

काशी हिन्दू
विश्वविद्यालय



BANARAS HINDU
UNIVERSITY

An Institution of National Importance Established by The BANARAS HINDU UNIVERSITY ACT XVI of 1915



National Conference
on
Paradigm Shift in
Agri Business and Rural Development
(PSABRD)



March 5th (Sunday), 2017

Organized by:
Institute of Management Studies
Rajiv Gandhi South Campus
Banaras Hindu University

KEY DATES:

Submission of Abstract : **February 10, 2017**
Acceptance of Abstract : **February 12, 2017**
Submission of the full length papers : **February 20, 2017**
All electronic submissions should be sent to : **psabrd2017@gmail.com**



BHU
capital of knowledge

Contacts: Mobile: 07459962004, 09473972676. Email: psabrd2017@gmail.com

Framework:

Poverty is a universal problem, yet its high occurrence and incidence in rural areas makes it predominantly rural phenomenon. It is one of the most important dimensions in the development agenda of India, whose nearly seventy percent of population is dependent upon agriculture for livelihood. Pertaining to this, Rural Development has become the focus of development in countries around the world. India lives in villages, the development of the nation cannot be achieved without the development of villages. The sustainability of rural development initiatives depends greatly on the agribusiness and concerned stakeholders which include not only governmental agencies but also NGO's, and private organizations which have realized the rural market as an untapped segment for profit generation. Emerging changes in concept, technology, developmental needs and policies with regard to Agribusiness and rural sector need to be further explored to for effective policy interventions in the desired direction.

This National Conference on **Paradigm Shift in Agri Business and Rural Development** is being organized by the Institute of Management Studies, Banaras Hindu University so as to provide a platform to all concerned including students, teachers, researchers, policymakers, governmental and non-governmental organizations to introspect, deliberate and devise the strategies for rural development.

Themes :

The one day conference will cover the following themes:

Perspectives of Rural Development

- ICT and Rural Development
- Entrepreneurship Development for Rural Communities
- Community Participation and Rural development
- Agricultural Extension Research and development
- Sustainable Management of Local Resources
- Role of rural marketing in rural development

Agri Business: Opportunities & Challenges in 21st Century

- Role of Management Education in Agri-Business
- Innovative Agribusiness Models
- Agriculture marketing
- Sustainable Agricultural Production
- Processing of Agri-products and Organised Retailing
- Financial Inclusion
- Entry of Global Agribusiness Firm and FDI in Agribusiness

For Whom:

- Policy makers in Government and non-governmental organizations,
- Experts from the Industry and Corporate,
- Academicians and researchers from the related areas

Date and Venue:

March 05, 2017 at Rajiv Gandhi South Campus Banaras Hindu University, Barkachha Mirzapur-231001, India

Registration fee:

Fees Details : Registration fees: Rs 1000 for every category

Mode of Payment: Registration fee shall be paid through Demand Draft in favour of "**The Director, Institute of Management Studies, BHU**" payable at **Varanasi (India)** or through electronic transfer at **State Bank of India, Branch Code: 0211, A/c 10654899123, IFSC Code: [SBIN0000211](#)**. (A copy of bank transfer details may please be attached with registration form).

Call for Papers:

We invite academic scholars, practicing professionals and Industry personnel, and management students to participate by sharing their papers on various sub-themes.

Guidelines for Paper Submission:

- Only original and unpublished work is sought. The contributors should certify that manuscript has neither been published anywhere nor is being considered presently anywhere for publication.
- Submission should include a separate title page which clearly indicates the name(s) of the author(s), affiliation(s), complete mailing address (s), telephone/fax numbers and e-mail address(s), title of the paper and up to four key words that describe the paper. The last sheet of the paper should have a brief autobiography of the author(s) in not more than 100 words.
- For preparation of the manuscript, the author(s) is requested to follow APA Citation Style. An electronic version of the manuscript in MS-Word format should be submitted via e-mail and a hard copy of the same should be sent. (All text should be in single space with 1 inch margin on all the sides on (A4) size paper using a font size of 12 in Times Roman.)
- Few selected papers would be considered for publication in the form of a book to be published on the occasion with ISBN number. At least one of the authors must pre-register for the conference and present the paper. A maximum of two papers can be presented by one person.

Key Dates:

Submission of Abstract: (Word limit 300 words):	February 10, 2017
Communication of the acceptance of abstract:	February 12, 2017
Submission of the full length papers: (Word limit 5000 words):	February 20, 2017

Organizing Committee

Chief Patron

Prof. Girish Chandra Tripathi

Hon'ble Vice-Chancellor, BHU, Varanasi

Patron

Prof. R.P. Shukla

Professor-In-Charge, RGSC, BHU

Secretary General

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Course Coordinator, MBA Agribusiness,
Institute of Management Studies, BHU

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Prof. Raj Kumar

Director, Institute of Mgmt. Studies, BHU

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Prof. Ashish Singh, RGSC, BHU

Joint Organizing Secretaries

Dr. Durgawati Kushwaha

Dr. Apurba Mukherjee

Dr. Shivesh

Mr. Shantanu Saurabh

Mr. Manjeet Kumar Verma

About Organizers (www.bhu.ac.in):

Banaras Hindu University

Banaras Hindu University founded by **Pandit Madan Mohan Malviya in 1916**, is most prestigious university in India, and the largest residential university in Asia. It houses 13000 students from all over the world. This university has two campuses, BHU and Rajiv Gandhi South Campus, sprawling over 4000 acres of land. It has well maintained roads, greenery all over the campus, a magnificent temple, an airstrip and old but superior buildings. BHU is ranked among top universities in the country, and is maintaining that record. BHU has 5 Institutes, 16 Faculties, 140 Departments, 4 Advanced Centers of research, 4 Interdisciplinary Schools, 4 affiliated college and 3 schools. Banaras Hindu University has its mark in the National and International levels in a number of frontier areas of Science, Technology, Medicine Agriculture and Social Science, etc.

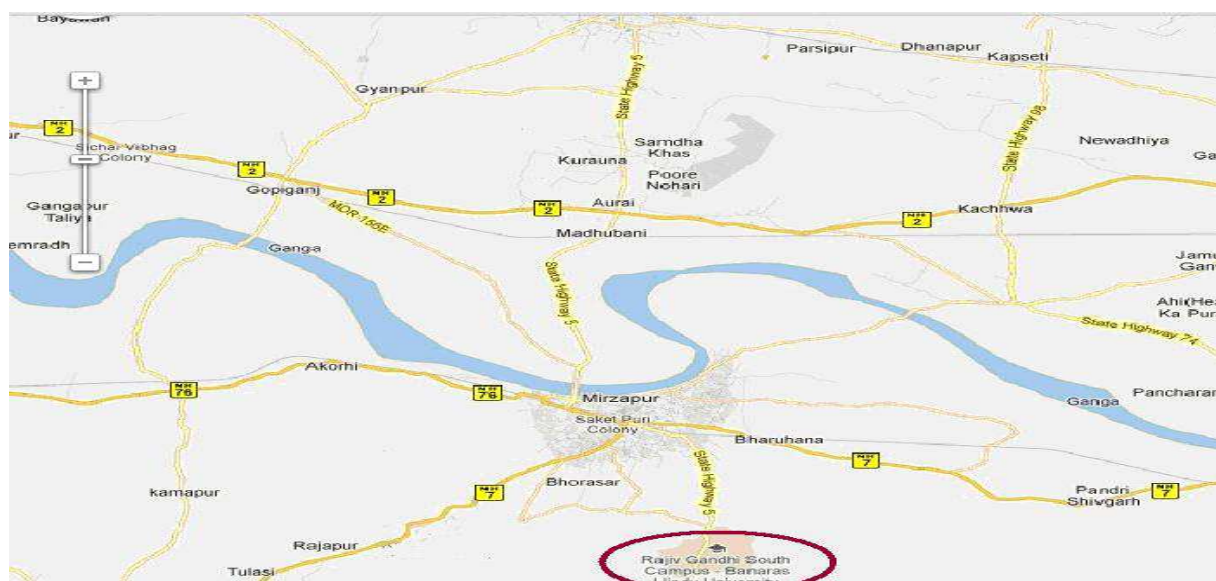
Rajiv Gandhi South Campus:

Rajiv Gandhi South Campus is situated about ten kilometers South West of Mirzapur town on Robertsganj highway. It has huge campus, spread over 2600 acres. The Institute runs 22+ courses, including MBA Agri Business. This campus has Administrative Block, Lecture Theatre, Health Centre, ample hostel facility for boys and girls, residential facility, dairy farm, guest house, two full fledged banks etc. It has nearby tourist attractions including Windom-Fall, Sirsi-Fall, Tanda-Fall etc and Vidhyawasini Temple adding to the glory of it, is also situated in Mirzapur.

MBA Agri Business which focuses on the Agricultural Management is a part of Institute of Management Studies, Banaras Hindu University operating at Rajiv Gandhi South Campus having an intake of 45 students per year. It has excellent placement record with some top companies like Aditya Birla Group, SBI, IFFCO, Dhanuka, PAN Seeds, Sinochem, Bio-Era, Jubilant etc.

How to reach at Rajiv Gandhi South Campus:

Rajeev Gandhi South Campus is situated about eight kilometres South West of Mirzapur town on Roberts Ganj highway. Mirzapur is accessible by road and rail. Mirzapur lies on Howrah Delhi main line having stoppages of major trains. It is situated at about ninety kilometres from Allahabad and eighty kilometres from Varanasi both of which have air connectivity. Accommodation is available at major hotels like Galaxy, Funcity and Jahnavi.





National Conference on Paradigm Shift in Agri Business and Rural Development

(March 5, 2017, Rajiv Gandhi South Campus, Barkachha, Mirzapur)

REGISTRATION

Industry Personnel

Doctoral Student

Academician

Students

Name : _____

Designation : _____

Organization : _____

Address for Communication : _____

Phone / Mb.: _____

Fax _____

E-mail : _____

Topic of Paper (if applicable) _____

Payment of Registration Fee Through DD Through electronic transfer

Mode of Payment: Registration fee shall be paid through Demand Draft in favour of "The Director, Institute of Management Studies, BHU" payable at Varanasi (India) or through electronic transfer at State Bank of India, Branch Code: 0211, A/c 10654899123, IFSC Code: SBIN0000211. (A copy of bank transfer details may please be attached with registration form).

Demand Draft No	Date	Amt.	Bank

Accommodation required: Yes / No

If yes, from _____ To _____

Date: _____ Signature of applicant _____

(Signature of the Forwarding Authority)

(Photocopies of the Registration Form may be used)