

Email ID: conference@jjtu.ac.in Registration fee Research Scholar Rs. 3500/-Bank details for transfer the fee: SHRI J J UNIVERSITY HDFC Bank A/c No- 50200028167665 IFSC - HDFC0001312 Branch-Jhunjhunu Type- Current A/c

Signature

Shri JJT University

Chudela, Churu-Jhunjhunu Road, Jhunjhunu, Rajasthan 333001



TIME 10:00 AM To 5:00 PM

Venue:

Shri JJT University Conference Hall, Vidya Nagari, Chudela, Churu-Jhunjhunu Road, Jhunjhunu, Rajasthan 333001

Email ID: conference@jjtu.ac.in

CONTACT FOR REGISTRATION -No. 9667979311/8104883378



Organised by :

DEPARTMENT OF COMMERCE & MANAGEMENT

www.jjtu@ac.in

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About the conference:

Atmanirbhar India is a novel concept by the government motivating Young entrepreneurs to come up with innovative plans and be self-dependent. This will definitely contribute to the growth and development of Indian economy. Nevertheless to say sustainable development is another innovative approaches in the business which is creating a long-lasting value by taking into consideration the method of business operating in the given environment. It is a need of an hour for every business not only to be AtmaNirbhar but also focus on sustainability. Most of the large business units under the guise of CSR have focused on sustainable development. Many reports have shown an upward trend in sustainability in Indian business market. In order to achieve the goals of the government, young entrepreneurs of our country need to focus on self-dependent and sustainability development .It should try to optimise both social and business values and expect fair returns on investment .Business models and related business activities require entrepreneurs and innovations that foster the transition to fit companies for the future, based on values such as accountability and justice. This undertaking, in turn, requires much more progress in interdisciplinary, multidisciplinary areas of business

Businesses should maximize their social and business value, using their core businesses to achieve the financial returns expected by their owners and, in tandem, to help the company meet its most important challenges. To do this, business leaders should reinvent corporate strategy by creating new ways of differentiating, integrating societal value into products and services, reinventing business models for sustainability, successfully taking new performance measures and reshaping business ecosystems to support these initiatives. While this is a major challenge for any management team, the future of the company, our environment and our country depends on it. **Objectives :-** This conference aims at coming up with discussions of new business ideas with potential of contributing to Atmanirbhar and sustainability development. This conference will gives opportunity for researchers, scholars, corporates to prepare and present paper enabling them to express and put forth their ideas globally.

This International conference aims as:

- To know about implementation of Sustainable development by the entrepreneurs and the business keeping in mind the objectives of the government
- **2.** To know about the policy measures need to be taken by the government in implications of such program
- To suggest new measures or changes to the government or business units that can be implemented to achieve the objective of the program
- 4. To identify and distinguish the role and importance of Atmanirbhar in this global village

Sub themes

- Emerging growth for sustainable development and to explore the innovative environment, Change 'New Education Policy' and Pedagogy contributing important steps towards Atmanirbhar Bharat
- Restructuring and reengineering for sustainable development through science and technology has vibrant role emerged with transformation of digitalization and cloud technology in Atmanirbhar Bharat
- Economics and strategic commercial policies has important role inIndian Business Organizations and ForEx transitions for sustainable development and innovation in Atmanirbhar Bharat
- Sustainable development and innovation with strategic methodology of mathematics and its effective use in Atmanirbhar Bharat
- Impact of legislative policy to make Atmanirbhar Bharat through Sustainable development and Innovation
- Sustainable development and Innovative ideas with the impact of effective use of literature and languages in Atmanirbhar Bharat
- Yoga and Naturopathy plays a vital role to make successive steps in Atmanirbhar Bharat for developing sustainable ideas and innovation.
- Indian pharma industry to plays a major role in 'Atmanirbhar Bharat' and it has emerged with innovation and sustainable ideas of development in HealthCare industry.

Schedule & Registration Fees :

Particulars	Amount
ACADEMICIANS / RESEARCH SCHOLARS	3,500/-
CORPORATE DELEGATES/ INDUSTRIALIST	3,000/-
GRADUATE/ POST GRADUATE	
STUDENTS	100/-

CALL FOR PAPER :-

Word limit for Abstract: 250 words, Word Limit for Full paper : 2500 words, maximum six pages including graphs, tables and appendix. Paper Submission for publication up to 15th May 2021..

Key words: maximum: 5 words, **Referencing style:** APA style **Format:** MS Word, Font Times New Roman, Title should be 14 Font size and paper Font size 12, single spaced and a margin of 1" on all sides Correct name, designation, e-mail ID of the authors and affiliating organization need to be clearly mentioned on the first page of the paper followed by abstract and paper. **Paper Submission E-Mail Id :conference@jitu.ac.in**

*Payment Mode : Cash / DD in favor of JJT University, payable at Jhunjhunu Bank Detail :

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About the Shri Jagdishprasad Jhabarmal Tibrewala University : Shri Jagdishprasad Jhabarmal Tiberwala University is approved by Rajasthan State Govt. Act 2009 Vide F2(5) Vidhi/2/2009. It has been sponsored by Rajasthani Seva Sangh, Mumbai, a registered trust of Industrialists, business houses, who have their roots in Rajasthan, with a view to uplift the academic and economic growth of their native area. The University is located at Vidyanagari, Chudela, Jhunjhunu-Churu road, Jhunjhunu. The University has highly qualified and faculty experienced educated from premier India and abroad. The University is institutions of research oriented and is focusing on innovations and research.