

## REGISTRATION FEES

Please visit our website for details regarding mode of payment of registration fees.  
Registration form may be downloaded from our University website. [www.shuats.edu.in](http://www.shuats.edu.in)

CATEGORY	Business Executives and Faculty Members	Ph.D. Scholars	Students (UG and PG)
FEES	Rs. 500.00	Rs. 350.00	Rs. 250.00

## Mode of payment:

Payment may be made in Cash / Demand Draft (drawn in favour of SHUATS, Allahabad, payable at Allahabad). Registration fees may also be paid electronically

Bank : State Bank of India  
Branch : Allahabad Agriculture Institute  
Name of Account Holder : SHIATS MRTC A/C  
Account Number : 10443322486  
IFSC/RTGS Code : SBIN0002506  
Micr. Code : 211002004

Date : 26th to 28th April, 2017  
Venue : Auditorium, Joseph Institute of Business Studies, SHUATS

## ACCOMODATION

All the outstation participants will have to make their own arrangements for travel, boarding and lodging. There are a number of hotels with varying tariffs in Allahabad.

**Convenor:**  
Prof. (Dr.) Newman Fernandes,  
Dean, Joseph Institute of Business Studies

**Organizing Secretary:**  
Dr. Archana Chandra,  
Head, Department of Human Resources

## For any queries / correspondence contact:

Dr. Archana Chandra  
✉ [archanachandra2011@gmail.com](mailto:archanachandra2011@gmail.com) ☎ 9335152002

Dr. Harshit Williams  
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Dr. Abhishek Frederick  
✉ [abhishek.frederick@shiats.edu.in](mailto:abhishek.frederick@shiats.edu.in) ☎ 8004167934, 8081439295

Dr. Pradhyuman Singh Lakhawat  
✉ [pradhyuman.sngn@gmail.com](mailto:pradhyuman.sngn@gmail.com) ☎ 9889514451

## NATIONAL SEMINAR



# Sustainable Development through Gender Equality



**JOSEPH INSTITUTE OF BUSINESS STUDIES**

**SAM HIGGINBOTTAM UNIVERSITY OF  
AGRICULTURE, TECHNOLOGY AND SCIENCES**





## SUSTAINABLE DEVELOPMENT THROUGH GENDER EQUALITY

### PREAMBLE AND OBJECTIVES

Gender equality is central for sustainable development. The 2030 UN agenda recognizes that growth must be both inclusive and environmentally sound, to reduce poverty and build shared prosperity for today's population and to continue to meet the needs of future generations. The global plan, agreed by leaders of all countries, to meet the challenges we face today, established Goal 5, 'Achieve Gender Equality and Empower all women and girls', which calls specifically for gender equality and the empowerment of all women and girls. This we believe will play a fundamental and a deep seated role in the achievement of all the 17 sustainable Development Goals (SDGs).

Gender equality has a positive transformative effect while gender inequalities hold us back in every way. Women's access to education and health services has benefits for the families and communities that extend to future generations. When women participate fully in labour force, it creates opportunities and generates growth. Increasing the proportion of women in public institutions makes them more representative, improves innovation and decision making and benefits society at large. A healthy woman contributes more to the society, communities and the nation.

Providing women and girls with equal access to education, health care, decent work, and representation in political and economic decision-making processes will fuel sustainable economies and benefit societies and humanity at large. So, gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world.

Feminist thinkers have significantly contributed towards the mindset required to prepare not just women, but also men folk to participate equally in building up the engines of growth and in the empowerment of women in our society, where challenging the tradition is still frowned upon. Tradition and culture are also constructs which need to be critically examined in the context of gender equality.

### CALL FOR PAPERS

We invite academicians, researchers, policy makers, consultants, experts and management practitioners from all over the country and various disciplines, to participate and contribute original research papers/articles. However, they may also enrich the conference as delegates by participation in the deliberations.

