



**MAHATMA GANDHI KASHI VIDYAPITH,  
VARANASI  
(A U.P. State University)**

**INDIA**

**National Seminar**

**&**

**3<sup>rd</sup> Annual Conference of IAMD**

**on**

**Smart City Vs Smart Village: A Path  
towards Startup India – Opportunities,  
Issues and Challenges**

**January 10-11, 2017**



**Organised by**

**Faculty of Commerce & Management Studies  
Mahatma Gandhi Kashi Vidyapith,  
Varanasi**

**In Association with**

**Indian Association for Management Development  
(IAMD)**

**Sponsored by**

**Department of Higher Education  
Government of Uttar Pradesh, Lucknow**

## **ABOUT SEMINAR**

The smartness in a city or villages means different things to different people. It could be **Smart design, Smart utilities, Smart housing, Smart nobilities, Smart governess and Smart transportation** etc. This Two Day National Seminar will contemplate and meditate on all the emerging issues related to development of the Smart Villages and Smart Cities and suggest how we as a nation can contribute towards making this dream come true.

**January 10, 2017**

**Special Session: PROF. A.P. BAIJAL MEMORIAL  
LECTURE AWARD SESSION on “STARTUP INDIA”.**

**Session-I: Concepts, Vision and Understanding**

Defining ‘Smart City and Smart village  
Smart City Vs Smart Village a critical analysis  
Start-up India and Smart Village  
The vision of Smart Village  
Smart cities in Indian Context

**Session-II: Smart City & Villages: Opportunities for  
‘Startup India’**

Integrated Health Care Management  
Health & Social Problem Awareness, Yoga Smart Cities for Health  
Smart Education, Innovations in Smart Governance  
Skill Enhancement and Skill Education Services for Smart India  
Smart Housing, Smart Technology and Innovation  
Disaster Management System, Renewable Energy and Smart India  
Smart Transportation and Traffic Management  
Smart Entrepreneurship, Start- Ups to trigger Employment Boom

**January 11, 2017**

**Session-III: Smart City & Villages: The Emerging Issues**

Law & Order Enforcement, Rural and Urban Connectivity  
SMEs & Economic Empowerment  
Rural- Urban Migration, Formalizing the Informal Sector  
Supply – Chain Management Strategies  
Smart Digital governance  
Requirements of Hospitality Industry and Tourism  
Sanitation and Waste management, Water Management  
Safety and security of citizens

**Session-IV: The Roadblocks & Challenges towards  
‘Smart India’**

Smart citizen  
Business Sustainability  
Emerging strategies to create Smart India  
The role of commerce and management in creating ‘Smart India’  
Making villages as an investment friendly zone  
PPP Models to build Smart Bharat  
Role of development Banks  
Financial awareness and Smart Village

## **IMPORTANT DATES**

Last date of abstract Submission: December 20, 2016

Last date of full Paper Submission: December 25, 2016

## **CALL FOR PAPERS**

Conceptual, theoretical and empirical papers from the field of management, commerce, social sciences are invited for presentation in the seminar. A book of Conference Proceedings with ISBN Number will be released shortly after conclusion of the seminar.

**The following is the suggested format for paper submission:**

- Length : 3500-5000 words
- Paper Title should be brief.
- All authors’ Title (e. g. Dr, Mr, Mrs, etc.) & Name, Affiliation, Email etc.
- Abstract (not more than 250 words) and Keywords
- Introduction/ Background/ Objective
- Literature Review
- Methodology, Findings, Analysis & Discussion
- Conclusion and Recommendations
- References- APA Style is required.
- Tables, figures, etc. In their appropriate location in the paper (if applicable)
- Margins: 1 inch or 2.5 cm. Font: Times New Roman, 12 points
- Spacing: 1.5 between lines and 2 between paragraphs

**Note:** The soft copy of the papers may be sent through  
E-mail to [seminar.smartcity@gmail.com](mailto:seminar.smartcity@gmail.com)

## **REGISTRATION DETAILS**

For Academicians/Corporate Persons/ Research Scholars -  
**Rs. 1000**

For students (IMS, MGKVP only) **Rs. 700**

Participants can pay the registration fees either through cash or DD drawn in favour of “**Finance Officer, M.G. Kashi Vidyapith, Varanasi**” payable at Varanasi.

