

## **INTRODUCTION:**

We all are aware of the fact that, India is rural country. More than 60% people in India are living in rural India. Their livelihood is mainly dependant agriculture and agri-business. Unfortunately, sufficient attention and emphasis has not been given to identify the hurdles and bottlenecks of rural Indians and adopt the appropriate measures to solve their problems. Indian economy can be characterized as agrarian and rural economy. The problems of rural India such as health care, sanitation, environment, shortage of potable water, transportation, lack of education, lack of communication, unemployment and mainly lack of awareness and attitude towards technology and management.

Much has been said for eradicating poverty of Indians, improving their standard of living, making them self sufficient, assuring them minimum education and livelihood. Government of India and the states launched various plans and spelt out in five year plans. But the tragedy is that the benefits of this rural development plans by and large remained on the paper and beneficiaries are not benefited.

Realizing this state of affair, it is strongly felt that the pivotal role played by government to facilitate and improve rural economy and management has not been satisfactorily materialized.

As a Post Graduate Research Centre of Indira Institute of Management, Pune, we strongly feel that we should provide a platform to debate, discuss and deliberate the rural problems with solutions from the budding managers and the management students and faculty. Further, we wish to make them aware of their commitment to eradicate poverty and socio-economic and managerial transformation of the society as a social commitment through the rural management strategies, policies and practices.

## **Conference Objectives:**

- ❖ To understand the emerging trends in Rural Management Sector.
- ❖ To deliberate on the issues and challenges of managing the rural sector for a greater advantage in the present globalized era.

## **Themes:**

Broad sectors like Banking, Financial Services and Insurance (BFSI), Health Care, Transport, agri-business, economics, Human Resource development and Logistics have been identified for the Conference.

### **Health Care:**

- ❖ Rural health Care, Public Private Partnership
- ❖ IT & Health Care; e-medicine etc.

### **Banking, Financial Services in Rural Sector:**

- ❖ Contemporary Issues in Rural Finance.
- ❖ Micro Finance Management.
- ❖ Agricultural Finance.
- ❖ Rural Finance: A niche for banking sector.
- ❖ Governance and Sustainable Livelihoods.
- ❖ Agribusiness Management.
- ❖ Impact of global meltdown on rural sector.

### **Transport & Logistics:**

- ❖ Challenges & Opportunities in Rural transport Industry
- ❖ Role of Technology in Transportation.
- ❖ Emerging Trends in Logistics

### **Agri-business:**

(A) **Marketing Sector:** Research papers are invited related to the following themes and themes following the Main subject of the conference:

- ❖ Innovative Business Models for Rural Market.
- ❖ Social issues in tapping rural markets.
- ❖ The challenges and opportunities of rural marketing in the 21<sup>st</sup> century.
- ❖ Changes in consumer behavior and decision making process of rural market.

### **(B) Human Resource Management in Rural Sector:**

1. Talent acquisition & retention—challenges for rural management
2. Role of HRM in Rural Management.
3. Innovative HR Model for Rural sector.
4. Women-empowerment in Rural sector.

On behalf of Shree Chanakya Education Society, Post Graduate Research Centre, Indira Institute of Management, Pune invites academic scholars, practicing professionals, and management students to participate by sharing their thoughts on the themes and any other related theme pertaining to rural management. There will be a separate track for student paper presentation. The students will have to forward their papers through their Institutes.

## **Conference Dates: 12-14, November 2009**

### **Guidelines for Paper Submission:**

**Paper:** All papers must be typed in MS-Office Word in Times New Roman (font size 12) in double-space on one side of A4 paper with margins of at least one inch on all sides. The paper should not exceed 3000 -5000 word length including annexure and tables. The paper should be sent through CD and hard copy addressed to the conference director at the below mentioned address.

**Cover page:** Manuscript of a paper should have a cover page providing the title of the paper, the name(s), address (es), phone, fax numbers and e-mail address (es) of all authors and acknowledgements if any.

**Abstract:** Following the cover page, there should be an 'Abstract' page, which should contain the title of the paper, the subtitle 'Abstract' and a summary of the paper in single spaces. The text of the paper should not start on this page, but on a fresh page with the title of the paper repeated. The abstract should be of one page minimum and maximum 2 pages.

**References:** References should be cited in the style prescribed in the Publication Manual of the American Psychological Association (4<sup>th</sup> ed.)

**Copyright** The Post Graduate Research Centre of Indira Institute of Management, Pune, India reserves full copyright for articles published in Conference Proceedings. Few best papers might also be published in our in-house journal.

**Delegate Fee:** The delegate fee will include seminar kit, lunches and coffee/tea during seminar dates. The DD / pay order is to be in the name of '**The Director, Indira Institute of Management, Pune**' and payable at Pune. Fees are payable along with the full paper. In case of multiple authors at least one author is required to pay delegate fee, others to register as listeners.

**Academician:** Rs.4000/-

Residential: Rs.6000/-

**Students:** Rs.500/-

Residential: Rs.1000/-

Listeners: Rs 1000/-

Residential: Rs 2000/-

### **Last date for:**

#### **Abstract submission**

: 10<sup>th</sup> August, 2009

#### **Acceptance of Abstract**

: 17<sup>th</sup> August, 2009

#### **Full Paper submission**

: 15<sup>th</sup> October, 2009.

**Confirmation/Acceptance of the Paper** : 22<sup>nd</sup> October, 2009.

## **About the Centre**

**INDIRA EDUCATION SOCIETY, PUNE** S.No. 85/5-A, New Pune Mumbai Highway, Near Wakad Police Chowki, Pune – 411030 which is one of the leading education Institutions not only in this part of the Country but on the national level, was established by **MRS. TARITA WAKALKAR – MEHENDALE**. Although it had a humble beginning, it has now become one of the largest educational complex in the country having 7 different kinds of educational Institutes.

The urge to benefit a larger community with a common cause, made **Mrs. Tarita Wakalkar – Mehendale** enter the field of

education in 1994 by founding the **Shree Chankaya Education Society (SCES)**. In the early stages of the foray into the educational field, the impediments and obstacles did not deter her from forging ahead with the establishment of Indira Institute of Management (Affiliated, recognized by the University of Pune and approved by AICTE, New Delhi. It was the first Institute in pune to lay the prestigious NBA accreditation).

In the present education scenario, there is need of good academicians/professionals and researchers who can impart current knowledge of the respective disciplines to the students with up dated tools and techniques and are specialized in the field of research especially in the field of management.

Realizing this urgent need, SCES the able and dynamic leadership of our Chairperson, Mrs. Tarita Wakalkar-Mehendale, our Group Director Prof Chetan Wakalkar and our Executive Director Dr (Mrs.) Prachee Javadekar decided that Indira should create a center for research for registering students for Ph D in Management and excel in the field of Management Research. The Indira Institute of Management, Pune has been recognized and approved as the Post Graduate Research Centre for Ph. D. in Management by the University of Pune, with Dr Mrs Prachee Javadekar, Director, IIMP, is the Head of Research Centre. The day-to-day activities of the centre are looked after by the research coordinator, Mr. Abhijit P Chandratreya.

PGRC provides guidance to the Ph D students in the following areas of specialization:

- ❖ Human Resource and Management.
- ❖ Finance Management.
- ❖ Marketing Management.

PGRC also conducts workshops, seminars etc. related to the field of management for enabling faculty and professionals to become more research oriented.

#### **Submission of abstracts / papers**

Please mail your abstracts and papers to the following mail id:

[pgrc.iimp@indiraedu.com](mailto:pgrc.iimp@indiraedu.com)

#### **Contact Details:**

Conference Secretariat

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