

# ICSSR (IMPRESS) Sponsored Two-Day International Seminar on "Strategies for Transforming India - The Way Forward"

18<sup>th</sup> & 19<sup>th</sup> December, 2019

Organized by: Department of Commerce & Management

## Inaugural



Prof. V. Krishna Mohan, Registrar, Andhra University, Visakhapatnam honoured with a bouquet



Sri E. Vara Prasad, Vice - Principal honoured with a bouquet



Sri S. Venkatesh, Director, PG Centre honoured with a bouquet



Dr. K. Siva Prakasa Rao, Convenor - SFTI & Head, Dept. of Commerce & Management honoured with a bouquet



Lighting the Lamp



Presidential remarks by Dr. V. Narayana Rao, Principal



Theme of the Seminar by Dr. K. Siva Prakasa Rao,  
Convenor - SFTI & Head, Dept. of Commerce &  
Management



Speech by Sri E. Vara Prasad, Vice - Principal



Prof. V. Krishna Mohan, Registrar, Andhra  
University, Visakhapatnam addressing the gathering

Day - I - 18<sup>th</sup> December, 2019 - Technical Session - I



About Growth, Current Issues and the Way to Forward by Prof. Ch. Jaya Sankara Prasad, HOD, Krishna University



Participants at the Technical Session



Felicitation to Prof. Ch. Jaya Sankara Prasad

Day - I - 18<sup>th</sup> December, 2019 - Technical Session - II



About Employment, Labour Reforms, Technology and Innovation by Prof. V. Krishna Mohan, Registrar, Andhra University, Visakhapatnam



Felicitation to Prof. V. Krishna Mohan

Day – II – 19<sup>th</sup> December, 2019 - Technical Session - III



About manufacturing share of GDP, Doubling Farmers Income Policy and Governance by  
Prof. Anand. K. Joshi, VC- CMR University, Bangalore

Participants



Paper presentation by Participants

Day - II - 19<sup>th</sup> December, 2019 - Technical Session - IV



Paper presentation by Participants



Felicitation to Prof. K. Siva Rama Prasad, Dean, Head,  
Dept. of Commerce & Business Administration, ANU,  
Guntur

Day - II - 19<sup>th</sup> December, 2019 - Technical Session - V



About Strategies for Improving the Energy Sector in India Ports shipping and Inland Water ways, smart cities for urban transmission by Prof. ML. Vadera, Manipal University, Jaipur



Paper Presentation by Participants

## Valedictory Session – 19<sup>th</sup> November, 2019



Speech by Dr. V. Narayana Rao, Principal



Valedictory Address by Prof. ML. Vadera, Manipal University, Jaipur



Certificate distribution



# దేశాభివృద్ధిలో రవాణా కీలకం

ఆంధ్ర విశ్వవిద్యాలయం రిజిస్ట్రార్ ఆచార్య దాక్షర్ వి. కృష్ణమోహన్



శ్రీశ్రీ వెలిగించి కార్యక్రమాన్ని ప్రారంభిస్తున్న ఆంధ్ర విశ్వవిద్యాలయం రిజిస్ట్రార్ ఆచార్య దాక్షర్ వి. కృష్ణమోహన్

గ్రామీణ ప్రాంతాలను అభివృద్ధి పరచడం ద్వారా దేశ ఆర్థిక వ్యవస్థను బలోపేతం చేసేందుకు అవకాశం ఉంటుందన్నారు. కృష్ణ విశ్వవిద్యాలయం కామర్స్ విభాగంపేరి దాక్షర్

సి.హెచ్.జయశంకర్ ప్రసార మాట్లాడుతూ ఒక దేశం అభివృద్ధి చెందాలంటే అక్కడి రవాణా వ్యవస్థ ప్రగతిపై సాధ్యమవుతుందన్నారు. దేశంలోని లాజిస్టిక్ రంగాన్ని విస్తృతం చేయటానికి కేంద్ర, రాష్ట్ర ప్రభుత్వాల ప్రత్యేక శ్రద్ధ వహిస్తున్నాయన్నారు. లాజిస్టిక్ ద్వారా ప్రస్తుతం దేశంలో 60 లక్షల మంది ఉపాధి పొందుతున్నారు, రానున్న కాలంలో దీనిని రెట్టా పెంచేందుకు కృషి చేస్తున్నట్లు తెలిపారు. కళాశాల సెక్టరు పితృవార మాట్లాడుతూ ఇటువంటి కార్యక్రమాల నిర్వహించడం ద్వారా విద్యార్థుల్లో సంపూర్ణ అవగాహన కలుగుతుందన్నారు. కళాశాల ప్రెసిడెంట్ దాక్షర్ వి.నారాయణరావు అధ్యక్షతన జరిగిన ఈ సదస్సులో కళాశాల చైర్ ప్రెసిడెంట్ దాక్షర్ కె.నవీన్ కుమార్, వరప్రసాద్, అకడమిక్ డైరెక్టర్ పి.ఎల్. రమేష్, పి.జి. డైరెక్టర్ ఎం.కె.ఐ. కార్యక్రమం కన్వీనర్ దాక్షర్ శివప్రసాద్, తదితరులు పాల్గొన్నారు.

Thu, 19 December 2019  
<https://epaper.andhrajyothy.com/c/4703667>



## ఆర్థిక రంగం అభివృద్ధిలో భారత్ అగ్రగామి



మాట్లాడుతున్న ఏయూ రిజిస్ట్రార్ కృష్ణమోహన్

చిటిగనర్, న్యూస్టుడే: భారతదేశ ఆర్థిక రంగాన్ని అభివృద్ధి చెందేందుకు ఉన్న విస్తృత అవకాశాలను మెరుగుపర్చు వల్ల దేశాన్ని అగ్రగామిగా నిలపవచ్చని ఆంధ్ర విశ్వవిద్యాలయం రిజిస్ట్రార్ ఆచార్య వి.కృష్ణమోహన్ అన్నారు. కొత్తపేట కేబీఎస్ కళాశాల కామర్స్ అండ్ మేనేజ్మెంట్ పబ్లిషింగ్ అండ్ విభాగం ఆధ్వర్యంలో స్టాటాలజీ ఫర్ ట్రాన్స్ పార్మింగ్ ఇండియా ది వే ఆఫ్ ఫార్వర్డ్ అనే అంశంపై బుధవారం అంతర్జాతీయ సదస్సు నిర్వహించారు. ఆయన మాట్లాడుతూ ప్రపంచ వ్యాప్తంగా దేశ ఆర్థిక రంగం అభివృద్ధి చెందాలంటే పన్ను రవాణా రంగం అత్యంత కీలకమైనదిగా ఉండవచ్చు. విద్యార్థులకు మరింత సేవలు అందించేందుకు లోతైన అధ్యయనం జరిపేందుకు రెండు రోజుల పాటు సదస్సు నిర్వహిస్తున్నామని చెప్పారు. కృష్ణా విశ్వవిద్యాలయం కామర్స్ విభాగంపేరి శ్రీహెచ్ జయశంకర్ ప్రసాద్ మాట్లాడుతూ ఒక దేశం అభివృద్ధి చెందాలంటే అక్కడ రవాణా వ్యవస్థ ప్రగతి వల్లనే సాధ్యమవుతుంది అన్నారు. ప్రెసిడెంట్ పి.నారాయణరావు, చైర్ ప్రెసిడెంట్ వరప్రసాద్, నవీన్ కుమార్, అకడమిక్ డైరెక్టర్ పి.ఎల్. రమేష్, పి.జి. డైరెక్టర్ ఎం.కె.ఐ. కార్యక్రమం కన్వీనర్ దాక్షర్ శివప్రసాద్, తదితరులు పాల్గొన్నారు.

