

ICSSR Sponsored Two-Day National Seminar
on

**'The Existing Opportunities
Facilitating The Preservation,
Promotion and Dissemination of
Tribal in India**



Indian Council of
Social Science Research

17th & 18th November, 2023

**ICSSR SPONSORED TWO - DAY NATIONAL SEMINAR ON
“THE EXISTING OPPORTUNITIES FACILITATING THE
PRESERVATION, PROMOTION AND DISSEMINATION
OF TRIBALS IN INDIA”**

17th & 18th November, 2023

Organized by: Department of Commerce & Management

REPORT

Introduction

The Department of Economics, Commerce and Management has organized “ICSSR Sponsored Two - Day National Seminar” on 17th and 18th November, 2023. On the day of the Seminar, inauguration programme commenced at 9.30 AM under the chairmanship of Dr. V. Narayana Rao, Principal, K.B.N College. Sri N Hemanth Kumar welcomed the gathering and invited the dignitaries on to the day’s. Opening remarks were given by the Principal, Dr. V Narayana Rao garu, Lamp lightening event followed by the dignitaries.

Further, Ms.J.Divya, faculty from the Department of Management introduced the Chief Guest, Professor T.Srinivasan, Registrar, Central Tribal University of Andhra Pradesh, Vizianagaram, Andhra Pradesh. The Chief Guest addressed the gathering in the inauguration session and delivered a Chief Guest address. He shared his experience and explained about the need of Existing Opportunities for this era. He shared valuable information regarding today’s Preservation, Promotion and Dissemination of Tribals in India.

Later, our Keynote Speaker Prof. P.Vijaya Prakash Garu gave information regarding to highlight the socio- cultural changing status of tribal community in India and how to convert our strengths into opportunities and about the prevailing opportunities to the students.

The theme of the seminar was explained by the Convener Dr.Ch.Venu Babu. The dignitaries Sri. T.Srinivas, Secretary & Correspondent of KBN College (Autonomous), Dr.

M. Venkateswara Rao Garu, Vice-Principal and the department faculty members, seminar participants were present.

Our honorable Secretary & Correspondent Sri T Srinivas garu, Principal, Dr V Narayana Rao and our chief guests released ISBN Book volumes.

Finally, Ms. P Vyshnavi Faculty member of the department proposed vote of thanks.

Objectives of the Seminar

- ❖ To highlight the Socio-cultural changing status of tribal community in India.
- ❖ To study the existing opportunities facilitating the preservation, promotion and dissemination of tribal and folk art & culture;
- ❖ To trace out the socio-cultural and socio-economic factors which are hindering the promotion of tribal and folk art & culture

SESSION: I - “SOCIO- ECONOMIC STATUS OF SCHEDULED TRIBES IN INDIA”.

SESSION MANAGER:

Prof. M. Prasada Rao, Retd. Rector, Andhra University, Visakhapatnam-530003

This session was chaired by Prof.M.Prasad Rao, Rector, Andhra University, Visakhapatnam, Andhra Pradesh & T.Vijaya Babu, Dept. of Commerce& Management acted as Rapporteur. Prof.M.Prasad Rao, observed that there is a need to compile primary and secondary data for measuring the propensity of programmes and socio-economic status of scheduled tribes in India. He suggested the Government to create a “Socio- Economic Status of Scheduled Tribes in India”.

T.Vijaya Babu, Dept. of Commerce& Management outlined the concept of Tribal Development and drew a comparison among the practices followed in different countries. He opined that the conventional development programmes must be adjusted to include the tribal development. Following papers were presented during this Technical Session.

S.NO	TITLE OF THE PAPER
1	Innovative Ventures: A Synoptic Study of Tribal Entrepreneurship Development Dr.V.Narayana Rao M.com,Ph.D, Principal,kbn college
2	Changing Dimensions of Tribal Markets through Online Platform with Reference to Jawadhu Hills – Tiruvannamalai District, P.L.RAMESH, Vice- Principal, K.B.N.College, Vijayawada
3	"Examining the Influence of Job Reservation Policies on Scheduled Castes: A Study of Participation in Government Employment", Dr. M. Venkateswararao Rao, ,Vice- Principal, K.B.N.College, Vijayawada
4	Indigeneous healthcare in India :toward an inclusive health policy b. Murali Mohan Rao Asst Professor in Mathematics PSCMR College of Engineering and Technology Vijayawada
5	“Empowering India’s Tribal Communities: Initiatives and Policies in Education” B. Siva Nageswara Rao, Lecturer in Commerce, VSR Govt. Degree & PG College, Movva
6	Educational attainment of Scheduled Tribe in India K. Balaji Asst. Professor in Mathematics, Pscmr college of engineering, Vijayawada

7	Examining Socio- Cultural Transformations in Tribal Communities of Karnataka State: A Sociological Perspective, Ch. Gopala Rao, Lecturer in Commerce, Sri Srinivasa Degree College, Vissannapeta
8	"Bridging the Gap: Education Challenges and Opportunities for Tribal Children in Khammam" Devabattula Manamadha Rao, Research Scholar, Krishna University
9	Gender Inequality in Education and employment in the scheduled castes and tribes of India Dr. Mohammed Irfan, Associate Professor, Dept of MBA CMR Technical Campus, kandlakoya, Medchal, Hyderabad
10	"Nature's Tales: Exploring Ecological Insights in Indian Indigenous Narratives through Film and Fiction", Dr J. Kalpana, Lecturer in English, SRR & CVR Govt. Degree College

SESSION: II

“IMPACT OF DEVELOPMENTAL PROGRAMS OF THE SCHEDULED TRIBALS”

SESSION MANAGER:

Prof. Suryachandra Rao

Member Secretary (FAC), A.P. Higher Education Regulatory & Monitoring Commission (APHER &MC) & Rector, Krishna University, Machilipatnam, Andhra Pradesh, India.

