



NATIONAL POST GRADUATE COLLEGE, LUCKNOW

(AN AUTONOMOUS, CPE, AND NAAC GRADE 'A' COLLEGE OF UNIVERSITY OF LUCKNOW)

PRESENTS

INTERNATIONAL

CONFERENCE ON

**“SUSTAINABILITY AND SOCIAL ENTREPRENEURSHIP-
BUILDING A BETTER INDIA: VISION 2050”**



**5TH-7TH
OCTOBER, 2023**

**AUDI-I, NPGC, LUCKNOW
HYBRID PLATFORM**

ORGANISED BY-

**DEPARTMENT OF COMMERCE,
NPGC, LUCKNOW**

MAIN ATTRACTIONS

- **Four Technical Sessions**
- **EnviroEntrepreneurs: Pitching for Pioneering change**
- **Keynote Addresses**
- **Round Table**
- **Conference Souvenir**
- **Cultural Programme**
(Special Support- Dr. Nehashree Srivastava)

Colloquium Workshop on “Sustainable Social Entrepreneurship – From Dream to Delivery”

by Mr.Rajan Johri, Managing Director, LeadWynn

INVITED SPEAKERS & GUESTS

Prof. I.D. Gupta

Department of Commerce,
University of Lucknow, Lucknow

Dr. Apirak Tohtayong

Manager of master degree and PhD program on
educational science and learning innovation.
Fatoni University Thailand, Thailand

Dr. Dिल्фуза Jabborova

Associate Professor
Institute of Genetics and Plant Experimental Biology,
Academy of Sciences of Uzbekistan, Uzbekistan

Dr. Nina Avanesova

Head of Department, Management and PA,
Kharkiv

Dr. Asma Farooque

Professor
Department of Commerce & Business Management,
Faculty Of Commerce & Management, Integral University,
Dasauli, Kursi Road, Lucknow

Prof. Samina Rafat

Professor / Director
Institute Of Productivity and Management, Lucknow
Former Managing Director
SMC Group of Schools, Balrampur

Prof. Ankit Agarwal

Adelaide University, Australia

Dr. Roli Mishra

Department of Economics,
University of Lucknow, Lucknow

Dr. Teresa Jacobs

Director,
Learning ISDC, UK

Dr. Mohd Faheem

Lecturer, Indian Studies Program,
Pradi Banomyong International College,
Thammasat University, Bangkok, Thailand

Mr. Kush Ahuja

Associate Director- ACCA,
Dubai

Dr. Geetika T Kapoor

Department of Commerce,
University of Lucknow
Lucknow

Dr. Nishant Kumar

Department of Business Administration,
University of Lucknow

Dr. Vinod Murthy

Country Head, ISDC

Dr. Amit Kumar Goel

Assistant Professor
Department Of Commerce & Business Management
Integral University, Lucknow

