



Pondicherry University
School of Management
Department of Economics



Organizes

A Two-Day National Seminar on

Sustainable Transformation in Rural India: Pathways to Viksit Bharat

◀ **March 6-7, 2025** ▶

Sponsored by

Indian Council of Social Science Research (ICSSR), Hyderabad

About Pondicherry University

Pondicherry University is a Central University established by an Act of the Indian Parliament in October 1985. It is an affiliating University with jurisdiction over the Union Territories of Puducherry, Lakshadweep, and Andaman & Nicobar Islands. The University's objectives are to disseminate and advance knowledge by offering teaching and research facilities and to promote inter-disciplinary studies and research in various fields. The main campus is located in Kalapet, 10 km from the town of Puducherry, in a serene and beautiful 800 acres adjoining the scenic Bay of Bengal. The university has entered MoUs with many reputed international institutions in India and abroad for collaboration and faculty development.

School of Management

School of Management is the oldest school in the University. It consists of six departments on the main campus at Pondicherry that offer postgraduate and doctoral programmes in Management, Economics and Commerce. The programmes offered by the departments of this school are one of the most sought-after due to their rigour, industry interface and good track record of placements.

Department of Economics

Department of Economics is one of the founding departments of Pondicherry University, established on 15th December 1986. The Department offers post-graduate and research programmes enabling students to acquire theoretical knowledge and technical skills. In recent times, the Department has emerged as one of the leading centres that impart training in applied econometrics and conduct regular programmes and workshops for researchers and policymakers. The student and faculty composition in the Department is drawn from the length and breadth of the country. The Department provides ample scope for faculty members and students to interact with leading academicians from the county and abroad, as they are regularly invited through various training programmes, conferences, seminars and workshops conducted in the Department. There are several projects undertaken by the faculty members funded by the Reserve Bank of India, ICSSR, various Ministries of Govt. of Puducherry & Govt. of India, University Grants Commission, etc. Besides, faculty members have published research papers in reputed journals.

National Seminar – An Overview

India is primarily featuring a rural landscape, where approximately two-thirds of its population and 70% of its workforce reside in rural regions. The rural economy contributes to 46% of the national income, and a significant population of 833.5 million people still inhabit these areas. According to the 2011 Census, India's rural population constitutes around 12% of the global population, surpassing Europe's entire population. Despite the ongoing urbanization trend, more than half of India's population is expected to remain rural by 2050. Consequently, fostering the growth and development of the rural economy and populace becomes crucial for achieving overall national growth and inclusive progress. Over the past few decades, India has experienced remarkable shifts in its employment structure and income sources, unprecedented in its history. In a broad sense, "Rural transformation" encompasses concepts like modernization, rural development, shifts in economic patterns, and the movement of people from agricultural to non-agricultural sectors of the economy. This transformation entails changes in essential aspects such as infrastructure, female literacy, gender balance, employment patterns, agricultural practices, crop choices, farm earnings, labour efficiency, and significant enhancements in rural living conditions, all driven by industrialization and urbanization. Disparities between rural and urban areas, the phenomenon of reverse migration, issues of poverty and inequality, substandard living conditions, limited access to healthcare, gaps in human development, and regional imbalances are among the major hurdles that must be addressed. The vision of Viksit Bharat encapsulates the aspiration to empower every corner of the nation, ensuring equitable growth and holistic development. The proposed seminar explores the integration of sustainable practices into rural transformation efforts, aligned with the overarching goals of Viksit Bharat 2047.