Sub themes of this seminar may include, although not limited by the following:

- Gender equality and its relationship with sustainable development goals.
- Equal access to education
- Role of women, portrayal of women in advertising and marketing, Social media and development of women – changing paradigms
- Technology access and gender equality
- Women in agriculture, role and contributions
- Women and entrepreneurship,

- Emerging Human Resource policies and women,
- Women and financial decision making, financial investment behaviour, inclusion and access, financial literacy,
- Gender equality in financial awareness, digitalization of financial transactions and sustainable development
- Role of tradition, culture, religion and literature in gender equality/ inequality, stereotyping
- Gender disparities in health, nutrition, child rearing practices etc.
- Gender stereotypes, work force diversity, work life balance, Workplace bullying and mindset
- Legislation and gender equality, Right to decent work
- Security and self defence of women, financial frauds and consumer protection
- Unpaid work and housewives/ homemakers and so on

### GUIDELINES FOR PAPER SUBMISSION

Selection of papers for presentation will be based on full paper submissions which must include an abstract of the paper with key words, purpose/ objectives, scope, research methodology, findings, implications, recommendations and references. Authors will have to certify that the paper is unpublished and is her/his original work. It is the responsibility of the author to obtain permission to reprint previously published work with copyright restrictions.

PARTICULARS	REQUIREMENT
<b>Abstract with keywords</b>	not exceeding 300 words
<b>Full Paper:</b>	not exceeding 5000 words (work in progress may also be submitted)
<b>Page margins</b>	one inch on all sides
<b>Font style/size</b>	Times New Roman, 12 point
<b>Line spacing</b>	1.5
<b>Title Page</b>	Each paper should be accompanied by a separate title page. The title page should include the title of the paper,, names of the authors of the papers along with their institutional affiliations, email address, mobile no..
<b>References</b>	APA Style
<b>ALL SUBMISSIONS SHOULD BE SUBMITTED IN WORD DOCUMENT</b>	

All papers will be blind reviewed and selected papers will be published in an edited book with an ISBN number. A copy of the edited book will be made available to each author. (Address for correspondence must therefore be provided of the place where the book is to be sent.)

All papers must be submitted on or before 20th April, 2017, to the Organizing Secretary.



**3 Days National Seminar**  
on  
*Sustainable Development through Gender Equality*  
*26th -28th April, 2017*

Chief Patron:

Most Rev. Prof. (Dr.) R. B. Lal,  
Hon'ble Vice Chancellor, SHUATS  
Bishop, Yeshu Darbar



Convenor:

Prof.( Dr.) Newman fernandes

Organizing Secretary:

Dr. Archana Chandra



**Venue:**

**Joseph Institute of Business Studies (JIBS)**  
**Sam Higginbottam University of Agriculture, Technology and Sciences (SHUATS)**  
**Allahabad, Uttar Pradesh, 211008**

Gender equality is central for sustainable development. The 2030 UN agenda recognizes that growth must be both inclusive and environmentally sound, to reduce poverty and build shared prosperity for today's population and to continue to meet the needs of future generations. The global plan, agreed by leaders of all countries, to meet the challenges we face today, established Goal 5, 'Achieve Gender Equality and Empower all women and girls', which calls specifically for gender equality and the empowerment of all women and girls. This we believe will play a fundamental and a deep seated role in the achievement of all the 17 sustainable Development Goals (SDGs).

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**All papers must be submitted on or before 20<sup>th</sup> April, 2017, to the Organizing Secretary at [archana.chandra@shiats.edu.in](mailto:archana.chandra@shiats.edu.in) along with the registration fees and fully completed registration form.**

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**Date & Venue: 26<sup>th</sup> to 28<sup>th</sup> April, 2017; Auditorium, Joseph Institute of Business Studies, SHUATS**

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Dean, Joseph Institute of Business Studies**

**Organizing Secretary: Dr. Archana Chandra,  
Head, Department of Human Resources**

#### **For any queries / correspondence contact:**

Dr. Archana Chandra : [archanachandra2011@gmail.com](mailto:archanachandra2011@gmail.com) , Mobile: 09335152002

Dr. Harshit Williams: [harshit.williams@shiats.edu.in](mailto:harshit.williams@shiats.edu.in) Mobile: 9454304267, 8948412114

Dr. Abhishek Frederick: [abhishek.frederick@shiats.edu.in](mailto:abhishek.frederick@shiats.edu.in) Mobile: 8004167934, 8081439295