Date : 19/12/2019 EditionName : ANDHRA PRADESH (AMARAVATI, VIJAYAWADA WEST ) PageNo : Page 02

# దేశాభివృద్ధిలో రవాణా రంగం కీలకం



మాట్లాడుతున్న కృష్ణమోహన్



శ్రీశ్రీ వెలిగించి కార్యక్రమాన్ని ప్రారంభిస్తున్న ఆంధ్ర విశ్వవిద్యాలయం రిజిస్ట్రార్ ఆచార్య దాక్షర్ వి. కృష్ణమోహన్

వన్ టాన్, డిసెంబర్ 18 (ప్రభుత్వం): భారతదేశ ఆర్థిక రంగం అభివృద్ధి చెందేందుకు ఉన్న విస్తృత అవకాశాలను మెరుగుపర్చడం ద్వారా దేశాన్ని అగ్రగామిగా నిలపవచ్చని ఆంధ్ర విశ్వవిద్యాలయం రిజిస్ట్రార్ ఆచార్య దాక్షర్ వి. కృష్ణమోహన్ చెప్పారు. పాత జస్టిస్ కేబిఎస్ కళాశాల డిపార్ట్ మెంట్ ఆఫ్ కామర్స్ అండ్ మేనేజ్మెంట్ అంట్, పబ్లిషింగ్ అండ్ సెంట్రల్ ఆర్ట్స్ కాలేజీలో కేబీఎస్ కళాశాల సెమినార్ హాల్లో స్టాటాలజీ ఫర్ ట్రాన్స్ పార్మింగ్ ఇండియా ది వే ఆఫ్ ఫార్వర్డ్ అనే అంశంపై రెండు రోజుల పాటు నిర్వహించిన అంతర్జాతీయ సదస్సు కార్యక్రమం బుధవారం జరిగింది. ఈ కార్యక్రమంలో కృష్ణమోహన్ పాల్గొని మాట్లాడుతూ ప్రపంచ వ్యాప్తంగా దేశ ఆర్థిక రంగం అభివృద్ధి చెందాలంటే పన్ను రవాణా రంగం అత్యంత కీలకమైనదిగా ఉండవచ్చు. విద్యార్థులకు మరింత సేవలు అందించేందుకు లోతైన అధ్యయనం జరిపేందుకు రెండు రోజుల పాటు సదస్సు నిర్వహిస్తున్నామని చెప్పారు. కృష్ణా విశ్వవిద్యాలయం కామర్స్ విభాగంపేరి శ్రీహెచ్ జయశంకర్ ప్రసాద్ మాట్లాడుతూ ఒక దేశం అభివృద్ధి చెందాలంటే అక్కడ రవాణా వ్యవస్థ ప్రగతి వల్లనే సాధ్యమవుతుంది అన్నారు. ప్రెసిడెంట్ పి.నారాయణరావు, చైర్ ప్రెసిడెంట్ వరప్రసాద్, నవీన్ కుమార్, అకడమిక్ డైరెక్టర్ పి.ఎల్. రమేష్, పి.జి. డైరెక్టర్ ఎం.కె.ఐ. కార్యక్రమం కన్వీనర్ దాక్షర్ శివప్రసాద్, తదితరులు పాల్గొన్నారు.

విద్యార్థులకు మరింత విస్తృతమైన సేవలు అందించేందుకు లోతైన అధ్యయనం జరిపేందుకు రెండు రోజుల పాటు సదస్సు నిర్వహిస్తున్నామని చెప్పారు. కృష్ణా విశ్వవిద్యాలయం కామర్స్ విభాగంపేరి శ్రీహెచ్ జయశంకర్ ప్రసాద్ మాట్లాడుతూ ఒక దేశం అభివృద్ధి చెందాలంటే అక్కడ రవాణా వ్యవస్థ ప్రగతి వల్లనే సాధ్యమవుతుంది అన్నారు. ప్రెసిడెంట్ పి.నారాయణరావు, చైర్ ప్రెసిడెంట్ వరప్రసాద్, నవీన్ కుమార్, అకడమిక్ డైరెక్టర్ పి.ఎల్. రమేష్, పి.జి. డైరెక్టర్ ఎం.కె.ఐ. కార్యక్రమం కన్వీనర్ దాక్షర్ శివప్రసాద్, తదితరులు పాల్గొన్నారు.

Thu, 19 December 2019  
<https://epaper.prabhaneews.com/c/47036731>

## దేశ ఆర్థికాభివృద్ధిలో రవాణా రంగం కీలకం

ఆంధ్ర విశ్వవిద్యాలయం రిజిస్ట్రార్ దాక్షర్ కృష్ణమోహన్



సదస్సులో మాట్లాడుతున్న కృష్ణమోహన్

ప్రభుత్వ - వన్ టాన్ భారతదేశ ఆర్థిక రంగం అభివృద్ధి చెందేందుకు ఉన్న విస్తృత అవకాశాలను మెరుగుపర్చడం ద్వారా దేశాన్ని అగ్రగామిగా నిలపవచ్చని ఆంధ్ర విశ్వవిద్యాలయం రిజిస్ట్రార్ ఆచార్య దాక్షర్ వి. కృష్ణమోహన్ చెప్పారు. పాత జస్టిస్ కేబి.ఎస్. కళాశాల డిపార్ట్ మెంట్ ఆఫ్ కామర్స్ అండ్ మేనేజ్మెంట్ అంట్, పబ్లిషింగ్ అండ్ సెంట్రల్ ఆర్ట్స్ కాలేజీలో కేబీఎస్ కళాశాల సెమినార్ హాల్లో స్టాటాలజీ ఫర్ ట్రాన్స్ పార్మింగ్ ఇండియా ది వే ఆఫ్ ఫార్వర్డ్ అనే అంశంపై రెండు రోజుల పాటు సదస్సు నిర్వహించిన అంతర్జాతీయ సదస్సు కార్యక్రమం బుధవారం జరిగింది. ఈ కార్యక్రమంలో కృష్ణమోహన్ పాల్గొని మాట్లాడుతూ ప్రపంచ వ్యాప్తంగా దేశ ఆర్థిక రంగం అభివృద్ధి చెందాలంటే పన్ను రవాణా రంగం అత్యంత కీలకమైనదిగా ఉండవచ్చు. విద్యార్థులకు మరింత సేవలు అందించేందుకు లోతైన అధ్యయనం జరిపేందుకు రెండు రోజుల పాటు సదస్సు నిర్వహిస్తున్నామని చెప్పారు. కృష్ణా విశ్వవిద్యాలయం కామర్స్ విభాగంపేరి శ్రీహెచ్ జయశంకర్ ప్రసాద్ మాట్లాడుతూ ఒక దేశం అభివృద్ధి చెందాలంటే అక్కడ రవాణా వ్యవస్థ ప్రగతి వల్లనే సాధ్యమవుతుంది అన్నారు. ప్రెసిడెంట్ పి.నారాయణరావు, చైర్ ప్రెసిడెంట్ వరప్రసాద్, నవీన్ కుమార్, అకడమిక్ డైరెక్టర్ పి.ఎల్. రమేష్, పి.జి. డైరెక్టర్ ఎం.కె.ఐ. కార్యక్రమం కన్వీనర్ దాక్షర్ శివప్రసాద్, తదితరులు పాల్గొన్నారు.

అవకాశాలను మెరుగుపర్చడం ద్వారా దేశాన్ని అగ్రగామిగా నిలపవచ్చని ఆంధ్ర విశ్వవిద్యాలయం రిజిస్ట్రార్ ఆచార్య దాక్షర్ వి. కృష్ణమోహన్ చెప్పారు. పాత జస్టిస్ కేబి.ఎస్. కళాశాల డిపార్ట్ మెంట్ ఆఫ్ కామర్స్ అండ్ మేనేజ్మెంట్ అంట్, పబ్లిషింగ్ అండ్ సెంట్రల్ ఆర్ట్స్ కాలేజీలో కేబీఎస్ కళాశాల సెమినార్ హాల్లో స్టాటాలజీ ఫర్ ట్రాన్స్ పార్మింగ్ ఇండియా ది వే ఆఫ్ ఫార్వర్డ్ అనే అంశంపై రెండు రోజుల పాటు సదస్సు నిర్వహించిన అంతర్జాతీయ సదస్సు కార్యక్రమం బుధవారం జరిగింది. ఈ కార్యక్రమంలో కృష్ణమోహన్ పాల్గొని మాట్లాడుతూ ప్రపంచ వ్యాప్తంగా దేశ ఆర్థిక రంగం అభివృద్ధి చెందాలంటే పన్ను రవాణా రంగం అత్యంత కీలకమైనదిగా ఉండవచ్చు. విద్యార్థులకు మరింత సేవలు అందించేందుకు లోతైన అధ్యయనం జరిపేందుకు రెండు రోజుల పాటు సదస్సు నిర్వహిస్తున్నామని చెప్పారు. కృష్ణా విశ్వవిద్యాలయం కామర్స్ విభాగంపేరి శ్రీహెచ్ జయశంకర్ ప్రసాద్ మాట్లాడుతూ ఒక దేశం అభివృద్ధి చెందాలంటే అక్కడ రవాణా వ్యవస్థ ప్రగతి వల్లనే సాధ్యమవుతుంది అన్నారు. ప్రెసిడెంట్ పి.నారాయణరావు, చైర్ ప్రెసిడెంట్ వరప్రసాద్, నవీన్ కుమార్, అకడమిక్ డైరెక్టర్ పి.ఎల్. రమేష్, పి.జి. డైరెక్టర్ ఎం.కె.ఐ. కార్యక్రమం కన్వీనర్ దాక్షర్ శివప్రసాద్, తదితరులు పాల్గొన్నారు.

