SOPHIA COLLEGE (AUTONOMOUS), AJMER

DEPARTMENT OF ECONOMICS

International/National Seminars/ Conferences/ Workshops

National Symposium 2024-25

- Age-related adaptations and implications for training programs
- Sports Marketing and Branding
- Economic impact analysis of sports events
- International sports diplomacy and relations
- Emerging Trends in Sports Sciences
- Strategies for Grassroots Development in Sports
- Integrating Sports and Education

Guidelines for Paper Submission

1. The papers (abstract and full papers) should be sent by e-mail to economics@sophiacollege.ajmer.in
2. Research Papers submitted for presentation must be original, previously unpublished and not under consideration for publication elsewhere.
3. Full-length Research Paper should be written in APA format and should not exceed 7000 words.
4. The text should be typed in MS Word with 1.5 space, Times New Roman font size 12.
5. Papers will undergo a blind review process, and authors of selected papers for presentation will be notified via email.

Awards

Best Paper Presentation Award in Each Technical Session.

Registration

Participants should register by 5th September 2024.

- **Important Dates:**
  Last Date for Submission of Abstracts: 31st August 2024
  Notification to Authors of Selected Papers: 5th September 2024 (via email)
  Last Date for Submission of Full Papers: 15th September 2024
- Registration entitles attendance to all scientific sessions, registration kit, networking lunch high tea, certificate and hospitality.

Delegates	Registration fee (INR)	On the Spot Registration (INR)
Students/Research Scholars	1500	2000
Academicians/Industry/NGO Experts/Others	3000	3500
Institutional Registration*	7000	4500

(* Institutional Registration: The institution should select two student representatives, either sports enthusiasts or players, who wish to pose active questions during the panel discussions on the development of sports in the country. They will be accompanied by a staff member, who is also a member of a sports body and can contribute effectively by asking insightful questions. This participation aims to make strong contributions towards making India a global sports powerhouse).

- Accommodation for participants will be arranged on a payment basis (Accommodation charges 1200/- Rs per day).

Account Details for remitting the fee online

https://payments.bitbook.com/bdcollect/bitBOCSopGirlC18882

Patron

Prof Sr. Pearl (Principal)

Co- Patron

Dr Sr. Rani (Vice Principal)

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CONTACT US

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Sophia Girls' College (Autonomous), Ajmer

Re-Accredited 'A+' Grade by NAAC (UGC)

NATIONAL SYMPOSIUM ON:

'MAKING INDIA A GLOBAL SPORTS POWERHOUSE'

SERIES -2

20th - 21st September, 2024

About the College

Sophia Girls' College (Autonomous) Ajmer is an exclusive seat in higher education in Rajasthan. It boasts an enviable reputation nationally and internationally, holding an A+ grade from NAAC. The college has a state of art of infrastructure and, an exquisitely green campus spread over 9.9 acres, offering a wide range of Undergraduate and Postgraduate programs, Ph.D. programs, International Certifications and 60+ MoUs with institutions of National and International repute for academic enrichment and exposure. Our college has maintained a strong track record in sports, consistently winning the sports general championship trophy for the past 7 years. We offer a diverse range of over 20 games and sports to our students, ensuring a wide array of opportunities for athletic participation. Annually, around 200 students actively engage in inter-collegiate tournaments across various sports, showcasing their skills and competitive spirit. Moreover, a notable contingent of 30-40 players regularly represent our college in prestigious state, national, and zonal tournaments, highlighting our commitment to fostering excellence in sports at all levels.

Visit us at: https://sophia.college/

About the Symposium

When the Prime Minister speaks about "Viksit Bharat", it is essential to underscore how the sports sector can contribute to this vision. Sport is an integral part of a country's development. Hosting a mega sporting event not only drives infrastructure development but also generates employment, attracts foreign capital, revitalizes the local economy, promotes tourism, and nurtures skilled athletes. However, these benefits depend on having a strong sports culture. Sports directly boost the economy and indirectly enhance it by improving health and education in society.

India, with its rich demographic dividend and immense manpower potential, excels in various fields, and this success can be mirrored in sports by achieving strong podium finishes at the Olympics and other international sporting events. Advancing sports in our country requires the collective effort of not just sportspersons, but every sports enthusiast. This can be realized when everyone passionate about sports comes together on a single platform to share their insights and suggestions for making India a global sports powerhouse.

The aim of the sports symposium is to present research papers not only to showcase our research skills but also to make a significant contribution to the development of sports at the grassroot level. This event will focus on utilizing in-depth research to create a substantial impact. A key aspect of the symposium is the panel discussion, which is scheduled to draft recommendations for a sports policy that aims to effect dynamic changes in the country's sports landscape. Together, let's work towards making India a global sports powerhouse.

We wholeheartedly invite academicians, scholars, students, industrialists, stakeholders, administrators, journalists, and all sports enthusiasts to join us in this symposium. Together, let us actively contribute to elevating sports in our country to new heights.

