

Wazir Ram Singh Govt. College Dehri

Dist Kangra-176022 HP

(Fax: 01893-250024: Website: <http://www.govtcollegedehri.org>)



Conf. Partner:
Sociological Society of Himachal Pradesh

INTERNATIONAL CONFERENCE

On

**Business, sustainable Development
and Indian Society**

(6th & 7th November 2023)



Dr Sujit Kumar Surroch
Patron and Principal



Dr Shashi Kumar
Organizing Secretary

**Organised by Departments of Commerce and Economics
WRS Govt. College Dehri**

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Concept Note

Business is a multifaceted concept encompassing various activities undertaken by organizations or individuals to produce, sell or exchange goods and services for profit or to meet societal needs. It involves the orchestration of resources, including capital, labour and expertise, to create value, address market demands and attain financial sustainability. In the business world, integrity and originality are vital. Recognizing importance of economic dynamics of societal life, this domain has been accorded high priority and given place among the four main aims Dharma, Artha, Kama and Moksha of the life of an individual in Indian society since time immemorial. Besides, four fold division of labour scheme in vogue in the entire nation witnessed one of the four major sections of Indian society pursuing economic activities in the form of trade and commerce during Vedic and post Vedic periods. Planned, consistent, vigorous, prudent and collective efforts of different sections of the society catapulted Bharat to make it the top world economy which is evidenced from the fact that country's internal and external trade continued to flourish and economy of the country scaling heights topped the ladder of the world economies for more than a millennium beginning from 1 AD.

Sustainable development is often visualized as a three-pillar model, where economic, social, and environmental aspects are interconnected and support a balanced and enduring society. Achieving sustainable development requires the collaboration of governments, businesses, civil society, and individuals to adopt sustainable practices, policies, and technologies that safeguard the planet and promote well-being for all. Sustainable development remains among the top priorities in Indian society. However, the period of one millennium before India dawned as an Independent state on the globe foreign invasion, enslavement of the country, ruthless exploitation of human and natural resources and incessant plundering of moveable property of India witness country's descendance from being wealthiest country to her pauperization. When India attained Independence from the suzerainty of the Britishers it had turned from the world Guru, highly civilized, modern, wealthiest, prosperous, democratic and vibrant society to the one which had abject poverty, hunger, unemployment, mass illiteracy and lesser sense of pride and dignity.

After Independence planned, sketchy and series of other initiatives at national, regional, local, governmental, societal and individual levels brought the Indian society to the level where it is today. In view of the facts analysed above a mega academic activity in the form of a International conference on the theme, '**Business, Sustainable Development and Indian Society**' is being organised in this college. Apart from the main theme the delegates are expected to deliberate on the following sub-themes;

- Indian Economy: Present, Past and Future
- Globalization and its impact on economy
- ICT and Trade

- Changing trends of Consumerism during 21st century
- Dynamics of Accounting Standards
- Impact of GST on Indian economy
- Business, Spiritualism and Indian Scenario
- Role of Businesses in Achieving Sustainable Development Goals (SDGs)
- Challenges and Opportunities for Sustainable Business in Indian Economy
- Language as an instrument of Business, Development and integrative & disintegrative force in Society
- Role of Organisations in Business and Sustainable Development

About WRS Government College

Nested in the foot hills of Shivalik range of Western Himalayas away from the bustle of metropolis, this abode of education came into being in the year 1971 as a privately managed institute named after a legendary freedom fighter and scion of the erstwhile state of Nurpur, Wazir Ram Singh Pathania in the rural areas named Dehri. However, the college was taken over by H.P. State Government on 1st April 1984. The sprawling campus is extended over an area of above 200 Kanal shaving which has about 2000 trees that make a sylvan surroundings and bless it with an unmatched serenity.

This NAAC accredited 'B' Grade College runs undergraduate and post graduate courses. It is affiliated to Himachal Pradesh University Shimla.

About Dehri:

Dehri situated at an elevation of approximately 1,000 meters (3,281 feet) above sea level is surrounded by lush green mountains and offers picturesque views of Dhauladhar mountain range of the Himalayas. WRS Government College is situated across SH-27 at a distance of 1 KM from Jassur-Talwara road, about 30 Km away from Pong dam and 12 Km from tehsil Headquarter, Fatehpur (the doorway of Himachal Pradesh from Talwara, Punjab). Bharmar is local narrow-gauge railway station just 4 KM away. Pathankot (Broad-gauge) railway station is just 38 KM away from the college and the Gaggal airport is 60 KM away from the college.

Local Attractions:

Dehri is endowed with bountiful natural and spiritual recourses and is endowed with rich cultural heritage which can be understood from some of the following features;

Sibothan Mandir Bharmar just 4 KM from the College is a temple which preserves treasure of spiritual energy for about a millennium. Visitors can enjoy the spiritual ambience of the temple and also explore the natural beauty of the surrounding area.

Pong dam, 30 KM away from the college on Talwara-Jassur SH-27 also known as Maharana Partap Sagar, is a man-made reservoir located in Fatehpur tehsil of Kangra. It is one of the largest man-made wetlands in Asia and serves as a major tourist attraction in the region. The dam is situated on the Beas River and is surrounded by scenic landscapes and wildlife. Visitors can enjoy boating and fishing on the reservoir, as well as bird watching, as the area is home to wide variety of bird species.

Nurpur, located 20 KM away from the college is a known for its historical and cultural significance. Nurpur Fort is an important attraction in the town. It was built in the 10th

century and offers a glimpse into the rich history of the region. Brij Raj Swami Temple dedicated to Lord Krishna and is known for its beautiful architecture and religious significance. Besides, Maa Bhadrakali Temple is located near the Nurpur Fort.

Indora just located 35 KM away from the college where a famous historical Kathgarh Lord Shiv temple is situated near the bank of holy Beas River having a great attraction among visitors since time immemorial.

Call for papers:

Abstracts on topics focusing on the main theme and any of the sub-themes of the conference in word form are invited which should be in 250-300 words in Times Roman, font size 12 along with line spacing 1.5 to be sent to the e-mail at: conferencegcd23@gmail.com with the subject "Abstract of Paper for the Conference". The abstracts should have 3-5 keywords at the bottom.

Important Dates:

Last date for submission of abstracts: 15 Oct, 2023

Notification about acceptance of abstracts: 20 Oct, 2023

Last date for submission of full length papers: 28 Oct, 2023

Registration Fees (Non-Refundable):

Category	Registration Fee
1. Delegates/ Faculty	Rs. 2100
2. Accompanied Person	Rs. 1800
3. Research Scholar	Rs. 1500
4. Students	Rs. 1200

<https://forms.gle/YrzhevogsNVu3yMH8>

Interested participants are requested to pay applicable registration fee through online transfer as per detail given below:

Account Number: 0843000102234555

Account Holder Name: Principal, Govt. College Dehri.

IFSC Code: PUNB0084300

Bank Name: P.N.B., Rehan

Note:

1. The organizer will host breakfast/lunch/dinner on the days of conference.
2. Due to paucity of funds, no TA/DA will be paid to the participants/delegates.
3. The organizers will facilitate accommodations for night stay in the nearby Hotels and or Rest houses for which delegates will have to bear the expenses.



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