, Vice Chancellor
Mentor	Dr. B M Singh, Registrar
Conveners	Prof. A S Prasad, Associate Dean, FMS
	Prof. Arvind Kumar, Associate Dean, FST
	Prof. Shree Ranjan, HOD, IT
Organizing Secretary	Prof. Sumit Sinha
Conference Coordinators	Dr. Mridanish Jha, Dr. Manish Kumar
Program Committee	Dr. Sudipta Majumdar, Dr. M Rajkumar, Dr. Goutam Tanty
Conference Organizing Committee	Dr. Rumna Bhattacharya, Dr. Sweta Singh, Dr. Pallavi Kumari, Dr. Pritha Chaturvedi, Dr. Vishal Kumar, Dr. Dilip Kumar, Prof. Alok Kumar, Prof. Divya Utkarsh

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The ICFAI Universities, Jharkhand **ICFAI**[®]
Grooming Professionals, With Values. **UNIVERSITY**



National Conference

on

Rural Entrepreneurship for Inclusive Economic Development Opportunities and Challenges

in association with



Date

26th March 2019

Venue

The ICFAI University, Jharkhand Campus

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

Phone No: 7257004504

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

Website :- www.iujharkhand.edu.in



About the University

The ICFAI University Jharkhand (IUJ) is a part of ICFAI (Institute of Chartered Financial Analysts of India) which has eleven multi-disciplinary Universities across the country (in the states of Telangana, Uttarakhand, Tripura, Jharkhand, Mizoram, Nagaland, Sikkim, Meghalaya, Chattisgarh, Rajasthan and Himachal Pradesh) and six Business Schools (Ahmedabad, Bengaluru, Gurgaon, Kolkata, Mumbai, Pune).

The University offers number of UG/PG/Ph.D. programs which include B.Tech(Mechanical, Mining, Computer Science), Diploma in Technology(Mechanical, Mining, Computer Science), BBA, B.Com BCA, BA(H) in Journalism and Mass Communication, BBA-LLB, LLB MBA, MCA and for working professionals, MBA, Diploma in Technology(Engineering), PGDCA.

About the Conference:

Imperative for Rural Entrepreneurship

Mahatma Gandhi famously said "India lives in villages". Even after more than 50 years majority of the Indian population still belong to villages. Though there is substantial migration from rural to urban areas in India in the recent years, almost 68% of India continues to live in rural areas and over 50% of them are primarily dependent for their livelihood on agriculture, which provides only seasonal employment and meagre incomes. Contribution of agriculture and allied services to the GDP of India has reduced considerably from 51.88% in 1950 to 13.94% in 2013. Nearly 26% of people in rural India are poor, compared to 13.7% in urban areas. This has been forcing the rural population to migrate to cities.

A balanced and inclusive economic development of the India needs accelerated Rural Entrepreneurship which will also reduce the migration of labour from villages to cities. A lot of opportunities beckon Rural entrepreneurs in manufacturing sectors, leveraging local resources, in sectors like Agri processing, Agri implements, textiles, handicrafts etc. There is also potential in service sectors like, retail, servicing agri implements, education, health care, micro-financing etc. While Government as well as Private Corporates has been putting in concerted efforts to promote Rural Entrepreneurship, there are a lot of challenges to make it a success. Despite constraints, a number of Rural Entrepreneurs have been successful in India as well as in Jharkhand.

Objective:

This conference is aimed at examining the opportunities, issues and challenges and way forward for promoting the Rural Entrepreneurship in India.



Themes of the Conference:

The Conference will centre around following broad themes, but not limited to them:-

- ▶ Rural Entrepreneurship – Its importance and its impact on the Economy
- ▶ Business models for Rural Entrepreneurship – Global and India
- ▶ Impact of Globalization on Rural Entrepreneurship
- ▶ Opportunities for Rural Entrepreneurs in Manufacturing Sectors
- ▶ Opportunities for Rural Entrepreneurs in Service Sectors
- ▶ Issues and challenges faced by Rural Entrepreneurs and how to address them?
- ▶ Role of Government (including Institutional Eco-systems) in promoting Rural Entrepreneurship
- ▶ Role of NGOs and Corporates in promoting Rural Entrepreneurship
- ▶ Case Studies of Rural Entrepreneurs in India
- ▶ Case Studies of Rural and Tribal Entrepreneurs in Jharkhand

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

Submission Guidelines to Authors:

1. Full papers should be e-mailed to seminars.fms@iujharkhand.edu.in.
2. Contributors 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.

Call for Papers:

- ▶ All papers will be checked for plagiarism, as per the University Rules, before they are accepted.
- ▶ **Papers may be submitted even if the author is not able to present it.**
- ▶ Due to time constraint, only selected papers out of the accepted papers, may be allowed to be presented in the conference.
- ▶ All authors whose papers are accepted will be given certificates.
- ▶ **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 students, a separate Best Paper award will be given among the student authors.**
- ▶ Soft copy of the Conference proceedings will be published.
- ▶ **Select papers may be considered for publication in the forthcoming issues of IUJ Journal of Management (UGC Approved and indexed journal with ISSN).**
- ▶ **Students also can participate in a poster competition on the same themes and best poster will be given Award of Recognition.**