Call for Papers

Original research papers on the themes mentioned below are invited for the presentation.

Themes

- Mental Health and Well-being challenges in sports
- Psychological aspects of talent identification and development
- Cross-cultural perspectives in sports psychology
- Statistical models for performance prediction
- Analysing injury patterns and risk factors
- Machine learning and AI applications in sports analytics
- Advanced statistical techniques for sports data
- Educating coaches and athletes on proper nutrition practices
- Role of sports dieticians and nutritionists in athletic support
- Nutrition and Supplementation in Sports Medicine
- Health implications of sports participation and physiological adaptations
- Physiological responses to environmental extremes during competition

National Webinar on "Making India a Global Sports Powerhouse Series-2"

Date: 20th - 21st September, 2024
Total Number of Participants: 123
Venue: Seminar Hall, Sophia College (Autonomous), Ajmer
Chief Guest: **Colonel Bhaskar Chakarvarti, Shri Mahendra Singh Shekhawat**

RESOURCE PERSONS:

1. Shri Gopalkrishnan R(Founder and Director EKlavyas Consultancy Pvt. Ltd. Bengaluru, India)
2. Shri Shaji Prabhakaran (President of Delhi Football Association,
Director of Delhi United SC.)
3. Major Disha Pannu (Director, Department of Posts, India)
4. Professor Rajeev Choudhary (Dean, Student's Welfare,
Pt. Ravi Shukla University, Raipur (Chhattisgarh)
5. Shri Sarthak Mondal (Sports Economics Lecturer University of Portsmouth England, U.K)
8. Shri Rajesh Sobti (Director of Sports Kurukshetra University, Haryana)

9. Shri Atul Dubey (Assistant Professor, Physical Education Department of Social Sciences NCERT Sri Auro-bindoMarg, New Delhi)

REPORT

The Department of Economics and Physical Education of Sophia College Ajmer (Autonomous), organised a two-day National Webinar on " Making India a Global Sports Powerhouse." On 20th-21st September 2024.

The event witnessed enthusiastic participation, with total of 123 students actively engaging in the symposium, contributing to insightful discussions and interaction via Google meet and YouTube live streaming.

On the first day, the inaugural session started by Dr.Sr. Pearl the Principal and Patron of the webinar welcoming the keynote speaker and other esteemed resource persons.

Following this, Dr. Kumud Khatri, Convenor of the webinar and Assistant Professor, Department of Economics, extended her warm welcome to the esteemed resource persons and presented the keynote of the webinar, outlining the objectives and significance of the sessions.

The Chief Guest of the day, Colonel Bhaskar Chakravarty, Group commander Rajasthan NCC Udaipur, delivered an impactful keynote address on the role of sports from a military perspective, highlighting how sports help soldiers manage mental stress and build resilience. The second Chief Guest, Shri Asgar Ali, Sport Officer Dayanand College Ajmer, provided a thought-provoking perspective on why sports remain underdeveloped in India, focusing on systemic challenges and the need for a paradigm shift in prioritizing sports infrastructure and support.

The first technical session began with research paper presentations on crucial aspects of the sports industry. Researchers discussed topics such as mental health in sports, corruption in Indian sports, and infrastructure development through sporting events. These presentations provided valuable insights into the challenges and opportunities in India's sports ecosystem.

The symposium featured a thought-provoking panel discussion with distinguished speakers from the field of sports management and education. Shri Shaji Prabhakaran, President of Delhi Football Association and Director of Delhi United SC, highlighted the role of fan culture in shaping a strong and sustainable sports ecosystem. Shri Rajesh Sobti, Director of Sports, Kurukshetra University, Haryana, analysed India’s performance in the Olympics this year, identifying key takeaways for future improvements.

Shri Gopal Krishnan R, Founder and Director of Eklavyas Consultancy Pvt. Ltd., Bengaluru, discussed how social media can be effectively used to promote sports and enhance athlete engagement. Dr. Debendu Kumar, Assistant Professor, Physical Education, Department of Education, Regional Institute, emphasized the need for infrastructure development to strengthen sports at both grassroots and professional levels.

The second day of the symposium was chaired by Shri Atul Dubey, Assistant Professor, Physical Education Department of Social Sciences, NCERT, New Delhi, with Shri Gopalkrishnan R, Founder and Director of Eklavyas Consultancy Pvt. Ltd., Bengaluru, as the Co-Chairperson.

Dr. Kumud Khatri facilitated the felicitation of Shri Atul Dubey, while Dr. Divya Mishra felicitated the Co-Chairperson.

The day commenced with research presentations on topics such as statistical models for predicting the performance of female athletes, economic outcomes of hosting sports events, and India-Pakistan cricket diplomacy.