This session was chaired by Prof. Suryachandra Rao, Member Secretary (FAC), A.P. Higher Education Regulatory & Monitoring Commission (APHER &MC) & Rector, Krishna University, Machilipatnam, Andhra Pradesh, India. While chairing the session, he drew the attention of the participants to the need to sharpen the concepts under the “**Impact of Developmental Programs of the Scheduled Tribals**”. He felt that there is a need to revise the older methods, so as to make them suitable to the developmental programmes. Drawing the new programmes, policies, light of findings, improve the understanding of the concept of the Awareness of Tribal Programmes. The following papers were presented in this technical Session.

1	Examining Scheduled Tribe Quotas In Public Sector Employment: The Kalimpon Case Study, Dr. Raja Talluri, Director, Ambedkar Institute of Management Studies Business School, Sandipani Nagar Yenadada, Visakhapatanam -530 045
2	Media role in promoting the Tribal art in Andhra Pradesh, by Dr.B.V.H.Kameswara Sastry, Associate Professor& Head,, Dept.of Management Studies,, T.J.P.S.College, Guntur.
3	“Empowering Tribal Communities: A Comprehensive Look at the Status of Scheduled Tribes in Andhra Pradesh”Dr. Ch. Anand Kumar, Lecturer in Commerce VSR Govt. Degree & PG College, Movva
4	Bringing Out Transformation In Socio-Cultural Aspects Of Scheduled Tribes Through Developmental Programmes - A Study Dr. K. Jyothi, Department of PhysicsSVRK Govt. Degree College, Nidadavolu, East Godavari (DT), AP
5	“Fostering Development: Tribal Education Initiatives In Indigenous Communities” Dr. K. Venkateswarlu, Lecturer in Commerce VSR Govt. Degree College, Movva
6	"Sustaining Indigenous Communities: Addressing Challenges, Exploring Opportunities, And Examining Policies Through Case Studies", Dr. T. Srikanth, Librarian, VSR Government Degree & PG College, Movva
7	Scheduled Tribes In India: Socio-Cultural Change Of Santal Tribe In West Bengal J. PANDU RAGA RAO, Lecturer in Physics,P. B. Siddartha College of Arts and Science, , Vijayawada
8	Tribal Welfare Methods That Benefit The Corporate World: An In-Depth Sociological Analysis, Uggina Venkata Durga Rao, Lecturer in Commerce, Triveni Degree College, Vijayawada. K.V.L.N

	Prasad, Lecturer, computer science Dept, K.B.N Degree college
9	"Tribal Population In India: Addressing Public Health Challenges And Charting The Path To A Healthier Future", K. S. G. Sucharitha, Lecturer in Commerce, SRR & CVR Govt. Degree College, Vijayawada
10	"Empowering Tribal Communities: Enhancing Access To Quality Education In India", G. Karuna Sri, Lecturer in Commerce, VSR Govt. Degree College, Movva
11	"VOICES OF HERITAGE: TRIBAL IDENTITY EXPLORED IN LITERATURE", N. Koteswara Rao, Asst. Professor, Department of Management Studies, M V R College of Engineering and Technology, Paritala, Vijayawada.
12	Political Empowerment Initiatives For Scheduled Tribes In India, M. Padma Rao, Principal, Acts Degree college, Sandipani Nagar, Yendada,, Visakhapatnam - 530045

SESSION: III

"THE STUDY THE EXISTING OPPORTUNITIES FACILITATING THE PRESERVATION, PROMOTION AND DISSEMINATION OF TRIBAL"

SESSION MANAGER:

Dr. V.RAVI KUMAR, Assistant Professor, Dept.of Economics, K.L University, Guntur.

This session was chaired by **Dr. V.RAVI KUMAR**, Assistant Professor, Dept.of Economics, KL University, Guntur. He specifically highlighted the provisions of tribal programmes. He felt that there was a need for strict vigilance in the implementation of the provisions of the tribal programmes. In this session, the following papers were submitted for the discussion.

1	"Exploring The Socio-Economic Landscape: Scheduled Tribes In Kalrayan Hills", Tamilnadu R. Satyanarayana Murthy, Lecturer in Commerce, VSR Govt. Degree College, Movva
2	Rights of Scheduled Tribe in India: Challenges and Problems, Ragipindi Durga Rao, Asst. professor, Vikas Group of Institutions, Tadepalli Gudem
3	Socio-Economic Status Of Kaani Scheduled Tribes In Kanniyaumari District, Tamilnadu State, India, V.Sowjanya Sr. Asst. Professor, L B R College of Engineering, Mylavaram
4	Primary Education And Shifting Patterns In Tribal Student Enrollment, Y. Venkateswararao, Research Scholar, Krishna University
5	Land, Agriculture And Livelihood Of Scheduled Tribes In North-East India, D. Yedukondalu, Department of Commerce & Management, Research Scholar, Krishna University
6	"Empowering Indigenous Communities in Belagavi: A Corporate Social Responsibility (CSR) Initiative in Karnataka State", Dr. R. Sriharan, Assoc. Professor, Department of Business, Administration, Annamalai University, Chidambaram, Smt. Uma Rajya Laxmi, Research Scholar, Annamalai University, Chidambaram
7	A study on socio-economic status of women in scheduled tribes: with reference to undivided Visakhapatnam district, Andhra Pradesh. Gopal Krishna Sanapala, Phd Research Scholar, Department of commerce and management studies, Andhra university
8	"Modern Farming Methods Implementing in NTR District for Doubling Tribal Farmers Income, Andhra Pradesh", Dr N. Venkateswararao Rao, Asst. Professor, Dept. of Commerce and Management,, K. B. N. College, Vijayawada

SESSION: IV

“TRACE OUT THE SOCIO-CULTURAL AND SOCIO-ECONOMIC FACTORS WHICH ARE HINDERING THE PROMOTION OF TRIBLA AND CULTURE”

SESSION MANAGER:

Dr. Appasaba L V,

Associate Professor & Head, Department of Business Management, Central Tribal University of Andhra Pradesh, Vizianagaram -535003

This session was chaired by Dr. Appasaba L V, Associate Professor & Head, Department of Business Management, Central Tribal University of Andhra Pradesh. He introduced the theme of the session and inspired the participants. He felt that this was an opportunity for the modern methods of India to respond and later to lead in this area of new tribal developmental practice. In this session, the following papers were presented.

