



**ICSSR** sponsored

**2 Days National Seminar on**

**Atmanirbhar Bharat:**

**Building Resilience, Sustainability and Global Competitiveness**

**Organized by**

**DEPARTMENT OF COMMERCE AND FINANCIAL STUDIES (DCFS)**

**SCHOOL OF MANAGEMENT SCIENCES (SMS)**

**CENTRAL UNIVERSITY OF JHARKHAND, RANCHI (CUJ)**

**Date: 11-12 November, 2022**



**Chief Patron**

Prof. (Dr.) Kshiti Bhusan Das  
Vice-Chancellor  
Central University of Jharkhand

## Organizing Committee



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Prof. (Dr.) Bhagwan Singh  
Professor & Head  
DBA, SMS



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Head, DCFS, SMS



**Convener**

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Associate Professor  
DCFS, SMS

**Organizing Secretary**

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Assistant Professor, DCFS

**Joint organizing Secretary**

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Assistant Professor, DCFS

## Eminent Speakers



Prof. (Dr.) Bhimarya Metri  
Director  
IIM Nagpur



Prof. (Dr.) Nageshwar Rao  
Vice-Chancellor  
IGNOU



Prof. (Dr.) Alok Kumar Chakrawal  
Vice-Chancellor  
GGDCU, Bilaspur



Prof. (Dr.) M P Jaiswal  
Director  
IIM, Samhalpur



Prof. (Dr.) Raj Kumar  
Vice-Chancellor  
Punjab University, Chandigarh



Prof. (Dr.) A.R. Tripathi  
Department of Commerce  
BHU, Varanasi

**Submission of & Full Paper & Abstract: September 30, 2022**  
**Registration Link:** <https://forms.gle/9y44xg2xDtmwsMaMA>  
**Contact No:** 8375981156, **E-Mail** - [conference.dcfs@cuja.ac.in](mailto:conference.dcfs@cuja.ac.in)





## ABOUT THE UNIVERSITY

The Central University of Jharkhand (CUJ) was established through the Central University Act, 2009. The University started with a vision to specially focus on relevant present age educational drives with an emphasis on research. It offers Undergraduate, Postgraduate and Doctoral programs in Schools/Departments of studies. The members of Faculty at CUJ have been awarded National and International Fellowships, project funding and recognition and are constantly contributing to the Government Sector, Public and Private Sector organizations through teaching and consulting. The students have also won accolades in national level academics and extramural activities. The permanent campus, 510 acres of lush green environment, is located at Cheri-Manatu, in Ranchi.

### About the Department of Commerce and Financial Studies (DCFS)

The Department of Commerce and Financial Studies (DCFS) has been formally set up as a separate department, under the School of Management Sciences (SMS) of the University. The department offers Doctoral program in Commerce and 2 years Post-Graduate program - Master of Commerce (M.Com.), B.Com (Hons) and B. Voc. programs in future.

## NATIONAL ADVISORY COMMITTEE

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**Dr. R. K Sinha**, Director, Forecasting Division Monetary Policy Department,  
Reserve Bank of India-Central office- Mumbai.  
**Prof. Anil Kumar Swain**, PG Department of Commerce, Utkal University.  
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**Prof. (Dr), Madan Lal**, Department of Commerce, Delhi School of Economics, DU.  
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and Director HRDC, University of Kashmir, Srinagar.  
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**Dr. Brijesh Tiwari**, Associate Professor, AtalBihari Vajpayee School of Entrepreneurship, JNU, Delhi.  
**Dr. Narayanan Base**, Associate Professor, School of Petroleum Management, Pandit Deendayal  
Energy University, Gandhinagar, Gujrat.  
**Dr. Abhishek Singh**, Dean-School of Commerce & Management, Sandip University, Nashik.  
**Prof. (Dr.) Bhartendu Singh**, Department of Commerce, Central University of Mizoram.

## MEMBERS OF ORGANIZING COMMITTEE

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Department of Business Administration, CUJ  
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Department of Education, CUJ  
**Dr. Upendra Kumar, Assistant Professor**  
Department of Hindi, CUJ  
**Mr. Narendra Kumar, PRO**, CUJ

## IMPORTANT DATES

Submission of & Full Paper & Abstract - September 30, 2022  
Paper Acceptance Notification - October 10, 2022  
Registration Starts - September 01, 2022  
Last date of Registration - October 25, 2022.

### Early Bird Registration till October 25, 2022

Academicians Rs. - 750  
Research Scholars Rs. - 500  
Industry Professionals Rs. - 1000

### Registration after October 25, 2022

Academicians - Rs. 1000  
Research Scholars - Rs. 700  
Industry Professionals - 1200

### Call for Paper

Submit Abstract and Full paper to  
**[conference.dcfs@cuja.ac.in](mailto:conference.dcfs@cuja.ac.in)**

## BANK DETAILS

**Name of Account: SEMINAR.DCFS**  
**Account No.: 7277000100008372**  
**Name of the Bank: Punjab National Bank**  
**IFSC Code: PUNB0727700**  
**Type of Account: Saving Account**  
**Bank Branch: Central University of Jharkhand Brambe, Ranchi**  
**Registration Link: <https://forms.gle/9y44xg2xDtmwsMaMA>**

# Registration fee include admission to main seminar and plenary sessions.  
# Full-time/Part-time doctoral students would be eligible for registration as research scholars.





