SSGS
DEGREE COLLEGE
AN AUTONOMOUS INSTITUTION
(Recognised by UGC under section 2(f) & 12 (B) of UGC Act 1956)

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ANNIVERSARY

B+
NAAC

ICSSR - SRC

ONE DAY NATIONAL SEMINAR ON
VISION VIKSIT BHARAT @ 2047
ECONOMIC PROSPERITY THROUGH INDUSTRY 4.0
Sponsored by ICSSR SRC, Hyderabad

29th January 2025

Call for Papers

Main Themes of the Seminar

1. Adoption of Industry 4.0 Technologies in Indian SMEs
2. Ethical and Societal Implications of AI and Data Analytics
3. Technological Innovation and Resource Development
4. AI for Administration, Elections, and Local Self-Governments

Sub-Themes of the Seminar

- Adoption of Industry 4.0 Technologies in Indian SMEs:
- Investigating barriers and facilitators.
- Analyzing technological readiness and organizational capabilities.
- Socio-economic factors influencing adoption decisions.
- Ethical and Societal Implications of AI and Data Analytics:
- Impact on privacy and data security.
- Ethical considerations in the deployment of AI.
- Societal changes driven by AI and data analytics.

- Technological Innovation and Resource Development:
- Automation and its impact on productivity.
- Role of remote sensing in resource management.
- Data analytics for large-scale industrial operations.
- AI for Administration, Elections, and Local Self-Governments:
- Enhancing administrative efficiency.
- Improving election processes and transparency.
- Strengthening local self-governments through AI applications.

The themes are not limited to the above sub themes

29/01/2025 09:00AM to 05:00PM

Seminar Hall, SSGS Degree College, Guntakal

Sri. K. Hari Kumar
Correspondent

Sri. P. Gopal
Director

Dr. R Vara Prasad
Seminar Director

Opportunity to Publish in Reputed Journal/Edited Book

All the submitted and presented papers will undergo a double-blind review process with experts of repute from India and abroad. Selected papers will be published in Conference Proceedings in the form of an Edited Book with ISBN. Organisers also provide you an opportunity to publish your research papers (only selected articles that meet the quality requirements) in UGC Care and Scopus listed reputed journals. Please fil the google form given below and send your papers to ssgsicssr@gmail.com https://forms.gle/Aqn3UJXPsc4nob6w7

SSGS ICSSR
NATIONAL SEMINAR

All accepted papers to be presented in ONLINE mode

+91 9391220011   ssgsicssr@gmail.com   www.ssgsdc.in

About SSGS Degree College

Founded in 1984, SSGS Degree College (Aided & Autonomous) in Guntakal, Andhra Pradesh, represents a significant educational institution committed to fostering academic excellence and holistic development. Established by an educational society with the vision of providing accessible and affordable higher education, the college has grown from its humble beginnings with just 72 students to a vibrant community of over 1,000 students today. Initially affiliated with the SK University of Ananthapuramu, SSGS Degree College achieved autonomous status in 2024, allowing it greater flexibility in curriculum design and academic governance. This milestone has enabled the college to innovate and adapt its programs to meet contemporary educational needs effectively. The college is recognized for its rigorous academic standards and has been certified by NAAC with a B+ grade, reflecting its commitment to quality education.

The college's mission emphasizes the development of intellectual curiosity, ethical leadership, and a commitment to service among its students. SSGS Degree College aims to cultivate an environment that encourages critical thinking and prepares students for the challenges of a dynamic job market. SSGS Degree College boasts a dedicated faculty with expertise across various disciplines, including Commerce, Science, Arts, and Management. The institution offers a range of undergraduate programs tailored to equip students with essential skills for their future careers. The college also emphasizes extracurricular activities, encouraging student participation in clubs and organizations that foster personal growth and community engagement.

The campus is well-equipped with modern facilities such as libraries, laboratories, and spaces for recreational activities. The college promotes student welfare through various initiatives like skill development programs aimed at enhancing employability. Additionally, the establishment of the Jawahar Knowledge Centre (JKC) provides students with training opportunities that align with industry requirements.In summary, SSGS Degree College stands as a beacon of educational excellence in Guntakal, dedicated to nurturing future leaders through a blend of rigorous academics and character-building experiences. Its ongoing pursuit of quality education continues to make a significant impact on the community it serves.

