SUSTAINABILITY DEVELOPMENT
A VALUE CHAIN PERSPECTIVE

INTERNATIONAL CONFERENCE SDVP-2018
7th & 8th September, 2018
The concept of sustainable development has received growing recognition and is need of the hour. For the business enterprise, sustainable development means adopting business strategies and activities that meet the needs of the enterprise and its stakeholders today while protecting, sustaining and enhancing the human and natural resources that will be needed in the future. If sustainable development is to achieve its potential, it must be integrated into the planning and measurement systems of business enterprises, which will not only contribute to sustainable development but also add up to corporate sustainability.

The external and internal stakeholders are now pressurizing corporations to focus on economic, environment and social activities. Further corporate are also trying to apply the principles of sustainable development to their operations. It is challenging for corporate to translate the principles of sustainable development in their day to day business practices besides strategic business practices while safeguarding the other business objectives.

The airs of current conference is to share the information and knowledge related to strategies for incorporating sustainable development principles to various management practices.

The objective of the conference is to provide opportunity for academicians, researchers, industry experts, practitioners, professionals, from different area to engage in discussion based on issues related to sustainability development.
Management Development Institute (MDI) was set up as an autonomous body in 1973 in collaboration with KFW, West Germany, and with the active support of the Industrial Finance Corporation of India (IFCI). One of the top Business Schools of India, MDI’s Post Graduate Program in Management (PGPM) has been awarded A grade by the National Board of Accreditation of the All India Council for Technical Education (AICTE). With an intention to impart management education, nurture local talent, and groom them to become global leaders, Management development Institute (MDI), launched its Murshidabad campus in 2014. The foundation stone was laid on the 31st of October, 2010 at Jangipur, Murshidabad, West Bengal by the then Honorable Union Minister of Finance, Govt. of India, Shri Pranab Mukherjee. In 2014, MDI Murshidabad (MDI M) launched its Post Graduate Programme in Management (PGPM). It was commemorated in the presence of the then Honorable President of India Shri Pranab Mukherjee, by an inspiring address to our first batch of PGPM students on the 24th of August, 2014. This was followed by a deliberation made by Shri Arun Jaitley, Hon’ble Minister of Finance, Defence & Corporate Affairs, Govt. of India. PGPM offered by MDIM is recognized and accredited by the All India Council for Technical Education (AICTE), New Delhi. MDI renews its commitment towards imparting quality management education. The Murshidabad campus is a part of MDI’s vision to nurture and promote local talent and enterprise. MDI Murshidabad would seek to align local aspirations with available state-of-the-art facilities. The campus of MDI Murshidabad is located in the northern part of the State of West Bengal, India. MDIM prides itself in not only providing Management Education but also developing ethical corporate citizens for tomorrow’s India.
The conference would have the scope of following areas with an aim to sustainable development.

**OPERATIONS**
- Supply Chain Management
- Lean & Agile Systems
- Optimization
- Humanitarian relief Logistics
- Green Supply Chain
- Supplier Management
- Urban Transport and Environment

**STRATEGY**
- Value Chain Innovation & Upgradation Governance in Value Chain
- Infrastructure strategies
- Technology Development Economic Policy
- Capital for sustainable Investment
- Myths & Realities of Sustainable Investment
- Sustainable Investors

**INFORMATION TECHNOLOGY**
- E-Governance
- Interactive IT systems
- Green IT initiatives
- Transparent Systems for IT

**ENTREPRENEURSHIP**
- Sustainable Value Chain for SME's
- Developing Entrepreneur with Sustainability Organization

**HR**
- Knowledge Management
- Cross Culture Management
- Sustainable Development commitments and performance
- Ethics and Sustainable Development

**MARKETING**
- PLM
- After sales Issues
- Distribution Channel & Networks
- Products Disposal
- Digital marketing

**FINANCE AND ECONOMICS**
- Finance & Investment
- Financial Economics
- Cost Management
- International Economics
- International Finance
- Financial system and economic development Economic reforms and growth
- Agriculture Economics
- Working Capital Management Risk Management
- Financial Sustainability
- Micro Finance
- SME
- Environmental Economics
- Socio-cultural Economics
TARGET AUDIENCE

- Industry Experts
- Regulators
- Financial Consultants
- Academicians and Practitioners
- Research Scholars
- NGOs and Registered
- Rating Agencies & Law Societies/ Trusts Firms
- Banks/ NBFCs/
- Chartered Accountants
- Microfinance Institutions
- Cost Accountants
- Economists
- Company Secretaries
- Importers/ Exporters

ORGANIZING COMMITTEE

Patron : Prof. Gurudas Gupta (Director MDIM)
Co-Patron : Prof. Debasis Chanda
Conference Chair : Dr. Sunil Giri
Conference Co-Chair : Dr. Pinku Paul
Convener : Dr. Paroma Mitra Mukherjee
Co- Convener : Dr. Subrata Chattopadyay

PAPER SUBMISSION GUIDELINES

The papers should be organized so as to accommodate abstract, introduction, objective, methodology, obtained results and references.