Dr. Pradhyuman Singh Lakhawat: [pradhyuman.sng@gmail.com](mailto:pradhyuman.sng@gmail.com) Mobile: 9889514451

**REGISTRATION FORM**

NATIONAL SEMINAR ON  
***SUSTAINABLE DEVELOPMENT THROUGH GENDER EQUALITY***  
***(APRIL 26<sup>TH</sup>-28<sup>TH</sup>, 2017)***

ORGANIZED BY  
**JOSEPH INSTITUTE OF BUSINESS STUDIES**  
SAM HIGGINBOTTOM INSTITUTE OF AGRICULTURE, TECHNOLOGY & SCIENCES  
ALLAHABAD

**PARTICIPANT'S INFORMATION**

Name of the Participant: \_\_\_\_\_

Designation: \_\_\_\_\_

Name of the Institution/Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Mobile/Phone: \_\_\_\_\_

Paper Presentation/Only Participation: \_\_\_\_\_

Topic of the Research Paper: \_\_\_\_\_

**REGISTRATION FEE:**

- For Business Executives and Faculty members: Rs.500.00
- For Ph.D Scholars: Rs.350.00
- For UG and PG students: Rs.250.00

MODE OF PAYMENT(tick one):     CASH                       DEMAND DRAFT                       ELECTRONIC TRANSFER

DEMAND DRAFT	ISSUING BANK	DEMAND DRAFT NUMBER WITH DATE

ELECTRONIC TRANSFER	TRANSACTION I.D	DATE

- Registration can be made by Demand draft of any Nationalized bank in favour of 'SHUATS, Allahabad' payable at Allahabad.
- SJoseph Institute of Business Studies, SHUATS, 211007. Contact No.- 532-268-4319.
- Participants can directly deposit fee through Electronic Transfer to the under mentioned account:
  1. Bank Name- State Bank of India
  2. Branch Name- Allahabad Agriculture Institute
  3. Nature of Account- Current Account
  4. Account Holder Name- SHIATS MRTC A/C
  5. Account Number- 10443322486
  6. IFSC/RTGS Code- SBIN0002506
  7. Address- Rewa Road, Allahabad
  8. P.O- Allahabad Agriculture Institute- 211007
  9. MICR Code- 211002004
- A scanned copy of the completed form may be sent through e-mail to [pradhyuman.slakhawat@shiats.edu.in](mailto:pradhyuman.slakhawat@shiats.edu.in) or can be WhatsApp on 9889514451 (Dr. Pradhyuman Singh)

**DATE:**

**SIGNATURE OF THE PARTICIPANT:**

**3 Days National Seminar**  
*Sustainable Development through Gender Equality*  
26th - 28th April, 2017

Organized By:  
 Joseph School of Business Studies

**26<sup>TH</sup> APRIL, 2017**  
**INAUGURAL SESSION (10.00 AM TO 11.30 AM)**

Venue: JSBS AUDITORIUM

Chairperson : Most Rev. Bishop (Prof.) R.B. Lal, Hon'ble Vice Chancellor, SHUATS  
 Chief Guest : Prof. Man Mohan Krishna, Head, Dept. of Economics, University of Allahabad  
 Special Guest : Mrs. Lucinda Dhavan, Writer  
 Special Guest : Prof. H K Singh, Dept. of Commerce, Banaras Hindu University, Varanasi.  
 Convenor/Dean : Prof. Newman Fernandes, Ph.D. JSBS  
 Organizing Secretary : Dr. Archana Chandra, Associate Professor, JSBS

