

# **BVM COLLEGE OF MANAGEMENT EDUCATION**

## **GWALIOR (M.P.)**

**AICTE**  
SPONSORED

### **NATIONAL SEMINAR**

**on**



## **Foreign Direct Investment in Indian Retail Sector**

**18<sup>th</sup>-19<sup>th</sup> Oct., 2013**



### **BVM COLLEGE OF MANAGEMENT EDUCATION**

Yamuna Nagar, Darpan Colony, Thatipur, Gwalior

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## ABOUT GWALIOR

Gwalior is the fourth largest city of Madhya Pradesh lying 122 kilometer south of Agra and 423 kilometer north of Bhopal, the State Capital. Gwalior occupies a strategic location in the Gird region of India. Gwalior owes its name to a sage of former times, Suraj Sen, a prince of the Kachhwaha clan of the 8th century. The famous Gwalior Fort, is a formidable structure which was reputed to be one of the most invincible forts of India. The city has several important educational institutions in Govt. and Private sectors including the AB-IIITM, IITTM, MITS and LNUPE. Gwalior is fast developing into a educational hub.

Culturally Gwalior is the confluence of two rich cultures Bundeli and Braj. Gwalior is also known as city of Music. Sangeet Samrat, Tansen, Sarod Maestro Ustad Amjad Ali Khan,. Baijnath Prasad alias Baiju Bawra are some notable world acclaimed names . The Gwalior Gharana is one of the oldest Khayal Gharanas. Gwalior is surrounded by 5 industrial areas with various national and multinational companies such as SRF, JK Tyres, Godrej and Cadburys. Forming a part of the Heritage Tourism belt, Gwalior is a city of tourist attraction. Rich in cultural heritage and architectural marvels, Gwalior is a must visit place in central India.



## ABOUT THE COLLEGE

The Bhartiya Vidya Mandir College of Management Education (BVM), Gwalior is a unit of BVM-IMT Group of Institutions, Gwalior, promoted by the Bhartiya Vidya Mandir Shiksha Samiti, Gwalior. BVM College was established in 1997 with an aim to play a catalytic role in the evolution of Management, Engineering & Technology, and Information Technology ethos. BVM is running MBA, BBA, MCA, BCA and Teacher Education Programmes in its Darpan Colony-Yamuna Nagar Campus, which is located in the heart of Gwalior city. It is one of the oldest Professional Colleges established in private sector in Gwalior and has successfully developed into a premier Institute of Management & Computer Education with focus on Quality, Excellence and Innovation. BVM-IMT Group is also running Engineering & Technology, Pharmacy and Nursing Colleges in its two other Campuses in Gwalior.

## ABOUT THE SEMINAR

Retailing in India is one of the pillars of its economy and accounts for 14 to 15 percent of its GDP. India is one of the fastest growing retail markets in the world with 1.2 billion people . On 7<sup>th</sup> December 2012, the Government of India allowed 51 % FDI in Multi-Brand Retail in India .Although the policy of FDI in Multi-Brand Retail has been approved both by the Lok Sabha and Rajya Sabha , it is still a matter of intense controversy and the Government has to face stiff opposition from some State Governments and political parties .The National Seminar will provide an academic forum to discuss in depth various aspects of the Strategies and Government policies.





## **SEMINAR OBJECTIVES**

- ◆ The major objective is to hold a thorough discussion on the FDI policy in its entire gamut, including its impact on economy and supply chain ranging from farmers to retailers, customer and manufacturer.
- ◆ To suggest various ways and means for the effective implementation of the policy of FDI in retail
- ◆ To provide participants a critical understanding of the role of FDI in retail in India and its impact on the Indian economy
- ◆ To provide an opportunity to delegates to enrich their knowledge as well to interact with eminent speakers , high profile corporate representatives and Government officers .

