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CONTACT DETAILS FOR FURTHER COMMUNICATION

The Conference Convener
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HOW TO REACH KRISTU JAYANTI COLLEGE (Autonomous), BENGALURU

- From Majestic BMTC Bus Stand: Platform 19: Bus Route - 292 B, 292 C
- From K.R. Market: Bus Route: 292, 292 B, 293 c, 292 D, 292 F, 293 C
- Nearest Railway station: Bangalore East (8 km) / Cantonment (10 km)
- By Air, Bengaluru International Airport (28 Km)



Kristu Jayanti College

AUTONOMOUS Bengaluru
Reaccredited A++ Grade by NAAC | Affiliated to Bengaluru North University



Department of Management
organises



ICSSR Sponsored
National Conference

18th and 19th April, 2023

ATMANIRBHAR BHARAT

Embracing Self-Reliance Through
Innovation And Entrepreneurship

About the College

Kristu Jayanti College, founded in 1999, is managed by "BODHI NIKETAN TRUST", formed by the members of St. Joseph Province of the Carmelites of Mary Immaculate (CMI). The College is affiliated to Bengaluru North University and is reaccruited with grade 'A++' in 2021 by NAAC in the Third Cycle of Accreditation. The College is recognized by UGC under the category 2(f) & 12(B). The College has been accorded Autonomous Status since 2013 by the University Grants Commission, Government of Karnataka & the Bangalore University. For its contribution in the field of Education, Kristu Jayanti College has been recently given the Clean and Smart Campus award.

In the India Today - MDRA survey 2022, Kristu Jayanti College, Bengaluru is consecutively ranked as the Best Emerging College of the Century at National Level for Commerce, Science and Arts. The survey also ranked the college as 5th Best in BCA, 14th Best in MSW, 21st Best in BBA & Commerce, 23rd Best in Arts, 29th Best in Science and 33rd Best in Mass Communication among the Colleges in India. The College also ranked 2nd best in MSW, 3rd best in Commerce, Arts & BCA, 4th best in Science, 5th best in Mass Communication and 7th best in BBA among the colleges in Bengaluru. The institution strives to fulfill its mission to provide educational opportunities for all aspiring young people to excel in life by developing academic excellence, fostering values, creating civic responsibility, inculcating environmental concern and building global competencies in a dynamic environment.

Department of Management

Department of Management is established in the year 2001 with an objective of providing a platform for the holistic development of management students. Department is offering Bachelor of Business Administration, which is a 3 year (6 semesters) regular programme offered by Bangalore North University to the under graduate students, which aims at providing high quality professional education management to enthusiastic young minds who wish to join as management executives in industry, business or nonprofit organizations and to seek managerial and entrepreneurial abilities. Bachelor of Business Administration with Business Analytics and Aviation Management is also offered. It also provides the right foundation to those who aim to take up specializations in post graduate management studies. It offers wide range of opportunities to the students to excel in their areas of interest and acquire the skills required to be the future managers.

About the Conference

India has witnessed a Health and Economic Crisis in the form of Covid-19 pandemic. It has a catastrophic impact on all the sectors of the economy. Hence to make India resilient and self-reliant, the Honorable Prime Minister Shri Narendra Modi emphasized on Atmanirbhar Bharat Abhiyan or Self-Reliant India. Self-reliance has recently gained popularity, with phrases like "Vocal for Local," "Make in India", and "Atmanirbhar Bharat," the officially declared national slogan for self-reliance, sounding off as a clarion call for business owners and entrepreneurs to rise and seize the opportunities of new horizons. Key to successful self-reliant culture is to employ our intelligence, capability, creativity, and independence to solve problems. Strategic approach to develop self-reliant culture could be promoting Entrepreneurship and Innovation. The National Conference aims at exploring the prospects and challenges faced across various sectors of the Indian economy to achieve self-reliance through innovation and entrepreneurship. It also gives the interdisciplinary platform for researchers, practitioners, and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in different sectors.

Participants' Profile

Academicians, Research scholar, Students, Industrialist and Professionals from public and private sector.

Conference Themes

This conference seeks to provide a platform to the participants for insightful and original discussion and present their research work on Embracing

01	Entrepreneurship	06	General Management
02	Innovation	07	Economics
03	Finance and Accounting	08	Decision Science
04	Banking and Insurance	09	Human Resource
05	Marketing	10	Information Technology

11	Operations
12	Business Strategy
13	Digital Adoption Solution
14	Artificial Intelligence
15	Health Care, Hospitality and Tourism

Note: List is not exhaustive, researchers can submit their research work related to conference theme.

Guidelines For Paper Submission

Academicians, Research scholar, Students, Industrialist and Professionals from public and private sector.

- All the submissions must be made in word format.
- The manuscript should not exceed 5,000 words (About 12 A-4 size pages typed in double space).
- Soft copy of the paper should be submitted in A4 size, MS - word format only with Times New Roman with heading in font size 14 and remaining text size 12 with double spacing.
- The cover page should state only the title of the page, name, official address, e-mail ID, phone/fax numbers of the author(s), a brief biographical note of the author(s) and acknowledgments (if any).
- The first page of the manuscript (after the cover page) should also contain the title and the abstract only.
- Footnotes should be kept to a minimum and be numbered consecutively throughout the text with superscript Arabic numerals.
- The participant should send the full manuscript to ncsrie@kristujayanti.com on or before 25/03/2023.
- Research paper sent after 25/03/2023 will not be considered for publication. Registration for publication and presentation should be completed by 04/04/2023.
- Registration for only participation and presentation should be completed by 11/04/23.
- All joint participants must register separately by paying the full registration fee.
- Authors cannot delegate the presentation of the paper to anybody else.
- The selected papers will be peer reviewed and evaluated based on originality and relevance to the conference.
- The selected papers which are presented during the conference will be published in conference proceeding with ISBN (Publication charges are additional).

Registration Fee

Participation & Presentation				
Academicians & Research Scholars		Students		Industry Delegates
Participant	Presentation	Participant	Presentation	
Rs.600	Rs.700	Rs.300	Rs.400	Rs.1500

Accommodation will be provided based on request

Inclusive of all Taxes

Registration Link / QR Code

<https://portal.kristujayanti.edu.in/register-icssr-sponsored-national-conference-on-atmanirbhar-bharat-embracing-self-reliance-through-innovation-and-entrepreneurship>

