

Important Dates :

Last date for Abstract Submission	: February 15th, 2018
Intimation of Paper Acceptance	: February 17th, 2018 (through website)
Last date for Submission of Full Paper	: February 20th, 2018
Conference Date	: February 24th, 2018

Programme Schedule

08:00 AM	Registration
09:30AM	Inauguration
10:30AM	Tea Break
10:45AM	First Technical Session
11:45AM	Second Technical Session
12:45PM	Lunch Break
01:45PM	Third Technical Session
02:45PM	Fourth Technical Session
03:45PM	Paper Presentation
04:45PM	Tea Break
05:00PM	Valedictory
06:30PM	Spiritual Discourse
07:45PM	Cultural Entertainment followed by Dinner

Registration Details

Students	: Rs. 200
Academicians & Research Scholars	: Rs. 500
Corporate Professionals/Entrepreneurs	: Rs. 1000

Delegates are requested to send a filled registration form and Demand Draft drawn in favour of "The Director, SDM Post Graduate for management studies and Research, Mangaluru", payable at Mangaluru by 17th of February 2018 to the Director, SDM PG Centre for Management Studies and Research (MBA Programme), Mangaluru-3.

Venue :

First Floor SDM MBA A/c Conference Hall
SDM Post Graduate Centre For Management Studies & Research (MBA Programme) is Located on MG Road, the heart of the Coastal City, Mangaluru, Karnataka. The distance to the venue from the Airport is 14kms. Railway Station-2kms and from the KSRTC Bus Station-1km.

Organising Committee :

Student Incharge
Ms. Preethi K
Ms. Ashura Zainaba
Ms. Fathimath Ashfeena
Mr. Dhananjay

Faculty Incharge
(Dr.) Prakash H.S.
9900084503

DR. DEVARAJ K.
Director



SHRI DHARMASTHALA MANJUNATHESHWARA POST GRADUATE CENTRE FOR MANAGEMENT STUDIES AND RESEARCH (MBA PROGRAMME)

MANGALURU - 575003



24 FEB
2018

NATIONAL CONFERENCE ON

RURAL OPPORTUNITY

AN UNEXPLORED TERRAIN

About the Institution

Shri Dharmasthala Manjunatheshwara Post Graduate Centre for Management Studies & Research, established in the year 2007 a unique, dynamic and a professional management education institution sponsored by SDME Society ® Ujire. It is a pioneering management institution headed by the great visionary Padmavibhushana Dr. D. Veerendra Heggade, Dharmadhikari Shri Kshetra, Dharmasthala.

This Institute offers two year full time MBA programme and is committed to provide quality oriented and standard management education. It is recognised by AICTE, approved by Govt. of Karnataka and affiliated to Mangalore University.

About the conference

“The future of India lies in its villages” – Mahatma Gandhi

We the fraternity of SDM PG Centre have a tradition of organizing National level conferences every year on relevant theme. Accordingly, this year the staff and the students have unanimously decided to have a conference on yet another most important topic for the time “Rural Opportunity - An Unexplored Terrain” on 24th Feb, 2018.

In the last ten successful years of service, we have organized nine conferences on various important themes like industrialization, infrastructure development, public private partnership, leadership, women empowerment and many more with the backdrop of urban areas. But this year we are going with new vision to focus on the real India i.e, Rural India.

The prime objective of the conference is to throw light on the burning issues and dawning opportunities lies in the rural hinterland. This conference is clinically planned to have four technical sessions on four highly debatable topics like Technology, Agriculture & Employment Opportunity, Rural industrial opportunities, Untapped potential for FMCG sectors in Rural India and Rural Social Entrepreneurship.

To reach this goal, the conference will bring together leading practitioners and academicians for the fruitful exchange of ideas on the prefixed topics. Thus the conference will provide a forum for multiple stakeholders to share their research experiences and thought process in the context of ‘Rural Opportunity’. We would also invite research articles on the area to address the various issues inherited by rural market. So join us and be a part of various deliberations and take away much more than your expectations.

Topics for Technical Session

- Avenues for Rural resource mobilization and utilization
- Micro Insurance as Rural safety net
- Empowering Rural Youth
- Social Entrepreneurship and Rural economy

Sub themes of the Conference

Marketing themes

1. Rural Consumer Behavior
2. Rural Branding
3. Promotions strategies for rural market
4. Green marketing
5. Rural supply chain management
6. Online / E- marketing to Rural market
7. Rural Tourism

Human Resource Development

1. Rural Job Opportunity
2. Training and Development for Rural Employees
3. Social Securities
4. HR with Rural Orientation

Finance themes

1. Financial inclusion
2. Rural Banking System
3. Rural Spending
4. Agricultural Loans Facilities
5. Marketing of Financial Products to Rural Consumer
6. Self help Groups
7. Micro Financing

Other themes

1. Growth of Organic Sector
2. Rural Entrepreneurship
3. Transformation in Rural Cultivation
4. Farm sector
5. Technology and Agriculture
6. Rural Health/Public Health
7. Community development

Apart from the above mentioned sub themes, any topic closely or distantly connected to the Rural area will be accepted

Call for Papers

“Call for Papers” opens on 3rd Feb. 2018 and ends on Feb. 20th Feb. 2018

YOUR WORK MATTERS! So here’s a great opportunity for participating Delegates. Head of Educational Institutions, Industrialists, Promoters, Corporate Professionals, Research Scholars, Academicians, students... to explore their practices and also learn others.

- ⇒ Contributors are required to send their abstracts not exceeding 250 words and full length of the Paper not exceeding 2500 words.
- ⇒ Paper should clearly indicate Title, Author’s name, Contact address, Mobile Number and E-mail ID
- ⇒ Submit an Electronic version of your Paper to ncro2k18@gmail.com
- ⇒ Selected papers will be published in the **College Journal with the ISSN number**