Thu, 19 December 2019  
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**ICSSR (IMPRESS) Sponsored Two-Day International Seminar**  
**on**  
**“Strategies for Transforming India – The Way Forward”**  
**18<sup>th</sup> & 19<sup>th</sup> December, 2019**

Organized by: **Department of Commerce & Management**  
**REPORT**

**Inaugural Session:**

The inaugural session was presided over by Dr.V.Narayana Rao, Principal & Dr. K. Siva Prakasa Rao, Convener, Head, Department of Commerce & Management. Prof. V. Krishna Mohan Registrar, Andhra University the Chief Guest of this occasion & he delivered Keynote Address. He addressed the participants on various Indian Economic Development programmes, especially, pertaining to the new transforming India. According to him government of Andhra Pradesh is giving the highest priority to Economic Development issues like the region within India. He lauded the efforts of the college for conducting an International Seminar on the topic of great contemporary relevance. He emphasised the strategies for transforming India- the way forward accordingly.

Prof. V. Krishna Mohan Registrar, Andhra University, Sri T. Srinivasu, Secretary & Correspondent, K.B.N. College Committee, Sri E. Vara Prasad, Vice-Principal, Dr. K. Naveen Kumar, Vice-Principal, Sri P. L. Ramesh, Director, Academics & Planning, participated and spoke on this occasion. Prof. V. Krishna Mohan delivered the Keynote Address. Dr. K. Siva Prakasa Rao, Head, Department of Commerce and Management & Convenor of the seminar, in his brief report said that the strategies for transforming India is emerging as an area of research in the programmes of reducing the regional imbalances & presented the theme of the Seminar. He focussed on the major and minor areas of the International Seminar.

**Keynote Address by Prof. Krishna Mohan, Registrar, Andhra University, Visakhapatnam**

Under the theme “STRATEGIES FOR TRANSFORMING INDIA- THE WAY FORWARD” (SFTI)” this ICSSR-IMPRESS Sponsored Two-Day International Seminar can concentrate on the computation and under the Impact of Indian Economy that is one in all the new major tools for strategies for transforming India. In support of the topic, I will be able to discuss the main transformation of a gift to the Indian Economy and its potential.

I am very happy that such a good number of participants have joined the KBN family, from different parts of Indian and across the globe. I feel the massive group action calls increasing awareness of the urgency and importance of the Theme of this ICSSR (IMPRESS) Sponsored Two – Day International Seminar.

A very good morning to all the dignitaries seated on the dais and off the dais! I am really proud and privileged to stand in front of you as the Convenor of this Two-Day International Seminar on “Strategies for transforming India – The way forward”. Before talking about the strategies for transforming our country on taking it forward, let us first take abroad view of various good and not so good aspects of our nation, impartially.

India is the seventh-largest country by area, the second-most populous country, and the most populous democracy in the world. It is a pluralistic, multilingual and multi-ethnic society. Its population grew from 36Crores in 1951 to 121 Crores in 2011. During the same time, its nominal per capita income increased from US\$64 annually to US\$1,498, and its literacy rate from 16.6% to 74%. Amazing, isn't it?

From being a comparatively destitute country in 1951, India has become a fast-growing major economy, a hub for information technology services, with an expanding middle class. It has a space programme which includes several planned or completed extra-terrestrial missions. Indian movies, music, and spiritual teachings play an increasing role in global culture. India has substantially reduced its rate of poverty, though at the cost of increasing economic inequality. India is a nuclear weapons state, which ranks high in military expenditure.

Historically India was one of the largest economies in the world for most of the two millennia from 1st century until 19th century. According to the IMF, on a per capita income basis, India ranked 142nd by GDP (nominal) and 119th by GDP (PPP) per capita in 2018. It ranks 63rd on ‘Ease of doing business index’ and 68th on ‘Global Competitiveness Report’. With 520-million-workers, the Indian labour force is the world's second-largest as of 2019.

India is the world's sixth-largest manufacturer, representing 3% of global manufacturing output and employs over 57 million people. Nearly 70% of India's population is rural, whose primary source of livelihood is agriculture, and contributes about 50% of India's GDP. According to 2017 Price water house Coopers (PwC) report, India's GDP at purchasing power parity could overtake that of the United States by 2050.

The pre-eminent and distinguished leaders of our country have always had a clear and progressive vision. The earlier Planning Commission they instituted was responsible for transforming our nation in more ways than one. The functions assigned to the Planning Commission were to assess and allocate plan resources, formulate plans and programs for area development, determine implementation methodology, identify resource constraints and appraise and adjust implementation. The Planning Commission from 1950 to 2014 formulated twelve five year plans.

The 1st and 2nd plans aimed at raising public resources for investments in public sector, the 3rd plan focused on increased emphasis on exports and the 4th Plan

formulated at a difficult period of balance of payments crisis focused on agricultural development. The 5th Plan provided enhanced allocations for social sector spending. The 6th and 7th Plans were infrastructure plans focusing on raising plan resources for infrastructure spending. The 8th Plan formulated in the midst of economic reforms achieved 6.7% growth. The 9th Plan period witnessed a sharp decline in economic growth to 2.4%. The 10th and 11th Plans implemented in the 2004-2014 period witnessed economic growth trajectory of above 9%. But the internal evaluation of the Government revealed that the Planning Commission was witnessing policy fatigue necessitating structural changes in the central planning process. The Planning Commission had to make way for a new entity NITI Aayog in 2015.

NITI Aayog has done an enormous amount of work in a short span. It started designing strategic policies, fostering cooperative federalism, providing knowledge and innovation support and undertaking evaluation/monitoring of major investments. The NITI Aayog formulated the 'Make in India' Strategy for Electronics Industry and a Model Land Leasing Law. It laid down a new Energy Policy, prepared a roadmap for revitalizing agriculture, designed a developmental strategy for the North East and Hilly areas and undertook an appraisal of the 12th Five Year Plan.

NITI Aayog recommended closure of sick PSUs, strategic disinvestment of other CPSUs and pushed for reforms in Medical Council of India and the University Grants Commission. The Governing Council of NITI Aayog met very often, 3 sub-groups of Chief Ministers worked on centrally sponsored schemes (CSS), skill development and Swatch Bharat. The Swatch Bharat cess was levied on all services. To promote skill development initiatives, the involvement of States in the Pradhan Mantri Kaushal Vikas Yojana was ensured. The Atal Innovation Mission was launched to seed innovations and to teach new skills to young minds.

The NITI Aayog made serious efforts for transforming India's developmental agenda. It sought proposals from all Central Ministries for accelerated growth and inclusion strategy, employment generation, energy conservation and efficiency, good governance and Swatch Bharat. In April 2017, the NITI Aayog Governing Council approved the 3-year action plan agenda aimed at shifting the composition of expenditure by allocating a larger proportion of additional resources to high priority sectors such as education, health, agriculture, rural development, defence, railways and roads. An agricultural transformation was envisaged with the objective of doubling farmer's income by 2022. This was to be achieved through a model land leasing law, reform of agriculture produce marketing committees, a legal framework for contract farming and policies to overcome distortions caused by the MSP scheme. Further the NITI Aayog, monitored the implementation of the Sustainable Developmental Goals (SDGs).