Time	Event	Speaker
10.00 AM	Arrival of Chairperson & Chief Guest	
10.05 AM	Opening Prayer	Mr. Anugrah Singh MBA IB Semester II
10.10 AM	Lighting of the Lamp	
10.15 AM	Group Song	Students of JSBS
10.20 AM	Welcome Address by Dean, JSBS & Convenor of the Seminar	Prof. Newman Fernandes, Convenor & Dean, Joseph School of Business Studies
10.30 AM	Welcome of Guests & Presentation of Potted Plants	Ms. Achal Dwivedi / Ms. Shalini Singh / Dr. Reena Mehta/ Dr. Sneh Prabha
10.35 AM	Introduction of the Seminar	Dr. Archana Chandra, Organizing Secretary
10.45 AM	Address by the Special Guest	Mrs. Lucinda Dhavan, Writer
11.00 AM	Address by the Guest of Honour	Prof H.K. Singh, Dept. of Commerce, Banaras Hindu University
11.15 AM	Keynote Address by the Chief Guest	Prof. Man Mohan Krishna , Head Department of Economics, University of Allahabad
11.35 AM	Release of Seminar Proceedings	Most Rev. Bishop (Prof.) R.B. Lal, Hon'ble Vice Chancellor, SHUATS & Chief Guest
11.40 AM	Concluding Remarks by Chairperson & Benediction	Most Rev. Bishop (Prof.) R.B. Lal, Hon'ble Vice Chancellor, SHUATS
11.55 AM	Felicitation of Chairperson, Chief Guest and others on the Dias & Vote of Thanks	Sanya Tausif, BBA (Hons) Semester II

**12.00 AM - High Tea**

## Technical Session I

**12.30 noon – 2.00 pm (Venue: Auditorium, JSBS)**

**Sub Theme: Gender Equality in Health & Nutrition, Child Rearing Practices, Unpaid Work Etc.**

Chairperson : Prof. Sangeeta Srivastava, Head, Department of Home Science, University of Allahabad, Allahabad  
 Co-Chairperson : Prof. Ranu Prasad, Dean, Ethelind College of Home Science, SHUATS, Allahabad  
 Rapporteur : Dr. Neena Gupta, Assistant Professor, Shalom Institute of Health and Allied Sciences, SHUATS, Allahabad

Time	Event / Title of Paper	Speaker
<b>12.30 noon</b>	<b>Keynote Address by Chairperson</b>	<b>Prof. Sangeeta Srivastava</b>
<b>1.00 to 2.00 PM</b>	The Role Of Women In Food Security	<i>Blessy Sagar Seelam, M. Vinaya Kumara, Neha Singh, Soniya Ningombam, M. Sravanth</i> SHUATS, Allahabad
	Awareness Level Of Reproductive Rights In Rural Women (In References Of District Chitrakoot)	<i>Rajjan Dwivedi,</i> Mahatma Gandhi Chitrakoot Gramodaya University, Chitrkoot, Satna (M.P)
	Gender Disparities In Reproductive Health And Family Planning Choices.	<i>Neerja Masih</i> Isabella Thoburn College,Lucknow.
	Sustainable Development Of Elderly	Monisha Singh, Shivani Srivastava, Prof. Sangita Srivasatava University of Allahabad
	Awareness Level Of Reproductive Rights in Rural Women (In References Of District Chitrakoot)	Rajjan Dwivedi, Mahatma Gandhi Chitrakoot Gramodaya University, Chitrakoot
	Effect Of Occupation On Mental Health and Marital Adjustment Of Women	Sneh Lata Rao University of Lucknow,
	A Study on Gender Disparity in Nutritional Status among Children in a Rural Community of Allahabad, Uttar Pradesh, India	<i>Jaya Tripathi, Ranu Prasad, Alka Gupta</i> Ethelind College of Home Science, SHUATS, Allahabad
	Prevalence Of Osteoporosis Among The Pre And Post-Menopausal Women Of Allahabad District In Relation With Their Occupation And Education	<i>Pallavi Singh, Virginia Paul</i> SHUATS
	Gender Inequality In Malnutrition	Richa Singh, Dr. Alka Gupta, Shipra Singh SHUATS
	Gender Disparity And Health Issues	Neda Shamim, Virginia Paul, Eloni Vida SHUATS

**LUNCH: 2.00 pm**



## Technical Session II

**3.00pm – 5.00 pm; Venue: JSBS AUDITORIUM**

### **Sub Theme: Inclusion and Economic Development through Empowerment of Rural Women And Rural Development**

Guest of Honour : Mrs. Jyotsana Kapur, Secretary, AIWEFA

Chairperson : Prof. Geetika, Dean, Academics, Motilal Nehru National Institute of Technology, Allahabad.