This was followed by a panel discussion featuring Miss Disha Pannu, Dr. Rajeev Choudhary, Dr. Rajesh Sobti, and Dr. Atul Dubey, who discussed crucial issues like the lack of sportspersons in policymaking, the importance of grassroots sports development, and injury management in sports. The discussion was highly engaging, with students asking insightful questions.

Towards the end, Mr. Mahendra Singh Shekhawat, an international basketball player, addressed

the audience on fostering sports interest among children and the significance of diet in an athlete's life.

The symposium concluded with Dr. Shahina Sherani, co –convener of symposium, presenting a summary of the two-day event, followed by Dr. Kumud Khatri, the Convenor of the symposium, delivering the vote of thanks, expressing gratitude to all resource persons, participants, and organizers for their contributions.

The webinar concluded on a hopeful note, emphasizing that India is steadily progressing on its path to becoming a GLOBAL SPORTS POWERHOUSE.

सोफिया कॉलेज में राष्ट्रीय संगोष्ठी का आयोजन

अजमेर, (कासं)। सोफिया कन्या महाविद्यालय में शुक्रवार को 'भारत को एक वैश्विक महाशक्ति बनाना' विषय पर दो दिवसीय राष्ट्रीय संगोष्ठी का आयोजन हुआ। संगोष्ठी का शुभारंभ मुख्य अतिथि कर्नल भास्कर चक्रवर्ती ने किया। संगोष्ठी में प्रमुख वक्ताओं और विशेषज्ञों द्वारा खेल में भ्रष्टाचार, मानसिक स्वास्थ्य संबंधी चुनौतियों, खेलों में वित्तीय असमानता, प्रतिस्पर्धी संतुलन आदि विषयों पर अपने विचार प्रस्तुत किए। संगोष्ठी संयोजक डॉ.कुमुद खत्री ने बताया कि शुक्रवार को प्रथम दिवस पर संगोष्ठी में मुख्य अतिथि कर्नल भास्कर चक्रवर्ती ने संबोधित करते हुए कहा कि अत्यधिक गतिविधि के बजाय खेल कूद को प्राथमिकता दी जाए उन्होंने खेलकूद के महत्व पर प्रकाश डाला। विशेषज्ञ सार्थक मॉडल ने प्रतिस्पर्धी संतुलन, खेल प्रशासन और प्रबंधन पर अपने विचार व्यक्त करते हुए राष्ट्रीय स्तर पर खेल कूद के विश्लेषणात्मक व आर्थिक पहलू पर प्रकाश डाला। संगोष्ठी संयोजक व विशेषज्ञों ने राष्ट्रीय और अंतरराष्ट्रीय खेल कूद प्रतियोगिताओं से संबंधित समस्याओं और दावों पर गहन विचार विमर्श किया। डॉ. खत्री ने बताया कि संगोष्ठी में खेल कूद को अन्य व्यावसाय के समान दर्जा देने व खेल कूद की आवश्यकता को महत्वपूर्ण माना। संगोष्ठी में खेल से संबंधित नए दृष्टिकोणों को रखा गया।

विशेषज्ञों द्वारा शोध पत्र प्रस्तुत किए:- डॉ. खत्री ने बताया कि संगोष्ठी में मुख्य विषय से संबंधित बिंदुओं पर विशेषज्ञों द्वारा जानकारीपूर्ण शोध पत्र भी प्रस्तुत किए, जिसमें खेल कूद में भ्रष्टाचार, प्रशासन, मशीन लर्निंग के उपयोग सहित पिछले कुछ वर्षों में खेल की प्रगति, अनुकूलन और स्थिति आदि उपविषयों पर विमर्श किया गया। डॉ दिव्या मिश्रा, डॉ शाहिना शेरानी, डॉ तन्मय शर्मा, प्रतिष्ठा पांडे, लवीना गंवानी, कुमार गौरव, आयुषी यादव ने अपने-अपने विचार रखे।

विशेषज्ञों के समक्ष वक्ताओं ने रखे प्रश्न

सवाल-जवाब सत्र में प्रतिभागियों ने वक्ताओं से प्रमंगत प्रश्न पूछे, जिसका विशेषज्ञों द्वारा तर्कपूर्ण जवाब दिए गए। वहीं विशेषज्ञों ने शीतकालीन ओलंपिक का एक पर्यावरणीय कारण के रूप में संरक्षण एवं प्रशासक संस्कृति जैसे अन्य बिंदुओं पर भी प्रकाश डाला। संगोष्ठी के प्रथम दिन के समापन पर सोफिया कन्या महाविद्यालय की ओर से सभी महाभागियों का आभार जताया। संगोष्ठी में अतिथि डॉ.राजेश सोबती, डॉ शाहजी प्रभाकरण, आर गोपालकृष्णन मौजूद रहे।

दैनिक नवज्योति

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सोफिया कॉलेज में दो दिवसीय राष्ट्रीय संगोष्ठी सम्पन्न