## **SUB THEMES OF SEMINAR**

### **HRM**

- |                            |                      |                           |
|----------------------------|----------------------|---------------------------|
| ◆ Talent Management        | ◆ Employee Retention | ◆ Human Resource Mobility |
| ◆ Training and Development | ◆ Stress Management  | ◆ Quality of Work Life    |
| ◆ Employment Dimension     | ◆ Employee Welfare   | ◆ Cultural Dimensions     |

### **FINANCE**

- |                        |                              |                                |
|------------------------|------------------------------|--------------------------------|
| ◆ Liquidity Management | ◆ Financial Economics        | ◆ Ethical Brand Equity         |
| ◆ Inflation and Growth | ◆ Financial Engineering      | ◆ Merger & Acquisition         |
| ◆ Risk and Return      | ◆ International Trade Issues | ◆ Exchange Rate                |
| ◆ Balance of Payment   | ◆ Corporate Restructuring    | ◆ Economic Reforms Tax Reforms |

### **MARKETING**

- |                          |                                |                             |
|--------------------------|--------------------------------|-----------------------------|
| ◆ Social Marketing       | ◆ Rural & Agriculture Dev.     | ◆ Green Marketing           |
| ◆ Consumer Behaviour     | ◆ Cross Cultural Issues        | ◆ Vertical Marketing System |
| ◆ Relationship Marketing | ◆ Logistic Management          | ◆ E-Marketing               |
| ◆ Marketing Paradigm     | ◆ Retailing- Trends and Issues |                             |

### **GENERAL**

- |                                   |   |                                   |
|-----------------------------------|---|-----------------------------------|
| ◆ Economic Development            | ◆ Corporate Governance                        | ◆ Ethical Standards &             |
| ◆ Corporate Social Responsibility | ◆ Technology Transfer                         | Corporate governance              |
| ◆ Entrepreneurship                | ◆ Monetary & Fiscal Policy                    | ◆ Any other topic related to them |
|                                   | ◆ Ethics in production & operation management |                                   |

## **GUIDELINE FOR ABSTRACT / PAPER SUBMISSION**

- ◆ The abstract should not exceed 250-300 words on any subtheme / related theme.
- ◆ The paper should be of high quality, original and not published or submitted for publication elsewhere.
- ◆ The manuscript of full paper in MS-Word with Times new roman ,font size should be 12 point, with margin of 1.5 inch.
- ◆ Cover page should contain “ Title of the paper”, Author's and co-author's name ,designation and organization, along with e-mail and contact number.
- ◆ Manuscript should be sent by email to [nsfdir2013@bvmgroup.org](mailto:nsfdir2013@bvmgroup.org)
- ◆ The paper should not exceed more than five pages.
- ◆ Short listed papers will be published in the book having ISBN No.

## SEMINAR SCHEDULE

Day 1 <sup>st</sup> October 18 , 2013		Day 2 <sup>nd</sup> October, 19 2013	
8:00-9:00 AM	Registration	09:00-10:00 AM	Breakfast
09:00-10:00 AM	Breakfast	10:00-01:00 PM	Technical Session-III
10:00-11:30 AM	Inaugural Session	01:0-02:00 PM	Lunch
11:30-01:30 PM	Technical Session-I	02:00-03:30 PM	Technical Session-IV
01:30-02:30 PM	Lunch	03:30-04:00 PM	Tea Break
02:30-04:30 PM	Technical Session-II	04:00-05:00 PM	Valedictory Session
04:30-05:00 PM	Tea		

### DEADLINES TO REMEMBER

Submission of Abstract - **Saturday, August 17, 2013**  
 Submission of Full paper - **Wednesday, September 18, 2013**  
 Last date for Registration - **Monday, September 30, 2013**

### REGISTRATION FEE

Industry Participant	Academicians	Research Scholars	Students
1500 INR	1000 INR	750 INR	300 INR

Fee can be paid either by Cash or by Bank draft that can be sent in favor of **BVM College of Management Education payable at Gwalior**, For outstation delegates accommodation if needed can be arranged on payment.

#### Patrons

Mrs. Savita Singh - Chairperson  
 Mr. Manoj Singh Kushwah  
 (Group Executive Director)  
 Prof. A.K. Saxena  
 (Group Academic Director)

#### Seminar Chairman

Dr. M.R. Sahu - Principal

#### Co-Chairman

Mr. Abhishek Jain - Executive Director

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Mr. Bhuvanesh Sharma	Mrs. Vineeta Jain
Mr. Krishan Gopal Sharma	

**For further information and latest updates, write us at**

"nsfdir2013@bvmgroup.org"

### VENUE

Department of Management

**BVM COLLEGE OF MANAGEMENT EDUCATION**

Yamuna Nagar, Darpan Colony, Thatipur, Gwalior Campus