To conclude, it can be said that the NITI Aayog has undertaken path-breaking work in its first 3 years and the nation can look forward to the Institution imparting a new dynamism to India's developmental process in the coming years. Thank you for giving me this opportunity to express my views and now I welcome more insights on this theme from the distinguished

I hope we are going to discuss as many challenges as possible to contribute to the long run growth of Indian Economic Development. Before I conclude I appreciate all the participants for your enthusiasm in this pursuit.

**TECHNICAL SESSION-1: Growth, Current Issues and the Way to Forward.**

This session was chaired by Prof. CH. Jaya Sankara Prasad HOD, Commerce and Management, Krishna University, Andhra Pradesh & Prof. Tapesh Chandra Gupta, Govt. J. Yoganandam Chhattisgarh acted as Rapporteur. Prof. CH. Jaya Sankara Prasad observed that there is a need to compile primary and secondary data for measuring the propensity of programmes and socio-economic status of Economic Development in India. He suggested the Government to create a “Growth, Current Issues and the Way to Forward”.

Prof. Tapesh Chandra Gupta outlined the concept of Growth, Current Issues and the Way to Forward and drew a comparison among the practices followed in different states. He opined that the conventional development programmes must be adjusted to include the current issues and the way to forward for new India. Following papers were presented during this Technical Session.

**Session – I 18-12-2019 : (2.00 – 3.30 PM): Prof. CH. Jaya Sankara Prasad, HOD, Krishna University**

S.No	Title of the Paper & Address of the Authors
1	Technology Innovations and Impact of Mobile Phone use on Millennia’s Social Behaviour <b>*B. Sudhakara Reddy, Lecturer in Commerce, Government Degree College, Chebrole-522212, Guntur, Andhra Pradesh, India, E-mail:bashi321@gmail.com</b>
2	Labor Regulations in India: Improving the Social Security structure., <b>Dr.Evuru Poleraiah, Dept. of Commerce,SVRM College – Nagaram, Guntur, AP. Dr. B Rajeev HOD – Commerce, A.S.N Degree College,,Tenali, Guntur, AP.</b>
3	TECHNOLOGY AND INOVATION, <b>K. Kanaka Ratnam, Lecturerin Economics, S.V.R.M. College, Nagaram, Guntur,A.P</b>
4	Labour Reform in India (An Overview), <b>P.Harikrishnam Raju, Head, Department of Commerce, D.N.R. College (Autonomous), Bhimavaram.</b>
5	Labour Law and Governance Reforms in India: A View of Employment Relations <b>Dr.K.GOWTAM KUMAR*Lecturer in Social Work, Dept of Social Work, DNR College(A), Bhimavarm,W.G.Dist,AP.</b>
6	A Study on Financial Inclusion-concepts, issues and policies for India” <b>G.SADHU SUNDAR SINGH, HOD Department of Economics, AG &amp; SG SIDDHARTHA DEGREE COLLEGE, VUYURU</b>
7	Checking Farmers’ Suicides: Doubling Farmers' Income A Possible Way “The farmers have given us food security and we intend to provide them with income security as a gift, for their Hard work under difficult conditions”. <b>Dr. Naga RajuAlluriProfessor &amp; Head,P.G. Department of Commerce,D.N.R. College (A), Bhimavaram Smt. S. Ramya Naga DurgaAssistant Professor,P.G. Department of Commerce,D.N.R. College (A), Bhimavara</b>
8	STRATEGIES FORTRANSFORMING WOMEN LABOURIN THE ININFORMAL SECTOR IN A.P, <b>Dr.G.SarithaDept. of. EconomicsAcharyaNagarjuna University, Guntur, A.P</b>
9	The Ambitious Goal of a \$5 Trillion Economy by 2025: the Crucial Role of Innovation <b>Dr.B.Syam Sundar, Department of Commerce, Andhra Loyola College, Vijayawada.</b>
10	CORPORATE SOCIAL RESPONSIBILITY IN INDIA-AN OVER VIEW <b>Smt C. Sumangali,HOD Department of Commerce,D.R.N.,S.C.V.S.College,Chilakaluripet,Guntur District</b>
11	DEVELOPMENT OF TRAVEL AND TOURISM INDUSTRY, <b>V.VIJAYA KUMAR**Full Time Research Scholar, PG Dept of Commerce, DNR College, Bhimavaram, W.G. Dist, AP.</b>
12	New Agriculture practices to face challenges in farming, <b>Dr. B. Siva Kumari, Associate Professor, Dept. of Botany, Andhra Loyola College, Vijayawada-8, V. Kavitha, Asst. Professor Dept. of Biotechnology, Andhra Loyola College, Vijayawada-8</b>

13	PUBLIC POLICY GOVERNANCE IN INDIA, <b>Dr B PRABHAKARARAO</b> , Academic Consultant, Dept of Political Science and Public Administration, Vikramasimhapuri University, Nellore, Andhra Pradesh. The awareness and attitudes towards practices of “Strategies for transforming India through welfare Schemes and Polices for Scheduled Tribes” Banotu Krishna Research scholar Department of Economic Kakatiya University
14	The awareness and attitudes towards practices of “Strategies for transforming India through welfare Schemes and Polices for Scheduled Tribes” Banotu Krishna Research scholar Department of Economic Kakatiya University
15	Sustainable Agriculture for Rural Development <b>Dr.Y.Soujanya &amp; Mrs.V.ViswaSanti</b>
16	Smart Cities in India- Developmental Issues & Challenges, <b>Y.YaswanthKumar</b> , Lecturer Department of MBA TJPS College, (P.G COURSES) Guntur.
17	Incredible India; a Tourist Destination Kum. <b>CH. Naga Padmaja</b> , Assist Professor, P.G. Department of Commerce, D.N.R. College, Bhimavaram, W.G. Dist. AP.
18	Crop Diversification Role In Farmer income doubling, <b>V.S.S. Lavanya B. Saritha Research Scholars</b> Department of Economics Acharya Nagarjuna University Guntur Andhra Pradesh.
19	Women Entrepreneurs In Andhra Pradesh: A Case Study Non-Profit Organization (Ngos) And Profit Organization, <b>Sk.Asha Begum</b> , Research Scholar, Dept Of Economics
20	Female labor force participation in India <b>M.Suneetha Research Scholar</b> dept of Economics Acharya Nagarjuna University
21	A study on impact of training practices on employee productivity: a comparative study, <b>K.Padmavathi Nageswaramma</b> , Research Scholar, Krishna University, Machilipatnam, A.P Dr.R.Padmaja, Assistant Professor, Krishna University, Machilipatnam, A.P
22	A Study On Training And Development, Employee Performance And Its Impact On Job Satisfaction Among Employees In Hospital Industry By <b>Dr.B.Sankar Babu</b> , M.com, M.Phil., L.L.B, PhD Associate professor
23	Atidhi Devo Bhava: “A glance On Indian Tourism” <b>AKSHAY KUMAR. G</b> Asst. Professor of Management Dept. of science & Humanities BVCEC (Autonomous), Odalarevu. <b>akshaykumar.g1@gmail.com</b>
24	Growth of Power Sector towards Powering India <b>Dr. J. Durga Prasada Rao</b> M.Com., P.G.D.B.M., M.B.A., M.Phil., Ph.D Lecturer, Dept., of Commerce, T.J.P.S College, Guntur. <b>J. Vijaya Lakshmi Lavanya (M.Com Final), K.B.N College, Vijayawada.</b>
25	The Impact of Service Sector IT in India <b>Smt. M. Aswani Chandrika</b> , Lecturer in Commerce, KIMS Degree and P.G. College, Karimnagar, TS.
26	Technology Innovations and Impact of Mobile Phone use on Millennia’s Social Behaviour * <b>B. Sudhakara Reddy</b> , Lecturer in Commerce, Government Degree College, Chebrole-522212, Guntur, Andhra Pradesh, India, E-mail: bashi321@gmail.com

## TECHNICAL SESSION-II: Employment, Labour Reforms, Technology and Innovation

This session was chaired by Prof. V. Krishna Mohan, Registrar, Andhra University. He specifically highlighted the **Employment, Labour Reforms, Technology and Innovation**. He felt that there was a need for strict vigilance in the implementation of the provisions of the Employment, Labour Reforms Technology and Innovation. In this session, the following papers were submitted for the discussion.