1	Tribal Development Policies In India: Its Implications And Prospects, Durga Prasad , Lecturer in Commerce and Management, Sarada College, Vijayawada.
2	Influence Of India's E-Commerce Sales And It's Initiative Of Tribal Peoples - With Special Reference To Tribes India, Ambica Jakkampudi , MBA, PGDHRM, Lecturer in Commerce and Management, Nalanda Degree College, Vijayawada.
3	Security issues concerning India's Scheduled Tribes, Dulam Akshitalakshmi 3 RD SEM , BBA, Christ (Deemed University) Main Campus, Hosur Road, Bangalore.
4	Comparing The Socio-Economic Status Of Scheduled Caste And Scheduled Tribe In Andhra Pradesh: An In-Depth Analysis, Dulam Eswar Bhavani kumar , 2 ND SEM ,MBA, Christ (Deemed Univestity) Main Campus, Hosur Road, Bangalore.
5	Socio -Cultural Changes of Tribes and Their Impacts on Environment with Special Reference to Santhal in West Bengal, India, Dr E.Poleraiah , Lecturer. In Commerce, S V R M College – Nagaram, Dr B.Rajeev , HOD-Commerce, A S N College, Tenali.
6	Recognition of tribal languages and literature" Need for Protection, Preservation of Indigenous Languages, Dr. A.N.V. Durga Anupama ,M.Com, MBA, M.Phil, Ph.D., Asst. Professor, PB. Sidhartha College, Vijayawada.
7	Innovative Ventures: A Synoptic Study of Tribal Entrepreneurship Development, Dr. M.D.S. Rehman , Asst. Professor, PB Sidhartha College, Vijayawada.
8	Socio-economic status of Kaani scheduled tribes in Kaniyaumati district, tamilnadu state, India: Issues and Challenges, Dr.D.Venkatapathiraju , M.B.A, Ph.d., Professor & Head, S.R.K. Engineering college, bhimavaram-534204, *Dr.U.Madhuri , M.Com., M.Phil., Ph.D., Asst.Professor in Commerce, D.N.R.(A)College, Bhimavaram-534202
9	The Tribal Development Policies And Programmes In India With Special Reference To Andhra Pradesh, Dr.K.MADHUBABU , Associate Professor & Head, Department of Economics, Acharya Nagarjuna University, Guntur-Andhra Pradesh. Dr. D.RAJYALAKSHMI , Head, Department of History, AG&SGS College, Vuyyuru, Krishna (Dt).Andhra Pradesh.
10	"Comprehensive Insights into Tribal Literacy and Education in Telangana: A Holistic Exploration" Dr. K. Somasekhar , Associate Professor, Dept. Of Rural Development, Acharya Nagarjuna University, Guntur.

SESSION: V

“THE DETERMINE SAFETY OF EXISTING OPPORTUNITIES FACILITATING THE PRESERVATION IN INDIA”

SESSION MANAGER

Prof. Ch. Jayasankar Prasad

Department of Management, Krishna University, Machilipatanam

This session was chaired by **Prof. Ch. Jayasankar Prasad**, Department of Management, Krishna University, Machilipatanam. He introduced the theme of the session and inspired the participants. He felt that this was an opportunity for the “The Determine Safety of Existing Opportunities Facilitating the Preservation in India”. In this session, the following papers were presented.

1	Impact Of Government Development Programmes On The Livelihood Of Scheduled Tribes: A Study Of Kinnaur District, Himachal Pradesh., * Dr.U.MADHURI , M.Com., M.Phil., Ph.D., , Asst.Professor in Commerce, D.N.R.(A)COLLEGE, BHIMAVARAM-534202., * Dr.D.VENKATAPATHIRAJU , M.B.A., Ph.D, Professor & Head, Engineering Mathematics & Humanities, S.R.Kr. Engineering College, Bhimavaram-534204, , * PROF.ALLURI VENKATA NAGAVARMA , PROFESSOR AND HEAD, POST GRADUATE DEPARTMENT OF ECONOMICS, D.N.R. P.G. (AUTONOMOUS) COLLEGE BHIMAVARAM, ANDHRA PRADESH.
2	గిరిజన ముద్రక కథలలో శిల్ప వైవిధ్యం డా. వాంకుడోతు కళ్యాణి <small>పరిష్కారకర్త (రచయిత), తెలుగునాట, విజయవాడ నగరస్థాయిలో పేర్కొనబడిన కళాకారిణి విజయవాడ, ప్రాంతం, పేజీ : 91334 92968</small>
3	A Study On Policy Framework And Developmental Programms For Tribal Community Indira Priyadarshini , Research Scholar, Krishna University.
4	A Study On Marketing Of Tribal Products In Tamilnadu, Sangam Ishwarya , Research Scholar, Department of HRM, Acharya Nagarjuna University, Guntur.
5	The Policy Frame Work For Development Scheduled Tribals Programmes, K.Hanumantha Rao, Research Scholar , Krishna University, * Dr.K.Siva Prakasa Rao , Dept of Commerce and Business management, Research Supervisor, K.B.N. College (A), Vijayawada.
6	Tribal Welfare In Post Independence Towards Amurtha Mahoshav, India, Mr.G.Sagar , HOD, Dept. of History, B G B S Women’s College, Narsapur.
7	Tribal Development: A New Vision For Transforming India, N. Srinivas , Lecturer in Mathematics, Sarada College, Vijayawada.
8	A Study On Government Policies And Developmental Programms For Tribal Community Dr V.S.Rao Medindrao , Lecturer in Commerce, P.B.Siddhartha College of Arts and Sciences, Vijayawada.
9	Exploring Tribal Lifestyles: An In-Depth Analysis Of Consumption Patterns In Seetampeta Mandal, Srikakulam District. G. Praveen , Research Scholar, Dept. of Rural Development, Acharya Nagarjuna University, Guntur, AP.
10	The Existing Opportunities Facilitating The Preservation, Promotion and Dissemination of Tribal’s in India, B.Rajasekhar , Research Scholar, Department of Commerce, Krishna University. Dr.K.Siva Prakasa Rao , Assistant Professor Department of Commerce, K.B.N. College (A), Vijayawada.

