GLOBAL
Education Centre (MBA)

SCHOOL OF BUSINESS MANAGEMENT
NATIONAL SEMINAR
On
MAKE IN INDIA
PROBLEMS AND PROSPECTS
(MIIPP - 2015)
28th & 29th May, 2015

In Collaboration with
Telangana State Council of Higher Education
Govt. of Telangana, Hyderabad
and
Indian Council of Social Science Research (ICSSR)

VENUE:
MEKASTAR AUDITORIUM
Beside PGRR CDE Building, Osmania University Campus, Hyderabad 500007.
The GLOBAL EDUCATION CENTRE was established in 1999 by the MADINA EDUCATION AND WELFARE SOCIETY (MEWS), Hyderabad to transform education and give a new edge in the tough competition. The eco-friendly campus is spread over 30 acres of springing green lawns and it is a permanent site which belongs to Madina society. We are one of the best schools under umbrella of Osmania University. This is the stepping stone for greater achievements in the years to come. We have decided to work in the field of education with all dedication and commitment to meet the challenges of the 21st century. We hope that through the tool of education, minds can be built-up and thinking process can be channelized and we will be able to build up rational, realistic and reasonable thinking process amongst the young generation to become future managers and entrepreneurs.

THE OBJECTIVE OF THE SEMINAR
1. To understand the ground realities of the MII programme.
2. To evaluate the rising constraints problems and prospects of Make in India.
3. To bring corporate experts, academicians and researchers under one roof to share views, experiences on common platform for Indian development (MAKE IN INDIA)

THE THEME OF THE SEMINAR
Today we have achieved a milestone by completing 67 years of independence. It’s now the time for every Indian to undergo self-introspection of the achievements we have already made and also those that are to be still achieved.

The sustainability challenge will occupy India and the world for decades, not just for years. All countries face the challenge of adapting to ongoing climate change, managing growing water scarcity, protecting endangered ecosystems and species etc. As one of the world’s most populated country, India faces this challenge more urgently than others.

India has undergone a paradigm shift owing to its competitive stand in the world. The Indian economy is on a robust growth trajectory and boosts of a stable annual growth rate in India. A major new national programme designed to facilitate investment, foster innovation, enhance skill development, protect intellectual property and build Best - in - class manufacturing infrastructure there’s never been better time to make in India.

The seminar will provide a platform for academicians corporate and research scholars from the area of Indian economy (MII)

SUB THEMES
MAKE IN INDIA – INDIAN DEVELOPMENT
• Foreign environment and industrial policies
• Social and cultural norms for industries
• LPG in India
• GDP / Stock market / Interest rates
• Infrastructure Development
• Tourism Development
• Role of ISRO in India Economy.
• Rural development
• R & D transfer for new venture creation

MAKE IN INDIA- GOVT. POLICIES AND NEW REGULATION
• Impact of globalization through MII
• Black money
• Role of world bank / IMF / WTO / RBI
• New industrial policies–Telangana (TS- i Pass)
• Disaster Management – Govt. policies
• Indian Intellectual property rights
• Logistics Management
• Education Reforms

MAKE IN INDIA- INDIAN FINANCIAL REFORMS
• Entrepreneurship / Innovation and regional development
• Venture Capital
• Role of banks in promoting entrepreneurship
• Economic factors for industries
• Facilitation of women / young entrepreneurs
• FDI and new venture creation

MAKE IN INDIA -HRM DEVELOPMENT
• FDI - HRM
• HR Policies in India
• Labour welfare reforms in India
• Recruitment system
• Influence of cross culture
• Development of employability skills
• Labour efficiency in India

MAKE IN INDIA- MARKETING GROWTH
• FDI in marketing
• Retail marketing
• Rural marketing
• E- Marketing
• Exports / Imports
• Agri - Business
• Global marketing
• Green marketing

MAKE IN INDIA-DIGITALIZATION OF INDIA
• UUICI (Aadhar card)
• Universal bank account in India
• IT policies in various states
• Role of digital media / Social media
• Role of digital consumer
• Challenges & Opportunities of digitalization in India
• Online Banking / Mobile Banking
• Debit card / Credit card
CALL FOR PAPERS:

Original papers or case studies on the above mentioned theme are invited from academicians, scholars and industry officials. The contribution can include any of the topics falling under the brand name of the main theme. The paper must be typed in 12 font in Times New Roman 1.5 line spacing. Abstract should have a limit of two paragraphs besides, there must be listing of key words and few lines about the author with email address and contact number. The abstract should reach on or before 10th April, 2015 and complete paper should reach on or before 15th May, 2015 on the Email: glbm.sdp@gmail.com. Short listed papers shall be published in ISBN book NO: ISBN-978-81-91003-14 and ELK Asia pacific journal special issue.

