



Shiksha Mandal's
G.S. College of Commerce, Wardha
Department of Commerce
organizes



ICSSR, New Delhi Sponsored

One Day National Webinar

On

**“Growing Significance of Supply
 Chain Management in Rural Marketing and its
 impact on Rural Economy”**

Webinar Date: September 01, 2021



Organised by:

Department of Commerce,
G.S. College of Commerce, Wardha

Address

G.S. College of Commerce

Jamnalal Bajaj Marg, Civil Lines,
 Wardha, Maharashtra - 442001

Ph.No. 07152-295502 Fax: 07152-230506/07

Email Id : principal@gscwardha.ac.in

Website : <https://gscwardha.ac.in/>

ABOUT COLLEGE

Govindram Seksaria College of Commerce was established at Wardha, on 14th July 1940 under the inspirational guidance of Shri. Jamnalal Bajaj, the founder of Shiksha Mandal. It is the first Commerce institution affiliated RTM Nagpur University which has the privilege of being inaugurated by Sardar Vallabhbhai Patel.

Since its inception, it is ranked as the only educational institution which not only includes National Thinking but also has the credit of receiving the blessing and guidance of great personalities like our Father of the Nation, Mahatma Gandhi and other Dynamic National Leaders. The well known Gandhian thinker Late Acharya Shrimmanarayan was its first principal. In the freedom struggle of 1942, the principal lecturers and students voluntarily participated and contributed wholeheartedly. The college offers education in higher Management Science along with Commerce education. The college has produced quality students who have excelled at National & international level due to the extensive and excellent library facility, wide playground, highly qualified teaching staff and excellent teaching aids.

It carries a tradition of its own and the students who have sought admission to the college consider themselves fortunate to be a part of this college. The college reaffirms its commitment to mould minds, build character, shape careers, and produce responsible and character affluent students.

ABOUT WEBINAR

Building a Supply Chain for Rural India is one of the most critical aspects for a developing nation. Approximately 60% of India's population is rural & 800 million people is expected to live in rural India in the 2040-50s making rural supply chains in India the next big opportunity. Inclusive innovation combining significant improvement in products and processes as well as in business and service models is needed to transform rural India to a confluence of vibrant business activities. Population size, density & availability of services including communication, healthcare, education & finance differentiate between global, rural and urban. MNCs improve upon their business and set up activity centres only in cities, metros buzzing with their good infrastructure, transportation & IT facilities and they don't find it profitable to build up establishments in rural

India. Hence, infrastructure development and inclusive development of rural India is majorly driven by Government. Hence rural supply chains mainly revolving around agricultural produce, toys, handicrafts and textiles are not modern day, sophisticated functions and hence needs revolutionary intervention & holistic improvement. India with an astonishing GDP of about 1.877 trillion USD spends around 13% of its GDP on logistics, which gives rise to an industry of immense potential having a size of Rs. 4,068 billion. The logistics sector has been clocking two digit growth rate for 13 years now and is expected to be cross the mark of USD 120 billion by 2015. 6.1 Lakhs of villages are there in rural India which spans across 3.2 million square kilometers and is inhabited by 700 million people. A huge market in rural India exists valued at nearly 53 billion US dollars for setting up of last mile distribution networks in rural India. 41% of India's middle-class are rural Indians & urban India consists of mere 42% of the total disposable income. There are roughly 3.6 million rural retail points in India and they are not covered by active distribution & marketing.

The Objectives of the Webinar are as follows:

1. To provide insights in to the subject of Rural Supply Chain Management;
2. To emanate better research to undergo Rural Supply Chain Management;
3. To support the Rural Marketers by way of effective research in the Rural Domain;
4. To supplement the present Indian Marketers need for enabling them to adopt effective Rural Supply Chain Management in Rural Economic Scenario;
5. To impart effective research and high quality decision making in handling Rural supply Chain Management.
6. To endure the qualitative research among the Marketers for providing better solutions to Rural Logistics and Supply Chain Management.
7. To imbibe research environment in particular to Rural Marketing Practices in the Indian Economy.

Chief Patron

Shri Sanjay Bhargava
Chairman
Shiksha Mandal, Wardha

Patron

Dr. Sahebrao Chavan
Officiating Principal

Convenor

Dr. A.K. Mansuri
Associate Professor
Department of Commerce
Contact No. +91-9371593495

Organizing Committee

Prof. Anand Kale
Dean (MBA)
Contact No. +91-8939622286

Mr. Parishkrit Agrawal
IQAC Co-ordinator
Contact No. +91-8087207120

Dr. Rajendra Raut
Co-ordinator – B.Com
Contact No. +91-9420408555

Dr. K.V. Somanadh
Co-ordinator
Place of Higher Learning and Research
Contact No. +91-8007787321

Dr. Y.L. Patinge
Co-ordinator – M.Com
Contact No. +91-9890605578

Mr. Shailesh Janbandhu
Assistant Professor
Contact No. +91-9970931990

WEBINAR SCHEDULE

Technical Session 1 - Time 10.00 AM to 11.00 AM
Topic - Changing profile of rural consumers and the need for Effective Rural Marketing.



Dr. Sanjay Kaptan

Chair Professor, Savkar Chair
Dept. of Commerce & Research Centre,
Savitribai Phule Pune University, Pune
Maharashtra

Technical Session 2 - Time 11.15 AM to 12.30 PM
Time : Rural Marketing Information System and its Impetus on Rural Supply Chain Management.



Dr. Sudhanshu Joshi

Faculty in Operations & Supply Chain
Management Area,
Doon University, Dehradun,
Uttarakhand

Technical Session 3 - 1.00 PM to 2.00 PM
Time : Roadblocks of Indian Rural Markets and Solutions to problems of rural markets



Dr. Sudhir Sharma

Registrar,
Atal Bihari Vajpayee University,
Bilaspur, Chhattisgarh

Technical Session 4 –2.15 PM to 3.15 PM
Time :Recent Trends and future of Rural Supply Chain Management in Indian Marketing Scenario.



Dr. K. Venugopal

Professor,
Department of Management,
Aditya Institute of technology and
Management,
Tekkali, Andhra Pradesh

No Registration Fees

Last Date of Registration: 31st August, 2021

E- Certificates will be provided to only those registered participants who will fill feedback form of all four Technical Session

Steps to Get E-Certificate

1. Register yourself by filling the Google Form with the link <https://forms.gle/FVUyWytNTz2nNUiHA>
2. During the Day of the Webinar i.e. on 1st September 2021, Join the Webinar through the Google Meet Link <https://meet.google.com/cpk-zytz-pqb>
or
through YouTube Live in the college YouTube Channel <https://www.youtube.com/c/GSCollegeofCommerceWardhaElearning>
3. Request you to remain active for entire session of the Webinar.
4. 4 different feedback links of all the technical sessions will be provided during the webinar in the Chat Box of Google Meet and Live Chat of the College YouTube Channel
5. Submit all the Feedback Forms, provided through the Link in the Chat Box of Google Meet and Live Chat of the College YouTube Channel
6. Feedback link will be active only for 30 minutes from the time it is provided in the Chat Box of Google Meet and Live Chat of the College YouTube Channel

Join Telegram Group by clicking
<https://t.me/joinchat/LYOIF8RPMkQ5NWVI>

For further details contact:
Dr. Abdul Kadar Mansuri
Associate Professor & Convenor
Email ID: drakmansuri@gscwardha.ac.in
Contact No. - +91-9371593495
Website: <https://gscwardha.ac.in/>