



# NEW HORIZON COLLEGE

The Trust is a Recipient of Prestigious Rajyotsava State Award 2012 Conferred by The Government of Karnataka

Ring Road, Near Marathalli, Bangalore- 560103.

**ONE DAY NATIONAL CONFERENCE**

**ON**

# IDEAS for Sustainable India

(Innovations, Developments, Enterprises, Achievements & Strategies)



The best way to  
have a good idea is  
to have a lot of ideas.

- Linus Pauling

**March 18, 2016**

Organised by

**New Horizon College**

Marathalli, Bangalore

Venue: New Horizon College

## ABOUT NHEI

NEW HORIZON EDUCATIONAL INSTITUTIONS (NHEI) established in 1970, is one of the premier educational institutions located in Bangalore, the IT capital of India with seven high performing institutions under its banner. NHEI has an imposing history of imparting holistic education and constantly striving towards the fulfillment of its motto In Pursuit of Excellence. Dedicated towards credible performance, committed training, honing of skills, manifestations of talents, nurturing of character and development of a holistic personality, it has left an indomitable mark in the history of education.

## ABOUT NHC

NEW HORIZON COLLEGE, MARATHALLI (NHC-M),affiliated to Bangalore University, Karnataka under the banner of NHEI is devoted towards providing excellent education and over all grooming to aspiring leaders in the field of management studies. Its mission is to create world class professionals, competent in both national and international platforms. Training, instruction based on the curriculum, research and supportive innovative methods have always heightened the establishment of NHC. NHC is located in the IT corridor of Bangalore surrounded by MNCs and IT giants like Intel, Accenture, Capgemini, ARM, Symphony, Wipro, Nokia, JP Morgan and Cisco to name a few. The college offers Bachelor of Business Management (BBM) and Bachelor of Commerce (B.Com) in 3 different streams Global/Professional/Executive respectively and Bachelor of Computer Applications (BCA) in 2 different streams Global and Professional.

## ABOUT THE CONFERENCE

India's proficiency to break the semblance of being a developing country can be prudently implemented with the proper utilisation of its rich natural resources and unlimited manpower. It is time to surge out and devise ways that would tangibly yoke together the country's assets be it scientific, technological, sociological or cultural with its economy. The new dawn of political growth and emerging confluence of the country with other countries is a harbinger of the country's prospective growth. The need of the hour is to explore and discover ways through which practical and economic ideas can be materialised to further the sustainable development of India. Ideally the first step towards development starts with the attempt to sustain the existent resources that can further be improved through innovative ideas.

## OBJECTIVES OF THE CONFERENCE

·To contribute to the effective growth of the country's economy through meticulous

research based on possible and plausible identified areas of growth.

·To bring in a conscious awareness amongst the people about the issues of sustainable growth in India and encourage them to reassess the existent ways of financial management, marketing and other areas of business.

·To investigate ways in which the immediate issues concerning sustainable India can be effectively implemented in academics as a part of curriculum and research.

## THEME OF THE CONFERENCE

IDEAS for Sustainable India

(Innovations, Developments, Enterprises, Achievements & Strategies)

## SUGGESTED TOPICS

1. Strategic Business Sustainability
2. Creative Accounting and Earnings Management
3. Behavioural Finance & Accounting
4. Big Data and Sustainability
5. Human Capital Analytics
6. Sustainable Marketing
7. Multinational Financial Management
8. Cloud Computing
9. Network Security
10. Social Media Strategy
11. Relationship Marketing
12. Strategic Workforce Planning.

IDEAS are born out of opportunities and needs in a land that strives to grow; India is a land that has always optimistically changed i

words.

- The maximum length of the paper should be 8 A4 sheets.
- Authors/co-authors name, email ID, address and phone number should be given at the beginning below the title of the paper.
- APA format must be followed.

## **DATES**

Abstract Submission: February 20, 2016

Full Paper Submission: March 04, 2016

Last Date of Payment: March 10, 2016

Intimation regarding Accommodation: March 10, 2016

## **REGISTRATION FEES**

Students (Final Year UG/PG) Rs. 250.00

Academicians/ Research Scholars Rs. 750.00

Industry Professional/General Rs. 1000.00

Participation Fees (without presenting) Rs. 300.00

(Participants who are interested in only participating should let us know by March 10, 2016)

**Co-authors should register separately**

**The payment for participation alone may be done in cash once the participants reach the venue.**

Registration Fees include the Seminar Kit/Lunch/Tea/Snacks and publication.