## **ACCOMMODATION**

The participants may be accommodated to the University Guest House/Hotels only on availability basis. Accommodation arrangements may be made available as per the request made by the participants. However, the participants will have to bear the accommodation expenses.

## Chief Patron

Dr. Prithvish Nag

Hon'ble Vice Chancellor

Mahatma Gandhi Kashi Vidyapith  
Varanasi, (U.P.)

## Seminar Director

Prof. Kripa Shankar Jaiswal

Dean

Faculty of Commerce & Management Studies

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## Organising Convener

Prof. Ajit Kumar Shukla

Professor

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## Organising Secretary

Mr. Ayush Kumar

Asst. Professor

Institute of Management Studies

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Varanasi, (U.P.)

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## Organizing Committee

### Faculty of Institute of Management Studies

Dr. Reena Shukla

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Dr. Dileep Kumar Singh

Contact: 9125470642

Dr. Dhananjay Vishwakarma

Contact: 9415991329

Mr. Ashish Maurya

Contact: 8115721434

Mr. Vivek Kumar Srivastava

Contact: 8303999809

Mr. Pradeep Kumar

Contact: 7897887650

## IAMD- Office Bearers

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(Banaras Hindu University, Varanasi)

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(University of Delhi)

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Prof. R.U. Singh

(College of Commerce, Arts & Science, Patna)

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(MUIT, Lucknow)

Prof. K.S. Jaiswal

(Dean- Faculty of Commerce & Management Studies)

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: Managing Editor

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: Conference Secretary

## ABOUT VARANASI

The holy city of Varanasi needs no introduction. A holy land for Hindus, Varanasi is said to be situated on the trident of Lord Shiva. The mesmerizing beauty of the pristine ghats of Varanasi has attracted tourists and pilgrims down the ages. Varanasi is known only a city of temples, but has also been an abode to many eminent scholars who have carved a niche in the annals of history. This is the land where Lord Buddha gave his first sermon of 'Enlightenment' at Sarnath. To quench the thirst of intellectuals and knowledge seekers, 'Bharat Ratna' Pt. Madan Mohan Malviya founded the Banaras Hindu University in Varanasi which remains a prominent place of importance for tourists. The temperature will remain very cold during the month of January. Therefore, participants are requested to bring proper warm clothes with them.

## ABOUT UNIVERSITY

A place of pilgrimage of Indian Socialist Movement, Mahatma Gandhi Kashi Vidyapith was founded by "Rashtra Ratna" Babu Shiva Prasad Gupta, "Father of the Nation" Mahatma Gandhi, and "Bharat Ratna" Dr. Bhagwan Das. It was inaugurated by Mahatma Gandhi during the Non-Cooperation movement of the freedom struggle on the auspicious occasion of Basant Panchami on February 10, 1921. It is a Uttar Pradesh State University.

## ABOUT FACULTY

The Faculty of Commerce & Management Studies was established in 1983 with commerce as the only functionary department. In the year 1995 the Institute of Management Studies (IMS) started to function under the aegis of Faculty of Commerce & Management Studies, M.G.Kashi Vidyapith. Department of Commerce and Institute of Management Studies has been providing nurturing environment to develop future leaders by equipping them with rights skills, attitude and professionalism to make them succeed in the corporate world with flying colours.

## VENUE OF THE SEMINAR

Prabandh Bhawan, Faculty of Commerce and Management Studies, Mahatma Gandhi Kashi Vidyapith, Varanasi, U.P.



## REGISTRATION FORM

TWO-DAY NATIONAL SEMINAR

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ON

“SMART CITY Vs SMART VILLAGE: A PATH  
TOWARDS STARTUP INDIA – OPPORTUNITIES,  
ISSUES AND CHALLENGES”

(10-11 January, 2017)

Name:.....

Student/Research

Scholar/Academician/Corporate:.....

Institution/Organization:.....

Title of the Paper:.....

Correspondence Address:.....

Mobile:.....

E-Mail:.....

Whether accommodation needed: Yes/No

(If yes, Please confirm your accommodation on payment basis)

Date of Arrival:.....

Date of Departure:.....

Amount of Registration Fee:

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For students (IMS, MGKVP only) Rs. 700

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(Signature with date)