Submitted papers should be original and contain contributions of theoretical, experimental, application or be unique experience reports. Papers must be submitted within the stipulated time (before deadline) and electronic submission in PDF and DOC is required. The page limit for a full-length paper is 6 pages. Short papers describing novel research visions, work-in-progress or less mature results are also welcome, with the limit of 4 pages.

Note: Papers less than 3 pages will not be reviewed and may be rejected outright!

All the accepted papers will appear in the conference proceedings published by renowned publisher (soft copy). Selected papers presented at the conference will be considered for publication in Institution Journals.

THE MANUSCRIPT SHOULD BE PREPARED IN THE FOLLOWING FORMAT:

Title of the Paper, Name, Position, Affiliation, Contact no. and Email address.

- (Title of the paper should be in font size 16 and should be centrally aligned. Name of the author should be in font size 12 and affiliation in font size 11.)
- Abstract of approximately 500 words with 4-5 key-words at the end of the abstract.
- Abstract should be in font size 12, Times New Roman, 1.5 Line Spacing
- The final paper word limit is 4000-5000 words, along with the abstract.
- (The subheadings and the body of the text should be in font size 12.)
- Paper should be submitted in MS-Word format.
- All references should follow APA style (6 edition)- http://www.apastyle.org
- All the tables and diagrams should be appropriately numbered and provided at the end of paper.
- Kindly submit your papers at: https://easychair.org/conferences/?conf=sdvp18
- Visit our website: http://www.mdim.ac.in/conference/
CONFERENCE VENUE

The conference will be held at MDI Murshidabad, Sakim-Katni, Kulori, Post-Uttar Ramna, P.S. Raghunathganj, Murshidabad, West Bengal 742235.

There are limited numbers of rooms available on the campus for participants of the conference. Sharing accommodation shall be arranged for the registered delegates on first come first serve basis only on prior intimation at least 10 days prior to date of commencement of the conference.

REGISTRATION FEES

<table>
<thead>
<tr>
<th>Type of Delegates</th>
<th>Indians (INR)</th>
<th>Foreign (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Early</td>
<td>Late</td>
</tr>
<tr>
<td>Corporates</td>
<td>5000</td>
<td>5500</td>
</tr>
<tr>
<td>Academic/ Research Institution</td>
<td>3500</td>
<td>4000</td>
</tr>
<tr>
<td>Research Scholars / Spouse</td>
<td>2000</td>
<td>2500</td>
</tr>
</tbody>
</table>

Note: 18% Service Tax extra as per as Government of India Rule

*All registration fees include conference proceedings, conference bag, breakfast and lunch on all the conference days and gala dinner on 8th Sep, 2018 and Sightseeing on 9th Sep, 2018 (On payment basis).
All accepted papers will be included in conference proceedings and outstanding papers will be published in the edited book.

SPONSORSHIP OPPORTUNITIES

The conference provides an excellent opportunity for financial institution/University/ banks/professionals to promote their product & services to the focused audience besides networking during tea/ coffee and lunch intervals. The sponsorship details are as under:-

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount (INR)</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Partner</td>
<td>2 Lakhs</td>
<td>All Benefits as stated below 1-9</td>
</tr>
<tr>
<td>Platinum sponsor</td>
<td>1.5 Lakhs</td>
<td>From 2-9 and 12</td>
</tr>
<tr>
<td>Gold Sponsor</td>
<td>1 Lakh</td>
<td>2, 3, 4, 5, 9, 10, 12</td>
</tr>
<tr>
<td>Silver sponsor</td>
<td>0.5 Lakh</td>
<td>2, 3, 4, 5, 9, 11, 13</td>
</tr>
</tbody>
</table>

1. Status of 'Conference Partner' the Sponsor name and logo will be prominently displayed at the Summit venue.
2. Branding of company's logo on the main backdrop and thank you panel at the Summit.
3. Company Logo and Speaker details in the newspaper advertisement.
4. Speaker slot to a company representative
5. Insertion of Company’s brochure and publicity material into the documentation pack.
6. Complimentary exhibition space of 2X2 sq. meters at the venue of the Summit.
7. 10 Delegate Passes to attend the Summit.
8. Screening of a Corporate Video during the Break
9. Display of 2 Company banners inside the Summit hall or Lunch area.
10. 7 Delegate Passes to attend the Summit.
11. 5 Delegate passes to attend the Summit.
12. Full page ad on conference proceeding
13. Half page ad on conference proceedings