कासं/अजमेर। सोफिया कन्या महाविद्यालय द्वारा आयोजित दो दिवसीय राष्ट्रीय संगोष्ठी शनिवार को सम्पन्न हुई। भारत को खेल कूद में एक वैश्विक महाशक्ति बनाने पर संगोष्ठी में विशेषज्ञों और वक्ताओं ने अपने सुझाव साझा किए। खेल का अर्थशास्त्र, खेल की कूटनीति और जमीनी स्तर पर विकास जैसे विषयों को संगोष्ठी में शामिल किया गया। इस संगोष्ठी ने खेल से संबंधित नए दृष्टिकोणों को प्रस्तुत किया। प्राचार्य प्रो. सिस्टर पर्ल ने वक्ताओं का स्वागत किया। इस दौरान संगोष्ठी संयोजक डॉ. कुमुद खत्री, पैनल चेयर आर. गोपालकृष्णन, अतुल दुबे, महेंद्र सिंह शेखावत, डॉ. दिव्या मिश्रा, डॉ. शाहिना शेरानी, डॉ. तन्मय शर्मा, प्रतिष्ठा पांडे, लवीना गंवानी, निशांत पाल, कुमार गौरव, आयुषी यादव, डॉ. राजेश सोबती, सुश्री दिशा पन्नू, डॉ. सिस्टर रानी, डॉ. राजीव चौधरी आदि मौजूद रहे।

2020-21

National Webinar on “Making India a Global Sports Powerhouse”

- Date: 5th – 6th January 2021
- Total Number of the Students: 1008
- Venue: Sophia Girls' College (Autonomous), Ajmer

- **Resource person :** 1. Shri R.D. Singh Ji (Member of TIDC (Para Athletics) Khelo India Development Program, Ministry of Youth Affairs and Sports

  2. Shri Shaji Prabhakaran (President of Delhi Football Association, Director of Delhi United SC.)

  3. Prof. Neera Verma (Dean, Faculty of Social Science, Kurukshetra University, Kurukshetra, Haryana)

  4. Shri Anil Ramachandran (Associate Professor Kannur University, Kerala)

  5. Shri BabluMareek (Yoga Teacher & Fitness Consultant, Goa)

  6. Professor Rajeev Choudhary (Dean, Student's Welfare, Pt. Ravi Shukla University, Raipur (Chhattisgarh)

  7. Prof. Jayashree Acaharya (Head, Dept. of Sports Psychology L.N.I.P.E. Gwalior)

  8. Shri Rajesh Sobti (Director of Sports Kurukshetra University, Kurukshetra, Haryana)

  Chief Guest: Ms. Deepa Malik (President Paralympics Committee of India)

Report

The Department of Economics and Physical Education of Sophia Girls' College Ajmer Autonomous, organised a two-day National Webinar on " Making India a Global Sports Powerhouse." On 5th-6th January 2021 from 3 to 6 p.m. Over 1008 participants from all over the country participated via Google Meet and YouTube Live Streaming.

On the first day, The webinar began by Ms. Kumud Khatri the co-convener of the webinar welcoming all the resource persons and participants and presenting the concept note of the webinar.

The inaugural session started by Dr.Sr. Pearl the Principal and Patron of the webinar welcoming the keynote speaker and other esteemed resource persons. This was followed by the keynote address by Shri R.D. Singh Ji India's First Dronacharya awardee coach for para-sports. Sir by his own experience motivated the players and highlighted that the government now is definitely focusing on building Sports Culture in India.

The Speaker of the first Technical session was Shri Shaji Prabhakaran, President of Delhi Football Association and Director of Delhi United SC. Who briefed very extensively about the Dynamic Careers in sports that are not much talked about.
The Speaker of the Second special session was Prof. Neera Verma, Dean Faculty of Social Science Kurushetra, Haryana. Ma'am very passionately addressed on the much debatable topic Can the budget allocation in sports be applauded and by very clearly specifying the difference b/w per capita sports expenditure in China and India proclaimed that definitely the budget allocation in India cannot be applauded at present.

The Speaker of the third technical session was Shri Anil Ramachandran, Associate Professor, Dept. of Physical Education and Sports Sciences Kannur University, Kerala. Sir very keenly addressed on the topic Why Youth Dropout of Sports.
This was followed by the last technical session headed by Shri BabluMareek, Yoga Teacher and Fitness Consultant, who addressed the gathering on the topic How to reduce attrition rate in Sports.

The second day of the webinar began with the first technical session by Professor Rajeev Choudhary, Dean Welfare Pt. Ravi Shukla University, Raipur, Chattisgarh. Who delivered a very lucid but relevant talk on the need for developing a Sports Culture in India.

Prof. Jayashree Acaharya, Director IQAC,Laxmibai National Institute of Physical education was the second resource person of the day who in a very transparent manner elaborated how toxicity in sports affects athletes mental health and what are its repercussions.

