

**IMPORTANT DATES :**

Abstract Submission	: 15 <sup>th</sup> January 2013
Abstract Acceptance Communication	: 20 <sup>th</sup> January 2013
Paper Submission	: 14 <sup>th</sup> February 2013
Paper Acceptance Communication	: 28 <sup>th</sup> February 2013

**REGISTRATION**

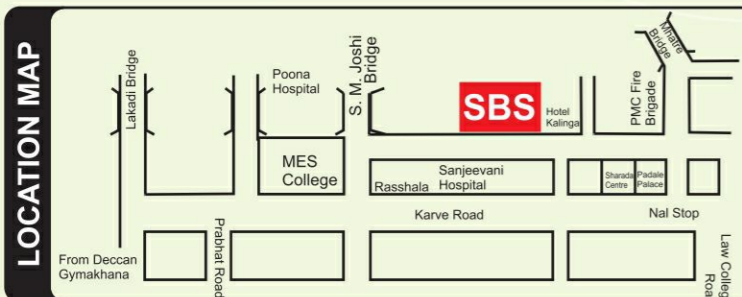
- In case of more than one author, all authors must register for the paper to be included.
- A single author presenting multiple entries should register for each paper.
- No T.A. / D.A. will be paid to any participant, who presents the paper in the conference.

**REGISTRATION FEES (PER PERSON) :**

Category	On or Before 14 <sup>th</sup> Feb.2013	Spot Registration
Research Student	₹ 500	₹ 700
Management Student	₹ 500	₹ 700
Academia	₹ 1000	₹ 1250
Corporate	₹ 1500	₹ 1750

Registration fee should be submitted in the form of demand draft in favour of '**Sinhgad Business School**', Pune .

The Conference venue can be approached from Pune Railway Station (10 Km), Swargate Bus Stand (5Km), Pune Airport (27Km).



**PATRONS**

**Prof. M. N. Navale**  
Founder President,  
STES, Pune

**Dr. (Mrs.) Sunanda M. Navale**  
Founder Secretary,  
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(Research Paper Related)

**Prof. Jairaj Sasane**  
Mobile: +91-9881717475  
(Transport & Accommodation)

**Abstracts & final research paper to be sent to**  
**E-mail: [chintan@sinhgad.edu](mailto:chintan@sinhgad.edu)**

**CONTACT DETAILS**

All correspondence may be forwarded to :  
Director,  
Sinhgad Business School,  
Smt. Khilare Marg, Erandwane, Pune 411 004  
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Email: [chintan@sinhgad.edu](mailto:chintan@sinhgad.edu)  
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Neha Creations : 24308240



Sinhgad Technical Education Society's  
**SINHGAD BUSINESS SCHOOL**

Erandwane, Pune 411004

**NATIONAL CONFERENCE ON**  
**RURAL DEVELOPMENT :**  
**A POWERFUL ENGINE FOR A DEVELOPED INDIA**

8<sup>th</sup>, 9<sup>th</sup> March, 2013



Under the QIP Scheme of  
University of Pune





#### ABOUT SINHGAD INSTITUTES :

Sinhgad Technical Education Society during a short span of less than two decades has established its identity as one of the premier educational institutes and has created 'Sinhgad' brand in our country. The mission set by our Founder President, Prof. M.N. Navale reiterates that, "We endeavor to harness the inherent potential of complete development of individuals, through meeting the growing needs of higher technical education."

STES was established in 1993. Today, in 2012 we have 85 institutes having more than 55,000 students studying in various streams.

#### ABOUT SINHGAD BUSINESS SCHOOL :

Sinhgad Business School is one of the leading business schools in the family of Sinhgad Institutes. We, at SBS, endeavor to create professional and competent human resource for the sustainable industrial growth leading to consistent development of the nation.

#### ABOUT THE CONFERENCE :

*"The true India is to be found not in its few cities, but in its seven hundred thousand villages. If the villages perish, India will perish too" - Mahatma Gandhi.*

India is a country with a population of around 1.2 billion with more than two third of the population residing in hinterland of rural India. This is more than the total population of Europe and constitutes about 12 percent of the worlds' population thereby creating a plethora of challenges and opportunities to the public, private and overseas stakeholders. By using the untapped rural resources, these stakeholders can now achieve the objectives of Triple Bottom Line.

The government's increased spending of around Rs 1,10,000 crore through flagship programmes like Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), Direct cash subsidy of around Rs 2,10,000 crore to all beneficiary's account, 'Bharat Nirmaan' for rural infrastructure development etc exhibit government's increased interest in rural development. At the same time the major private sector companies are also actively involved in promoting development through research and development, increased investments and deeper philanthropic activities in rural India. It is estimated that by 2017, the rural economy will surpass the urban market and by 2025, the Indian rural market will become a USD 100 billion opportunity for retail spending.