About the Department

The Department of Management Studies at SSGS Degree College (Autonomous) was established in 2007 with the vision of empowering students to become future business leaders. Our Bachelor of Business Administration (BBA) program has been designed to provide a comprehensive understanding of management principles and practices, preparing students for successful careers in diverse industries. BBA curriculum is regularly updated to align with the evolving needs of the business world. We offer a dynamic blend of core management subjects, such as Finance, Marketing, Human Resources, and Operations, along with electives in emerging fields like Entrepreneurship, Digital Marketing, and Supply Chain Management. This approach ensures that our students are equipped with the knowledge and skills required to thrive in the rapidly changing business landscape. The Department of Management Studies is proud to have a team of highly qualified and experienced faculty members who bring a wealth of academic and industry expertise to the classroom. Our professors are dedicated to fostering an engaging and interactive learning environment, encouraging students to think critically, solve problems, and develop their leadership potential. We believe that practical experience is essential for the holistic development of our students. Our BBA program offers a range of opportunities for hands-on learning, including: Internships: Students undertake internships with reputable organizations, gaining valuable real-world experience and building professional networks. Regular visits to leading companies provide students with insights into various business functions and industry practices. Eminent industry experts and successful entrepreneurs share their knowledge and experiences with our students, inspiring them to achieve their goals. The Department is committed to supporting our students throughout their academic journey. We offer personalized mentorship, career guidance, and opportunities for participation in various co-curricular and extracurricular activities, such as: Management Fests: Students organize and participate in management festivals, showcasing their skills in areas like marketing, finance, and human resources. Business Plan Competitions: Our students have consistently performed well in national and international business plan competitions, demonstrating their entrepreneurial spirit and innovative thinking. Social Responsibility Initiatives: Students actively engage in community service projects, fostering a sense of social responsibility and ethical leadership.

About ICSSR

The Indian Council of Social Science Research (ICSSR), established by the Government of India in 1969, is dedicated to promoting research in social sciences across the country. ICSSR provides grants for various research-related activities such as projects, fellowships, international collaborations, seminars, conferences, and publications. It supports capacity-building programs and surveys to enhance research output. Additionally, the National Social Science Documentation Centre (NASSDOC), a part of ICSSR, offers library and information services to social science researchers. ICSSR also operates the ICSSR Data Service, facilitating data sharing and reuse to foster a strong research environment within the social sciences community in India. The Council plays a vital role in sponsoring research programs, offering scholarships, promoting interdisciplinary research, and supporting publications in the field of social sciences.

About Vision Viksit Bharath 2047

Vision Viksit Bharat@2047 aims to position India as a developed nation by 2047, based on advancements in socio-economic, cultural, political, and technological domains. The initiative underscores the importance of interdisciplinary research to identify and address challenges through strategic policy interventions. Social science research, employing mixed methodologies such as inductive and deductive approaches, is seen as critical in guiding policymakers toward sustainable development. The Indian Council of Social Science Research (ICSSR) supports this vision by inviting collaborative research projects focusing on evidence-based policy suggestions, new strategies, and innovative solutions across various sectors. Researchers are encouraged to collaborate across institutions and disciplines, fostering innovation and experimentation in areas like Sustainable Development Goals (SDGs), resource optimization, and socio-economic growth. These projects aim to break from traditional approaches and offer actionable frameworks to propel India toward becoming a developed nation by 2047.

Concept Note

As India envisions its centenary of independence in 2047, the nation aims to achieve the status of a developed and prosperous nation—Viksit Bharat. Central to this vision is the adoption of Industry 4.0 technologies, which include cyber-physical systems, the Internet of Things (IoT), artificial intelligence (AI), and data analytics. These technologies promise to revolutionize industrial processes, enhance productivity, and promote sustainable development. According to a report by the International Data Corporation (IDC), India's spending on AI systems alone is expected to reach $11.78 billion by 2025, growing at a compound annual growth rate (CAGR) of 33.1% from 2020 to 2025.