Ms. Arunima Paul

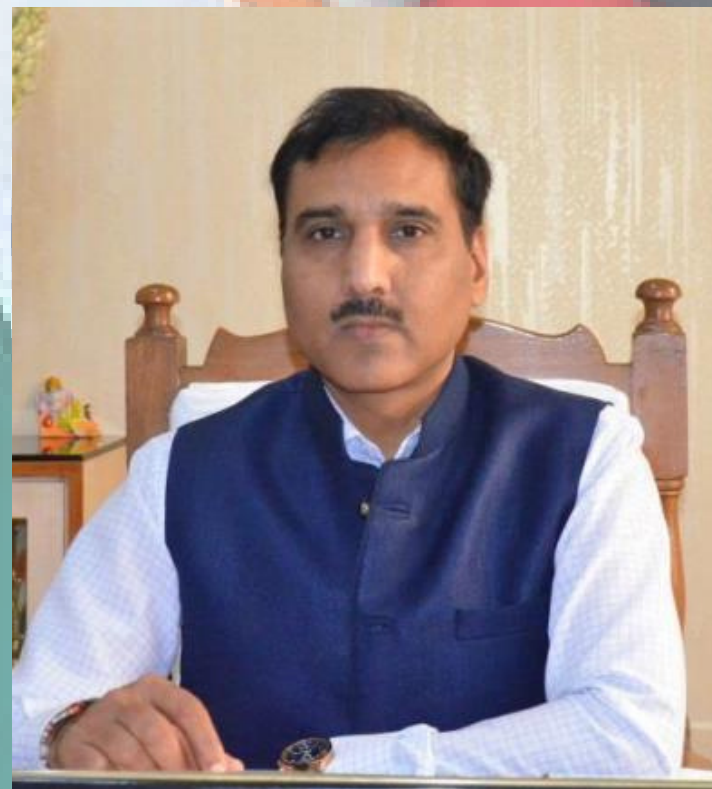
Auburn University, Alabama, USA

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LUCKNOW



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PRINCIPAL, NPGC,
LUCKNOW



CONVENER

PROF. JYOTI BHARGAVA
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NPGC, LUCKNOW



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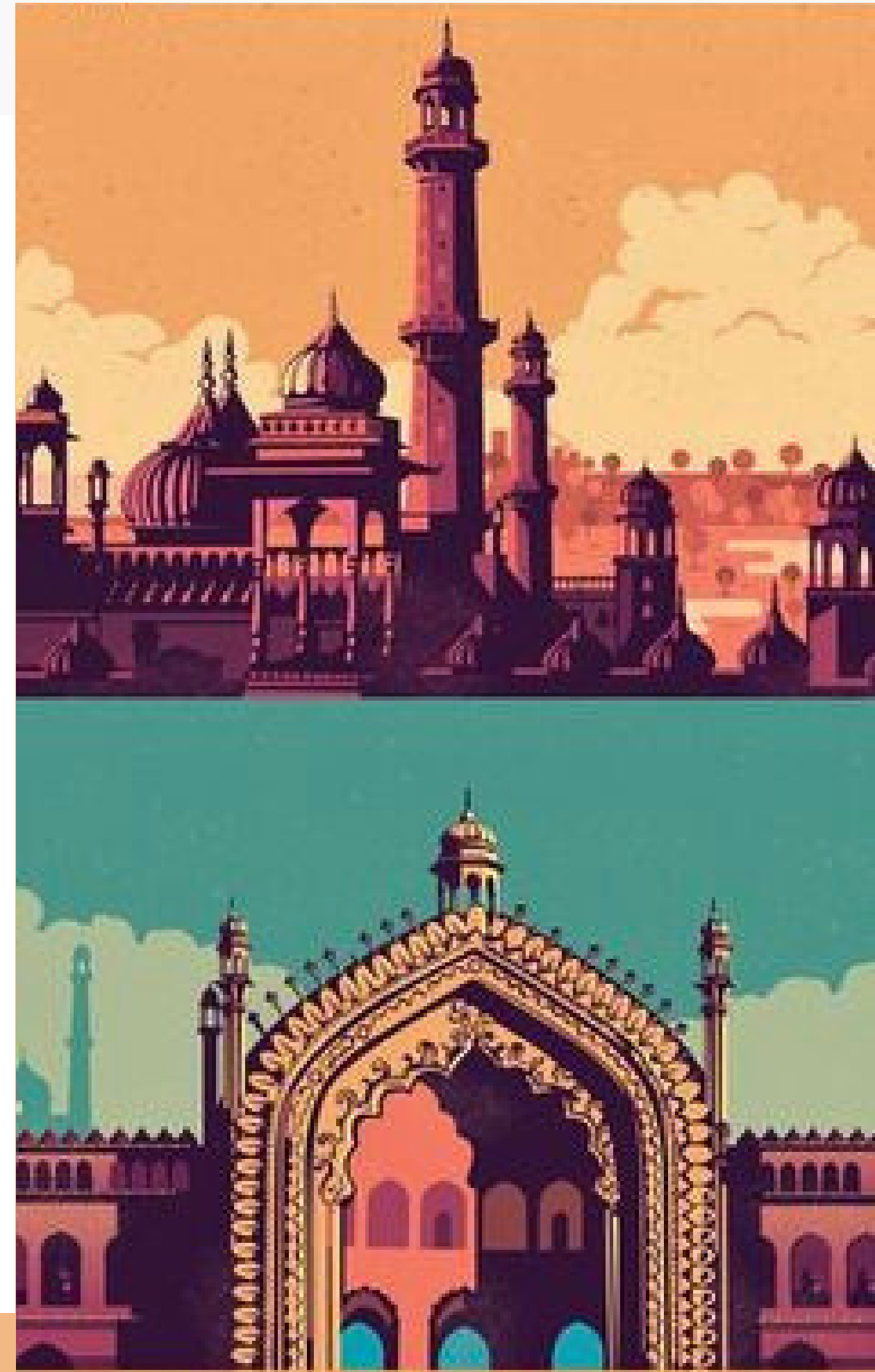
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ABOUT LUCKNOW CITY

