



ICSSR

Sponsored

2 DAYS INTERNATIONAL SEMINAR ON DIGITIZING, EASYTIZING AND POPULARIZING ATMANIRBHARTA

ACTIONS@75

(CURRENT PRIORITIES AND ACTIONS ACTIVATED
THROUGH PROGRAMS AND SCHEME)

Date : 16-17 December, 2022



Organized By :

FACULTY OF MANAGEMENT STUDIES

MOHANLAL SUKHADIA UNIVERSITY, UDAIPUR-313039, RAJASTHAN, INDIA

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Visit us: www.fmsudaipur.org

ABOUT FACULTY OF MANAGEMENT STUDIES

FMS, Udaipur is the prestigious institute for management with a remarkable name and commendable place in panorama of management world. It offers wide range of courses in the field of management. The Faculty, under its umbrella has a comprehensive portfolio of knowledge and research. FMS takes admission through CMAT; it offers programmes like MBA, MBA-FSM, MBA (E-Business), BBA-ED, diploma/certificate courses in Digital Marketing / Retail Management. Apart from this, it also offers Masters / Bachelors in Tourism and Hotel Management and also offers Doctoral Programmes (Ph.D) in Management and Tourism related aspects.

ABOUT MOHANLAL SUKHADIA UNIVERSITY

Mohanlal Sukhadia University (erstwhile Udaipur University) at Udaipur is a State University established by an Act in the year 1962 to cater the needs of higher education in Southern Rajasthan with more than 2.25 Lakh Students. Ever since its inception, university has been striving to maintain excellence in teaching, research and community service. Great emphasis has been laid in creating scientific temper, maintaining high ethical values and in keeping pace with emerging areas of higher learning. University has ensured overall socio-economic growth of all the sections of society by encouraging greater access and inclusive approach making it most preferred institution for higher education, learning and research.

ABOUT UDAIPUR

Udaipur is located in Rajasthan in North-West India, founded by Maharana Udai Singh II in 1559. Endowed with rich cultural heritage, natural resources and beautiful landscape, Udaipur is a world renowned tourist attraction. Also known as the City of Lakes, it is famous for its rich history as well as scenic beauty. Besides lakes, Udaipur is also known for its historic forts and palaces, museums, galleries, natural locations and gardens, architectural temples, as well as traditional fairs, festivals and structures. Udaipur's monsoon and winter climates are the most appealing time to visit.

CONNECTIVITY

The city is well connected to all modes of transportation i.e. by air, rail and road.

Air : Udaipur has regular flights to Ahmedabad, Mumbai, Delhi, Jaipur and Jodhpur etc. Udaipur's Dabok Airport is 20 km from the university.

Rail : Udaipur is directly linked by rail with major cities like Jaipur, Agra, Delhi etc.

Road : Udaipur on NH 8 is well connected with destinations like Jaipur, Delhi and Ahmedabad.

SEMINAR OBJECTIVES

The COVID-19 has changed the dimensions of business and has totally disturbed the balance of business processes. The business needs to be refurbished and it's the need of hour to make advancement in the existing practices. Digitization of government schemes is aiding the business processes to create their visibility and helps in smooth conduct of businesses. The main purpose of organizing this Seminar is to bring the luminaries from Industry and Academia under one roof to deliberate on Digitizing, Easytizing and Popularizing Atmanirbharta by business organizations in the contemporary business world. The seminar attempts to demystify the grey areas under the same. The seminar is proposed to address the following objectives :

- Finding out major issues and challenges faced by the business organizations today in implementing digital practices
- Reviving digital strategies and practices to meet the needs of changing dynamics of the world
- Standardization of digital practices in attaining sustainable future for economy leading to Atmanirbhar Bharat

SEMINAR VENUE

FACULTY OF MANAGEMENT STUDIES
MLSU, Udaipur-313039, Rajasthan (India)

CALL FOR PAPERS

The major focus of seminar is to invite interests of people of varied fields and emphasize on the adoption of the digital practices in all fields for betterment of business processes. The seminar covers 360 degree areas of management and focuses upon providing solutions and change aspects. The seminar will include these themes :

- Digitization is Easytization of Business Processes
- Digitization for start-ups
- Role of Digitization in promoting Atmanirbhar Bharat
- Embracing Atmanirbhar Bharat
- Impact of COVID on Atmanirbhar Bharat
- Support of Digitization during COVID for business processes
- Recent trends, emerging issues and challenges in building Atmanirbhar Bharat through digitization

Moreover, the seminar is not only restricted to the suggested sub themes bringing a new thought and dimension to management field. Digitization is embracing Atmanirbharta and aiding in transforming India into a digitally empowered society and knowledge economy; Digital India envisions universal digital literacy and universal accessibility of all digital resources for citizens. Digital technologies are central for enabling a drastic change in various walks of life, literally transforming the way the businesses are being driven and managed. Digital World Transformation is viewed on global perspective hence not limiting this aspect of the Seminar to National boundaries. This Seminar intends to address several domains coming under its purview; while embracing and enabling Digital Technologies, Innovation and People assets for national growth and sustainability.