IMPORTANT DATES

Last date of abstract submission : 10-04-2015
Confirmation of paper acceptance : 15-04-2015
Last date of full paper submission : 15-05-2015
Last date of Registration : 25-05-2015

<table>
<thead>
<tr>
<th>Registration</th>
<th>without Accommodation (per Delegate)</th>
<th>with Accommodation (per Delegate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporates</td>
<td>Rs. 2500</td>
<td>Rs. 3500</td>
</tr>
<tr>
<td>Academicians</td>
<td>Rs. 2000</td>
<td>Rs. 3000</td>
</tr>
<tr>
<td>Research Scholars / Students</td>
<td>Rs. 1500</td>
<td>Rs. 2500</td>
</tr>
</tbody>
</table>

Separate registration will be there for co-author. Registration fee may be paid in cash/DD in favor of SEMINAR CONVENOR, MIIPP – 2015, GLOBAL EDUCATION CENTRE, payable at Hyderabad.

2. Accommodation will be provided to the outstation registered delegates on prior communication.

PROGRAMME SCHEDULE

MAY 28th 2015

9.00 am to 10.30 am  REGISTRATION
10.30 am to 11.30 am  OPENING CEREMONY
11.30 am to 11.45 am  HI -TEA
11.45 am to 1.15 pm  TECHNICAL SESSION I
1.15 pm to 2.00 pm  LUNCH
2.00 pm to 3.30 pm  TECHNICAL SESSION II
3.45 pm to 5.15 pm  HI -TEA
3.30 pm to 3.45 pm  TECHNICAL SESSION III

MAY 29th 2015

10.00 am to 11.30 am  TECHNICAL SESSION IV
11.30 am to 11.45 am  HI -TEA
11.45 am to 1.15 pm  TECHNICAL SESSION V
1.15 pm to 2.00 pm  LUNCH
2.00 pm to 3.45 pm  TECHNICAL SESSION VI
3.45 pm to 4.00 pm  HI -TEA
4.00 pm onwards  VALEDICTORY FUNCTION

Organising Committee

Chief Patron:
Mr. K.M. Arifuddin,
Secretary (MEWS).

Patron:
Mr. K. M. Minhajuddin,
Director, Global Group of Colleges

Seminar Convenor:
Dr. L. Srinivas Reddy,
Principal, 9989796895.

Professor. D. Chennappa
Professor. PV.Ramana Rao
Smt. M. Sukanya
Dr. S. Veeramani
Smt. Shama Yasmeen
Smt. B. Anitha
Sri. K.S. Rajashekar Reddy
Sri. A. Venkatesh Goud
Sri. S. Malla Reddy
Dr. Ravi Teja
Sri. A. Sainath
Sri. P. Suresh
Sri. V. Praveen Kumar
ADVISORY BOARD

- Prof. K. Venkatachalam
  Vice chairman, TSCHE
- Prof. V. Shekar
  Principal, CCBM, OU.
- Prof. R. Nageshwar Rao
  Director, Academic Audit cell, OU.
- Prof. K. Kalidas
  Dean, Faculty of management, OU.
- Prof. K. Mallikarjun Reddy
  HOD, Faculty of Management, OU.
- Prof. Selvarani Shankar
  Chairman, BOS, Faculty of Management, OU.
- Prof. B. Krishna Reddy
  Faculty of Management, OU
  Dean, Faculty of Management, MGU
- Prof. A. Vidhyadhar Reddy
  Faculty of Management, OU
- Dr. J. Suresh Reddy, MGU
- Prof. H. Venkateshwarlu
  Director – PGRR CDE, OU.
- Prof. Akbar Ali Khan Md
  Dean, Faculty of Commerce, OU.
- Prof. Shankaraiah. K
  HOD. Faculty of Commerce, OU.
- Prof. G. Laxman
  Chairman, BOS, Faculty of Commerce.
- Prof. Achalapathi. KV
  Faculty of Commerce, OU.
- Prof. Purushotham Rao .P
  Former Dean, Faculty of commerce, OU
- Prof. Dr. Sarwade Walmik Kachru,
  Dr. B A Marathwada University,
- Prof. Mukul Burghate, RSTM,
  Nagpur University.
- Dr. M. Shekar, Jimma University, Ethiopia

FOR FURTHER DETAILS CONTACT
Dr. L. Srinivas Reddy
Seminar Convenor
Global Education Centre
(School of Business Management)
Beside Moinabad Police Station,
Chilkur (V), Moinabad (M), Ranga Reddy (Dist), Telangana – 501504.
Ph: 08417-253200, 9989796895, 9948450652, 9989379190
E-mail: glbm.sdp@gmail.com, glbm1999@gmail.com    Website: globalmba.edu.in