Lucknow capital and largest city of the Indian state of Uttar Pradesh and is also the administrative headquarters of the eponymous District and Division. It is the eleventh most populous city and the twelfth most populous urban agglomeration of India. Lucknow has always been known as a multicultural city that flourished as a North Indian cultural and artistic hub, and the seat of power of Nawabs in the 18th and 19th centuries. It continues to be an important centre of governance, administration, education, commerce, aerospace, finance, pharmaceuticals, technology, design, culture, tourism, music and poetry. The city stands at an elevation of approximately 123 metres (404) above sea level. Lucknow district covers an area of 2,528 square kilometres (976 sq mi). Hindi is the main language of the city and Urdu is also widely spoken. Historically, the capital of Awadh was controlled by the Delhi Sultanate which later came under the Mughal rule.

It was transferred to the Nawabs of Awadh. In 1856, the British East India Company abolished local rule and took complete control of the city along with the rest of Awadh and, in 1857, transferred it to the British Raj. Along with the rest of India, Lucknow became independent from Britain on 15 August 1947. It has been listed the 17th fastest growing city in India and 74th in the world. Lucknow, along with Agra and Varanasi, is in the Uttar Pradesh Heritage Arc, a chain of survey triangulations created by the Government of Uttar Pradesh to boost tourism in the state.



ABOUT THE COLLEGE AND DEPARTMENT OF COMMERCE

National Post Graduate College was established in the year 1974 by the then Chief-minister of Uttar Pradesh, Late Chandra Bhanu Gupta. The College offers undergraduate and postgraduate courses in Arts and Commerce streams and undergraduate courses in Science and Computer streams. National Post Graduate College (NPGC) also offers undergraduate and postgraduate programs for skill development under DDUKK established with a special grant from UGC. Six programs are being offered under Deen Dayal Upadhyay Kaushal Kendra two 1 year programs under Community College and two degree and two post graduate programs of ICT, ITES, and Banking, Insurance and Financial Services.

The department of Commerce is as old as the college itself. Being one of the largest departments of the college in terms of student intake. It houses B.Com regular and self-finance courses, B.Com (honours) and M.Com. Additionally, Add-on certificate courses in Computerized Accounting and Taxation and another Add-on certificate course in digital marketing are also being conducted by the department. Internship, Industrial Visit Workshops etc are interwoven as ancillary activities of the Department for the benefit of its students.



ABOUT THE CONFERENCE

PEOPLE
PLANET



The eagerly awaited International Conference on “Sustainability and Social Entrepreneurship - Building a Better India: Vision 2050” is set to be a remarkable gathering of thought leaders, scholars, and practitioners from around the globe. Organized by the esteemed Commerce Department of National PG College in Lucknow, the conference aims to foster a deep exploration of sustainable practices and innovative social entrepreneurship models that will contribute to India’s transformation by the year 2050.