This was followed by the last technical session of today by Shri Rajesh Sobti, director Sports kuk Haryana. A rather interactive and though provoking session, on the need for double goal coaching where the coach not only prepares their ward to win but also teaches them life lessons to keep them motivated throughout their life.
These two days were successful in breaking the shackles of considering sports a not so admired destination.

A renownedIndian athlete, and our proud alumni,Dr. Deepa Malik graced the Valedictory session as the Chief Guest.

Ma'am Malik who is an arjun awardee, khelratna awardee and even the proud receiver of padma shri enthralled the participants by her motivating journey.

She kept the entire croud captivated till end and proclaimed that if she despite facing so many odds at an unexpectable age conquer so many laurels, anyone by their firm determination and hard work can dream to achieve it for India.

With an enchantment of optimism the Webinar concluded with the thought that India has started moving towards becoming the GLOBAL SPORTS POWERHOUSE.

S.No	Name of Resource Person	Designation	Contact Details
1.	Shri R.D. Singhji	Member of TIDC, Khelo India Development Program	9414095206
2.	Ms. Deepa Malik	President, paralympic Committee of India	9582716010
3.	Shri Rajesh Sobti	Director Sports, Kurukshetra University	9467054670
4.	Shri Shaji Prabhakaran		9873411462
5.	Prof. Rajeev Chaudhary	Dean Students' welfare	9616557777
6	Shri Anil Ramchandaran	Associate Professor and head, School of Physical Eduction and Sports Science	9447027990
7	Prof. Jayashree Acharya	Director IQAC, Lakshmibai National Institute of Physical Education	8319459478
8.	Shri Bablu Mareek	Yoga Teacher and afaitness Consultant	9831331235
9.	Prof. Neera Verma	Dean, Faculty of Social science, Kurukshetra university, Kurukshetra , Haryana	9416035388

2019-20

International Conference on Water – A Focus on Future and Innovation

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Name of the Activity- International Conference on "Water- A Focus on the Future and Innovation"

Date of the Activity- 24th and 25thFebruary 2020

Total number of Students- 414

Venue – Quadrilateral, Sophia Girls' College (Autonomous), Ajmer

Level- International Conference

Resource Persons –

S.No	Name	Designation	Affiliating Institute/University	Contact Details	Contributed to the event as a-
1	Shri Gajendra Singh	Hon'ble Union Cabinet Minister, Ministry of Jal Shakti	Government of India	gshekhawat@sansad.nic.in	Chief Guest
2	Shri Rajendra Singh	'Waterman of India'	Tarun Bharat Sangh	jalpurushtbs@gmail.com	The Guest of Honour
3	Dr. M Kavvas	Professor	University of California, Davis, USA	mkavvas@ucdavis.edu	Keynote Speaker
4	Shri Bhupendra Yadav	Hon'ble Member of Parliament	Government of India	bhupendra.yadav@sansad.nic.in	Chief Guest for Valedictory Session
5	Dr. Raghu Murtugudde	Earth System Scientist	University of Maryland, USA	mahatma@umd.edu	Resource Person

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6	Dr. Harmeet Bhatia	Environmentalist and Director	IPG Phonetics, Boston, USA	bhatiaharmeet@ipg.gov	Resource Person
7	Dr. Subhash Yadav	Director	Public Health, WHO, Fiji Islands	subashyadav28@gmail.com	Resource Person
8	Ms. Vandana Pandya	SocialActivist Ahmedabad	WASMO	9925069216	Resource Person
9	Dr. Preeti Sharma	Professor	Kurukshetra University	7342301120	Resource Person
10	Prof. M S Rathore	Director	CEDS, Jaipur	8976547120	Chair – Technical Session
11	Prof. Shiv Dayal	Professor, Head of Department - Economics	MDS University	9413260045	Co- chair Technical Session
12	Shri Prahlad Pareekh	Executive Engineer	PHED, Ajmer	9414559876	Resource Person
13	Prof.Anuradha Tripathi	Professor- International Affairs Expert	Head- Dept of Political Science, SPC Government College, Ajmer	9460791146	Panelist
14	Mr. Hemant Mathur	RAS	Governmentof Rajasthan	9782118957	Panelist
15	Dr PinkyTak	Medical Officer	JLN Medical Hospital	7976960370	Panelist
16	Shri RameshYadavar	Activist and Senior Programme Officer	Participatory Research in Asia	9829547063	Panelist

17	Dr. Naseer Ahmed	Director	BARC	8769334215	Panelist

Learning Outcome & Objective of the Activity-

To explore the various possibilities of Water Management and Water Conservation in India and the world and to encourage and provide a platform to students and research scholars wherein they can explore this field to study.

Water problem happens to be a problem of multi-dimensional nature from Water Pollution to Water Politics. It will lead to realignment in International Politics and the emergence of new centres of power in the world.

