

## ABOUT RAJASTHAN ECONOMIC ASSOCIATION (REA)

Rajasthan Economic Association (REA) is a registered body under the Rajasthan Societies Registration act of 1958, With the objective of providing a forum to debate & discuss theoretical and real-life economic issues. The REA has been organizing annual conferences and seminars to undertake and promote the study of economics. The association is among one of the oldest academic bodies of the country. The association also publishes a biannual journal "Rajasthan Economic Journal".

## ABOUT THE CONFERENCE:

The theme of the conference revolves around India's Mission to become a 5 Trillion economy by 2024. The potential of sectors like agriculture, education, MSME development is infinite and requires incremental growth on every front. India as a nation and as a developing economy foresees a great future ahead with the streamlining of all these engines of economic development which are vital for any economy and it's sustainable development.

## CONFERENCE THEMES:

- Session I: World Economy
- Session II: National Economy
- Session III: Rajasthan Economy

## PANEL DISCUSSION

**Prof. V.S. Vyas Memorial Lecture**

## CONFERENCE SUB-THEMES:

- Self Reliance Initiative (Atmanirbhar Bharat Mission)
- Role of Education in developing the economy
- Economic Acceleration and Extension
- Growth of MSMEs
- Employment and Growth Opportunities
- Creation of Skilled Manpower
- Digital Era and its Challenges
- Re-defining the social change
- Marching towards Knowledge Economy
- Impact on Profitability
- Banking Sector Reforms
- Marketing Strategies in Current Scenario
- Changes in HR Processes in the new normal
- New trends in Operation & Supply Chain Management
- Financial Management: Challenges & Prospects
- Momentum of Start-Ups and their aftermath
- Make in India-Made in India
- Work-Life Balance
- Innovation in Education System
- Performance of Agriculture and Allied Sectors in Rajasthan
- Strategic Business Leadership
- Changing patterns in Banking
- India as a emerging Manufacturing Hub
- Evolving psychological changes in Indian mindset
- Responsible business and Sustainability
- Restructuring of Global economy
- Legal Reforms in India
- Challenges for the Manufacturing sector
- Challenges for the Health Sector
- Trends in Foreign Investment and its importance
- Role of Agriculture development.
- Environment and Economic Development
- Labour Laws and Reforms
- Water Crisis Management

# Sub Themes are not restrictive to the above-mentioned topics.

## ABOUT VGU

VGU is a 32-acre large lush green & largest in class University which is both residential and day schooling campus is a microcosm of the world in itself. VGU has world class infrastructure.VGU has recently been awarded by the "prestigious GEM sustainable certification award".Recently, a special edition of Forbes declared VGU as a "Great Place to Study in India".

VGU has been awarded as the Most Preferred Private University of the year - West. VGU has received numerous recognitions and titles in the category of education, research & building sustainability.Being just 12 years young and setting up thousands of benchmarks VGU has become the fastest growing University of India.

VGU's academic programmes are conceived by constantly evolving teaching and learning reforms with advancement in respective fields. The campus is equipped with state-of-the-art facilities including an extensive library that is a model in its kind. Apart from these each department is supported by lecture halls, research and training laboratories, workshops and other several very active clubs like Toastmasters, The Law Lounge which are the learning facilitators.

Being a day-cum- residential campus, living and learning go hand-in-hand at VGU, with a wide array of co-curricular activities, hobbies and interactive clubs and societies to choose from.VGU offers courses in the field of Management,Commerce and International Trade, Law, Basic and Applied Science, Engineering, Hotel Management, Pharmacy, Agriculture and Design. The University focuses on Research, Innovation, Entrepreneurship and Placements. This is being done with the help of various collaborations with various International Universities such as Swansea Metropolitan University, Edinburgh Napier University, University of WolverHampton,Tennessee State University and Metropolitan Abertawe.