The papers, both theoretical and empirical are invited from students, scholars, academicians, researchers, and policymakers on the following topics on rural transformation:

Main Theme

- Promotion of Sustainable Agriculture
- Empowering Rural Communities
- Emphasizing Infrastructure Development
- Environmental Conservation

Sub-Themes

- Sustainable agriculture and rural transformation: agrarian transformation, changing landholding patterns, changing ownership of productive assets, livestock economy, crop insurance, and agricultural marketing,
- Rural industrialization: handicrafts, micro, small, tiny and medium enterprise development in the rural areas.
- Women Empowerment in Rural India: women entrepreneurs, empowering rural women through SHGs and micro-enterprises.
- Rural transformation on labour, rural occupational and livelihood diversification strategies: rural farm and non-farm employment, occupational mobility, migration, feminization in agriculture, MNREGA, rural-urban migration, labour scarcity,
- Rural social infrastructure: access to all-weather roads and rural connectivity under PMGSY, renewable energy solutions for rural electrification.
- Digital India Initiative and Rural Development: Infrastructure for financial inclusion and e-governance, leveraging technology for rural e-learning and digital literacy.
- Human capital and rural transformation: educational status, skill in rural area, evaluation of different skill development programmes.
- Rural health transformation: utilization of rural health programmes, rural health insurance, PMJAY, JALJEEVAN Mission, water supply, sanitation, hygiene, Swachh Bharat Abhiyan, nutrition, family welfare, and food security.
- Environmental schemes and challenges in rural areas: Ujjwala Yojana, Saubhagya Scheme, National Solar Mission, Climate Change, Climate Finance etc.
- Financial inclusion in rural areas: Jan Dhan Yojana, Mudra Yojana, Start-up India
- Financial institutions and rural development: developmental financial institutions like NABARD and SIDBI, banking institutions, NBFCs, Cooperative Banks.
- Social welfare schemes and rural inclusion: PMAY, PMKSN, Skill India Mission, etc.
- Impact of rural economic and social transformation, especially on poverty reduction and economic and social inequality of marginalised groups.

Submission of Abstract

The Abstract, **not exceeding 250 words**, has to be submitted to viksitbharat25.ecopu@gmail.com, and it should include the authors' designation, affiliation, email ID, and contact number. The Screening Committee will shortlist the submitted abstracts based on content, quality, and relevance to the seminar. The full paper should **not be more than 6000 words** which include tables and references (Max 20 Pages). The document should be prepared using Times New Roman, Font size 12, Line spacing 1.5, and a margin of 1" on top, bottom, left and right. The abstract should include the authors' designation, affiliation, email ID, and contact number. **The selected abstracts will be intimated to the corresponding authors for payment of the registration fee** to consider for Oral Presentation and to include in the Compendium.

Registration Fee

- Students and Research Scholars: ₹ 1000 per person
- Academicians and Researchers: ₹ 2000 per person
- Pondicherry University Student: ₹ 500 per Person

Best Presentation Award

Under each technical session, two best presentation award certificates will be given, one for category A. (Students and Research Scholars) and the other for category B. (Academicians and Researchers).

- Limited Accommodation is available. Hence, accommodation will be provided to the participants based on the distance. For other participants, accommodation will be provided on a payment basis.

Dates to Remember

Submission of Abstracts: 30th January, 2025

Intimation of Selected Abstracts: 1st February, 2025

Payment of Registration Fee: 7th February, 2025

Submission of full paper: 28th February, 2025

Organizing Committee

Chief Patron

Prof. K. Tharanikkarasu

Vice-Chancellor (i/c), Pondicherry University

Patrons

Dr. Rajneesh Bhutani

Registrar (i/c), Pondicherry University

Chairperson

Prof. Malabika Deo

Dean, School of Management

Convener

Prof. A. Sankaran

Head, Department of Economics

Seminar Director

Dr. V. Sivasankar, Professor

Seminar Co-Director

Dr. N. Kubendran, Assistant Professor

Executive Members

Dr. M. Ramachandran, Professor

Dr. Amaresh Samantaraya, Professor

Dr. Prasant Kumar Panda, Professor

Dr. R. Sendhil, Associate Professor

Dr. H. Yasmeen Sultana, Assistant Professor

Dr. R. Lesome, Assistant Professor

Dr. C. Jerome Samraj, Assistant Professor

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