

Important Dates

Submission of full paper with abstract	18.08.2018
Notification of Acceptance	25.08.2018
Last Date of Registration	05.09.2018
Date of Seminar	07.09.2018

Registration Fee Details

Student and Research Scholar	Rs. 300
Academician	Rs. 400
Paper Publication	Rs. 1000

Registration fee shall be paid by means of Demand Draft drawn in favour of
THE PRINCIPAL,
SAIVA BHANU KSHATRIYA COLLEGE,
payable at Aruppukottai



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SAIVA BHANU KSHATRIYA COLLEGE

(Aruppukottai Nadargal Uravinmurai Pothu
Abiviruthi Trustukku Pathiapattathu)

(Ranked 56th at National Level in NIRF 2017 by MHRD)

ARUPPUKOTTAI - 626 101

ONE DAY INTERNATIONAL SEMINAR ON EMPOWERING RURAL PEOPLE THROUGH DIGITALIZATION

7th September, 2018

Organised by
Department of Commerce

Saiva Bhanu Kshatriya College
Aruppukottai.



In Collaboration with

Indian Academic Researchers Association

Tiruchirappalli, Tamil Nadu, India

ABOUT COLLEGE

Each soul is potentially divine and the aim of education is to manifest the divinity within. Aruppukottai Nadargal Uravinmurai Pothu Abiviruthi Trust has been serving the cause of education since 1889. Having served the cause of Secondary Education for well over a century, the leaders thought it fit to extend their munificence to Collegiate Education also. Then they founded the Saiva Bhanu Kshatriya College in 1970. As the local Girls sought higher education elsewhere year after year, it was felt necessary to introduce Co-education from 1986-1987, thus completing the dreams of the founders. The college offers thirteen UG courses, seven PG courses, three M.Phil. courses and two Ph.D. courses.

ABOUT THE DEPARTMENT

The department of commerce has grown remarkably right from its inception in 1970. The department offers Under Graduate and Post graduate courses in commerce. It also offers M.Phil., as a self-supporting programme since 2007-2008. The department has been recognized as Research Center to offer Ph.D. in Commerce (Full-time and Part-time) since 2013-2014.

ABOUT THE SEMINAR

The launch of Digital India programme, salient features of which were announced on 1st July, 2015 at the commencement of Digital India Week, is a laudable initiative of the Government of India. Its mission is to “transform India into a digitally empowered society and knowledge economy” and one of its main aims is “to bridge the

connectivity gap between rural and urban areas” of the country. The purpose of Digital India is to create increased internet connectivity which means that even rural people and small scale businesses will have an outreach that surpasses limitations of every kind. The vision is to create a digitalized country that welcomes a whole new world full of untapped potentials besides making way for investments in many niche industries and furthermore possibilities for the technology sector. Digital India programme has launched many schemes that focus on the empowerment of rural entrepreneurs of India. One of such schemes is enhancing Rural Entrepreneurship through Common Services Centres (CSCs). Rural entrepreneurs can get loan for setting up their CSCs under the Micro Units Development and Refinance Agency (MUDRA) Yojana. Another scheme for promoting rural entrepreneurship under Digital India Programme is through Internet Kiosks. Internet Kiosk is a kiosk with one or more computers, a tablet, Internet connection, with a web cam that can be set up in villages to be used as the hub of rural connectivity for providing education and training, information about agriculture and health care, employment news and market information. These cyber-kiosks can be run by local entrepreneurs thereby empowering the rural entrepreneurship.

The seminar is a forum of discussing the topic of Empowering Rural people through Digitalization with the object of analysing the various objectives of Digital India and the impact of Digitalization in rural Development.

SUB-THEMES OF SEMINAR

- ◆ Initiatives of Digital India
- ◆ Schemes of Digital India
- ◆ Progress of Digital India
- ◆ Development of Entrepreneurship
- ◆ Marketing Management
- ◆ Banking Management
- ◆ HRM
- ◆ Transportation and Logistics
- ◆ Empowerment of Rural People
- ◆ Rural Entrepreneurship
- ◆ Rural Marketing
- ◆ E-Governance
- ◆ Any other Related topics

Important Guidelines to Paper presenters:

- ◆ The participants are requested to send a copy of their research paper with abstract (not exceeding 6 pages 2000 words) in accordance with AMA format (Times New Roman, Font Size: 12, Line Spacing: 1.5)
- ◆ The author and co-author should register separately.
- ◆ The Full Paper has to be sent to (both Soft and Hard Copy)

Dr. R.Muthu Krishnaveni

Organizing Secretary

Assistant Professor

Department of Commerce,

Saiva Bhanu Kshatriya College, Aruppukottai

Virudhunagar District, Tamil Nadu, India

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deptcomm.sbkc@gmail.com

- ◆ **The Selected papers will be published in a reputed Journal.**

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ONE DAY

INTERNATIONAL SEMINAR ON

EMPOWERING RURAL PEOPLE THROUGH DIGITALIZATION

07 September, 2018

REGISTRATION FORM

Name :

Designation :

Institution :

Title of the Paper :

Address for Communication :

Mobile Number :

Email ID :

DD Number and Date :

Bank and Branch :

Date:

Signature

(Photocopies of the registration form may be used)

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INTERNATIONAL SEMINAR ON

EMPOWERING RURAL PEOPLE THROUGH DIGITALIZATION

07 September, 2018

PROGRAMME

Venue	Conference Hall
	SAIVA BHANU KSHATRIYA COLLEGE, ARUPPUKOTTAI
Registration	9.00am onwards
Inauguration	10.00am – 11.00am
Tea Break	11.00am – 11.15 am
Technical Session –I	11.15 am – 12.15 pm
Dr. A. TAMILARASU	An Overview of Digital India
Department of Cooperative Accounting	
Ambo University,	
Ethiopia	
Paper Presentation	12.15am -1.30 pm
Lunch break	1.30 pm – 2.30 pm
Technical Session –II	2.30 pm – 3.30 pm
Dr.C.PARAMASIVAN,	Impact of Digital India in Rural Development
Assistant Professor,	
Department of Commerce	
Periyar E.V.R.College	
Tiruchirappalli	
Tamil Nadu	
Tea break	3.30 pm – 3.45 pm
Valedictory Function	3.45 pm – 4.30 pm