



ITM Business School Kharghar  
Presents

# TRANSFORMING RURAL ECOSYSTEM CONCLAVE

11th DECEMBER 2021



ITM Business School, Plot 25 & 26, Institutional Area, Sector 4, Kharghar, Mumbai, Maharashtra 410210



# ABOUT

## ITM Group of Institutions

Founded in 1991, ITM group of institutions is amongst the first private, non-aided business schools in India. ITM is steadily moving towards fulfilling its vision, that of becoming a global leader in professional education. The institution's mission is to impart futuristic and comprehensive education of a global standard with a sense of discipline and social relevance in a serene and invigorating environment.

## NABARD

NABARD came into existence on 12 July 1982 by transferring the agricultural credit functions of RBI and refinance functions of the then Agricultural Refinance and Development Corporation (ARDC). It was dedicated to the service of the nation by the late Prime Minister Smt. Indira Gandhi on 05 November 1982. Set up with an initial capital of Rs.100 crore, its' paid up capital stood at Rs.14,080 crore as on 31 March 2020.





## OBJECTIVES

- Growth of the Rural sector is dependent on increase in quality and quantity of the varied factors of production which is land, labour, capital, and entrepreneurship.
- To support the social, ecological, technological and economic transformation of villages to improve quality of life.
- To provide relevant solutions to the problems like unemployment, access to finance, unfavourable business conditions, lack of education facilities, health facilities and many others.
- To understand and to capture the marvellous work of the NGOs and Corporates, who are working closely to bring rural transformation.
- To get funds from corporates in order to support rural upliftment in terms of socio-economic transformation.

## CONCLAVE OVERVIEW

- The conference, scheduled on 11th December 2021, is expected to highlight, through interesting case studies, the major challenges faced, and milestones achieved by Corporates and NGOs with their significant rural presence.

- This aims to bring out the best practices applied in the rural upliftment. The cases can add to the knowledge repository for institutions to impart learning to students.

- ITM, through the Conclave will share the adoption & journey of developing a village.

- The case narration will happen through the NGOs or Companies that have engineered the transformation in the rural sector.

## WHAT TO EXPECT

### Corporates/NGOs

- Platform to showcase their contribution towards society.
- Case will be part of the compendium/ book which will be distributed to institutions and corporates.
- Building of brand image
- As a delegate, the Conclave provides opportunity to know the best practices in the social space.



## Faculties/Employees

➤ Contribution to a permanent repository of case studies through acclaimed publisher, reach global audiences and scholars.

➤ As a delegate, the Conclave provides opportunity to connect with Cooperates and NGOs that have contributed towards rural development.

## Students

➤ A unique edge in the industry which seeks research orientation and initiatives from the recruits.

➤ As a delegate the Conclave provides opportunity to connect with Corporates and NGOs that have contributed towards rural development.

## SUB – THEMES FOR CASE STUDY WRITING

Rural Financing	Rural Healthcare	Rural Marketing
Rural Transport	Rural Infrastructure	Entrepreneurship
Rural Water Supply	Fisheries and Aquaculture	Agricultural Support System
Sanitation and Hygiene	Livestock and Animal Resources	Rural Education and Upskilling
Women Empowerment	Sustainable Development	Creating Employment Opportunity

**\*\*not restricted to above themes\*\***

## SUBMISSION GUIDELINES

➤ Author/Authors can submit their case studies as an email attachment as a doc/docx format at [ruralconclave2021@itm.edu](mailto:ruralconclave2021@itm.edu)

## CASE STUDY FORMAT/ LAYOUT

Full Case study should be within a word limit of not less than 1000 words and not more than 5000 words including references.

Use Times New Roman 12-point font, single spacing, 1-inch (2.5 cm) margin all around, and 8.5" × 11" page setting. References should also be single spaced. The text layout in the whole document should be in one column.

**\*\*Page limit between 4 -10 pages.**

Structure of the case study:-

1. Title (followed by author details)
2. Synopsis/Executive Summary
3. Findings
4. Discussion
5. Conclusion
6. Recommendations
7. Implementation
8. References (APA Style)
9. Appendices (if any)



## PAYMENT & REGISTRATION DETAILS

Each author of accepted case study should register herself / himself for the conclave via <https://forms.gle/Mvkea4h9NdkMChjw8>

**Note: Registration and presence of author/authors of the selected case study is compulsory (only registered guests and delegates will be issued certificates).**

### 1). Bank details - for NEFT

Beneficiary Name	Institute for Technology and Management Trust
Beneficiary Bank Name	Indusind Bank
Beneficiary Branch Name	Andheri Branch
Beneficiary Account No.	200999361735
Beneficiary RTGS/IFSC Code	INDB 000 0018

### 2). PayU Link - Program name (to be selected) : Conference - ITM Kharghar

<https://www.payumoney.com/webfronts/#/index/Trust1>



### 3). PayTM link - Program name (to be selected) : Confer- ence - ITM Kharghar

Please see the QR code for ITM Business School - Khar-  
ghar. Have also activated paytm through url link for online  
use - Kharghar - [http://m.p-y.tm/itmkharghar\\_nrsocial](http://m.p-y.tm/itmkharghar_nrsocial)



Corporate	INR 5000 + GST
NGOs	INR 2000 + GST
Academicians/ Research Scholars	INR 1800/1500 + GST
Students	INR 500 + GST
Platinum	INR 50K and above
Gold	INR 40K
Silver	INR 35 K
Bronze	INR 30K
Copper	INR 25K

## WHO CAN ATTEND THE CONCLAVE?

Corporates	Faculties	Students
NGOs	Employees	Others

## WHO CAN CONTRIBUTE LIVE CASES FOR CONCLAVE

Corporates that have closely worked in the rural areas.

➤ NGOs that have contributed towards rural development.

➤ Faculties/Employees/students who have made an impact through social service in rural areas.



## PUBLICATION DETAILS AND DEADLINES

The presented cases will be published in proceedings booklet with an ISBN.

Full Case study Submission	20th October, 2021
Notification on Full Case study Acceptance	25th October, 2021
Last date for registration	30th October, 2021
Date of poster presentation	11th December, 2021

## ORGANIZING TEAM

### Patrons

Dr. P. V. Ramana, Chairman  
Prof. Nitin Putcha, CEO  
Prof. R. S. S. Mani, VP Institutional Development

### Convener

Dr. Kalpana S Kumaran, HOD-Digital Marketing & Transformation

### Co-Conveners

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Dr. Neha Verma, Assistant professor

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## CONTACT US

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