SESSION: VI

“DETERMINE THE PROMOTION AND DISSEMINATION OF THE TRIBALS IN INDIA”

SESSION MANAGER

Dr. R. Ramachandran

Associate Professor, Department of Commerce, Annamalai University, Deputed – Thanthai Periyar Government Arts and Science College (Autonomous) Trichy- 23, Tamil Nadu, India

This session was chaired by **Dr. R. Ramachandran**, Associate Professor, Department of Commerce, Annamalai University, Deputed – Thanthai Periyar Government Arts and Science College (Autonomous) Trichy- 23, Tamil Nadu, India. He introduced the theme of the session and inspired the participants. He felt that this was an opportunity for the “Determine the Promotion and Dissemination of the Tribals in India”. In this session, the following papers were presented.

1	Challenges And Opportunities For Scheduled Tribes In India, With A Focus On Andhra Pradesh, Smt. Deepthi Gajula , Research Scholar, Department of Zoology, Annamalai University, India
2	A Study On Attitude Of Scheduled Tribes Towards Tribal Development Schemes, T. Naga Malleswari , Research Scholar, Dept of Commerce and Business management, Krishna University. Dr.K.Siva Prakasa Rao , Dept of Commerce and Business management, Research Supervisor, K.B.N. College (A), Vijayawada.
3	Challenges And Solutions In Professional Education Within India's Tribal Regions Mr. Subhakar Pedapudi , Scholar, Acharya Nagarjuna University, Assistant Professor, Department of Commerce, P. B. Siddhartha College of Arts and Science Vijayawada.
4	A Concentrate On Financial Status Of Tribal In Andhra Pradesh Dr.B.Padmaja , HOD, Commerce & AMP, Business Administration, Ongole PG Centre, Acharya Nagarjuna University.
5	A Study Of The Financial And Occupational Pattern Of Tribal In Guntur District Of Andhra Pradesh Shaik Razia Begum , Research Scholar, Commerce & AMP, Business Administration, Ongole PG Centre, Acharya Nagarjuna University.
6	Study The Social And Economic Status Of Tribal Women In Andhra Pradesh Shameem Begum , Research Scholar, Dept. of Commerce & AMP, Business Administration, Ongole PG Centre, Acharya Nagarjuna University, Guntur, AP, India.

VALEDICTORY SESSION:

This was the final session for the Two-day National Seminar on the theme of “**The Existing Opportunities Facilitating The Preservation, Promotion And Dissemination Of Tribals In India**” on 17th & 18th November, 2023. **Dr. R. Ramachandran**, Associate Professor, Department of Commerce, Annamalai University, Deputed – Thanthai Periyar Government Arts and Science College (Autonomous) Trichy- 23, Tamil Nadu, India was invited to deliver the Valedictory Address. Being a man of varied interests, he felt that suitable reporting standards would bring the situation into order. Dr. V. Narayana Rao garu, Principal of K.B.N. College Presided over the function. Dr.Ch.Venu Babu, Convener gave brief report about the seminar and 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& Convenor of the seminar expressed his profound thanks to the ICSSR-SRC for extending financial support to the seminar. He 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. He finally thanked the entire faculty members who assisted in making the event come true.

Outcome of the seminar:

- To determine safety of existing opportunities facilitating the preservation in India
- To know all the existing opportunities facilitating the preservation in India
- To determine the promotion and dissemination of tribals in India
- To know all the promotion and dissemination of tribals in India
- To find out the long term effects of existing opportunities facilitating the preservation, promotion and dissemination of tribals in India

Conclusion

With the encouragement and support from the Management and Principal, the assistance of the co-convener and co-ordinators from the department it was possible to make all arrangements for the smooth and successful conduct of the seminar. Call letters and invitation brochures were sent to all the autonomous commerce and arts colleges, Engineering Colleges, Universities all over the India through post, e mails and whats app groups. More than 220 members were participated in this seminar. The seminar has six plenary sessions where six lectures were delivered by eminent personalities of various capacities in this seminar.

PHOTO GALLERY

President's Opening Remarks



Theme of the Seminar Presenting by Dr.Ch.Venu Babu,



Address by Professor T.Srinivasan, Registrar, Central Tribal University of Andhra Pradesh, Vizianagaram, Andhra Pradesh.



Technical Session-1

Address by Prof.M.Prasad Rao, Rector, Andhra University, Visakhapatnam, Andhra Pradesh



Paper Presenters





SESSION: II

Address by Prof. Suryachandra Rao, Member Secretary (FAC), A.P. Higher Education Regulatory & Monitoring Commission (APHER &MC) & Rector, Krishna University, Machilipatnam, Andhra Pradesh, India.