Rapporteur 1 : Dr Suprit Joshi

Rapporteur 2 : Dr. Reena Mehta

Time	Event / Title of Paper	Speaker
<b>3.00 PM</b>	<b>Address by Guest of Honour</b>	<b>Mrs. Jyotsana Kapur, Secretary, AIWEFA</b>
<b>3.30 PM</b>	<b>Address by Chairperson</b>	<b>Prof. Geetika</b>
<b>4.00 to 5.00 PM</b>	The Role Of Women In Agriculture Sector	M.Vinaya Kumari, Blessy Sagar Seelam, M.Sravanthi , Soniya Ningombam Ethelind College of Home Science, SHUATS, Allahabad
	Role Of Rural Women In Agriculture In Cooch Behar District Of West Bengal.	<i>Dr. Dipak Kr. Bose, Department of Extension and Communication, SHUATS</i>  <i>Dr. Hira Bose, Department of English, SHUATS.</i>
	Empowering Women Through Micro-Credit: A Case Study From Uttar Pradesh	<i>Dr. Ashish Kant Chaudhary, Banaras Hindu University, Varanasi,</i>
	The Role Of Women In The Production Of Sugarcane (Saccharum Officinarum L.)	<i>Manish Kumar, P.M. D'souza, Devesh Kuma, Ashok Tripathi</i> SHUATS
	The Role Of Women In Food Security	<i>M.Vinaya Kumari, Blessy Sagar Seelam, M.Sravanthi And Soniya Ningombam</i> SHUATS
	Feminization Of Agriculture: A Trend Of Concern	<i>Dr. (Ms.) Tinku Paul</i> <i>Ewing Christian College</i>
	An Analysis The Factors Affecting Women Marketer Of Agricultural Produce	<i>J.D.Aarathi, Dhakshana,</i> <i>Dr.K.V.R.Rajandran</i> <i>Periyar Maniammai University, Thanjavur</i>
	Female Participation In Agriculture: Emerging Challenges	Alok Kumar Singh SHUATS
	Empowering Women through Micro-Credit: A Case Study from Uttar Pradesh	<i>Dr. Ashish Kant Chaudhary,</i> <i>Banaras Hindu University, Varanasi</i>
	Women and Agriculture; Growing more than Just Food	Shikha Kumari, Ranu Prasad
	Sustainable Development through gender equality in dairy Sector: Needs and constraints	Ms. Prachi, K. Wasnik, A. A. Broadway

## **Concurrent Session I**

12.30 noon – 2.00 pm (Venue: Class Room 5, JSBS)

**Sub Theme: Inclusion and Economic Development through Empowerment of Rural Women And Rural Development**

**Chairperson: Dr Enid Masih, Joseph School of Business Studies**

**Rapporteur : Dr. Sneh Prabha Daniel**

Time	Event / Title of Paper	Speaker
12.30 pm	Address by Chairperson	Dr. Enid Masih
1.00 to 2.00 PM	Women Participation In Agricultural Revolution Of India	<i>Pratistha Srivastava, John David, Hradesh Rajput, Shipra Singh SHUATS</i>
	Role Of Women In Agriculture	<i>Alka Gupta, Pravita Gupta, Ranu Prasad, SHUATS</i>
	Women and Agriculture	<i>Soniya Ningombam, M.Vinaya Kumari, Blessy Sagar Seelam, M.Sravanthi SHUATS</i>
	Role Of Women In Indian Agriculture	<i>Deep Mala Singh SHUATS</i>
	Role And Contribution Of Women In Agriculture In India	<i>Devesh Kumar, Manish Kumar, Ashok Tripathi, P.M. D'Souza SHUATS</i>
	The Role Of Women In Agriculture Sector	<i>M.Vinaya Kumari, Blessy Sagar Seelam, M.Sravanthi, Soniya Ningombam SHUATS</i>
	Analysis Of Decision Making Among Slum Working Women	Dr. Pushpa Kumari Chanchala Singh M.M.V., B.H.U. Varanasi
	Women in Agriculture, Role and Contribution	Ashish Kumar, Ankita Bhaduri University of Allahabad
	Gender Inequality in India	Dr. Abhimanyu Kumar, Ranikhet Dr. Shyam Narayan Shukla Dr. Salil Kumar Tiwari Hamirpur.