Therefore, Rural Development has been a great challenge for government, policy makers, implementers and private

organizations. In the recent years there has been a major transformation with rural India being seen as a lucrative investment avenue.

The forthcoming National Conference on Rural Development - A Powerful Engine for a Developed India is an attempt to bring all the stakeholders, students, researchers, academicians, policy makers, executors and industry stalwarts on the common platform to deliberate over various issues related to rural development.

Therefore, we at Sinhgad Business School invite your esteemed presence for the National Conference on Rural Development - A Powerful Engine for a Developed India.

#### CALL FOR PAPERS

SBS invites thematic articles, research articles, case studies, commentaries related to following sub-themes of the conference.

- Marketing & Sustainable Consumption
- Micro Finance
- Self Help Groups ( SHGs)
- Agriculture
- Rural Development and Entrepreneurship
- Integrated and Sustainable Regional Development
- Public - Private Partnership in Rural India
- Rural Employment, Employability
- Financial Inclusion of Rural Population
- CSR , Philanthropy in Rural India
- Role of NGOs in developing Rural India
- Rural Markets - FMCG, Auto, Telecom, IT , ITES Services, Agro Processing
- Supply Chain & Logistics in Rural India
- Women Empowerment in Rural India
- Issues & Challenges in ICT
- Rural Tourism
- Poverty Alleviation Programmes
- Healthcare & Education in Rural India
- Technology & Infrastructure
- Applications & Services
- Policy & Regulations
- Economic Transformation

(The sub themes are indicative & not conclusive. Contributors are encouraged to build up their worth from real situations around the broad gamut of the main theme.)

#### CALL FOR RESEARCH PAPERS (FROM RESEARCH STUDENTS, ACADEMIA & CORPORATE)

Research papers: Original research work can be presented & it is the responsibility of the author to confirm that the work has not been presented earlier in the same form or as major component of another presentation at any other symposium / conference.

#### CALL FOR POSTERS & 3D MODELS (FROM MANAGEMENT STUDENTS)

Posters & 3D Models prepared by management students on different disciplines related to rural development are invited. Size for Poster: Maximum size for the poster is 100x80 cm, horizontal.

- **Quality papers shall be considered for publication in the institute's journal having ISSN.**
- **All selected papers will be published in Conference proceeding having ISBN.**
- **Three Best Paper Presentation will be awarded.**
- **Top three poster presentations / 3D models will be awarded.**

#### GUIDELINES FOR ABSTRACT AND PAPER SUBMISSION:

- Title: Times New Roman, font size 12, all capitals, bold
- Author's name: Times New Roman, font size 11, bold, full first and last names, (Prof/Dr/Mr./Ms should not be included). The name of the Author presenting the paper must be underlined.
- Affiliations: Times New Roman, font size 10, normal. Email id of corresponding author.
- Text: Times New Roman, font size 10, normal, margin 1 inch all sides.
- Key words: Times New Roman, font size 10, normal, bold.
- Abstracts of maximum 250 words are invited on the above themes. The soft copy of abstract should be sent to [chintan@sinhgad.edu](mailto:chintan@sinhgad.edu)
- Paper should include Introduction, Background of study / theoretic background, Objective, Hypothesis, Research Methodology, Primary Data and Secondary Data, Data Analysis, Findings, Conclusion and Limitations, except for thematic articles.

Hard copy of the abstract along with duly filled registration form and fees should be sent to the Co-ordinator, Chintan at the institute address.







## Registration Form

# Sinhgad Business School



19/15 Smt. Khilare Marg. Off. Karve Road,  
Erandwane, Pune- 411 004 **Ph: 020-25434314 Fax: 020-25458520**  
Website: <http://www.sinhgad.edu>

**Chint@n**  
a thought process ...

## Rural Development : A Powerful Engine for a Developed India

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Institute/Organization: \_\_\_\_\_

Address for communication: \_\_\_\_\_  
\_\_\_\_\_

Phone/Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Presenting Paper      Yes [    ]      No [    ]

Registration Fees DD Details: Rs. \_\_\_\_\_ DD No. \_\_\_\_\_

Date: \_\_\_\_\_ Name of Bank: \_\_\_\_\_ Branch: \_\_\_\_\_

(DD should be in favour of Sinhgad Business School, payable at Pune)

Accommodation Required:      Yes [    ]      No [    ]

Place: \_\_\_\_\_ Date: \_\_\_\_\_

### Signature

The completed registration form in the prescribed format must reach the seminar convenor along with the DD on or before 14th Feb. 2013 on the above mentioned address.

(Please photocopy the form if required.)