Paper Presenters



SESSION: III

Address by Dr. V.RAVI KUMAR, Assistant Professor, Dept. of Economics, K.L University, Guntur.



SESSION: IV

**Dr. Appasaba L V, Associate Professor & Head, Department of Business Management,
Central Tribal University of Andhra Pradesh, Vizianagaram -535003**



SESSION: V

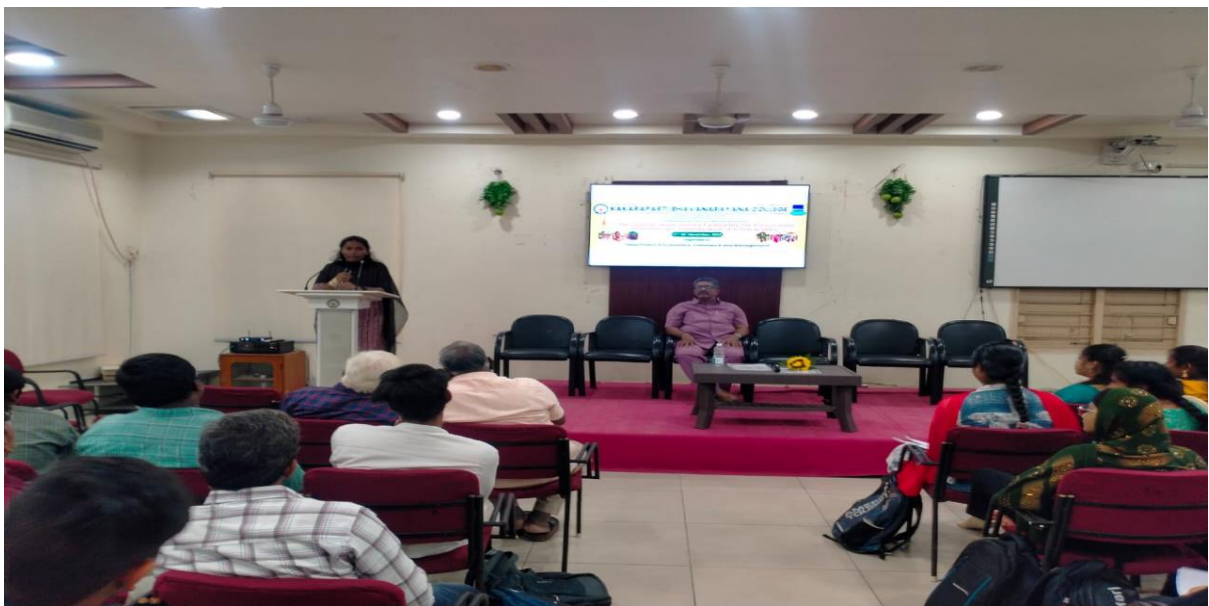
Address by Prof. Ch. Jayasankar Prasad, Department of Management, Krishna University, Machilipatnam



SESSION: VI

Address by Dr. R. Ramachandran, Associate Professor, Department of Commerce, Annamalai University, Deputed – Thanthai Periyar Government Arts and Science College (Autonomous) Trichy- 23, Tamil Nadu, India





ఈ నెల 17, 18 తేదీల్లో కేబినెట్ లో గిరిజన సంక్షేమంపై జాతీయ సదస్సు

సదస్సు బ్రోచర్లు విడుదల చేసిన కళాశాల కార్యదర్శి తూనుకుంట్ల శ్రీనివాస్



విజయవాడ వశిష్ట నవంబర్ 15 : (వార్తా ప్రభ ప్రతినిధి)కాకరపర్తి భావనారాయణ కళాశాల ఆధ్వర్యంలో ఈ నెల 17, 18 తేదీల్లో 'భారతదేశంలోని గిరిజనుల సంక్షేమం, అభివృద్ధిని విస్తృతం చేసే ప్రస్తుత అవకాశాలు' అంశంపై జాతీయ సదస్సును నిర్వహిస్తున్నట్లు ఆ కళాశాల కార్యదర్శి తూనుకుంట్ల శ్రీనివాసు అన్నారు. ఈ సందర్భంగా కళాశాల

ఆవరణలో జాతీయ సదస్సుకు సంబంధించిన బ్రోచర్లను తూనుకుంట్ల శ్రీనివాసు బుధవారం ఆవిష్కరించారు. అనంతరం ఆయన మాట్లాడుతూ కళాశాల డిపార్ట్ మెంట్ ఆఫ్ ఎకనామిక్స్, కామర్స్ అండ్ మేనేజ్ మెంట్ విభాగాల ఆధ్వర్యంలో ఈ జాతీయ సదస్సును నిర్వహిస్తున్నట్లు వివరించారు. ఇండియన్ కౌన్సిల్ ఆఫ్ సోషల్ సైన్స్ రీసెర్చ్ సౌజన్యంతో ఈ సదస్సును నిర్వహిస్తున్నట్లు పేర్కొన్నారు. దేశంలో గడిచిన దశాబ్దాల కాలంగా గిరిజనుల సంక్షేమం, అభివృద్ధి కోసం పలు కార్యక్రమాలు అమలు చేయబడుతున్నాయిన్నారు. వాటిపై చర్చించటంతో పాటుగా వాటిని మరింత విస్తృతం చేయటానికి ఉన్న అవకాశాలను తదితర అంశాలపై ఈ సదస్సులో చర్చించటం జరుగుతుందన్నారు. కళాశాల ప్రిన్సిపాల్ డాక్టర్ పీ నారాయణరావు మాట్లాడుతూ 17వ తేదీ జరిగే సదస్సు ప్రారంభోత్సవ సభకు ఆంధ్రప్రదేశ్ కేంద్రీయ గిరిజన విశ్వవిద్యాలయం రిజిస్ట్రార్ ఆచార్య శ్రీనివాస్, ఏపీ ఉన్నత విద్యా రెగ్యులేటరీ అండ్ మోనటరీంగ్ కమిషన్ ఉపాధ్యక్షులు ఆచార్య పీ విజయప్రకాష్, కృష్ణా విశ్వవిద్యాలయం రెక్టర్ ఆచార్య సూర్యచంద్రరావు తదితరులు ముఖ్యఅతిథులుగా హాజరవుతారని వివరించారు. దేశం నలుమూలల నుంచి విద్యావేత్తలు పలువురు ప్రముఖులు ఈ సదస్సులో పాల్గొంటారని పేర్కొన్నారు. ఈ కార్యక్రమంలో వైస్ ప్రిన్సిపాల్ డాక్టర్ ఎం వెంకటేశ్వరరావు, పీఎల్ రమేష్, సదస్సు కన్వీనర్ డాక్టర్ సిహెచ్ వేణుబాబు, కామర్స్ అండ్ మేనేజ్ మెంట్ విభాగాధిపతి ఎన్ హేమంత్ కుమార్ తదితరులు పాల్గొన్నారు.



