



JAIN
DEEMED-TO-BE UNIVERSITY

CENTER FOR
MANAGEMENT
STUDIES

TWO-DAY INTERNATIONAL VIRTUAL **CONFERENCE**

ON



ATMANIRBHAR BHARAT
(Self-Reliant India): Building Global
Competitiveness Through
Innovation, Integrity, and Inclusion

25th & 26th June 2021

www.cms.ac.in

JAIN (Deemed-to-be University)

JAIN (Deemed-to-be University) is a hub for innovative learning, being ranked among the top universities in India and considered a remarkable destination for students across the world and Bengaluru in particular, for its illustrious history of developing talents. The University, which is based in Bengaluru – the Silicon Valley of India, offers a conducive environment for learning, be it academics or extracurricular activities. Known for its emphasis on education, entrepreneurship, research and sports, JAIN (Deemed-to-be University) has some of the best minds in the educational and research fields. What makes it different from others is its outlook towards life, its values, and beliefs. Its ever evolving and open-minded system and quest for continued success and resilience, have made it one of the top universities in India.

Center for Management Studies

Center for Management Studies (CMS) is an integral part of JAIN (Deemed-to-be University). It is an institute that harnesses an international outlook with the commitment to create topnotch business leaders and aspiring media professionals. CMS is the ultimate destination for students where they find new routes to fulfill their dreams. It is one of the top management centers in Bengaluru, and the programs offered here introduce students to the basics of business and communication. The entrepreneurship program has been designed to ignite students' creativity and encourage their resolving skills to pursue their own ideas. Its academic practices empower them to redefine conventional wisdom and business perspectives by preparing them for successful careers. CMS provides its students with all essential facilities to fulfill their academic goals and transform them into extraordinary personalities.

Conference Theme

ATMANIRBHAR BHARAT (Self-Reliant India): Building Global Competitiveness Through Innovation, Integrity, and Inclusion

'**Aatmanirbhar Bharat**' was the centrepiece of Prime Minister Narendra Modi's Independence Day address as he presented a broad outline for spurring India's growth in diverse sectors and asserted that the coronavirus pandemic cannot halt the country's march towards self-reliance.

Atmanirbhar Bharat Abhiyaan, or Self-Reliant India Campaign, is the vision of new India envisaged by the Hon'ble Prime Minister Shri Narendra Modi. On 12th May 2020, our PM raised a clarion call to the nation giving a kick start to the Atmanirbhar Bharat Abhiyaan (Self-Reliant India Campaign) and announced the special economic and comprehensive package of INR 20 lakh crores - equivalent to 10% of India's GDP – to fight COVID-19 Pandemic in India.

The aim is to make the country and its citizens independent and self-reliant in all senses. He further outlined five pillars of Atmanirbhar Bharat – Economy, Infrastructure, System, Vibrant Demography and Demand. Finance Minister further announces government reforms and enablers across seven sectors under Atmanirbhar Bharat Abhiyaan.

The conference will discuss the various prospects and challenges of Atmanirbhar Bharat during the current period of distress due to COVID-19 and encourage discussion and deliberation on its prospective impact on the Indian economy.

Conference Objectives

- To bring together researchers, academicians, professionals, and students from the management, business, media, and social science areas to interact and disseminate information on the prospects and challenges of Atmanirbhar Bharat.
- To discuss challenges imposed by international competitiveness, socio-economic development, and growth in India.
- To deliberate upon the structural changes required for becoming self-reliant.

Call for Papers

The conference aims to discuss various international and socio-political prospects and challenges of Atmanirbhar Bharat during the current period of distress due to COVID-19 and encourage discussion and deliberation on its prospective impact on the Indian economy, along with deliberating upon the structural changes required for becoming self-reliant. The conference will also provide opportunities to researchers and academicians to exchange views and opinions, address and debate research questions on policy-relevant issues and generate academic research output on important social problems.

Authors are invited to submit original research papers and case studies for presentation at the conference. Research paper and article submissions are invited (but not limited) to the following topics:

Sub Themes:

Potential topics include, but not limited to:

- Identities and Development – especially focusing on policies pertaining to LGBTQ, Dalits, Women, and Marginalized Communities
- Accelerating Growth of New India's Innovations (AGNIi)
- Role of Innovation in Self-Reliance
- Economy that does not bring incremental change but quantum jump
- Make in India: New Paradigm for Socio- Economic Growth in India
- Media and Ethics
- Reforms in the Manufacturing and Services Sector
- Utilize the existing capacity for becoming a global supplier
- Building capacity of some sectors to achieve self-reliance
- Measures taken by government and policy reforms
- Prospective Impact on the Indian Economy
- Improving declining international trade
- Requirements for Skill Development and Vocational Education and Entrepreneurship
- Scope to Boycott China
- Role of the social sector in creating awareness for local consumption
- Emphasis on sustainable development
- Be Vocal for Local
- Sectors having potential to achieve self-reliance in future
- Challenges and Opportunity for the Atmanirbhar Bharat Abhiyan
- International relations, trade, and socio-political environment
- Developing India's Competitiveness through Leadership
- NEP (New National Education Policy)

Paper Submission Guidelines

Please submit your extended abstract and full paper/ case study by Easy Chair as per the instructions given below. For any other query you can write to conveners of the conference.

Contributors are requested to submit the paper as per the guidelines given below:

- Manuscripts will be accepted in electronic format through Easy Chair Web management.
- A separate title page should include an informative title, name(s), affiliations, address(es) of Institute/Organization, corresponding address, email id(s), contact no(s) of all authors.
- Please do not indicate author(s) name, affiliation, or any other such information in the manuscripts elsewhere.
- Abstract should be of 100-300 words written in italics followed by a list of 5-6 keywords which are to be written in alphabetical order.
- Manuscript should be of 2500-4000 words approximately, excluding tables, graphs & charts
- All text should be in 1.5 space with 1-inch margins on all the sides on A4 size paper using the Font Times New Roman of size 12.
- All charts, graphs, pictures should be drawn and labelled legibly in MS Word.
- References should be arranged in alphabetical order and as per the APA (American Psychological Association) Guidelines.
- Last page of the manuscript must have a brief autobiographical sketch of the author(s), about 100 words.
- All manuscript will be checked for plagiarism as per UGC/AICTE guidelines.

Link to Submit Papers

<https://easychair.org/conferences/?conf=icabag3i>



Cash Prize for Best 3 Research Papers will be awarded, along with the Certificate of Merit.

FIRST
PRIZE

SECOND
PRIZE

THIRD
PRIZE

Important Dates

Full Paper Submission	25 th May 2021
Intimation of Acceptance	5 th June 2021
Last Date of Registration	15 th June 2021
Date of Conference	25 th & 26 th June 2021

Fee Details

Details	Indian Authors	International Authors
Research Scholars	INR 300	USD 30
Academicians	INR 500	USD 50
Corporates	INR 600	USD 60

Publication Opportunities

The paper submitted would be peer-reviewed, and selected papers will be published in UGC CARE/ SCOPUS Indexed journal with a maximum of three authors. The publication will have processing charges which will be paid by the author(s) after acceptance.

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