

About ICSSR-SRC

Indian Council of Social Science Research (ICSSR) was established in the year of 1969 by the Government of India to promote research in social sciences in the country on the recommendation of Prof. V. K. R. V. Rao Committee. Indian Council of Social Science Research (ICSSR) is an autonomous organization established in 1969 on the recommendation of Prof. V. K. R. V. Rao Committee. The Southern Regional Centre was established on 1st February 1973 in collaboration with the Osmania University and the Government of Andhra Pradesh. The founders of the Southern Regional Centre were Prof. Rasheeduddin Khan and Prof. G. Ram Reddy.

The major role of the Southern Regional Centre is to act as an agent of the ICSSR within the southern region; to act as the representative of the social scientists of the region and to bring their ideas and problems to the ICSSR, New Delhi; to provide a platform for the social scientists of the southern region; to come together for the promotion of social science research and to serve as the link between the social scientists of the southern region, national and international community of social scientists. The jurisdiction of the Southern Regional Centre extends to the states of Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, Telangana and the Union Territories of Lakshadweep and Puducherry.

About the Institution

Sri Krishna Arts and Science College was established in the year 1997 is an autonomous Institution imparting Quality Education imbining scientific and artistic knowledge to the needs of the current generation. SKASC offers 31 Undergraduate Programmes, 12 Post Graduate Programmes, 9 Research Programmes and one Integrated Programme. The College has consistently ranked Top 50 in the National Institutional Ranking Framework (NIRF) in the College category over the past five years.

About The Department

The Department of Commerce is dedicated in fostering academic excellence and professional competence by offering a dynamic curriculum, practical exposure, and innovative teaching methodologies. The department aims to provide a strong foundation in commerce, finance, and business, empowering students with the skills and knowledge to excel in the ever-evolving global business environment. With a focus on research, critical thinking, and industry-relevant training, the department prepares graduates to meet the challenges of the corporate world and contribute meaningfully to economic and societal growth.

About Seminar

The seminar "**Transformation of UPI in Digitalizing Micro Businesses Pan India of Vision Viksit Bharat @ 2047**" focuses on the use of the Unified Payments Interface (UPI) to drive digital transformation in micro businesses. It explores how UPI can improve efficiency, financial inclusion, economic growth, technological adoption, policy advocacy, and align with the broader national vision of Viksit Bharat. The seminar encourages collaboration between government bodies, financial institutions, technology providers, and micro businesses to create an ecosystem conducive to successful UPI implementation. The seminar aims to contribute to a developed and digitally inclusive India by 2047.

Sub Themes

The benefits of UPI for market access, customer experience, financial inclusion, business operations, and cooperation are addressed in the seminar. It promotes laws that facilitate the adoption of UPI and deal with issues like cybersecurity and digital literacy. Case studies of prosperous microbusinesses are provided, and the regulatory environment and its consequences for compliance are also covered. Additionally, incorporate the following sub themes:

1. Financial Inclusion and Digital Payments.
2. Digital Literacy and UPI Adoption.
3. In the Digital Age, Micro Businesses and Entrepreneurship.
4. Digitization and Long-Term Sustainability.
5. India's Vision Viksit Bharat @ 2047 and the Role of UPI.
6. Economic Development and Innovation.
7. Governance and Policy Framework & Public Engagement and Participation



INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH (ICSSR-SRC)

Sponsored
Two Day National Seminar on

Transformation of UPI in Digitalizing Micro Business Pan India of Vision Viksit Bharat @2047



Organized By

DEPARTMENT OF COMMERCE

SRI KRISHNA ARTS AND SCIENCE COLLEGE

An Autonomous College,
Accredited with 'A' Grade by NAAC
Coimbatore - 641008



GUIDELINES FOR FULL PAPER SUBMISSION

Quality papers on the theme of the seminar are invited as per the following guidelines:

- All submissions must be in editable MS Word format.
- Font style: Times New Roman, font size: 12, and line spacing: 1.5.
- Page column: Single.
- The abstract should not exceed 250 words and must include 4-5 keywords.
- The first page of the full paper should include the author's affiliation, contact address, designation, and e-mail ID.
- The full paper should not exceed 3000 words, including references.
- References should follow APA format.
- Plagiarism must be less than 20%.
- Each paper can have a maximum of three authors, and all authors must register separately.
- At least one author must present the paper at the seminar to receive the presentation certificate.
- Academicians, industrialists, research scholars, post-graduate, and undergraduate students from colleges and universities across India are eligible to participate in offline mode.

