

● format using Times New Roman font of 12 in size.

- Hard copy of the paper should be sent to **Dr. S. Rani**, Assistant Professor & Head, Department of Commerce.
- Soft copy of the paper with abstract should be submitted to **m.anbalagan@klu.ac.in**
- Certificate will be given to all the registrants
- No TA/DA will be paid
- Lunch and Refreshment will be provided

REGISTRATION FEE

- For UG and PG students, **₹150/-** per participant
- For Faculty, Research scholars and others, **₹250/-** per participant
- Payment can be send through Account No.: **181816600006988** IFSC: **KVBL0001818** Bank Name: **Karur Vysya Bank, KLU Branch, Krishnankoil** Account holder Name: **Rani .S**
- Spot registration is also allowed

IMPORTANT DATES TO REMEMBER

- Last date for submission of Research papers: **30th June, 2017**
- Acceptance of papers: **Three days after submission**
- Date of the Conference: **15th July 2017**

ORGANIZING COMMITTEE

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**For Further
Details Contact**

Dr. M. ANBALAGAN, Organizing Secretary
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Kalasalingam University

(Kalasalingam Academy of Research and Education)

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DEPARTMENT OF COMMERCE



INVITATION

ONE DAY NATIONAL LEVEL CONFERENCE ON

DIGITAL INDIA

CHALLENGES & OPPORTUNITIES

15th JULY 2017

Venue

n' Card math Seminar Hall



ONE DAY NATIONAL LEVEL CONFERENCE ON DIGITAL INDIA – CHALLENGES & OPPORTUNITIES

ABOUT OUR UNIVERSITY

Kalasalingam University (Kalasalingam Academy of Research and Education) was established as Arulmigu Kalasalingam College of Engineering (AKCE) in 1984 by Kalasalingam and Anandam Ammal Charities at Srivilliputhur in Tamil Nadu. It was upgraded to the status of Deemed University in 2006 under Sec.3 of UGC Act 1956. It offers 31 UG (Engg., Arts and Science Programmes), 23 PG Programmes, M. Phil and Ph. D. Programmes. In terms of infrastructure facilities, it stands in the forefront with many special features like fully Wi-Fi enabled campus, two storied central library, sports, gym and swimming pool facilities with Olympic standards.

ABOUT OUR DEPARTMENT

The Department of Commerce was established in the year 2015-16. At present, it offers five branches in commerce namely B.Com. General, Computer Application, Banking & Insurance, Professional Accounting and Corporate Secretaryship. The Department has signed an MOU with ICAI Chapter, Madurai for conducting ICAI Foundation Course and also Intermediate Course. To enrich the knowledge of our students, we conduct regularly various academic related activities like workshops, seminars, guest lecturers and short term courses with the support of our experienced and well qualified faculty members.

ABOUT THE CONFERENCE

Digital India is a campaign launched by the Government of India on 2nd July 2015 to ensure that Government services are made available to citizens electronically by improving online infrastructure and by increasing Internet connectivity or by making the country digitally empowered in the field of technology.

Digital India aims to provide the much needed thrust to the nine pillars of growth areas, namely broadband highways, universal access to mobile connectivity, public internet access programme, e-Governance: Reforming Government through technology, e-Kranti - Electronic delivery of services, Information for all, Electronics manufacturing, IT for jobs and early harvest Programmes. As a citizen, each of us should be aware of all the aspects of this program.

OBJECTIVES

- To transform the vision and mission of the scheme to all sectors of people
- To provide a broader view on nine pillars of Digital India
- To ensure Digital Infrastructure as a utility to every citizen
- To analyse the impact of Digital India Program in all the sectors

CALL FOR PAPERS

In this regard, we invite quality research papers on any one of the following areas.

FOCUS AREAS

- ✍ *Role of digital India in globalization era*
- ✍ *Digital India and its sustainable development in higher education*
- ✍ *Digital India program as a source of creating employment opportunities*
- ✍ *Digital India program and its impact on entrepreneurship*
- ✍ *Universal access to mobile connectivity*
- ✍ *e-Governance – Reforming Government through technology*
- ✍ *Role of eKranti - Electronic delivery of services*
- ✍ *Information and communication technology for all*
- ✍ *Impact of Digital India program in all the sectors*
- ✍ *Strengthening the employability skill through Digital India*
- ✍ *Digital Inclusion*
- ✍ *India to be leader in IT use in services - health, education & banking*
- ✍ *Any other relevant areas in connection with Digital India.*

TARGETED AUDIENCE

Faculty members, Research scholars, PG students and UG final year students from the Department of Commerce, Commerce with any specialization, Economics, Business administration Management Studies, Computer Science and Information Technology.

GUIDELINES FOR SUBMISSION OF PAPERS

- Only one co-author can be included in a research paper
- Author and co-author should register separately
- The research paper should be neatly typed with 1.5 line space in MS Word