**DAY 2**

**27<sup>TH</sup> APRIL, 2017**

**Panel Discussion (10.00 – 11.00 am)**

**Venue: JSBS AUDITORIUM**

**SubTheme: Building Gender Equality in India – Varying Perspectives and Solutions**

**Members of the Panel:**

**Moderator:** Prof. Sanjoy Saksena, Department of English Literature, University of Allahabad, Allahabad

**Members:** Dr. Kamlesh Kumari, Dept. of Commerce, University of Allahabad

Mrs Lucinda Dhawan, Writer

Prof. Anoop Saxena, Dean, Faculty of Commerce and Management, Integral University,  
Lucknow

Dr. Tanuj Nandan, Head, School of Management Studies, MNNIT, Allahabad

**Rapporteur 1: Dr. Richa Sinha**

**Rapporteur 2: Dr. Pradhyuman Singh**

**Tea Break 11.00 – 11.20 AM**

**Technical Session III**



**11.30 am to 1.00pm; Venue: JSBS AUDITORIUM**

**Sub Theme: Role of Education, Literature and Culture in Gender Equality - Varying Perspectives**

**Guest of Honour** : Prof. Krishna Mishra, IIIT - Allahabad

**Chairperson** : Sister Marion Mathew, Dean, Department of Education

**Rapporteur** : Dr. Enid Masih

<b>Time</b>	<b>Event</b>	<b>Speaker</b>
<b>11.30 AM</b>	<b>Keynote Address by Guest of Honour</b>	
	Grimm Realities – A Critique On Grimm Fairy Tales	<i>Akshita Chandra, Visual Artist &amp; Designer Mumbai</i>
	Equal Access To Education And Women’s Empowerment	<i>Azad Pratap Singh Dr. Shakuntala Misra, National Rehabilitation University, Lucknow</i>
	Emotional Contagion As A Variable : A Position Paper	<i>Dr. Ujjal Mukherjee, CMS B- School, Jain University Bangalore</i>
	Gender Analysis of Anxiety and Occupational Aspirations of Students	<i>Anita Verma, Dr Kamini Singhal SHUATS</i>
<b>12.00 Noon to 1.00 PM</b>	Equal Access To Education For Present Day Society - An Approach	<i>Habib Uddin Asma Farooque Integral University, Lucknow</i>
	Gender Equality and Quality Access in Education	<i>Priyanka Kumari, Rajesh Kr. Shashtri, MNNIT, Allahabad</i>
	Family Relationship And Gender Identity In The Select Plays Of Shakespeare	<i>Kripashankar Verma University of Allahabad</i>
	The Weave Of Dalit And Consciousness Of ‘Dalitness’	<i>Morveroshan K., Dr.Rajjandwivedi, Mahatma Gandhi Chitrakoot, Gramodaya University Chitrakoot</i>
	Gender Bias In Vijay Tendulkar’s “Silence! The Court Is In Session	<i>Laxmi Prasad Anuragi University of Allahabad</i>
	Gender Inequality And Representation of Women In The Works Of V.S. Naipaul	<i>Lav Kumar, Department of English And Mel University of Allahabad</i>

## Concurrent Session II

11.30 am to 1.00pm (Venue : Room No. 5)