Day-1 (29-11-2019), Technical Session-II (03:15 PM – 04.45 PM )

**Dr. B. Nageswara Rao**

Asst. Prof. School of Economics, University of Hyderabad, HYD

S.No	Title of the Paper & Address of the Authors
1	To study the Adolescent Perceptions on the Use of Mobile phone and Internet. <b>B Prashanthil &amp; Dr. M Sarada Devi</b> 2 Professor and University Head, Department of Human Development and Family Studies, Professor Jayashankar Telangana State Agricultural University, College of Community Science Saifabad, 500004, Hyderabad, Telangana, India.
2	Major reasons behind farmers distress and key initiatives about doubling farmers income in India <b>Dr.R.Padmavathy</b> , Lecturer in Commerce, Montessori Mahila Kalasala, Vijayawada, <b>padmavathi.raavi@gmail.com</b> .
3	Current trends, Stages and global goals in Technology, <b>Vemuri. Sree Rekha</b> , Lecturer in Computer Science, Sri Durga Malleswara Siddhartha Mahila Kalasala, Vijayawada,

4	<b>DIRECT CASH TRANSFER SCHEME IN INDIA, Dr. G. SURESH Lecturer Department of Commerce Syed Appalaswamy Degree College Opp: Milk Project, Vijayawada.</b>
5	<b>Customer Relationship Management(CRM) strategy of APCPDCL for improving the Energy Sector</b> Dr.T.V.RamanaAssistant Professor, Dept. of Economics, Adikavi Nannaya University (Previously Andhra University) MSN Campus Kakinada
6	Smart Cities for Urban Development <b>Mr.ROBERT MOHANKUMAR</b> Assistant Professor, Department of Management <b>BVC Autonomous Engineering college, Odalarevu</b>
7	Demonetization and Growth of Card Banking in India, <b>Satyendra Timilsina and Prof Ch. Appa Rao</b>
8	Women Role In Agricultural Sector In India, <b>Syamala Devarapalli research scholar department of economics Acharya Nagarjuna University Guntur</b>
9	<b>A Conceptual Study On Opportunities And Challenges Of Digitalisation In Rural Markets</b> <b>Dr. K.V. Nagaraj</b> <sup>1</sup> Assistant Professor Dept. Of Management Studies Gayatri Vidya Parishad College for Degree and PG Courses (A)Visakhapatnam. Andhra Pradesh. <b>Mr.K.Dileep Kumar Swamy</b> <sup>2</sup> MBA (FINAL)GayatriVidyaParishad College for Degree and PG Courses (A)Visakhapatnam. Andhra Pradesh.
10	<b>Trends in Power Generation and Consumption in Andhra Pradesh</b> A.Satyanarayana,Head, Dept of MBA, BVC ITS Amalapuram
11	Modernizing Agriculture - Strategy For Sustainable Development* <b>T.PrameelaAssistant Professor, Dept. of MBAMaris Stella College,Vijayawada.</b> <b>** Dr.G.MalathiAssistant Professor, Dept. of MBAMaris Stella College,Vijayawada</b>
12	Transforming India As A Mother's Womb Like A Child (Since 1947-2030) <b>G. Umamaheswari</b> , HOD, Department of Commerce, S.M.B.T.A.V & S.N Degree College, Veeravasaram 534245, AP,
13	<b>URBANISATION AND SMART CITIES</b> Dr.D.Ashalatha**Assistant. Professor, Dept of Economics, Andhra University, Visakhapatnam. AP
14	<b>LABOUR REFORMS AND IMPACT ON EMPLOYMENT IN INDIA, RESHMA BONGARALA(scholar) Krishna University K. SRAVANIMAM(asst.prof)Krishna University</b>
15	<b>ConsumersSwitchingfrom Cinema hall to multiplextheatres (An empirical study with reference to Kurnool City, Andhra Pradesh)</b> C.Naga Ganesh* <sup>1</sup> Assistant Professor, ** Student Department of Management Studies, G.Pullaiah College of Engineering & Technology, Kurnool. <b>Pakkkapoti Hareesh*</b>
16	<b>Role of Technology and Innovation in Economic Growth</b> Dr.B.Sundara Kala Acharya Nagarjuna University, G.Jhansi Research Scholar Acharya Nagarjuna University
17	<b>E – Commerce: A shift in shop to shop concept to site to site</b> Dr. J. Pandu Rangarao P.R. Government College (A)Kakinada,
18	Remarkable Use of Technology and Innovations in English Language Teaching At Junior college level in Present Era. <b>Shri.HegadeNavnathDharmajiAssistant professorNew English School and Jr college of science,Bhalawani,Pandharpur</b>
19	<b>TRANSFORMING RURAL INDIA THROUGH RURAL ENTREPRENEURSHIP DEVELOPMENT</b> Dr. <b>G.Malathi</b> * Assistant ProfessorMaris Stella College Vijayawada <b>T.PRAMEELA</b> ** Assistant ProfessorMaris Stella CollegeVijayawada
20	<b>EMPLOYEMENT AND LABOUR REFORMER</b> Dr. <b>KATTA RAMESH BABU</b> PDF SCHOLAR, DEPT. OF SOCIAL WORK,ANDHRA UNIVERSITY,VISAKHAPATNAM,
21	Value Chains For Rural India <b>CH.E. Rajaratnam* Faculty, Dept. of Business Management, Krishna University Dr. MRAR PG Centre, Nuzvid</b> Dr. <b>SHAIK ANWAR BASHA</b> **Faculty, Dept. of Business Management, Krishna University Dr. MRAR PG Centre, Nuzvid
22	<b>A STUDY ON FINANCIAL INCLUSION</b> K.BHAGYASRIK. SAI BHARGAVI
23	<b>“Retail Banking Strategies for Transforming India”</b> * <b>D.Yedukondalu</b> , Researchscholar, Department of Management studies, Krishna University, Machilipatnam** <b>Dr.Md.Mazharunissa Begum</b> , Associate Professor and HOD,Department of Management Studies, KBN College.
24	SMART CITIES AS A MEANS FOR URBAN TRANSFORMATION-A STUDY ON SMART CITY POLICY INITIATIVE OF GOI *Dr Sravani Maddala **Ms Gnaneswari.P
25	Financial Inclusion-- A Key Driver Of Transforming India <b>Gouse Basha Shaik, Research Scholar Department of Economics Acharya Nagarjuna university</b>
26	The Transformation of the Human Race and Degital Race :R.Himalinidevi HOD of Commerce SPMH Degree Kalasala Machilipatnam
27	smart cities for urban transformation– <b>atrika koma dr. tapes h chandra gupta</b> university – pt <b>ravishankar shukla university raipur (c.g.)</b>



## TECHNICAL SESSIONS-III

### Manufacturing share of GDP, Doubling Farmers Income Policy and Governance

This session was chaired by Prof. Anand. K. Joshi, VC- CMR University, Bangalore. He introduced the theme of the session and inspired the participants. He felt that this was an opportunity for him to respond and to lead in the area of Doubling Farmers Income Policy and Governance. In this session, the following papers were presented.