Fees can be paid by DD in favour of PRINCIPAL, NEW HORIZON COLLEGE

payable at Bangalore.

## **Chief Patrons**

**Dr. Mohan Manghnani**

Chairman, NHEI

**Smt. Renuka Manghnani**

Executive Director, NHEI

## **Patrons**

**Dr. R. Bodhisatvan** - Principal, NHC

**Ms. Prasanna Prakash** - HOD, BBM, NHC-M

**Ms. Sayantani Banerjee** - HOD, BCOM, NHC-M

## **Core Committee**

Ms. Padma Nandan (Chief Co-ordinator)

Mr. Nagaraju Kilari (Correspondence and Participation Co-ordinator)

Ms. Greeshma Francis

Mr. Arun Raghu Babu

Ms. Sowmya J

Ms. Shilpa Joshi

Ms. Divyashree .S

## **Contact Nos.**

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Address :

Principal, New Horizon College, Outer Ring Road, Near Marathalli, Bangalore- 560103.

# REGISTRATION FORM

## Participant's Details

1. Name: \_\_\_\_\_ Co - authors Name: \_\_\_\_\_

2. Designation: \_\_\_\_\_

3. Institution/ Organization: \_\_\_\_\_

4. Title of the Paper Presented: \_\_\_\_\_

5. Address for Communication: \_\_\_\_\_

6. Phone: \_\_\_\_\_ 7. Fax: \_\_\_\_\_

8. Email ID: \_\_\_\_\_

9. Details of payment:

DD No \_\_\_\_\_

Date \_\_\_\_\_ Drawn on \_\_\_\_\_

Date:

Place:

Mailing Address:-

Note:-

Mode of Payment-

By DD in favor of "THE PRINCIPAL, NEW HORIZON COLLEGE payable at Bangalore.

Please feel free to make Photocopies of this form for multiple registrations

Address :

Principal, New Horizon College, Outer Ring Road, Near Marathalli, Bangalore- 560103.



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## **ONE DAY NATIONAL CONFERENCE ON**

### **IDEAS for Sustainable India**

**March 11<sup>th</sup> 2016**

**Organised by**  
New Horizon College

**A Report on**  
**ONE DAY NATIONAL CONFERENCE ON**  
**IDEAS FOR SUSTAINABLE INDIA**

Date. 18 March 2016

Venue. Shahid Hemu Kalani Block, New Horizon College, Marathalli

A one day national conference was held on 18<sup>th</sup> March 2016. The theme of the conference was IDEAS FOR SUSTAINABLE INDIA. The main objective of the conference was to explore and discover ways through which practical and economic ideas can be materialized to further the sustainable development of India.

The Chief Guest for the inauguration programme, Mr. M G Raghuraman, Sr. Executive and CIO of Mphasis spoke of the relevance of the theme of the conference. He spoke of the dimensions of constructing the "new mindset" which is a composite of competitive nature, networking capabilities, risk management faculty and inculcation of entrepreneurial attitudes. He quoted that this mindset, blended perfectly with the right attitude, leads to happiness in life.

A broader perspective on development was offered by Professor Rajiv during the plenary session. He espoused his thoughts on Millennium Development wherein he clearly depicted the 17 goals for sustainable development like- ending poverty & hunger, ensuring health and education, infrastructure, industrialization, safety and social inclusion to enlist a few.

*h. h. h.*

The catalog of papers presented during the conference proceedings were in the broad tracks of management, computer applications and technology. There was a dedicated students track covering a wide range of miscellaneous topics. The papers in each track were judged by able technical chairpersons / moderators. Accordingly best papers were awarded from each track.

Some of the topics covered in the computer applications and technology track included data mining, green cloud and eco-friendly computing, business backed by internet and the interconnectivity between content and internet finally extending facilities to people in the form of mechanized human replicas.

A diverse number of concerns and issues raised in various papers about microfinance, travel and tourism which had still remained a "neglected field" of Indian economy, news & media and the availability of information through news, smart cities rendering to smart infrastructural facilities in societies, customer oriented service strategies, journey from Nirdhan to Swadhan-attempts of bringing in a transition in society were some of the topics covered in the management track.

A good amount of information was collected and surveyed by the young student minds, showcasing their capability to do critical examinations and deeply rooting them with the present trends of economy. Some of the subjects they provoked in their papers- volatility of equity shares in stock markets, detecting the accessibility of computers for the specially abled, alive human body detection systems, managing diverse workforce towards a sustainable business.

During the valedictory programme, the participants shared their opinions about the conference and also expressed their willingness to be associated with the college for future events.