**Sub Theme: Role of Education, Literature and Culture in Gender Equality - Varying Perspectives**

**Rural Development**

**Chairperson: Dr. Sebastian T. Joseph, Joseph School of Business Studies**

**Rapporteur : Dr. Abhishek Frederick**

<b>Time</b>	<b>Event</b>	<b>Speaker</b>
<b>11.30 AM</b>	<b>Keynote Address by Guest of Honour</b>	<b><i>Mrs. Asheema Singh</i></b>
<b>12.00 Noon to 1.00 PM</b>	Gender Equality: In Mirror Of Culture, Religion and Literature	Satish Kumar Singh <i>RML Awadh University</i>
	Status And Efforts Of Women Education In 21st Century India	<i>Dr. Ruchi Dubey, Payal Agarwal, Anamika Tiwari</i> <i>University of Allahabad</i>
	Depiction Of Women Characters In An Indian Novelist's Perspective (With Special Reference to a Time to Be Happy and Storm In Chandigarh.)	Dr. Hira Bose, Dr. Shivani S. Verma <i>SHUATS</i>
	The Emergence Of "New Woman" In Life And Times Of Pratap Mudaliar, The First Tamil Novel	<i>Ashish Alexander</i> <i>SHUATS</i>
	Equal Access To Education And Women's Empowerment	<i>Azad Pratap Singh</i> <i>Dr. Shakuntala Misra,</i> <i>National</i> <i>Rehabilitation University</i>
	Equal Access To Education	<i>Palak Rai SHUATS</i> <i>SHUATS</i>
	Sustainable Development Through Gender Equality In Education	<i>Shiv Kumar Yadav</i> <i>University of Lucknow</i>

**LUNCH: 1.00pm – 2.30 pm**

## Technical Session IV

2.30.pm – 5.00 pm ; Venue: JSBS AUDITORIUM

### **Entrepreneurship and Marketing Management, Financial Management & Human Resource Management and Gender Equality**

**Guest of Honour** : **Mrs. Kalpana Sinha**, *Head of Entrepreneurship IMS*  
*Master Trainer NEN, Entrepreneur, Startup Coach, Mentor and Incubation Specialist*

**Chairperson** : **Prof. Sunit Singh**, **G. B. Pant Institute of Social Sciences, Allahaabd.**

**Rapporteur 1** : **Dr. Sebastian T. Joseph**

**Rapporteur 2** : **Dr Pradhyuman Singh Lakhawat**

<b>Time</b>	<b>Event / Topic of Paper</b>	<b>Speaker</b>
2.30 PM	Keynote Address by Guest of Honour	Mrs. Kalpana Sinha
3.00 PM	Address by the Chairperson	Prof. Sunit Singh
3.30 To 5.00 PM	Work-Life Balance Initiatives In Indian Public Sector Banks: Employees' Perspective	<i>Dr Shefali Nandan</i> University Of Allahabad,
	Effect Of Micro Finance On Small And Medium Scale Enterprises- Case Study: Selected SMEs in New Juaben Municipality Koforidua, Ghana	<i>George Sarpong,</i> <i>Archana Chandra,</i> <i>SHUATS</i>
	Women and Entrepreneurship:-The Road Ahead	<i>Dr.Neerja Sachdev</i> <i>Associate Professor, Department Of English</i> <i>S.S.Khanna Girls' Degree College, Allahabad.</i>
	Women Empowerment through Inclusive Business Model for Sustainable Development	<i>Manisha Tripathi, Mohd. Faizi</i>
	Relative Impression Of Respect Contrast Absolute Impression of Respect: A Gender Parity Perspective At The Workplace	Boohene David <i>Dr. Amita Maxwell</i> <i>Dr. Archana Chandra</i> <i>SHUATS</i>
	Gender B(I)Ased Roles In Society	Prof. Mutharasi P, Dr. Saraswathy R, Thiagarajar School of Management, Madurai
	The Cultural Tools Of Women Empowerment: How Advertising Has Changed To Become A Medium Of Social Transformation	Aditi Hajela, Institute of Company Secretaries of India
	Women And Entrepreneurship:-The Road Ahead	Dr. Neerja Sachdev S.S.Khanna Girls' Degree College, Allahabad
	Women Entrepreneurship In Chitrakoot District Of Uttar Pradesh: Status, Prospects And Challenges	Mr. Nitin Chaurasiya Mr. Ashish Awasthi