With a focus on envisioning a more sustainable and prosperous future, the event promises to be a platform for insightful discussions, impactful presentations, and collaborative exchanges, ultimately shaping a blueprint for a more inclusive and environmentally conscious India.

SUBTHEMES/TECHNICAL SESSIONS

TECHNICAL-1 (INNOVATION AND SUSTAINABLE ENTREPRENEURSHIP)

- Impact of Digital Transformation on Sustainability
- Renewable Energy and Clean Technologies
- Social Innovation for Inclusive Growth Smart Cities and Urban Sustainability
- Empowering Women in Social Entrepreneurship
- Social Entrepreneurship in Rural Development
- Innovative Business Models for Social Impact
- Sustainable Entrepreneurship in the Start-up Ecosystem

TECHNICAL-3 (SUSTAINABLE ENVIRONMENTAL PRACTICES)

- Circular Economy and Waste Management
- Climate Change Adaptation and Mitigation
- Biodiversity Conservation and Ecological Restoration
- Sustainable Agriculture and Food Security
- Cultural Heritage and Sustainable Tourism
- Green Supply Chain Management
- Socially Responsible Investing and ESG Metrics
- Sustainable Retail and Consumer Behaviour



TECHNICAL-2 (SUSTAINABLE PRACTICES IN SERVICES SECTOR)

- Sustainable Finance and Green Banking
- Healthcare and Well-being in Sustainable Communities
- Green Finance and Impact Investment
- E-commerce and Sustainable Practices
- Social Marketing for Sustainability

TECHNICAL-4 (AWARENESS AND RECENT SUCCESSES IN SUSTAINABILITY)

- Education for Sustainable Development
- Public-Private Partnerships for Sustainability
- Responsible Consumption and Production
- Youth and Leadership in Sustainability
- Corporate Social Responsibility (CSR) for Sustainable Development
- Fair Trade and Ethical Business Practice
- Sustainability Reporting and Transparent Disclosure
- The Role of Commerce Education in Sustainability
- Sustainable Business Certification and Standards

ABSTRACT & PAPER SUBMISSION GUIDELINES

CALL FOR PAPERS

- All the submissions must be online in word format only.
- **First Page:** Title, Author (s), Name(s) and Affiliation (s) with contact number and Email id.
- **Second Page:** Title, Abstract, Keywords (5) followed by main text.
- Abstract (250 words) and Paper (approx 3000 words) should be your original work.
- Submitted in A4 size with “Times New Roman” font in English, heading in font size 14 and remaining text in font size 12 with 1.5 line spacing. Reference must be in APA style 7th edition.

GUIDELINES POST SUBMISSION

- In a joint submission, author and co-author(s) should be registered for the conference individually.
- Registration will be confirmed only after the payment of registration fee.
- Author(s) with multiple entries must register for each paper separately.

Send Abstract and paper in soft copy by Email to: conferencecommerce23@gmail.com



Participation Certificate will be provided to the registered delegates.



Best paper award will be given to the best papers presented in each technical session.

