



**NATIONAL CONFERENCE ON
MAKE IN INDIA
FOR INCLUSIVE GROWTH-INITIATIVE AND CHALLENGES
SPONSORED BY: ICSSR**



27-29 January 2017



Organised by:

**FACULTY OF COMMERCE AND MANAGEMENT
CHAUDHARY RANBIR SINGH UNIVERSITY
JIND-126102 (INDIA)**

Website: www.crsu.ac.in

Email: conference.crsu2017@gmail.com

ABOUT THE UNIVERSITY

The CRS University (A Haryana State Govt. University), established by the State Legislature Act 28 of 2014 on July 24, 2014 has a sprawling campus of 75 acres situated in Jind, Haryana. It is a newly established University with the vision of imparting quality education through innovative thinking, scientific enquiry, human values, and democratic ethos, while being conscious of its duty to the wellbeing of the society. 489 Education Colleges are affiliated with the University. The aim of the University is to equip the citizens with a rich awareness of our heritage to prepare them to lead and serve in every sphere of human activity. Under the sage stewardship of eminent educationists and social reformers Hon'ble Chancellor Prof. Kaptan Singh Solanki (Governor of Haryana) and dynamic devoted Vice-Chancellor Maj. Gen. (Dr.) Ranjit Singh, the University is heading towards realisation of its vision and goal of being in the world ranking by 2020.

In such a short span of time the University along with its academic pursuits has many achievements to its credit; viz the organisation of the biggest State level cross country with 15000 runners for the mission of "**Swachh Bharat Swasth Bharat**", successful organization of a Two-days National Conference on "Relevance of Inter-Disciplinary Approach in Higher Education", a mega Blood Donation Camp, a Three-Day Multidisciplinary International Conference and many other Social Outreach Programmes. In addition to the academics the students are also encouraged to participate in sports events and extracurricular activities at the campus as well as outside to improve their wholesome personality development. The University possesses a rich central Library with a stock of approximately 15000 books, journals, encyclopedia and reports.

ABOUT THE DEPARTMENT OF MANAGEMENT

The Department of Business Management of the University was established in 2007 (as part of the regional centre of Kurukshetra established at Jind) to offer two years full time programme in Business Administration. Started with the annual intake of 50, the Department has an updated Computer Lab and Smart classes for the students to make lectures interactive and interesting. In addition, the Department also offers facilities for pursuing Master/Doctoral level research (M.Phil./Ph.D.) in management and allied subjects.

The continuous effort of faculty, staff, students and administration has led the Department on to the path of academic excellence with a number of achievements during the last few years. It has continuously contributed to the generation and spreading of knowledge in the area of business and management to different target groups. Students are well placed in different reputed organisations.

The distinguished features of the department make it a potential centre of excellence in holistic management education and research with focus on Indian Ethos and Human Values in Management. The syllabus of management is updated according to the Choice Based Credit System. Yoga is one of the compulsory subjects for the students in the department

OBJECTIVES

- To impart need-based quality management education.
- To act as a catalyst in the industrial development of the region.
- To identify and develop the entrepreneurial talents of this area.
- To develop an ethical and human value-oriented management education model based on theory, practice and self realization.
- To the applicability of management concepts and theories in the innovative areas, relevant to the socio economic development of the country.

ABOUT THE CONFERENCE

“Make in India” is an International campaign launched by the Hon’ ble Prime Minister, Shri Narendra Modi, to attract Business Houses from all around the world to invest and manufacture in India making it a manufacturing hub which leading to the country’s economic transformation. “Make in India” programme includes new initiatives designed to facilitate investment, faster innovation, protect intellectual property rights and develop world class manufacturing infrastructure increasing the GDP and tax revenues in the country, by producing products that meet high quality standards while minimizing the negative impact on the environment Fostering innovation, protecting intellectual property, and enhancing skill development are the other aims of the programme.

Asia developing as the outsourcing hub of the world, India must become the preferred manufacturing destination of investors across the globe. The government has vowed to make the nation an ideal destination for investors to set up industries. Stronger manufacturing would increase productivity, employment and make growth more inclusive, while contributing to improved balance of account. The program lays emphasis on 25 sectors with focus on job creation and skill enhancement. These include: automobiles, chemicals, IT, textiles, ports, aviation, leather, tourism and hospitality, wellness, railways, design manufacturing, renewable energy, mining, bio-technology, pharmaceuticals and electronics etc.

The present Conference on “Make in India for Inclusive Growth---Initiative and Challenges” will bring academicians, researchers, business managers, professionals, practitioners, scholars and policy makers together on one platform to deliberate on issues relating to implementing this programme effectively, to evaluate various initiatives taken so far and to suggest what further initiatives need be taken. The conference a way to for exchange and sharing experiences, ideas and research results related to different facets of Make in India project.

Keeping this in mind, Faculty of Commerce & Management, Ch. Ranbir Singh University Jind purpose to organise a Three Days National Conference from 27-29 January, 2017 on the topic Make In India for Inclusive Growth-Initiative and Challenges.

OBJECTIVE OF THE CONFERENCE

- a) How “Make in India” initiatives can propel the Inclusive growth.
- b) Explore the opportunities and challenges in manufacturing sector.
- c) Analyse the initiatives undertaken to achieve the targets of “Make in India” campaign.
- d) Anticipate the implications of “Make in India” campaign.
- e) Suggest appropriate strategies to achieve the target of “Make in India” campaign.

Organizers hope that the decisions and deliberations during the conference will come out with Concrete action plans to make in India initiatives.

27 JANUARY, 2017

Programme

9 am to 10 am:

10 am to 1 pm:

1 pm to 2 pm:

2 pm to 5 pm:

Registration

Inaugural Session

Lunch

Seminar on “Cashless Economy”

28 JANUARY, 2017

Technical session-I (Financial Sectors)

Impact of “Make in India” on Financial Management of Business

- ✚ Investment Issues-Domestic and Foreign
- ✚ Management of MSMEs
- ✚ Issues in New Venture Creation and Venture Capital
- ✚ Indian Banking- Growth Prospective

Technical Session-II (Human Resource)

Make in India: An Approach towards Human Resource Development

- ✚ Human Development and Training
- ✚ Corporate Social Responsibility
- ✚ Skill Development
- ✚ Labour and Employment (including legal issues)

Technical Session-III (Marketing)

Role of Marketing in Context of Make in India Campaign: Issues and Challenges

- ✚ Marketing Growth and Strategies
- ✚ Digitalization of India
- ✚ Economic Development & Sustainable Development
- ✚ Economic Vision & Role of Media

Technical Session-IV (Entrepreneurship)

Make in India is in need and indeed a step for Economic Growth: Make in India and Entrepreneurship

- ✚ Catalytic measures for fostering inclusive entrepreneurship and innovation movement
- ✚ Entrepreneurship and social-inclusion Innovation for the economically-backward youth
- ✚ Incentive structure and Policy Reforms for early-stage ventures
- ✚ Enabling environment for social enterprises
- ✚ Cultural affinity for stability and up skilling workers

29 JANUARY, 2017

- ✚ Valedictory Ceremony

DEADLINES OF PAPER SUBMISSIONS

Important Dates:

Last date of submission of abstract:	17 January, 2017
Last date of submission of full paper:	22 January, 2017
Conference Dates:	27- 29 January, 2017

*Information/ changes, will be intimated on University website www.crsu.ac.in

CALL FOR PAPERS

Academics, corporate, research scholars & students are cordially invited to submit their original and unpublished work on the above broad suggestive themes and subthemes.

It is to be noted that this is not an exhaustive list of topics and authors/co authors can submit research work on other issues related to “Make in India” and inclusive growth, the core theme of the conference

PAPER SUBMISSION GUIDELINES

The paper should be in standard format (Font: Times New Roman, 12 font size, 1.5 line spacing) and normally be of about 3000 words in length. The paper abstract should not be more than 300 words. Plagiarism is strictly denounced.

Author(s) name (s) and affiliation should be shown on the separate sheet along with the title of the paper.

The abstract and full paper should be sent to E-mail Id: conference.crsu2017@gmail.com

GUIDELINES FOR ABSTRACT

The abstract should not exceed 300 words and should include:

Title Background, Methodology, Findings / Results

The contributor(s) should provide their name/s, affiliation, mailing address, Email and Phone number along with the Abstract.

EDITED BOOK

An Edited Book with an ISBN, published by a reputed publishing house containing a few papers selected on the basis of blind review process is proposed to be released.

ACCOMMODATION

Arrangement for accommodation can be made for the participants on self-payment basis, if prior intimation is given (at least seven days before the Conference).

REGISTRATION/DELEGATE FEES

For Students Rs. 300/-

For Research Scholars Rs. 500/-

For Faculty / Corporate Participants Rs. 750/-

MODE OF PAYMENT

Demand draft issued in favour of Registrar, Chaudhary Ranbir Singh University, Payable at Jind.

For online or direct A/C transfer:

A/C number: 9941000100000277

Bank Name: Punjab National Bank - Chaudhary Ranbir Singh University, Jind.

IFSC code: PUNB0994100.

A/C type: Current.

(Deposit receipt should be mailed at conference.crsu2017@gmail.com before Conference if payment made in other than cash).

ORGANISING COMMITTEES

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AVSM, VSM (Retd.) Vice-Chancellor

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HOW TO REACH:

New Delhi- Rohtak -Jind (120 kms)
Chandigarh- Ambala- Kaithal - Jind (185 kms)
Jaipur- Churu- Hissar- Jind (321 kms)

MAKE IN INDIA FOR INCLUSIVE GROWTH-INITIATIVE AND CHALLENGES

REGISTRATION FORM

1. Name (in Block Letters) :
2. Gender : Male / Female / Transgender
3. Designation :
4. Address :
5. (i) Telephone (Mob.) :
- (ii)Email :
6. Title of the Paper :
7. Accommodation Required (Yes/ No) :
8. Payment Details :
- Name of the Bank :
- DD No. :
- Signature
- Date :
- Place :

Undertaking from the Author

I am _____ (Name & Address). I am willing to attend the Conference on “**Make in India for Inclusive Growth-Initiative and Challenges**” to be held during January, 2017. The research article sent by me to this conference is my original source. The research information is compiled from various sources listed at the end of this article as references. I hereby solemnly affirm that the contents of this undertaking are true to the best of my Knowledge.

Signature

Date :

Place :