17, 18 తేదీల్లో గిరిజన సంక్షేమంపై జాతీయ సదస్సు



బ్రోచర్ ఆవిష్కరిస్తున్న శ్రీనివాస్, నారాయణరావు, తదితరులు

చిట్టిసగర్, న్యూస్ టుడే: కాత్ల పేటలోని కేబీఎస్ కళాశాలలో ఈ నెల 17, 18 తేదీలలో గిరిజన సంక్షేమంపై జాతీయ స్థాయి సదస్సు నిర్వహిస్తున్నట్లు కళాశాల కార్యదర్శి తూనుకుంట్ల శ్రీనివాస్

తెలిపారు. కళాశాల కార్యాలయంలో జాతీయ సదస్సుకు సంబంధించిన బ్రోచర్ల ఆవిష్కరణ కార్యక్రమం బుధవారం నిర్వహించారు. ఈ సందర్భంగా ఆయన మాట్లాడుతూ ఇండియన్ కౌన్సిల్ ఆఫ్ సోషల్ సైన్స్ రీసెర్చ్ సౌజన్యంతో డిపార్ట్ మెంట్ ఆఫ్ ఎకనామిక్స్, కామర్స్ అండ్ మేనేజ్ మెంట్ విభాగాల ఆధ్వర్యంలో 'భారతదేశంలోని గిరిజనుల సంక్షేమం, అభివృద్ధిని విస్తృతం చేసే ప్రస్తుత అవకాశాలు' అనే అంశంపై సదస్సు నిర్వహిస్తున్నట్లు వివరించారు. కళాశాల ప్రిన్సిపాల్ వి. నారాయణరావు, వైస్ ప్రిన్సిపాల్ డాక్టర్ ఎం వెంకటేశ్వర రావు, పీఎల్ రమేష్, సదస్సు కన్వీనర్ వేణుబాబు, కామర్స్ అండ్ మేనేజ్ మెంట్ విభాగాధిపతి ఎన్ హేమంత్ కుమార్ పాల్గొన్నారు.

గిరిజనుల జీవితం వైవిధ్యభరితం

వన్ టౌన్, నవంబర్ 17 (ప్రభన్యూస్): భారతదేశంలో జీవిస్తున్న గిరిజనుల జీవన విధానం వైవిధ్యభరితమని ఏపీ కేంద్రీయ గిరిజన విశ్వవిద్యాలయం రిజిస్ట్రార్ టీ శ్రీనివాస్ అన్నారు. కాకరపర్తి భావనారాయణ కళాశాల ఎకనామిక్స్, కామర్స్ అండ్ మేనేజ్ మెంట్ విభాగాల సంయుక్త ఆధ్వర్యంలో 'భారతదేశంలో గిరిజనుల జీవితం అభివృద్ధి విస్తృతి' అంశంపై రెండు రోజులపాటు జరిగే జాతీయ సదస్సు శుభవారం ఆ కళాశాల ప్రాంగణంలో ప్రారంభమైంది. ఈ సందర్భంగా జరిగిన ప్రారంభోత్సవ సభకు ఆచార్య టీ శ్రీనివాస్ ముఖ్య అతిథిగా హాజరై ప్రసంగించారు. ఆయన మాట్లాడుతూ అభివృద్ధి పేరుతో యావత్ ప్రపంచం కాలుష్య సహితమై మానవ జీవనం అనేక ప్రభావాలకు గురవుతుందన్నారు. అయితే ఎటువంటి సాంకేతిక పరిజ్ఞానం, సదుపాయాలు లేకున్నా గిరిజనుల జీవితం అత్యంత ఆరోగ్యకరంగా, సంప్రదాయ బద్ధంగా ఇప్పటికీ కొనసాగుతుందన్నారు. ముఖ్యవక్తగా హాజరైన ఆంధ్రప్రదేశ్ ఉన్నత విద్య రెగ్యులేటరీ అండ్ మోనటరీంగ్ కమిషన్ ఉపాధ్యక్షులు ఆచార్య పీ విజయప్రకాష్ మాట్లాడుతూ భారతదేశంలో అత్యధికంగా గిరిజనులు తూర్పు తీరాన్ని ఆనుకొని ఉన్న మహానది నుంచి నీలగిరి ప్రాంతం వరకు వ్యాపించి ఉన్నారన్నారు. ఈ కార్యక్రమంలో తమిళనాడు అన్నామలై విశ్వవిద్యాలయం కామర్స్ విభాగ ఆచార్యులు డాక్టర్ ఆర్ రామచంద్రన్ కళాశాల వైస్ ప్రిన్సిపాల్ డాక్టర్ ఎం వెంకటేశ్వరరావు, తదితరులు పాల్గొన్నారు.