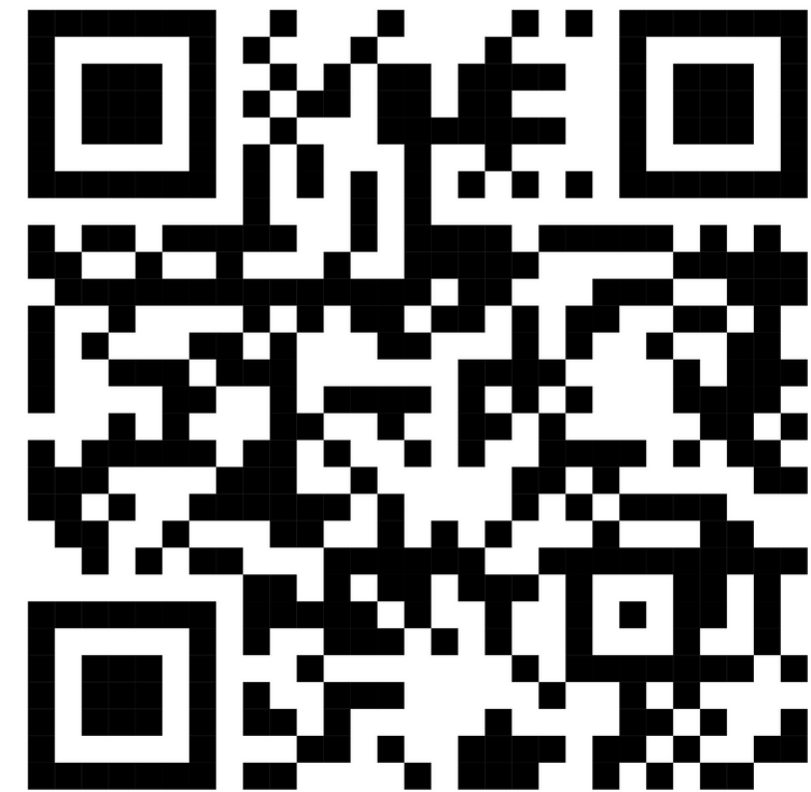
Selected Papers will be published in the conference proceedings in UGC-CARE Journal.

IMPORTANT INFORMATION



REGISTRATION LINK & QR CODE

<https://forms.gle/HzwCDUJRPycuKPAj9>



IMPORTANT DATES

ABSTRACT SUBMISSION

Last date till- 25,SEPTEMBER,2023

Acceptance mail- 30,SEPTEMBER,2023

FULL PAPER SUBMISSION

Last date till- 5,OCTOBER,2023

LAST DATE OF REGISTRATION

5,OCTOBER,2023

REGISTRATION DETAILS

<u>DELEGATE CATEGORY</u>	<u>INDIA</u>	<u>INTERNATIONAL</u>
ACADEMICIAN AND PROFESSIONAL	1000/-INR	\$75
INDUSTRY PROFESSIONAL	1500/-INR	\$75
RESEARCH SCHOLAR	500/-INR	\$60
STUDENTS	300/-INR	\$40