However, the adoption of these technologies, especially by small and micro enterprises (SMEs), poses significant challenges. The Confederation of Indian Industry (CII) reports that only 17% of Indian SMEs have integrated digital technologies into their operations, indicating a considerable gap in technological readiness. Factors such as limited financial resources, lack of skilled workforce, and inadequate infrastructure are major barriers to the widespread adoption of Industry 4.0 technologies in SMEs.

Moreover, the societal and ethical implications of AI and data analytics are increasingly coming under scrutiny. Issues related to data privacy, algorithmic biases, and the displacement of jobs due to automation are significant concerns that need to be addressed. According to a study by NASSCOM, nearly 60% of the Indian workforce will require reskilling or upskilling to keep pace with the changing technological landscape by 2025.

Technological innovation in automation, remote sensing, and data analytics also plays a crucial role in industries with large economies of scale. The World Economic Forum (WEF) estimates that the adoption of these technologies could contribute an additional $500 billion to India's GDP by 2025. Furthermore, AI applications in governance, such as administration, elections, and local self-governments, have the potential to enhance efficiency, transparency, and citizen engagement. The Election Commission of India has already begun exploring AI tools to improve voter verification processes and reduce electoral fraud.

This seminar aims to delve into these themes, exploring the challenges and opportunities presented by Industry 4.0 technologies and their impact on India's journey towards economic prosperity by 2047.

Who can participate

Academicians, Industry Experts, Research Scholars, Business Leaders, Government Representatives and Entrepreneurs.

Registration Fee

Details	Offline Mode
Foreign Delegates	$ 100
Industry Professionals	Rs 2000
Academicians	Rs 500
Research Scholars	Rs 250
Sudents	Rs 200

Important Dates

Deadline for submitting Abstract	15/12/2024
Notification of Abstract Acceptance	20/12/2024
Deadline for submitting full paper	10/01/2025
Registration open till	28/01/2025
Seminar Date	29/01/2025

Submission Guidelines

Format for Extended Abstract:
The extended abstract should follow a specific format with a word limit of 1000–1200 words, using Times New Roman font, size 12, and a line spacing of 1.5. Paragraphs should be spaced with 1 line between them, and the margins should be set to 1 inch on all sides, with justified alignment. The file should be submitted in Microsoft Word format (.doc or .docx).

Structure of Extended Abstract:
The structure of the extended abstract should include a title in bold and centered, using a 14–point font. The author(s) name(s) should be centered, with affiliations mentioned in footnotes. Following the title and author information, 3–5 relevant keywords should be italicized at the end of the abstract. The abstract itself should be structured with an introduction that provides a brief background and objective of the research, followed by an overview of the research methodology. The results/findings section should summarize key results or expected outcomes, and the conclusion/implications should highlight the importance of the findings and their potential impact. References should follow APA citation styles.

Submission Process:
Submissions must be sent via email to ssgsicssr@gmail.com. The file name should include the author's last name and the title without spaces (e.g., Ravi_AIinindustry.docx). All submissions must be original work that has not been published or presented elsewhere.

PAYMENT DETAILS
Name of Beneficiary: Principal
Name of Bank: Bank of Baroda, Branch: Guntakal
A/c No: 75560100000550, IFSC Code: BARBOGUNTAK

KEYNOTE Speakers

Sampath Kumar.B
Senior manager-SAP Testing
Cognizent

Technological Innovation and Resource Development

Dr. Arijit Roy
Associate Professor and Head of Department, MBA
St. Claret College Autonomous

Adoption of Industry 4.0 Technologies in Indian SMEs

Rama Gunjaipalli
Director, Global Quality Assurance,
Omni-Channel Systems,
Michael Kors, London, England, UK

Ethical and societal implications of AI and Data Analytics

Sreemukhi. S
ISA Client Engineering Technology Engineer
India/South Asia IBM

AI for Administration, Elections, and Local Self-Governments

Seminar Organizing Committee

Chief Patron

Sri. K. Hari Kumar,
Correspondent,
SSGS Aided Junior & Degree College, Guntakal

Patron
Sri. P. Gopal
Director

Patron
Dr. K. Venkateswarulu
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Associate Professor & Head, Dept. of Management Studies

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