Date : 16/11/2023 EditionName : ANDHRA PRADESH(AMARAVATI NTR) PageNo : 06

BROCHURE

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Original Contributors of ongoing research works are expected from the authors. Prospective Author(s) are requested to submit their soft copy of research papers in prescribed format. Papers will be reviewed by the experts and will be selected based on novelty & technical content. The author should give the address for correspondence including Email address.

Email ID for the submission of the paper: drch@kbn@yahoo.com

Important Dates

- Last date for Submission of Full Papers: **14th November 2023**
- Registration opens from: **04th -15th November 2023**

Registration Fees

UG / PG Students / Research Scholars	₹ 500
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Registration Fees include

- Conference kit
- Conference lunch and refreshment
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 (Sponsored by S.K.P.V.V. Hindu High Schools' Committee)
 35 Star Rating in Innovations & Start-Ups by MCE

ICSSR Sponsored Two-Day National Seminar
 on
**The Existing Opportunities
 Facilitating The Preservation,
 Promotion and Dissemination of
 Tribal in India**



17th-18th November, 2023

Organized by
 Department of Economics, Commerce and Management



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About the College

Kakaraparti Bhavanarayana College is a vivacious outcome of a century old renowned charitable organization, S.K.P.V.V. Hindu High Schools Society with "Tejaswini Vadeethamastru" as its motto. Since its inception in 1965, it marked an epoch in innovative education, in an academically and economically impoverished area. The college with heightened social imagination and ardent zeal, shone like a lodestar led innumerable students towards the goal of an illustrious life. The ever vibrant college grew by leaps and bounds and has evolved with times. It has been adorned with the Autonomous status by the USC in the year 2010, and received "Best Laboratory", "Best Academic Achievement", "Best Library", "Best NSS Unit" awards. The College has never rested on its laurels and has been relentlessly raising the bar. It has been reaccredited with 'A' Grade by NAAC in 2019.

About Department

The department of Economics, Commerce and Management was established in the year 1965. Ever since its inception the department has been an eponym for the college. The department is an alter ego of the college, which is fondly referred to as Commerce College instead of KBN College. Many illustrious stalwart embellished the department and had an enviable and indelible impact on the students as well as the college itself. Their legacy continues and currently, among the distinguished faculty, not less than 7 doctorates emblazon the banner of the department, which is also embellished with 7 other M.Phil. degree holders and NET/SET qualified members. The Lion's share of the academic strength of the college is its students pursuing courses like B.Com.(General) B.Com.(TP), B.Com.(Computers), B.B.A., and B.Com.(Logistics) at the degree level and MBA, M.Com. and PG diploma in F-banking at the PG level. More than 1500 students at UG and 300 students at PG levels asseverate the academic might of the college. The unique courses like B.Com.(logistics) and the college has the unparalleled distinction of being the only college offering these courses that augment the employability of the successful students.

About the Seminar

India has the second largest Tribal population in the world. The Tribal population is 8.61 percent of the country which is 104.28 million and covering 15 percent areas in the country. The Tribal people are peculiar in ethnic traits, language, social organization, economy, religious beliefs, customs and demographical features. Moreover, the Tribal people have different dialects, different food habits, and different surnames in India. India is marked by its rich traditional heritage of Tribal Culture. Religion and ethnic culture have very important role in the formation of identity of each society. Religion and ethnic culture take an important role in the formation of the social structure.

Themes

- To highlight the Socio-cultural changing status of tribal community in India.
- To study the existing opportunities facilitating the preservation, promotion and dissemination of tribal and folk art & culture;
- To trace out the socio-cultural and socio-economic factors which are hindering the promotion of tribal and folk art & culture
- The determine safety of existing opportunities facilitating the preservation in India
- Determine the promotion and dissemination of tribals in India
- The long term effects of existing opportunities facilitating the preservation, promotion and dissemination of tribals in India

Sub Themes

- Socio-Economic Status of Scheduled Tribals in India
- The awareness of the Scheduled Tribals with regard to Developmental Programs
- Impact of Developmental Programs of the Scheduled Tribals
- The light findings of Scheduled Tribals programmes
- The policy framework for development Scheduled Tribal programmes
- Mechanism for monitoring and evaluation Scheduled Tribal programmes

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PROGRAMME SCHEDULE



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TRIBALS IN INDIA”



On 17th & 18th November, 2023.
PROGRAM SCHEDULE

SESSION-WISE PROGRAMME SCHEDULE: 17th & 18th November, 2023.

DATE	TIME	Sessions	RESOURCE PERSON	Session In charges/ Rapporteur
DAY-1 (17-11-2023)				
17-11-2023	10:00 AM to 10:30 AM	Inaugural Session	Presidential Remarks by Dr. V. Narayana Rao, Principal Inaugural Address by the Chief Guest Prof.T.Srinivsan Registrar Central Tribal University of Andhra Pradesh, AU PG Centre, Vizianagaram	Sri N.Hemanth Kumar
17.11.2023	10:30 AM to 11:15 AM	Keynote Address	Prof. P. Vijaya Prakash Vice Chairperson A.P. Higher Education Regulatory & Monitoring Commission (APHER &MC), Guntur District	Introduction of the Keynote Speaker: Ms.J.Divya Session In charge: Sri N.Hemanth Kumar
11.15 A.M – 11.30 AM Tea Break				
17.11.2023	11:30 AM – 1:00 PM	Technical-Session-1	Prof. M. Prasada Rao Retd. Rector, Andhra University Visakhapatnam-530003	Sri. T. Vijayababu
Followed Paper presentations by Participants				
1:00 PM – 2:00 PM – Lunch Break				
17.11.2023	2:00 PM - 3:30 PM	Technical-Session-2	Prof. Suryachandra Rao Member Secretary (FAC), A.P. Higher Education Regulatory & Monitoring Commission (APHER &MC) & Rector, Krishna University, Machilipatnam, Andhra Pradesh, India.	Dr.K.Siva Prakash Rao
Followed Paper presentations by Participants				
03.30 P.M - Tea Break				
17.11.2023	3:45 PM – 5:00 PM	Technical-Session-3	Dr. V.RAVI KUMAR Assistant Professor, Dept.of Economics, K.L University, Guntur.	Dr.B.Arun Kumar
Paper presentations follows by Participants				