S.No	Title of the Paper & Address of the Authors
1	Policy And Governance good Governance And Public Policy In Indi, <b>S. Yamuna BBA. J.K.C College, Guntur.</b>
2	Micro-Innovation in India for Sustainable Development* Mrs. Smitha K Ghanta, Assistant Professor Department of Business Administration, Maris Stella College, Vijayawada. <b>**Dr.K. Nagasundari, HoD, PG Department of Business Administration, Maris Stella College, Vijayawada.</b>
3	Strategies For Transforming India-The Way Forward employment And Labour Reform Strategies For Transforming Inida make In India-2030, <b>Ch.Mounikasai JKC College, Guntur.</b>
4	Financial Inclusion in India, <b>Dr.P.Murali , Lecturer in Commerce, DRNSCVS COLLEGE , Chilakalurepet, Guntur, Andhra Pradesh, Pin-Code 522616</b>
5	Impact of smart cities on real estates With special reference to Raipur city <b>Prof. Tapes Chandra Gupta Govt. J. Yoganandam Chhattisgarh Collage, Raipur Nutan Kumari Research scholar, Pt. Ravishankar Shukla University, Raipur</b>
6	Impact of Innovation in Online taxi services on Public – Ola cabs services With special reference to Bilaspur city <b>Prof. Tapes Chandra Gupta Govt. J. Yoganandam Chhattisgarh Collage, Raipur Padmalochan Chouhan Research scholar, Pt. Ravishankar Shukla University, Raipur</b>
7	Smart Cities -Strategy For Sustainable Development <b>*Dr.K.NagaSundari, HoD, Dept. of MBA, Maris Stella College, Vijayawada</b>
8	Innovation : A Key factor in entrepreneurship develop <b>D,rB.Ratnavalli*Assistant Professor, Department of M.B.A,K.B.N College, Vijayawada</b>
9	SMART CITIES MISSION: AN OPPORTUNITY TO ATTAIN INDIA'S URBAN GOALS, <b>Dr.Mazharunnisa, Associate Professor &amp; HOD, Dept. of MBA KBN College PG Centre, Vijayawada, Mobile: 9493608646</b>
10	Contribution Of Manufacturing Industries To Economic Development <b>Dr. Usharani Chette*Lecturer, Department of Economics, Syed Appalawamy Degree College, Vijayawada</b>
11	Strategies for Transforming India- Smart Cities for Urban Transformation, <b>A.SreeLakshmi, M.Com, ICWA Inter, APSET, Lecturer in Commerce, Andhra Loyola College, Vijayawada</b>
12	A Descriptive Study On Indian Tourism: Opportunities And Challenges, <b>Dr. K.V.V. MURALI SOMESWARA RAO<sup>1</sup>Associate Professor and H.O.D Department of Management Studies Gayatri Vidya Parishad College for Degree and PG Courses (A)Rushikonda, Viskhapatnam-45</b> <b>Dr.K.V.NAGARAJ<sup>2</sup>Assistant Professor Department of Management Studies Gayatri Vidya Parishad College for Degree and PG Courses (A)Rushikonda, Viskhapatnam-45.</b> <b>S.SURYA PRAKASH<sup>3</sup>MBA (FINAL)Gayatri Vidya Parishad College for Degree and PG Courses (A)Rushikonda, Viskhapatnam-45.</b>
13	MICE TOURISM -A STRATEGY FOR SUSTAINABLE TOURISM IN INDA - <b>Dr.P.V.Radhika.</b>
14	<b>Financial inclusion-- a key driver of transforming india, Gouse Basha shaik, Research Scholar Department of Economics, Acharya Nagarjuna University</b>
15	Rural Tourism For The Development Of Rural Communities, <b>Raja Venkata Pavankumar D. Research scholar, Department of sociology and social work,, Acharya nagarjuna university.</b>
16	Literacy is the main key for the development of slum areas with regards to different aspects: a study <b>Mahendrababu dhulipudi, Research scholar Department of Economics, Acharya Nagarjuna University, Guntur, AP</b>
17	<b>Issues, trends &amp; challenges of digital education, Shaik jahida begum</b>
18	<b>Strategies for Transforming India-the way forward Employment and labour reform strategies for transforming Inida Make in india-2030, Ch.Mounika sai, BBA 2<sup>nd</sup> year 1506, JKC College, Guntur</b>
19	Smart cities for urban transformation, <b>Atrika Koma, Dr. Tapes Chandra Gupta, University –PT Ravishankar Shukla University Raipur (C.G.)</b>

20	Emerging Trends Of Urbanization In India: Environmental Perspectives, <b>Madhu Sudhanrao Sanam, Research Scholar, Department History And Archaeology, Acharya Nagarajuna University, Guntur,AP.</b>
21	<b>Financial Inclusion, Boda Sai kiran, Gudapati Thanmai Chandrika, Munaganuri Susritha.</b>

#### TECHNICAL - SESSIONS-IV

#### Value Chain and Rural Infrastructure, Financial Inclusion, Travel, Tourism and Hospitality

This session was chaired by **Prof.K.Siva Rama Prasad**, Dean, Head, Dept. of Commerce & Business Administration, ANU, Guntur. He introduced the theme of the session and inspired the participants. He felt that this was an opportunity for the **Value Chain and Rural Infrastructure, Financial Inclusion, Travel, Tourism and Hospitality** to respond and later to lead in this area of new India practice. In this session, the following papers were presented:

S.No	Title of the Paper & Address of the Authors
1	A Study On Technological Innovations In Indian Banking Sector, <b>Sirisha.Ch, Assistant Professor, Department of Business Administration, KBN College, PG Centre,AP. P. D. A.Supriyanka, Student (M.com), KBN College,</b>
2	<b>Innovative India</b> M.Uday Sai,1 <sup>st</sup> M.Com, KBN College,Vijayawada, 8712199334,udaysai10232@gmail.com, <b>M.Bhargava Reddy,1<sup>st</sup>m.com, KBN College, Vijayawada, 9000074497, m.bhargavareddy04@gmail.com</b>
3	Development Through Travel, Tourism & Hospitality, <b>V.MOHAN KRISHNA, 1ST M.COM, KBN COLLEGE, VIJAYAWADA, 7075209535, mohankrishna4894@gmail.com</b> <b>YAMUNA ANUMANCHIPALLI, 1ST M.COM, KBN COLLEGE, VIJAYAWADA, 7207547642, jayalakshmi.jessi07@gmail.com</b>
4	Managerial Perspective and Education Tourism Avenues of India and Escalation Opportunities, <b>Dr. Chandu Ravi Kumar, Professor&amp; Director, Depart of Management Studies, Priyadarshini Institute of Technology &amp; Management, Guntur, A.P.</b>
5	Technology And Innovation, <b>Sk. Rasheeda Begum,1<sup>st</sup>m.com, kbn college, vijayawada, 6302977322, rasheedashaik090@gmail.com</b> <b>D. Swathi,1<sup>st</sup>m.com, KBN College, Vijayawada 9491051035,swathidevarakonda064@gmail.com</b>
6	A Research Paper on “Strategies For Transforming India” <b>Cherukula Srinivasulu, Lecturer, Department of Commerce, K.B.N.College, Vijayawada</b>
7	Strategies For Ensuring Quality Consumer Education Towards Consumer Products In India, <b>Smt.E.Sunitha, Lecturer in commerce, SRR&amp;CVR Govt Degree College(a), VIJAYAWADA</b> Email- <a href="mailto:esunithasrr@gmail.com">esunithasrr@gmail.com</a> , Mobile- 9985822597
8	Strategies for transforming India-the Way Forward Technology and Innovation Popp-in Fresh Technology & Innovation in India,
9	Financial Inclusion, <b>Vutukurijayaram , Muramalla jagadeesh, Pursuing MBA in Andhra Loyola Institute of Engineering and Technology College</b>
10	Employment & Labor Reforms in India, <b>G.Nirmala Jyothi, HOD of Economics, SPMH Degree Kalasala Machilipatnam. Email:gnirmalajyothi@gmail.comCell:9441418210</b>
11	Strategies for Innovative India, <b>Mr. M. Uday Sai, I M.Com, KBN College(Autonomous),Vijayawada, Mobile: 8712199334, mailid: udaysai10232@gmail.com, Mr. M.BHARGAVA REDDY,I M.Com, K.B.N College(Autonomous), Vijayawada, Mobile: 9000074497, mailid: m.bhargavareddy04@gmail.com</b>
12	View Point Write Up About Financial Inclusion On Poverty Eradication: Indian Banking Perspective <b>Dr. V.N. Siva kumar challa, MR. S. Rupesh Babu, II MBA Student, Department of Management Studies, Ramachandra College of Engineering Vatlur, West Godavari District, Andhra Pradesh</b>
13	Strategies for transforming India with special reference to Doubling Farmer’s Income, <b>Dr. Meherji Duvvuri, Associate Professor, Aditya Global Business School, Surampalem, Kakinada, AP.</b>
14	A Study On Financial Inclusion In India Challenges & Initiatives, <b>A. Ravi Kiran, Assistant Professor, Department of MBA, KBN College</b>
15	A Study on Literacy Enhancement Strategies for transforming social groups in India, <b>Ch. Venkata Lakshmi Triveni , N. Murali Krishna ,I M.Com, K.B.N College(Autonomus), Vijayawada, Mobile: 8019913584</b>
16	A Compressive Survey On Different Image Processing Techniques To Identify The Brain Tumour, <b>V.Tirupathi Rao, Librarian, K. B. N College.</b>
17	A Study on Impact of Technological Innovations on Talent Acquisition Practices, <b>Dr. K.V.V. Murali Someswara Rao, Associate Professor and HOD, Department of Management Studies Gayatri Vidya Parishad College For Degree And PG Courses (A) Visakhanatnam. Andhra Pradesh.</b>