Review Process - Articles will be evaluated on parameters of originality, relevance and contribution to the current academic scenario. The same will be subjected to be double-blind peer review

Publication - Selected papers will be published in the Edited Book as Chapters with ISBN.

Important Dates

Last Date for Full Paper Submission	13/01/2025
Notification of Acceptance	18/01/2025
Date of Seminar	30/01/2025 & 31/01/2025

Registration Fees

Research Scholars UG & PG Students	Rs.200/-
Faculty Members	Rs.250/-
Industry / Others	Rs.300/-

Account Details

Account Name : Sri Krishna Arts and Science College
Account No : 31128406279
IFSC Code : SBIN0012245
Bank Name : State Bank of India
Branch : Kuniamuthur

Paper Submission Link



<https://forms.gle/oyvpt6vvGyuMDexN8>

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Seminar Convenor

Dr. M. Pushpalatha

Associate Professor of Commerce

Coordinators

Dr. N. Sivakumar

HOD of Commerce IT & E-Commerce

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Agenda

Date : January 30, 2025	
Welcome Session	
10:00 AM - 10:20 AM	Welcome Address - Dr. N. Sivakumar HOD of Commerce IT & E-Commerce, Sri Krishna Arts and Science College, Coimbatore, Tamil Nadu
10:20 AM - 10:40 AM	Inaugural Address - Dr. R. Jagajeevan Principal, Sri Krishna Arts and Science College, Coimbatore, Tamil Nadu
10:40 AM - 10:45 AM	Introduction of Chief Guest Dr. M. Pushpalatha , Associate Professor Sri Krishna Arts and Science College, Coimbatore, Tamil Nadu
10:45 AM - 11:00 AM	Chief Guest's Address on Seminar
11:00 AM - 11:15 AM	Tea Break
Session I	
11:15 AM - 12:45 PM	Keynote Address: "Enabling Cashless Society with UPI and Fintech" By Dr. P. R. Muthuswamy Director - Academics, Dr. N.G.P. Educational Institutions, Coimbatore, Tamil Nadu.
12:24 PM - 1:00 PM	Q&A Session
1:00 PM - 2:00 PM	Lunch
Session II	
2:00 PM - 2:05 PM	Introduction of Chief Guest
2:05 PM - 3:45 PM	Keynote Address: "UPI: A Catalyst for Digitalization of Microbusinesses in India - A Roadmap to Viksit Bharath by 2047" by Mr. R. Arulmagesh Manager, Canara Bank, Oudipalur Branch, Coimbatore.
3:45 PM - 4:00 PM	Q&A Session
Date : January 31, 2025	
Session III	
10:00 AM - 10:05 AM	Introduction of Chief Guest
10:05 AM - 11:30 AM	Keynote Address: "Fintech for Viksit Bharath: Harnessing Technology for Financial Inclusion in Rural India" by Dr. G. Suresh Associate Professor, Symbiosis Institute of Business Management, Bengaluru, Karnataka.
11:30 AM - 11:45 AM	Q&A Session
11:45 AM - 12:00 PM	Tea Break
Session IV	
12:00 PM - 12:05 PM	Introduction of Chief Guest
12:05 PM - 1:30 PM	Keynote Address: "Empowering Viksit Bharat 2047: UPI's Transformative Role in India's Digital Economy" by Dr. R. Baskar, Associate Professor, Department of Social Work, Bharathiar University, Coimbatore.
1:30 PM - 1:45 PM	Q&A Session
1:45 PM - 2:45 PM	Lunch
Valedictory Session	
3:00 PM - 3:15 PM	Vote of Thanks
3:15 PM - 4:00 PM	Certificate Distribution for the Participants



Venue : Seminar Hall 1



Date : 30 & 31 January 2025