The eventual outcome of the activity was the recognition of the need for the stakeholder to be well versed with latest development, strategies, techniques and application of best practices to innovatively manage this very important resource –water.

ON
WATER
FOCUS ON THE FUTURE AND INNOVATION
24TH & 25TH FEBRUARY 2020
Organized By:
Departments of Political Science & Economics
Sophia Girls' College, Ajmer (Autonomous)
WAPCOS
24.02.2020

Kazakhstan
Uzbekistan
Turkmenistan
Afghanistan
Pakistan
INTERNATIONAL CONFERENCE
ON
WATER
A FOCUS
ON THE FUTURE
AND INNOVATION
24 02 2020

2018-19

National Conference on Emerging Trends And Scope In The Bankng Sector With Special Reference To The Present Indian Scenario

PUBLICATION:

Best selected papers will be published in the edited book with ISBN publisher.

REGISTRATION: (NON REFUNDABLE)

CATEGORY	WITH ACCOMODATION	WITHOUT ACCOMODATION
Teachers/ Professionals/ Academicians	2,500/-	1,500/-
Scholars/ Students	1,500/-	750/-

Registration fee includes Conference participation Certificate, conference material, breakfast and lunch. All the members who desire to attend the Conference must send their registration fee through any of the following modes:

1) Demand Draft/ Banker's Cheque:
Drawn in favour of Principal, Sophia Girls' College, Ajmer payable at Ajmer. The registration fee should be sent by speed post/ registered post to the following address: Principal, Sophia Girls' College, Mirshali, Jaipur Road, Ajmer (Rajasthan) 305001

2) NEFT to:
A/c Name: Principal Sophia Girls' College, Ajmer
Bank Name: Canara Bank
Branch Name: Sophia Sr. Sec. School, Ajmer
A/c No.: 8469101012442
IFSC Code: CNRB0008469

(Kindly bring the receipt of your online payment)

ACCOMODATION:

Accommodation will be provided to those who opt for the same in the registration form.
Accommodation will be available from 24th Aug. morning to 26th Aug. noon.
(Accommodation will be available on twin sharing basis).

ORGANIZING COMMITTEE:

Sophia Girls' College, Ajmer
- Patron : Dr. Sr. Pearl
- Convenor : Ms. Divya Mishra
- Co-Convenor : Ms. Sumita Gurnani
- Co-ordinator : Mr. Raman Tiwari
- Organising Secretary : Dr. Sr. Rani

- Members Organising Committee:
  - Dr. Jyoti Jagwani
  - Mr. Deepak Balani
  - Ms. Prasharsa Karna
  - Ms. Reena Balani
  - Ms. Alisha Fernandes
  - Dr. Bhawna Sharma
  - Ms. Surbhi Mehra
  - Ms. Yuvnika Sogani
  - Ms. Kumud Khatri
  - Ms. Gazal Sharma

In Association with Rajasthan Chapter of Indian Commerce Association:
- Prof. M L Agarwal: Director Conference, Secretary Raj. Chapter of ICA, Principal, Government College, Kotra, Udaipur.
- Prof. Subash Garg: President ICA, Director CRIT, The IIS University, Jaipur, Rajasthan.
- Dr. Manas Pandey: Vice President ICA, VBS University, Jaunpur, (UP).
- Prof. Narendra Kumar: Secretary ICA, MD University, Rohtak.
- Dr. Pushpendra Misra: Joint Secretary ICA, DSMNR University, Lucknow, (UP).

CONTACT DETAILS:

Please feel free to contact the executive members of the Conference for any queries through:

Website www.sophiacollegeajmer.in
Email sophiaetsbs2018@gmail.com
Contact No. 0145-2427243

Prof. M.L Agarwal (09521261818)
Ms. Divya Mishra (09413730493)
Ms. Sumita Gurnani (07976002927)
Mr. Raman Tiwari (09829263280)

NATIONAL CONFERENCE

ON

EMERGING TRENDS & SCOPE IN THE BANKING SECTOR

WITH

SPECIAL REFERENCE TO THE PRESENT INDIAN SCENARIO

24th-25th August 2018

Organised by:

Sophia Girls' College, Ajmer (AUTONOMOUS)
Department of Economics and Commerce
In Association with Rajasthan Chapter of Indian Commerce Association

THE COLLEGE:

Sophia Girls' College is a premier girls institute run by the Congregation of Mission Sisters of Ajmer. It was founded in 1919 as a primary school to cater to the needs of the conservative Rajput families. It grew into a High School and in 1942 it became an Intermediate College. In 1959 it was accorded the status of a degree College and was affiliated to the University of Rajasthan, Jaipur. In the year 2015 the institution got an autonomous status, and is affiliated to MDS University, Ajmer. It was Reaccredited - 'A Grade' by NAAC (UGC) in 2010.

