Mangalore University

A Two-day National Conference on

DIGITAL INDIA: PROGRESS, NEW INITIATIVES AND CHALLENGES

Sponsored by

ICSSR (MINISTRY OF HRD-GOVT OF INDIA)

AZADI KA AMRIT MAHOTSAV

Date: 24th and 25thJune, 2022

Venue: Mangala Auditorium, Mangalagangothri

Organised by

Department of Post Graduate Studies and Research in Commerce

Mangalore University
Mangalagangothri, Karnataka.

About Mangalore University

Mangalore University is located in a picturesque hillock spread over 350 acres of land at Mangalagangothri, which is around 18 kms to the south-east of the historic coastal town of Mangaluru, in Karnataka, India. This university has set the tone for the educational endeavour in three districts under its jurisdiction, namely, Dakshina Kannada, Kodagu, and Udupi. It is a pleasing campus, which has grown from a modest Post Graduate Centre of the University of Mysore to become an independent University in 1980. Presently, the University has more than 30 Post-Graduate Departments on the campus, 205Affiliated Colleges, 5Constituent Colleges, and 5 Autonomous Colleges. It has a PG Centre at ChikkaAluvara, Kodagu district.

The University has excellent infrastructure facilities like University Library, Mangala Auditorium, two well- maintained Guest Houses, Cyber Lab, Sports Facilities, and Hostels for Men and Women. It is ranked 8thPlace in the country as per India Today- MDRA Best Universities Ranking 2019. There are two national research facilities, namely, the Microtron Centre and the Ocean & Atmospheric Science and Technology Cell. The University has 19 Endowment Chairs on areas like Banking, Rural Development, Yoga, Environment, Literature, Fine Arts, Culture, Religion, and Regional Languages. The University has academic collaborations with several premier national and international institutions.

About the Department of Commerce

The Department of Post Graduate Studies and Research in Commerce was established in 1969 as a part of the PG Centre of the University of Mysore, and became an integral part of Mangalore University since its inception in 1980. The department offers M.Com, M.Com (HRD), and PhD programmes. It is continuously engaged in research activities, responding to the problems of this region. The M.Com programme offers four specializations, viz., Financial Management and Investment Science, Current Banking and Insurance, Taxation and Human Resource Management and Development. Nearly forty colleges affiliated to the university offer M.Com courses, and the Department of Commerce extends its assistance to these colleges. The M.Com (HRD) course is a super speciality course with major focus on the area of Human Resource Management and Development. The thrust areas of research are Commerce, Banking, Human Resource Development and Management, Finance, Small Business Management, Marketing Management, Rural Development and many more.

Background of the Conference

Digital India is a dream created by the Government of India to ensure that services are made available to citizens electronically and take the nation forward digitally and economically. Digital India was launched by Shri Narendra Modi, Prime Minister on 2nd July 2015 with an objective of connecting rural areas with high-speed Internet networks and improving digital literacy i.e., the knowledge, skills, and behaviours used in a broad range of digital devices such as smart phones, tablets, laptops and desktop PCs, all of which are seen as network rather than computing devices. Digital India is a flagship programme of the Government of India with the vision to transform India into a digitally empowered society and knowledge economy. The Digital India Programme aims to transform India into a digitally empowered society and knowledge economy by leveraging IT as a growth engine of new India. The major challenges of digital programme are: The daily internet speed, Wi-Fi hotspots is slow as compared to other developed nations. Most of the small and medium scale industry has to struggle a lot for adapting to the new modern technology.

The Digital India initiative mainly consists of three components that form the fundamental characteristics of the programme: universal digital literacy, delivering all government services to citizens digitally, and development of secure and stable digital infrastructure. The initiative also aims to connect rural areas with high-speed internet networks. Government of India schemes such as BharatNet, Bharatmala, Startup India and Standup India, Make in India, Sagarmala, industrial corridors, UDAN-RCS, dedicated freight corridors, and E-Kranti are interconnected with the Digital India initiative.

In this direction, the conference focus to achieve the following objectives:
• To evaluate the progress of existing digital India initiatives and future prospects
• To identify the major challenges faced by the rural economy for implementing digital India initiatives.
•To discuss the implementation of new models and infrastructures required.
• To explore new digital initiative in the manufacturing, service and agricultural sectors.

Digital India: Progress, New Initiative and Challenges

The contributors are encouraged to develop papers bearing the form of conceptual, empirical and case studies on the theme and sub-themes, but not necessarily limited to them. The paper should not have been published nor be under consideration for publication elsewhere. The conference main themes covering the following:

Digital India: Progress Analysis

Digital India: New Initiatives

Digital India: Challenges and Opportunities

Sub-themes

- Digital Marketing
- Digital Agriculture
- Digital Banking,
- Skill India Initiatives
- Digitalization of MSME operations
- Digital Education
- Digital Insurance
- Digital India & new age technology companies
- Digital Infrastructure
- Digital Capital Market Operations
- Athmanibhar Bharat
- Start up and Stand up India programme
- E-HRM
- Digital training and skills
- Cyber Security
- Digital Literacy

Any other Topics relating to Commerce and Management

Location of MangaloreUniversity

The Mangalore University Campus at Mangalagangothri is about 18 kms southeast of the city of Mangalore. From Mangalore, the campus can be reached by local transport such as taxis and buses. City Bus No. 51, 51A, 51E, 51M, 51K, and 55, and Service buses plying between Mangalore and BC Road via Konaje and Mudipu will help to reach the campus.

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