DAY-2 (18-11-2023)				
18.11.2023	10:00 AM to 11:30 AM	Technical-Session-4	Dr. Appasaba L V Associate Professor & Head, Department of Business Management, Central Tribal University of Andhra Pradesh, Vizianagaram -535003.	Dr. N. Venkateswara Rao Ms.P.Vyshnavi
11.30 A.M - Tea Break				
Paper presentations follows by Participants				
18.11.2023	11:45 AM – 1:00 PM	Technical-Session-5	Prof. Ch. Jayasankar Prasad Department of Management, Krishna University, Machilipatanam	Dr. D. L. Pratyusha
Followed Paper presentations by Participants				
1:00 Pm – 2:00 PM – Lunch Break				
18.11.2023	2:00 PM -3:30 PM	Technical-Session-6	Dr. R. Ramachandran Associate Professor, Department of Commerce, Annamalai University, Deputed – Thanthai Periyar Government Arts and Science College (Autonomous) Trichy- 23, Tamil Nadu, India	Sri. Y. Jagadeesh
Followed Paper presentations by Participants				
03.30 P.M - Tea Break				
18.11.2023	3.45 PM	Valedictory Session	Brief Report of the Seminar Convenor	

PROGRAMME SHEET



ISO 9001:2015
Cycle:3

NAAC 'A' Grade in

KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)
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ICSSR Sponsored Two Day National Seminar on

**"THE EXISTING OPPORTUNITIES FACILITATING THE PRESERVATION,
PROMOTION AND DISSEMINATION OF TRIBALS IN INDIA"**

On 17th & 18th November, 2023.

Programme Sheet - Inaugural Session - 17th November, 2023 @ 9.30 A.M

9:30 Am	Inviting the Guests	:	Sri. N. Hemanth Kumar Co-Convener
9:30 - 9.35 Am	Prayer	:	Ms. Lakshmi Priya III BCA
9.35 - 9.40 Am	Jyothi Prajwalana	:	Chief Guest & Other Dignitaries
9.40 - 9.50 Am	President's Opening Remarks:	Dr.V.Narayana Rao Principal, K.B.N. College	
9.50 - 10.00 Am	Outlines of Seminar	:	Dr. Ch. Venu Babu Convenor
10.00-10.15 Am	Speeches by Committee	:	1. Sri. T. Srinivasu Secretary & Correspondent, K.B.N. College
			2. Sri. P. L. Ramesh Vice - Principal
			3. Dr. M. Venkateswara Rao Vice - Principal
			4. N.Hemanth Kumar Head, Dept. of Commerce & Management

10.15 - 10.20 Am Introduction of the Chief Guest : **Ms. J. Divya**
Studies Asst. Prof, Dept. of Management

10.20-10.35 Speech by the Chief Guest : **Prof. T. Srinivasan**
Registrar
Central Tribal University of
Andhra Pradesh, Vizianagaram.

10.35-10.40 Am Speech by the Guest of Honour : **Prof. P. Vijaya Prakash**
Vice Chairperson
A.P. Higher Education Regulatory &
Monitoring Commission (APHER &MC),

10.40-10.45 Am Vote of thanks : **Ms. P. Vyshnavi**
Dept. of Commerce & Management

SEMINAR SANCTIONED LETTER



Indian Council of Social Science Research

(Ministry of Education)

Post Box-10528, Aruna Asaf Ali Marg, JNU

Institutional Area, New Delhi, Delhi 110067

EPABX: 011-26741849-51 Fax: 91-11-

26741836

www.icssr.org

F. No. NIS/NS/116/IC/2023-24/SC

Dated: 14.09.2023

The Principal
KBN College,
Vijayawada-520001
Andhra Pradesh

Sanction Order

Subject: Sanction for organizing a National seminar on "*The Existing Opportunities Facilitating the Preservation, Promotion and Dissemination of Tribal In India.*"

Dear Sir,

Sanction of the Council is hereby accorded for the grant-in-aid of **Rs. 2, 50, 000/-** (Rupees Two Lakh Fifty thousand only) to organize the above mentioned National seminar under the Convenership of Dr. Venu Babu Chowtapalli, Assistant Professor, Department of Economics to be held during 17-18 November, 2023.

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

First instalment Rs. 1, 87, 500/-
Second instalment Rs. 62, 500/-

Grand 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.
- Full Proceedings as presented in the Seminar along with the abstracts.
- A note on the contribution of the seminar to the existing body of research.
- The Convener shall acknowledge support of ICSSR in all publications resulting from the seminar outcome (Books, Articles, Reports etc.) and should submit a copy of the same to the ICSSR after the completion

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

-2-

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. Audited Statement of accounts with Utilization Certificate in GFR-12 form is for the entire seminar grant approved by the ICSSR.

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.
- In case the Convener does not submit the full proceedings and reports on completion of the seminar, the scholar may be debarred from availing all future financial assistance from the ICSSR.
- 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- (National and International Seminar)*".



(M. P. Madhukar)
Deputy Director (NIS)
For Member Secretary

Copy for information and necessary action to:

1. Dr. Venu Babu Chowtapalli
Assistant Professor
Dept. of Economics
KBN College,
Vijayawada-520001