For Further Details, Please Contact

Prof. Paroma Mitra Mukherjee
Assistant Professor, MDI, Murshidabad
E-mail: paromamitra@mdim.ac.in
Contact No: 8170057090

Prof. Subrata Chattopadyay
Assistant Professor, MDI, Murshidabad
E-mail: dr.subrata@mdim.ac.in
Contact No: 9836107275
Connectivity to Murshidabad Campus

The location is well suited for MDI M campus in the eastern part of the country close to Murshidabad which had served as the capital of Bengal for many centuries and had deep historical association worthy of MDI’s foray into the eastern part of the country. The Padma River flows through the entire eastern boundary separating the district Malda (India) and Rajshahi (Bangladesh). Burdwan and Nadia districts are at the Southern side and Birbhum and Pakur (Jharkhand) are on the western side.

Located on NH-34 in Katnai and Kulori Mouzas, in Raghunathganj Block of Jangipur Sub-division under Raghunathganj Police Station in Murshidabad District and is only 15 Km from Morgram Junction on NH-34.

Accessibility by Road

- From Kolkata via NH-34: Distance 240 km
- From Burdwan via NH-2 » NH-60 (from Panagarh) » NH-34 (from Morgram): Distance 200 km
- From Siliguri via NH-34: Distance 300 km
- From Farakka via NH-34: Distance 50 km
- From Baharampore via NH-34: Distance 45 km

Accessibility via Railways

The site is linked by a robust railway network –

**Important trains from:** Howrah/ Sealdah/ Kolkata Stations:

<table>
<thead>
<tr>
<th>Train No.</th>
<th>Name</th>
<th>From</th>
<th>Dept time</th>
<th>To</th>
<th>Arrival Time</th>
<th>Travel time</th>
</tr>
</thead>
<tbody>
<tr>
<td>13017</td>
<td>Ganadewta Exp</td>
<td>Howrah</td>
<td>06:05</td>
<td>Morgram</td>
<td>11:12</td>
<td>5 hrs 7 mins</td>
</tr>
<tr>
<td>13113</td>
<td>Hazarduari Exp.</td>
<td>Kolkata</td>
<td>06:50</td>
<td>Baharpur Court</td>
<td>10:28</td>
<td>3 hrs 38 mins</td>
</tr>
<tr>
<td>13141</td>
<td>Teesta Torsa Exp.</td>
<td>Sealdah</td>
<td>13:40</td>
<td>Jangipur Road</td>
<td>19:10</td>
<td>5 hrs 30 mins</td>
</tr>
<tr>
<td>13465</td>
<td>Intercity Exp.</td>
<td>Howrah</td>
<td>15:15</td>
<td>Jangipur Road</td>
<td>20:27</td>
<td>5 hrs 2 mins</td>
</tr>
<tr>
<td>15959</td>
<td>Kamrup Exp.</td>
<td>Howrah</td>
<td>17:35</td>
<td>Jangipur Road</td>
<td>23:12</td>
<td>5 hrs 37 mins</td>
</tr>
<tr>
<td>13103</td>
<td>Bhagirathi Exp.</td>
<td>Sealdah</td>
<td>18:20</td>
<td>Baharpur Court</td>
<td>22:00</td>
<td>3 hrs 40 mins</td>
</tr>
<tr>
<td>13145</td>
<td>Radhikapur Exp.</td>
<td>Kolkata</td>
<td>19:30</td>
<td>Jangipur Road</td>
<td>01:12</td>
<td>5 hrs 42 mins</td>
</tr>
<tr>
<td>13163</td>
<td>Hate Bazare Exp.</td>
<td>Sealdah</td>
<td>20:10</td>
<td>Jangipur Road</td>
<td>01:57</td>
<td>5 hrs 47 mins</td>
</tr>
<tr>
<td>13033</td>
<td>HWH KIR Express</td>
<td>Howrah</td>
<td>21:25</td>
<td>Jangipur</td>
<td>04:20</td>
<td>6 hrs 55 mins</td>
</tr>
<tr>
<td>13027</td>
<td>Kavi Guru Exp.</td>
<td>Howrah</td>
<td>22:40</td>
<td>Morgram</td>
<td>03:26</td>
<td>4 hrs 46 mins</td>
</tr>
<tr>
<td>53181</td>
<td>Lalgola Pass.</td>
<td>Sealdah</td>
<td>23:30</td>
<td>Baharpur Court</td>
<td>04:04</td>
<td>4 hrs 34 mins</td>
</tr>
</tbody>
</table>

Accessibility by Air

Nearby Airports

Kolkata – Netaji Subhas Chandra Bose International Airport (240 km)
Durgapur (Andal) – Kazi Nazrul Islam Airport (160 km)
Siliguri – Bagdogra Airport (300 km)