ONLINE PAYMENT MODE

NEFT and QR Code

NAME : NATIONAL PG COLLEGE LUCKNOW ACCOUNT

NUMBER : 50200017732121

SWIFT CODE : HDFCINBB

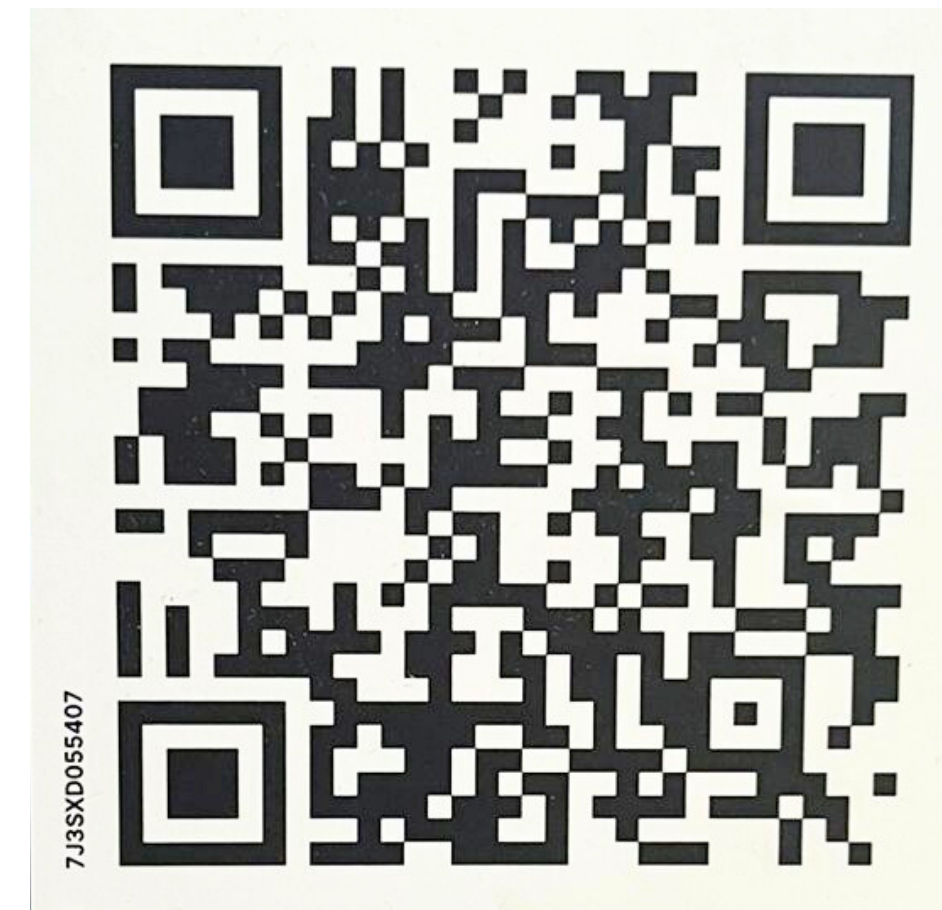
IFSC : HDFC0003802

CITY : LUCKNOW

BANK NAME : HDFC BANK

BRANCH NAME : CP-6, VIKRANT KHAND,

GOMTI NAGAR, LUCKNOW 226010



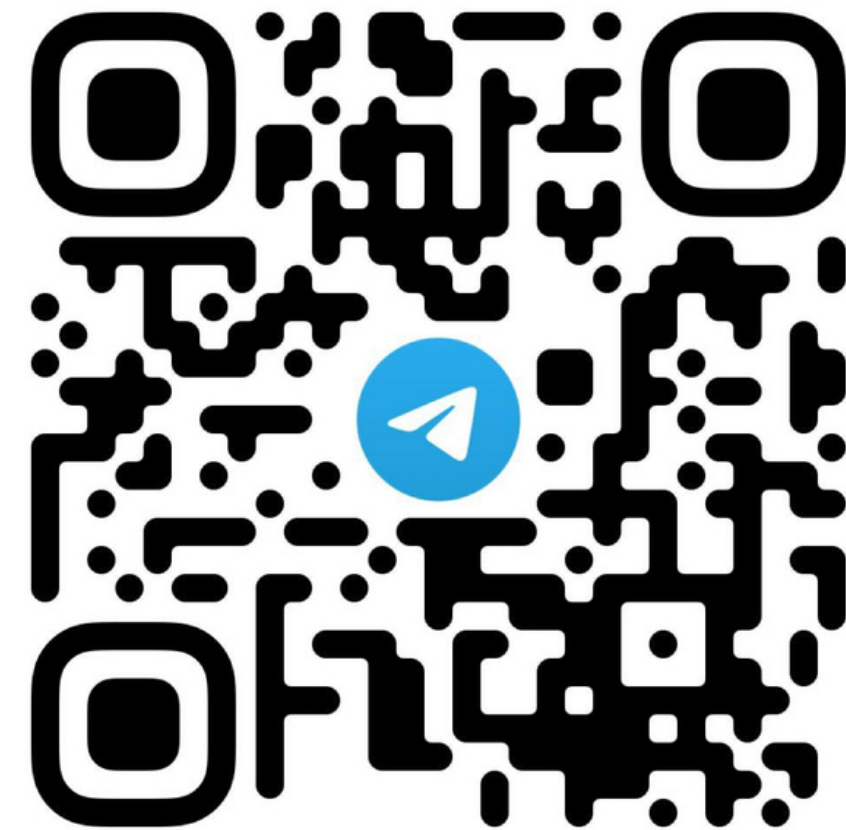
ACCOMMODATION

Transport & Accommodation will be provided on request and on payment.

For any queries email at conferencecommerce23@gmail.com

TELEGRAM CHANNEL LINK & QR CODE

<https://t.me/+Q43-EVj8pcsxNDVI>



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