With a desire to keep pace with international standards the College now has courses in Humanities, Science, Commerce, Management (BBA), Computer Application (BCA), Honors in English and Economics and BLIS. College also offers Post-Graduation in English, Computer Science, Geography, Sociology, Political Science, Chemistry and Commerce (ABST).

The College also runs Certificate Courses, Add-on courses and courses in skill development to prepare the students to become successful professionals in a highly competitive world. The college boasts of an efficient and comprehensive infrastructure and has well equipped Library and Laboratories. The College conducive to learning and promotes a culture of research among both staff and students.

The Department of Economics:

The Department of Economics was established in the year 1959 to offer in-depth knowledge of Economics as a subject to young girls with the aim of providing specialized knowledge of Economics to the students. Honors in Economics was started in the year 1998. With the changing scenario, both at national and international level, the curriculum was revised after getting an autonomous status.

The Department of Commerce:

The Department of Commerce came into being in the year 2000 with a mission to develop a level of excellence in education and training in the field of commerce studies. The college started the B.Com course in 2000 and M.Com in 2015 with the objective to enable every student to cope up with the academic challenges in the contemporary, national and global field. It is through effective transaction of the curricular and co-curricular aspects that we endeavour to train them in the skills for self employment.

CONCEPT NOTE:

A Banking system is one of the most important pillars of an economy. A strong, healthy and sustainable banking system is essential for the overall development of the country. As said by our Honourable Prime Minister – "A Nation can be secured only when banks and depositors are secured". Over the years, the banking sector in India has seen a number of changes especially during post-liberalisation and deregulated environment. Most of the banks have begun to take an innovative approach towards banking with the objective of creating more values for customers and for the banks. The policy makers which include the Reserve Bank of India (RBI), Finance Ministry and related government and financial sector regulatory entities, have made several notable efforts to improve and revitalize the sector. As a result Indian banks are changing towards modern banking system. With increased competition and technological advancements there has been a strategic improvement over the system, which is vocal in service, product and operational methods. With financial inclusion being one of the pillars of transforming India, banks play a major role through the schemes like JandhanYojana, Direct Benefit Transfer, and MudraYojana. Still in order to touch international standards we need to travel a long distance full of challenges like, mitigation of risk, NPAs, recapitalization, increase in bank frauds, asset quality, more consumer friendly and consumer protective policies, universalization of banking system, and financial literacy. These issues are dragging down the banking and industrial growth and threatening the future growth of our country.

STRATEGIC GOALS:

In this context, The Department of Economics and Commerce, Sophia Girls' College, Ajmer, proposes to organise a two day National Conference on "Emerging Trends & Scope in the Banking Sector with Special Reference to the Present Indian Scenario" on 24th and 25th August 2018.

- The conference is expected to offer an opportunity for policy makers, academicians, research scholars and social scientists to dwell on the transformation of banking sector in India.
- Along with reviewing the story of reforms the conference also provides an opportunity to find some solutions of the problems faced by the current banking scenario.

SUB THEMES:

- Government Policies with reference to banking sector-JandhanYojana, Direct Benefit Transfer, and Mudra Yojana
- Role of banks in rural development-RRB's, NABARD, Co-operative societies
- Role of banks in promoting external sectors - NRI and FOREX
- E Banking, Digitisation, Demonetisation
- Micro Finance/ Credit.
- Non-performing asset management by banks
- Banking awareness in India
- Marketing in retail management
- Merger and amalgamation in banking sector and its impact

PAPER SUBMISSION:

- Title of the paper – 14 font size
- Author's designation, affiliation and e-mail: 10 font size
- Paper presenters name
- Abstract: 250 words (Italics, 12 font size, single spacing)
- Key words: not more than 6
- Full Paper: Times New Roman (MS Word)12 font size, single spacing, maximum 6 pages, A-4 size

IMPORTANT DATES:

- Last date for Submission & intimation of Abstract : 10th Aug 2018
- Last date for Registration : 16th Aug 2018
- Last date for Submission of full paper : 20 Aug 2018
- Date of Conference : 24th - 25th Aug 2018

Auditorium - Sophia Girls' College, Ajmer (Autonomous)

ACTIVITY DETAILS

Date: 24th and 25th august 2018

Level: National Level

Venue: College Auditorium

Title of the event: National Conference On 'Emerging Trends and Scope in The Banking Sector With Special Reference To The Present Indian Scenario

No. of Participants: 424 Participants.