ABOUT THE SEMINAR

India has addressed the COVID-19 issue with tenacity and self-reliance. India has proved how it rises to problems and capitalizes on opportunities, as evidenced by the repurposing of car manufacturing firms to collaborate on the development of life-saving ventilators and from zero production of Personal Protective Equipment (PPE) kits before March 2020, India now has a daily capacity of 2 lakh PPE kits, which is continuously increasing.

Thus throughout the entire phase of lock and unlock, India has exhibited its resilience. Hon'ble Prime Minister's clarion call to exploit these challenging times to become Atmanirbhar (self-sufficient) has been well embraced, allowing the Indian economy to resurge. The self-reliance drive will condense the outside dependency while increasing global competitiveness at the same time. The Atmanirbhar Bharat Abhiyan primarily focuses on Economy, Infrastructure, Systems, Vibrant Demography and Demand.

In this backdrop, the Department of Commerce and Financial Studies (DCFS) at the Central University of Jharkhand, proposes to organize 2-days National Seminar on the theme "Atmanirbhar Bharat: Building Resilience, Sustainability and Global Competitiveness". The proposed seminar will deliberate upon pertinent issues in the context of self-reliant India. It will offer suggestive course of action in terms of policy & planning by eminent academicians and industry practitioners which will not only be beneficial for academia and research but also be worth noting for the policymakers.

Objectives

- To enable the participants to deliberate on the challenges posed by the pandemic and policy Initiatives.
- To discuss the existing issues, challenges towards self-reliant India and its impact on business sustainability.
- To deliberate upon potentials and opportunities towards global competitiveness through self-reliant India drive.
- To provide academicians and practitioners a platform to discuss and recommend policy initiatives.

HIGHLIGHTS OF THE SEMINAR

- Pre seminar Workshop on Advance Research Methodology and Data Analysis.
- Director's Panel Discussion on NEP-2020.
- Networking Opportunities.
- Publication opportunities in special issues of Scopus indexed journals/UGC Care Journals and Edited Book by international publishers.

PUBLICATION OPPURTUNITIES

Selected paper will be published in Scopus indexed journals/UGC-Care Journals/Edited Book by international publishers. Papers will be accepted for publishing only after satisfying the guidelines and plagiarism norms stipulated by the concerned journals. Processing fees shall be borne by the authors.

SUB-THEMES

Quality research Papers /Case studies of empirical or theoretical nature are welcome which investigate and cover issues and challenges of Atmanirbhar Bharat, Business Sustainability and Challenges for Indian Economy. Research work which addresses direct and indirect impact of various aspect of Indian economy and business operations in ensuring resilience, sustainability and competitiveness. The sub-themes for the seminar are (but certainly not limited to:

- Challenges for revival of different sectors of Indian economy after the pandemic
- India and SDGs
- Policy initiatives and reforms by Government of India to promote business and improving global competitiveness: Make in India initiative, Policy initiatives and reforms in Fiscal and Monetary Policy for revival, Policies on International trade and Investments, Initiatives for entrepreneurial growth, Banking reforms and regulations, Financial literacy for inclusive growth, Digital India - Adoption in financial outreach / JAM, Initiatives for MSME financing and sustainability etc.
- Shifting of global supply chain and position of India
- Sustainable Business Practices in HR, Marketing and Finance.
- Contemporary issues in HR, Marketing and Finance.
- Business Operations and AI.
- Challenges and Issues for MSMEs for sustainable business operations
- Cases on innovative business models and practices
- Indian Financial System: Emerging issues and challenges
- Contemporary Issues in Indian taxation System.
- AI and Human Resource Management
- Emergence of markets in changing scenario

SEMINAR TRACK

The seminar will have five plenary sessions spread across two days.

- Plenary Session 1: Covid-19 and Indian economy during lock, unlock and recovery
- Plenary Session 2: Policy initiatives and Reforms by Govt. of India for Resilience and Sustainability
- Plenary Session 3: Digitization, E-commerce and CSR for sustainability and competitiveness
- Plenary Session 4: Global Competitiveness through Atmanirbhar Bharat Abhiyan: Issues & Challenges
- Business operations: Recent trends, Emerging issues and Challenges

PAPER SUBMISSION GUIDELINES

Unpublished research papers are invited for presentation/publication in the seminar. Certificates will be given to all paper presenters. Original/ unpublished research work on contemporary issues or of empirical nature can be submitted. Please refer to the following guidelines for paper submission.

- The paper must be written in MS Word type written in English.
- First page containing Title of the paper, Author name, Designation and affiliation should be in 16 font size. Remaining paper in 12 font size. The paper should be written in times new roman font style.
- Referencing should be in APA style (7th edition).
- Abstract should be between 200-300 words including 5 key words.
- Manuscript should not exceed more than 6000 words in all.
- The Paper should be sent through e-mail attachment only as word document to [conference.dcfscuj.ac.in](mailto:conference.dcfscuj.ac.in) on or before the last date.

**\*Best Paper Award will be given to three best presenters.**

Correspondence

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