## DEPARTMENT OF MANAGEMENT AND COMMERCE

The Department of Management and Commerce was instituted in 2013. With an applied approach of teaching theory grounded in real-world application, DMC built its reputation. Most of the faculty members are PhD holders. DMC boasts of a permanent full time faculty with a high student-faculty ratio. The pedagogy is determined by the Department which is a concoction of case studies, lectures and role plays making learning interactive and intense. The faculty members are also involved in various MOOC Courses, ARPIT programs, Seminars,Conferences, Symposiums, Workshops, MDPs, and along with all these, they are also writing and publishing research papers in journals of national repute. Every pupil in DMC is a part of Management Club 'CHESTHA-An Effort to Excel', a student body comprising dissimilar panels that zero in on discrete practical areas of interest.

A meeting of minds, ideas and theories takes place in societies and teams, where presentations ignite minds, ideas become springboards for path breaking strategy and teams come up with creative solutions and innovations. Vigorous societies combined with the club make it requisite for students to go through a healthy grind of relationships, forging strong student-student covalent bonds, thereby polishing their attitudes and helping them work in teams.

# 41st Annual Conference of Rajasthan Economic Association on India's Roadmap towards Five Trillion Economy 9th - 10th April, 2021



Organized by  
**VIVEKANANDA GLOBAL UNIVERSITY, JAIPUR**  
(Established by Act No. 11/2012 of Rajasthan Govt. Covered u/s 2 (f) of UGC Act, 1956)  
**DEPARTMENT OF MANAGEMENT STUDIES**



### Patron:

Prof Vijay Vir Singh  
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### Proceeding Coordinator

Ms. Madhu Bala Kaushik

## GUIDELINES FOR PAPERS

Conceptual, empirical papers and case studies are invited for presentations from academicians, research scholars, students, practitioners and industry representatives from various disciplines on any of the themes.

Mail the final paper to the conference email: including an abstract, an indication of purpose of research, methodology proposed, outcome implications and major references.

The abstract (maximum 300 words) and full paper should not exceed 3500 words, excluding tables, graphs and diagrams. Font to be used for the final paper would be Times New Roman, font size of 12 points and 1.5 line spacing. Allow margin of 1inch on all four sides. Use MS-Office format only and follow APA style of referencing. Certificate of Originality and Transfer of Copyright form must accompany the final paper. Acceptable higher limit is 15 %.

Email at: [icem@vgu.ac.in](mailto:icem@vgu.ac.in)

## PUBLICATION

The manuscripts will be subjected to the blind review process. The decision of the reviewer committee will be final. Selected papers received till the deadline will be published in the Rajasthan Economic association journal. Out of all papers received for the conference, a limited number of very high-quality papers will be published in UGC Care listed journals with an additional processing fee of Rs 3500 per paper. The best papers of the conferences will be published in Scopus listed journal.

## CONFERENCE FEE:

Category	Indian Delegates (Rs.)	Foreign Delegates
Industry/ Corporate	2500	250 USD
Faculty	1500	150 USD
Research Scholar	1000	100 USD
Students	500	50 USD

Authors, presenters, delegates and participants should send the filled-in Registration Form, along with requisite fee. The fee includes Conference Kit, Conference Certificate, Lunch and High tea.

## ABOUT JAIPUR

Rajasthan's beautiful Pink City Jaipur, was the stronghold of a clan of rulers whose three hill forts and series of palaces in the city are important attractions. Known as the Pink City because of the color of the stone used exclusively in the walled city, Jaipur's bazaars sell embroidered leather shoes, blue pottery, tie and dye scarves and other exotic wares. Western Rajasthan itself forms a convenient circuit, in the heart of the Thar desert which has shaped its history, lifestyles and architecture.

With myriads of places to visit in Jaipur, the city boasts the rich and cultural heritage of Indian history. Beautiful and well-maintained forts, camel rides, bustling street markets and what not, Jaipur is a perfect blend of the past and present.



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Phonepe/GPay/Paytm: 9887619523

## VENUE OF THE CONFERENCE:

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## Organizing Committee

- Mr. Hitesh Tikyani, HOD, Department of Commerce, VGU
- Dr. Vijayendra Srivastava, Associate Professor, VGU
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