National Conference

Department of Economics and Commerce

24th – 25th August 2018

List of Resource Person

1. Prof. R.C Mishra, former Pro Vice Chancellor of Rajasthan Technical University, Kota
2. Prof. Gurcharan Singh, School of Management Studies, PunjabiUniversity, Patiala (Punjab).
3. Prof. Deepak Mehra Principal, Government College, Masuda.
4. Prof. Ran Singh Dhaliwal, H.O.D Department of Tourism, Hospitality & Hotel Management, Punjabi University Patiala (Punjab).
5. Prof. J.R Sharma, retired H.O.D of EAFMD.A.VCollege, Ajmer.
6. Sir Kunal Rahar.
7. Prof. Ran Singh.
8. Sir Rajeev Kumar Sinha.
9. Dr. VinodBharadwaj.
10. Dr.D.SChundawat (Principal, Aishwarya College of Education Sansthan)
11. Dr Dinesh Gupta (Director and Controller of Examination at Bhagwant University, Ajmer)
12. Dr.M.S Rathore (Centre for Environment and Development Studies, Jaipur).
13. Dr. RK Bohra (Retired principal of Government College, Ajmer).
14. Dr Arun Kumar (department of economics JNU, Delhi).

Report

Howard Schultz has rightly said "when you're surrounded by people who share a passionate commitment around a common purpose, anything is possible."

Good afternoon to the august gathering present here.

A two day National Conference on "Emerging Trends and Scope in the Banking Sector with Special Reference to the Present Indian Scenario" in association with Rajasthan chapter of the Indian Commerce Association began on 24th August 2018 at Sophia Girls' College, Ajmer.

The conference attracted more than 450 delegates all over the country. Around 300 students from various colleges participated in the conference. A total number of 80 research scholars and 100 academicians from different states added to the intellectual aura of the conference.

God's blessings were invoked with the lighting of the Lamp by our chief guest Prof. R.C Mishra, our guest of honour Prof. Ran Singh Dhaliwal, our Principal and Patron, Dr. Sister Pearl, Director of the conference Prof. M.S Agarwal, our vice principal Dr. Sr Rani, Convenor Ms. Divya Mishra and Co- Convenor, Ms. Sumita Gurnani.

The inaugral session commenced with the speech of Dr. Sr. Pearl, Principal and Patron, Sophia Girls' College and the theme of the conference was briefed by the convener Ms. Divya Mishra.

Our Guest of Honour Prof. Ran Singh Dhaliwal gave a bird eye view of the Indian Economy from the Pre and post Liberalization era and how banks can play a strategic role in the holistic development of the economy.

The foundation of the conference was laid with the keynote address of Prof. R.C Mishra, former Pro Vice Chancellor of Rajasthan Technical University, Kota. The address began with a very basic question: Why were Banks created? The answer was evident. It was because Indians have a habit of saving and the creation of Banks helped in increasing the same. Similarly terms like Banking, drafts and cheques were also discussed. Equilibrium, compatibility and interaction relations were also discussed at a stretch. Sir also delved into the Non performing assets and their unprecedented rise and the problems it may procreate.

Electronic Banking as a progeny of the changing needs of the population was also brought to light. Though the modern mechanism has helped in maintaining

three was chaired by Dr.D.SChundawat (Principal, Aishwarya College of Education Sansthan) and co-chaired by Dr Dinesh Gupta (Director and Controller of Examination at Bhagwant University, Ajmer) After a brief introduction, the paper presenters presented different opinions on E-Banking, Digitalization and Demonetisation, Marketing in Retail Management, Mergers and amalgamation in Banking Sector and its impact.

Technical Session four was chaired by Dr.M.S Rathore (Centre for Environment and Development Studies, Jaipur) and co-chaired by Dr. RK Bohra (Retired principal of Government College, Ajmer). The paper presenters spoke on Government Policies and Role of Bank in rural Development-RRB's, NABARD.

The next Panel Discussion (NPA) was conducted under the guidance of Sir Deepak Mehra (Principal, Government College, Masuda),Sir Gurcharan Singh (Professor in School of Management Studies, Punjabi University, Patiala)and Dr Dinesh Gupta (Director and controller of examination at Bhagwant university. The Session culminated with lunch followed by Valediction and Speech by Chief Guest, Dr Arun Kumar (department of economics JNU, Delhi) and Guest of Honor, Dr Gurcharan Singh (Professor in School of Management Studies, Punjabi University, Patiala).

The two day National Conference concluded successfully. The innumerable and incomparable knowledge of our esteemed dignitaries has enabled us to see the banking sector not only as the safe keepers of money but also as insurance agents, business entities and regulators of the economy.

The inaugural and technical session along with the panel discussion have shown a remarkable erudition of all the reputed dignitaries as well as the research scholars. This has inspired us to ponder over the banking sector with a new perspective.

As ChandaKochhar says, "Innovation is a necessity" so it is indispensable to adapt to the emergingtrends in the banking field to keep pace with growth. It has become vital to inherit the qualities of flexibility and to use it feasibly according to the upcoming trends in India.

National Conference
On
Emerging Trends & Scope in the Banking Sector
with Special Reference to the Present Indian Scenario
(24th-25th August 2018)
Organised by: