



Deccan Education Society's
Kirti M. Doongursee College
of Arts, Science & Commerce
Dadar (W), Mumbai-400028

**DEPARTMENT OF COMMERCE,
ACCOUNTANCY, ECONOMICS**

**IN ASSOCIATION WITH
IQAC AND RESEARCH
PROMOTION COMMITTEE**

ORGANIZE

A VIRTUAL NATIONAL CONFERENCE ON

INDIA AT 2031: OPPORTUNITIES AND CHALLENGES

12 April 2022 9.30 AM IST



REGISTRATION LINK

<https://forms.gle/5Kgwc9bqeFHvrgPT7>



A JOURNEY OF EDUCATIONAL EXCELLENCE AND NURTURING TALENT...

Deccan Education Society, Pune

Deccan Education Society (DES), Pune a pioneering education society was started by freedom fighters of exemplary stature like Lokmanya Bal Gangadhar Tilak, Gopal Ganesh Agarkar, Vishnushastri Chiplunkar and Mahadeo Ballal Namjoshi in the year 1884. With a strong presence of 138 years, DES today is a dynamic conglomerate with over 58 educational institutions, acknowledged as centres of quality education, with a firm commitment to the pursuit of excellence. DES institutions located in Pune, Mumbai, Sangli, Satara, Wai, Shirur, Tirupati range from pre-primary schools to post-graduate and research institutions in disciplines including Arts, Science, Commerce, Creative Science, Technology, Law, Vocational Education and Guidance, Management, Nursing and Physiotherapy. Our alumni include intellectuals, industrialists, politicians, defence personnel, literature and sports persons of the highest calibre who have rendered valuable services to the Nation.

About College

DES started Kirti College as Bombay College in 1954 which was renamed Kirti M. Doongursee College in 1960. The College is affiliated with the University of Mumbai and has a phalanx of virtuoso academicians and teachers who are engaged in pursuing the Deccan Education Society's goal of 'Knowledge is Power. Such a conciliatory disposition of the College has resulted in gaining popularity amongst the student community and the stakeholders alike. College's relentless service to the community, maintaining the standard of the educational system, and audacious working tradition have resulted in achieving NAAC's 'A' Grade thrice and also becoming the 'Best College' of the University of Mumbai being surveyed as "one of the top 50 colleges in the country" by India Today Magazine and in receiving FIST Program of Ministry of Science and Technology, Government of India and achieved the 'Best College' in 2006 in the Urban area by the University of Mumbai. It is a grant-aid Arts, Science, and Commerce College running traditional undergraduate programmes leading to B.A., B.Sc., and B.Com. Besides this, College also conducts professional programmes such as B.Sc. (Computer Science, IT and Biotechnology), B.M.S., B.A.F., B.A.M.M.C., M.Sc. (Computer Science, IT, Chemistry and Zoology), M.A.(English, Economics, Politics), Ph.D. (Zoology and Chemistry). Many of the faculty members are actively engaged in research in different subjects including Nano-Technology, Chemistry, Computational Mathematics, Computer Science, Biotechnology, Life Science, Botany, Rural Development, Political Science, Psychology, Commerce, and Economics.

ABOUT THE THEME

India has progressed tremendously in the last thirty years i. e in post globalised period. It is the fifth-largest economy in the world in terms of nominal GDP and the third-largest in terms of GDP per capita. Our industry & company culture is built around six pillars - inclusion, innovation, integrity, humility, execution, and collaboration. With the worst phase of the pandemic hopefully behind us and with organizations slowly and steadily trying to move back to a normal work environment, a new kind of challenge has emerged for the economic health of the country and the education sector in particular. While marching towards the 75th year of Independence, India is poised to become one of the leading economies of the world. As India strives to become a global superpower, tremendous opportunities are bound to be unleashed both for the Indian Companies as well as the citizens of the Indian economy. As India stands to recover from the pandemic and gains growth momentum, it strives to become an Atmanirbhar Bharat under the leadership of our Hon'ble Prime Minister Mr. Narendra Modi.

The economic landscape of the country has undergone a transformation to become a global open economy from a closed one, more so, since the adoption of the New Economic policy in 1991. India could by 2031 have a network that could be totally digital, provide full coverage within the country, also become a higher education hub for developing economies in Asian and African countries. There are good possibilities for India to emerge as an IT Super Power, with a large share of world business and also by being the originator of many new IT and Software Systems in the world. Technologies are changing at a rapid pace across the world. They are changing the lives of people. India is fortunate to be blessed with many resources of biodiversity, material resources, and above all human resources. We have also got a technology and Industry base. Due to our rising economic position in the world, current times are the most favourable moment for India to encourage the flow of capital, technology, and knowledge to strengthen its geopolitical position further and garner benefits through international trade. A Vision statement to the nation is essential for becoming a developed India, by 2031 and thereafter it will trigger the birth of a movement for a prosperous India.