SUGGESTED SUB-THEMES

The seminar will comprise of four plenary sessions:

- Plenary 1** **Digitization is Easytization of Business Processes and Digitization for Start-ups**
- Plenary 2** **Role of Digitization in Promoting Atmanirbhar Bharat and Embracing Atmanirbhar Bharat**
- Plenary 3** **Support of Digitization during COVID for Business Processes and Impact of COVID on Atmanirbhar Bharat**
- Plenary 4** **Recent Trends, Emerging Issues and Challenges in Building Atmanirbhar Bharat through Digitization**

GUIDELINES FOR PAPER SUBMISSION

Participants are advised to submit the full length paper along with the abstract and registration formalities on or before 1st December 2022.

To submit the full length paper and abstract, click on the registration link:

<https://forms.gle/Tku1agYK5L4z5eNR7>

An intimation via E-Mail/SMS will be sent to the author regarding presentation slot allotted on the basis of blind review between 5th December to 10th December 2022.

Your submission will be considered complete on payment of Registration Fees.

The paper should begin with Title, author(s), institutional address along with email, abstract (not more than 300 words) and a list of keywords. The full length paper should be between 3000-5000 words. The final paper should be submitted (before 1st December 2022) in font Times New Roman, 12 pt with 1.5 spacing with a margin of 1" on all sides. The Paper must have single column layout with both left and right margins justified.

All submissions are subject to double blind review process. High quality selected papers if recommended by reviewers will be published in peer reviewed journal of FMS, Udaipur "Prabandh" ISSN- 0984-8229" or in seminar proceedings. Only those papers will be considered for publication in which at least one of the authors has registered and presented paper. All rights of the publication of papers presented in the seminar shall rest with the seminar organizer. Paper can be submitted in absentia also. Only high-quality paper will be considered for publication, rest all other papers will be marked as read.

Few high quality presentations may be considered for reimbursement of the shortest route travel journey in 2nd sleeper class.

REGISTRATION FEE

| Participant | Offline |
|--|---------|
| FOREIGN DELEGATES | |
| For SAARC Countries | \$ 25 |
| For Other Countries | \$ 50 |
| INDIAN DELEGATES | |
| Corporate Executives & Faculty Members | ₹ 2000 |
| Research Scholar | ₹ 1000 |
| Students (National & International) | ₹ 500 |

Participants who don't require accommodation need to pay 50% of the registration fees and they'll not be entitled for the seminar kit.

A candidate may participate as a Paper Presenter or Listener by registering for the conference through paying the registration fees as per the category provided in the table above.

No paper will be added in seminar program, if registration fee is not paid in due time. In case of joint authors, each author has to individually register to avail seminar certificate and kit. Only those attendees who are present at the seminar venue will only be given the kit.

Late Registration

The registration after 10th December, 2022 will require an additional payment of late fee of INR 500 (USD 10 for foreign delegate). There is no provision for refund of fees.

MODE OF PAYMENT

Registration fees can be paid by online payment along with the registration formalities through the link : <https://forms.gle/Tku1agYK5L4z5eNR7>

Bank Account Details : Account Name : **Director FMS**, Account No. : **694201106305**
IFSC Code: **ICIC0006942** Bank Name : **ICICI Bank**, University Branch, Udaipur (Rajasthan)

Fee includes seminar kit, two breakfast, two lunch, one gala dinner, one dinner and accommodation. Complementary accommodation shall be provided on sharing basis in Guest House / Budget Hotel for two days i.e. 16th to 17th December, 2022. However, assistance for luxurious accommodation shall be provided on cost basis.

Candidate staying extra would be charged as per the prevailing rates of Guest House / Hotel and additional charges (if any).



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Rajasthan



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PLACES TO VISIT IN UDAIPUR



City Palace



Dudh Talai



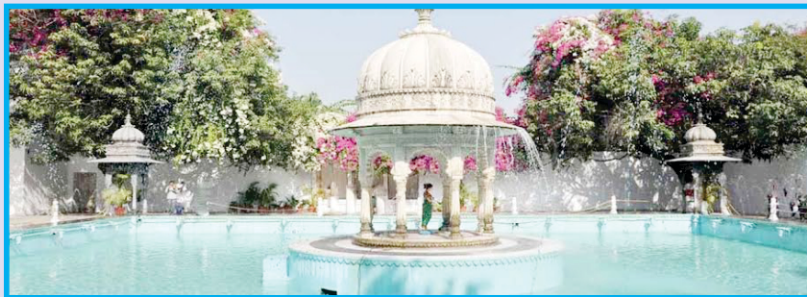
Moti Magri



Sajjangarh Fort



Sukhadia Circle



Saheliyon Ki Baari



Fateh Sagar Lake

CONTACT DETAILS

Please regularly visit Faculty of Management Studies, MLSU, Udaipur website www.fmsudaipur.org for more information about seminar.

Seminar Secretariat

FACULTY OF MANAGEMENT STUDIES

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