18	Impact of video lessons on students' motivation towards science learning, <b>B. Spandana, Dr. R. Neela Rani and Dr. S.Suchiritha Devi, B Spandana, Ph.D. Scholar, Department of Extension education and Communication Management, College of Community Science, Professor Jayashankar Telangana State Agricultural University, Hyderabad, Telangana, India</b>
19	Artificial Intelligence Augmenting Unemployment Woes
20	Financial Inclusion and Inclusive Growth as Instruments to attain Financial Stability and Sustainable Development in India, <b>Dr.V.Sujatha, Lecturer in Economics, The Hindu College, Machilipatnam</b>
21	Customer Relationship Management (Crm) In Indian Banking Sector, <b>Dr. N. Venkateswara Rao Lecturer, KBN College, Vijayawada &amp;Dr T Narayana Murty Director, Nimra College of Business Management, Vijayawada</b>
22	"Modren Farming Methods Implimenting in SPS Nellore District For Doubling Farmers Income, Andhra Pradesh" <b>Bhumana Srisaila, Secondary Grade Teacher, Department of School Education, MPPS, Dandigunta, SC, VidavalurMandaL, SPS Nellore. 524318, E-Mail ID:sri.saila7@gmail.com, 9676862846.</b>

## TECHNICAL SESSIONS-V

### Strategies for Improving the Energy Sector in India Ports shipping and Inland Water ways, smart cities for urban transmission

This session was chaired by Prof. ML.Vadera, Manipal University, Jaipur. He introduced the theme of the session and inspired the participants. He felt that this was an opportunity to Strategies for Improving the Energy Sector in India Ports shipping and Inland Water ways, smart cities for urban transmission of India to respond and later to lead in this area of new strategies for improving the energy sector developmental practice. In this session, the following papers were presented:

Date 19-12-2019 – Session – V 02.00 – 3.15 PM	
S.No	Title of the Paper & Address of the Authors
1	Blockchain Technology in Agriculture – An Indian Perspective, <b>Dr. T.N.Nirmala Rani Asst.Professor Department of Management Studies ,TJPSCollege, GunturEmail id : nirmala_333@ yahoo.comPh.No.9440757356</b>
2	Gandhian Vision,Inclusive Rural Developmentand Neo-Liberalism <b>Dr.ManasBehera</b>
3	Strategies for Modern India, <b>Mr. R. Ramesh, I M.COM, KBN College,Vijayawada, 8977755976, reddyramesh8988@gmail.com, MISS S. Mallika, I M.Com, KBN COLLEGE, VIJAYAWADA, 7386490317, mallika163252@gmail.com</b>
4	Prospects and Problems of Tourism India, <b>Smt. S. Ramya Naga Durga, Assistant Professor, P.G. Department of Commerce,DNR. College (A), Bhimavaram, Email: ramya.vegesna7924@gmail.com Dr. Naga RajuAlluri, Professor &amp; Head, P.G. Department of Commerce,DNR. College (A), Bhimavaram</b>
5	<b>A Study on Farmer's Income Strategies for Transforming India</b> , 1. Ms. Jyothi chouhan, II M.Com, K.B.N College (Autonomous), Vijayawada., 2. Ms.Ch. Josna sree, II M.Com, K.B.N College (Autonomous), Vijayawada.
6	<b>A study on Technology and its innovation strategies for Transforming India</b> , 1. Ms B. Sireesha, II M.Com, K.B.N College (Autonomous), Vijayawada. 2. Ms M. Lakshmi Naga Durga, II M.Com, K.B.N College (Autonomous), Vijayawada.
7	A Study On Technology And Innovation In Indian Education System "Technology And Innovation Becomes Wings to Present Education System" <b>Y.Jagadish, Assitant Professor Department of MBA, KBN College, PG Centre</b>
8	Employment And Labour Reforms, <b>K.Harish Kumar, 1st M.Com, KBN College, Vijayawada, 8886020693, K.Venkatesh, 1st M.COM, KBN COLLEGE, VIJAYAWADA, 8919482852, venkateshkuruva98@gmail.com</b>
9	<b>FMC GS-PDS ( Village Malls) Rural Markets In Andhra Pradesh ,Ch, Neela Krishna Veni. HOD, Commerce Department,Hindu College, Guntur</b>
10	Urban Transformation Of India Through Smart Cities, <b>Dr. R. Padmaja, Assistant Professor (Sr. Scale), Dept of Business Management, Krishna University, Machilipatnam, Ms. P.K. Madhooaha HR Analyst, Lakshya.</b>