SUB-THEMES

Emerging Service Sectors

- Financial Services
- Marketing Communication Services i.e Advertising, Media and Consultancy
- Marketing Logistics, Trading and Distribution
- Testing Certification and Calibration Services
- Tourism and Hospitality
- Healthcare Services
- FDI in Retailing Banking and Insurance
- Internet Banking: Problems and Prospects
- Service Sector: Opportunities and challenges

Marketing

- Export Marketing: Prospects and Challenges
- The New Trends in Marketing
- Brand value and Export Marketing
- A new era in E-commerce
- Impact of Covid-19 on Consumer Behaviour
- Marketing Strategy and Social Media

Economy

- Digitisation in India
- Regional Imbalance
- Infrastructure and Economic Development
- Demographic Dividends
- Globalisation and Income Inequality
- India's Human Development Index
- Issues and Challenges faced by Agricultural Sector
- MSME Sector: Significance, Challenges and Opportunities
- Make in India v/s Make for India
- Indian Economy in the Global Order
- Economy and Environment
- Financial Crisis and Systemic Risks
- Globalisation and Women Employment
- Socio-economic and political empowerment of women
- Democratization and Women Empowerment
- Women Entrepreneurship and Women Empowerment

Human Resources and General Management

- New Trends in HR Practices
- Importance of Employee Retention during the pandemic
- New Education Policy 2020
- E-learning
- HRD: Challenges and Opportunities

Finance and Accounting

- Globalisation and Indian Financial System
- Covid-19 Impact on Financial activities
- Cryptocurrency and blockchain technology
- Emerging issues in Accounting and Taxation
- Role of Accounting, Banking and Financial institutions in business sustainability
- Creative Accounting
- Ethical Accounting in Sustainable Development
- Robotics in Accounting
- Environmental Accounting and Reporting Practices
- Forensic Accounting
- The adaptability of International Accounting Standards

- **The above sub-themes are suggestive. Any paper related to the main theme and sub-themes will be accepted.**

ORGANISING COMMITTEE

PATRONS

- **Dr. Sharad Kunte**
(Chairman, Governing Body and Council, DES, Pune)
- **Adv. Neel Helekar**
(Trustee, DES and Chairman, CDC)
- **Shri. C. P. Vaze**
(Member, CDC)
- **Dr. Shriram Nerlekar**
(CEO, DES and Director, JSKBS, Mumbai)

ADVISORY COMMITTEE

- **Dr. D. V. Pawar**
(Principal, Kirti College)
- **Dr. M. B. Kekare**
(Prabandhak, DES)
- **Dr. Minal Mapuskar**
(Life Member, DES and Vice-Principal, Kirti College)
- **Dr. Ravindra B. Kawde**
(Vice-Principal, Kirti College)
- **Dr. Seema Sapale**
(Vice-Principal In-charge, Self Finance Courses)
- **Vithal S. Sontakke**
(Vice-Principal, Kirti College, and Prabandhak, DES)
- **Samuel Mathew**
(IQAC Co-ordinator)
- **Dr. Samadhan Khamkar**
(Director, NMITD)
- **Dr. Rasika Malliya**
(Assistant Director NMITD)

- **Madhukar G. Kamble**
(HOD, Commerce)
(Convener)
- **Dr. Dewrao S. Manwar**
(HOD, Economics)
(Co-Convener)
- **Y. S. Bhorkade**
(HOD, Accountancy)
(Organising Secretary)
- **C. M. Joshi**
(Advisory Secretary)
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- **Sreejai Srikanth**
- **Sanjay Pawar**
- **Deepesh More**
- **Rohan B. Rajapkar**
- **Dr. Prabha Kadam**

ADMINISTRATIVE OFFICERS

- **Smt. Vidya Kadam**
(Superintendent)
- **Mr. Naresh Kulkarni**
(Accounts In-charge)

PROGRAMME SCHEDULE

TUESDAY, 12TH APRIL 2022

INAUGURAL SESSION

- **9.30 AM - Welcome**
- **9.35 AM - Address by Convener about the theme**
- **9.40 AM - Welcome address by Principal Dr. D. V. Pawar**
- **9.45 AM - Keynote address by Guest Speakers:**

Mr. R. Kannan

(Corporate and Economic Advisor, Ex TCS, ICICI Bank, and Hinduja Group)

- **10.30 AM- Dr. Manoranjan Sharma**
(Chief Economist, Informerics Ratings, Delhi. Former Chief Economist Canara Bank)
- **11.15 AM TO 11.20 AM - Vote of Thanks**

11.20 AM TO 12.50 PM- Technical Session (Paper presentation)

Chairperson: Dr. Shriram Nerlekar
(CEO, DES)

- **12.50 PM TO 1.00 PM - Remarks by Chairperson**
- **1.00 PM to 1.10 PM - Vote of Thanks**
- **1.10 PM to 1.50 PM - Valedictory function**
- **1.50 PM TO 2.00 PM - Vote of Thanks**

RULES FOR THE CONFERENCE

- All accepted papers will be published in Peer-reviewed referred Research Journal "AJANTA" ISSN 2277-5730 with Impact Factor 6.306.
- A hard copy of the journal and Certificate will be sent to the postal address provided by the participant.
- The full paper must be written in English, Marathi, and Hindi in Microsoft Word format.
- Full paper should be in Times New Roman font for English, Marathi & Hindi font APS-DV-Priyanka, Kruti Dev - 010, DVB-TTSurekh, DVBW-TTSurekh, Unicode, Mangal font. (Font size 12/14 and line spacing should be 1.5.)
- The word limit for the article will be 1500 to 2000.
- The fee of publication for the journal will have to pay RS. 700/-.
- **Registration Fee: FREE**
- Registration fees and paper along with NEFT/RTGS PhonePe/Google Pay/ in favour and send to-
- Bank Name : State Bank of India
- Branch : V.S. Marg, Dadar, Mumbai-400028
- Beneficiary Name : D E Soc's Kirti College
- SB A/c No : 10279176494
- IFSC Code : SBIN0005355

After Payment is made please send payment details by mail mentioned below or Whatsapp no. 9969533225 (Y.S. Bhorkade)

- The Conference will be held on 12th April 2022
- Therefore, please send your paper by 10th April 2022 to the following email:

kirticommerceconference2022@gmail.com

CONTACT DETAILS

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<https://chat.whatsapp.com/HRRkoXFhAKQJFZIHmCuXDdu>