11	Stree Nidhi – A New Strategy for Empowerment of Rural Women in Krishna District, Mrs.G.Madhu Sri, Research Scholar, AcharyaNagarjuna University, Guntur, India. Mobile: 9989713626, Mail id: <a href="mailto:gaganasahasra@gmail.com">gaganasahasra@gmail.com</a> Dr.Rajesh C Jampala, Professor &Dean, P.B.Siddhartha College of Arts & Science, Vijayawada. Mobile:9866806069, Mail id:jampala.rajesh@gmail.com
12	A study on green strategies for transforming India “focus on growth, current situation and way to forward” K. Vijay, Asst. Professor* B. Anne Sumalatha, Asst. Professor, Department of Management Studies, P. B. Siddhartha College of Arts and Science, Moghalrajpuram, Vijayawada, Andhra Pradesh, India.
13	Impact of e-Commerce on Traditional Retail Business, Dr.N.A.Francis Xavier*, Mrs. M.madhavi** and Ms.T.Chaitanya Lakshmi
14	A Study on Travel, Tourism and Hospitality, G.SuvarnaM.com, Lecturer in Commerce Dept. P.B.Siddhartha College of Arts and Science, Vijayawada-520010.
15	Labour reforms and Issues: The Way Forward, Muppalla AppaRao .M.Com; Head, Department of Commerce, JKC College (autonomous), GUNTUR-6
16	Application of Drone technology in Agriculture, Varanasi Rahul Asst. Professor, Dept. of Commerce, KBN Degree College, Vijayawada
17	Urban Transformation Of India Through Smart Cities, Dr. R. Padmaja, Assistant Professor (Sr. Scale), Dept of Business Management, Krishna University, Machilipatnam & Ms. P.K. Madhooa, HR Analyst, Lakshya
18	A study on travel, tourism and Hospitality,S Madhuri, II M.B.A, K.B.N College (autonomous), vijayawada, sk. Shammimunnisa, ii m.b.a, k.b.n college (autonomous)
19	Government Initiatives To Transform India, V.V.L YASHASWI, IInd MBA Maris Stella College P. AASRITHA NAGA SAI IInd MBA, Maris Stella College Vijayawada.
20	Strategies for transforming India - Cross Country Experience- in Modernizing Agriculture T.Deena Elizabeth., M.Com.,M.Phil,(Ph.D)., H.O.D of Commerce., Noble College(a) machilipatnam., email : <a href="mailto:deena.tde@gmail.com">deena.tde@gmail.com</a>
21	<b>Travel and Tourism in India – Issues and Challenges</b> 1. Ms. V. Varalakshmi, II M.Com, K.B.N College (Autonomous), Vijayawada. 2. Ms. Ch. Pavani, II M.Com, K.B.N College (Autonomous), Vijayawada.
22	<b>A Study on Travel, Tourism and Hospitality Strategies for Transforming India</b> , S. Madhuri Sk. Shammimunnisa
23	Employment and Labour Reforms Ameliorating Employees – Indian Study, D.Lakshmi Pratusha
24	<b>Travel and Tourism in India – Issues and Challenges</b> 1. Ms. V. Varalakshmi, II M.Com, K.B.N College (Autonomous), Vijayawada. 2. Ms. Ch. Pavani, II M.Com, K.B.N College (Autonomous), Vijayawada.
25	A study on Strategies of Farmers can double their Income by using modern Farming Methods for Transforming India. 1. Ms. APPANA VARUDHINI, (MBA- FINAL), KBN College, Vijayawada. 2. Ms. GOLI VENKATA BHARGAVI, (MBA- FINAL), KBN College, Vijayawada.
26	<b>A Study on Travel, Tourism and Hospitality Strategies for Transforming India</b> 1.Mr.B. Hemanth ( MBA FINAL) K.B.N College , Vijayawada. 2.Ms.k.Vijaya Bharathi ( MBA FINAL) K.B.N College , Vijayawada.
27	An Empirical Study On Consumer Behaviour Towards Store Brands In Vijayawada, Venkatesh. Sakshi, Assistant Professor, KBN Collge, PG Center.
28	A Study On Doubling Formers Income (Modern Forming Methods) MS.CH.Deepthi Sindhura, MS. B. Sripriya, II M.Com, K.B.N College (Autonomous), Vijayawada.
29	Role of micro, small and Medium enterprises in Transforming India – An Overview Janardhana Rao Nidamaluri, Asst. Professor and Research Scholar (part-time), Andhra Loyola Institute of Engineering and Technology,Vijayawada
30	Doubling Farmers’ Income, G.Jhansi & Dr.B.Sundara Kala, SRR & CVR College
31	Strategies for Transforming India - Cross Country Experience- in Modernizing Agriculture, T.Deena Elizabeth., ,M.Com.,M.Phil,(P.hD)., H.O.D of Commerce., Noble College(a) Machilipatnam., Email : <a href="mailto:deena.tde@gmail.com">deena.tde@gmail.com</a>
32	Smart Cities For Urban Transformation, Dr.H.Sandhya, Associate Professor, St.Mary’s Women’s Engg. College, Budampadu, Guntur Dr.K.P.R.Rajesh, Associate Professor, St.Mary’s Women’s Engg.College, Budampadu,Guntur
33	A Study on Impact of Training Practices on Employee Productivity: A Comparative Study, K.Padmavathi Nageswaramma, Research Scholar, Krishna University, Machilipatnam, A.P, Dr.R.Padmaja, Assistant Professor, Krishna University, Machilipatnam, A.P
34	Demonetization and Growth of Card Banking in India, Satyendra Timilsina And Prof Ch Appa Rao, Ph.D. Scholar, Department of Economics, Andhra University, Corresponding Author, &Professor, Department of Economics, Andhra University

### **Valedictory Session:**

This was the final session for the Two-day International Seminar on the theme of “STRATEGIES FOR TRANSFORMING INDIA - THE WAY FORWARD (SFTI)” on 18<sup>th</sup> & 19<sup>th</sup> December, 2019. Prof. Anand K. Joshi, Former VC, CMR University, Bangalore & Founder VC, Chhattisgarh University, Chhattisgarh delivered the Valedictory Address. Being a man of varied interests, he felt that suitable reporting standards would bring the situation into order. Finally Dr.V.Narayana Rao, Principal & Dr. Prakasa Rao, Convener of the seminar proposed a formal vote of thanks to all the Guests, delegates and participants, who evinced keen interest in making the seminar a grand success.

### **ACKNOWLEDGEMENTS:**

Dr.V.Narayana Rao, Principal & Dr. Prakasa Rao, Convener of the seminar expressed his profound thanks to the ICSSR (IMPRESS) for extending financial support to the seminar. Dr. Prakasa Rao, Convener, conveys his heartfelt thanks to the college management, without whose support, the event could not be effectively organised. He also obliged to thank the Chief Guest, Guests of Honour and Participants for accepting their invitation and rendering their valuable time. Dr. Prakasa Rao, Convener, finally thanked the entire faculty members who assisted in making the event come true.



INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH  
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F.No.C1/IS/2/NIS/2019-20

Dated: 11.06.2019

The Principal  
Kakaraparti Bhavanarayana College,  
Kothapeta, Vijayawada-520001  
Andhra Pradesh

Sanction Order

Subject: Sanction of Rs. 2,50,000 for organizing an International seminar on "Strategies for Transforming India- The Way Forward(SFTI)"

Dear Sir,

Sanction of the Council is hereby accorded for the payment of Rs. 2,50,000/- (Rupees two lakh fifty thousand only) to meet the expenditure on the above mentioned seminar organized by Dr. Komma Shiv Prakash Rao to be held during 18-19 July, 2019.

The sanctioned amount will be released in two instalment as follows:

First instalment	Rs.	1,87,500/-
Second instalment	Rs.	62,500/-
Total	Rs.	2,50,000/-

The first instalment of Rs. 1,87,500/- will be released on receipt of the grant-in-aid bill & PFMS Form (copy enclosed) duly signed and stamped by the Competent Authority of the Institution/University/College.

The second instalment of Rs. 62,500/- will be released on receipt of the following documents that may please be submitted within two months after holding the seminar:

- I. Two complete sets of Reports (hard bound copies) of the seminar/Conference that should necessarily constitute of the following:
  - The List of the Actual Participants of the seminar.
  - The exact titles & presenters of each of the session.
  - 2-3 paragraphs write-up on seminar topic.
  - Proceedings of Seminar.
  - A note on the contribution of the seminar to the existing body of research.

II. The audited head-wise statement of accounts and utilization certificate in GFR (form 12A) (copy enclosed) for the entire expenditure incurred from the sanctioned amount. Both these needs to be duly certified by the Convener, Registrar/Principal, and the Finance Officer in case of the Central University or the Chartered Accountant in case of other institutions.

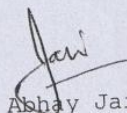
Kindly ensure that the Utilization Certificate and the Statement of Expenditure must be duly verified and properly stamped by the Principal/Registrar/Head of the Institution and the Finance Officer/Chartered Accountant as the case may be.

The above documents are mandatory requirement to settle the account and enable us to release the final installment.

The following are the other conditions that shall be complied with:

- The financial assistance should be utilized for the purpose for which it has been sanctioned.
- A part of the assistance is to be utilized for publication of the proceedings of the seminar
- On International travel (not more than 25% of the total budget) is to be allocated.
- Obtaining MEA Clearance wherever necessary is the responsibility of the organizers
- The amount sanctioned herein is to be utilized on the proposed conference only within the stipulated period.
- Any amount of the assistance remaining unspent during the current financial year shall be refunded to the ICSSR immediately after completion of the seminar/conference. If the organization do not refund the amount in time, it will be required to refund the amount of the grant with interest thereon @ 10% per annum from the date of release of grant from ICSSR.
- As per the directives from the Government of India, all the payment are to be made by e-payments only. Kindly furnish the information in the PFMS form duly verified by the administrative head of the Institution/University & College after ensuring that the account has been linked with the ICSSR.

The expenditure will be debited to the budget head "General (OH31) NIS- (International Seminars)".

  
(Dr. Ashay Jain)  
Deputy Director (NIS)  
For Member Secretary

Copy for information and necessary action to:

1. ✓ Dr. Komma Siva Prakash Rao  
Head,  
Department of Commerce and Management,  
Kakaraparti Bhavanarayana College,  
Kothapeta, Vijayawada-520001  
Andhra Pradesh
2. Finance Branch is requested to transfer amount of Rs. 1,87,500/- as per the PFMS details given and place it on the file.

(Dr. Abhay Jain)  
Deputy Director (IC)  
For Member Secretary