		Mr. Nikhil Kumar Chaurasiya University of Lucknow
	Women And Development: Lessons From 'Chipko'	Prof. Sarvajit Mukerji University of Allahabad
	Commoditisation Of Women In Advertising, Marketing And Cinema	Dr. Shamenaz Bano, Dr. Shaista Maseeh, ECC Allahabad
	Women As Entrepreneurs In India– Motivations And Obstacles	Dr. Hari Om Gupta Mr. Ashwani Kumar, University of Allahabad
	Role Of Social Media Platforms In The Sustenance Of Businesses: A Study Of Women Entrepreneurs	Dr. Deependra Sharma Ms Amrita Grewal Amity University Haryana,
	An Analysis Of Financial Literacy Level Among Young, Urban Working Women In India	Ms. Richa Banerjee Prof. R.K Maheshwari
	Emerging Human Resource Practices With Respect To Women Employees At Workplace	<i>Dr. Amita Maxwell</i> <i>Dr. Sarita Maxwell</i> <i>Dr. Archana Chandra</i>
	An Analysis Of Financial Inclusion Through Various Government Schemes In Uttarakhand, India	Dr Vinay Kandpal University of Petroleum & Energy Studies, Dehradun
	Effect Of Micro Finance On SMEs. Case Study Selected SMEs In New Juaben Municipality Koforidua	George Sarpong Dr. Archana Chandra
	Emotional Contagion As A Variable: A Position Paper	Dr. Ujjal Mukherjee, CMS B- School, Jain University Bangalore
	Role Of Digital India In Bridging The Divides	Vinay Thakur Bramhanand Jha Ministry of Electronics and IT, GoI, New Delhi
	Globalization, New Communication Technologies And Women In The Network Society: Changing Paradigms	S.B. Farheen Fathima FDPM (IIM A)
	Women Enterprenuership in Rural India & Sustainable Economic Development	Anant Kumar Upadhyaya University of Allahabad

# Concurrent Session III

(Venue: Class Room 5)

2.30.pm – 4.30 pm

**Sub Theme: Entrepreneurship and Marketing Management, Financial Management & Human Resource Management and Gender Equality**

**Chairperson : Dr. Shabana Mazhar**

**Rapporteur : Dr Ronald Mani**

Time	Event / Topic of Paper	Speaker
2.30 PM	Address by the Chairperson	
2.45 To  4.30 PM	Women And Entrepreneurship	<i>M. Sravanthi, M.Vinaya Kumari Blessy Sagar Seelam Soniya Ningombam, Ethelind College Of Home Science, SHUATS</i>
	Anticipation Of Gender Stereotyping Of Young Adults In Their Future	<i>Vartika Verma Dr. Reena Mehta SHUATS</i>
	Women Empowerment And Gender Discrimination At Job Places	Pratibha Kushwaha, Dr. Virginia Paul, SHUATS
	Gender Equality Through Women Entrepreneurship: Recent Trends And Tendencies In India	H. K. Singh, Vineet Kumar Maurya, Veenita Singh
	Women Entrepreneurship	Alka Gupta, Sushila Verma, Ranu Prasad SHUATS, Allahabad
	Financial Literacy And Financial Inclusion For Women Empowerment-Glimpses For Indian Economy	Meera Singh, Sanjeev Kumar Singh, H. K. Singh Banaras Hindu University
	Women Entrepreneurship In India	Srishti Dhupar, Alka Gupta, Ranu Prasad,Sushila Verma
	Financial Investment Behaviour Of Women In Allahabad	Dr. Rajesh Kumar Shastri Sangeeta Yadav
	Commodification of Women in Advertising, Marketing and Cinema	<i>Dr. Shamenaz Bano, Department Of English, Ewing Christian College, Allahabad</i>  <i>Dr. Shaista Maseeh, Department Of English, Qassim Private Colleges, Al-Qassim, KSA</i>
	Role Of Women Entrepreneurship In Indian Economy	Satya Prakash*
	Issues & Challenges of Women Empowerment in India	Dr. Balwant Singh

**28<sup>th</sup> April, 2017**

**Technical Session V**

**10.00 - 12.30 AM**

**Sub Theme: Security, Financial Risk Management, Self Defence & Legislation issues in Gender Equality**

**Special Guest : Dr Vinay Kandpal, University of Petroleum and Energy Studies, Dehradun**  
**Chairperson : Dr. Manju Singh, University of Allahabad**  
**Rapporteur : Dr Abhishek Frederick, SHUATS**

<b>Time</b>	<b>Event / Topic of</b>	<b>Speaker</b>
<b>10.00 AM</b>	<b>Address by Chairperson</b>	<b><i>Dr. Manju Singh</i></b> <b><i>University of Allahabad</i></b>
<b>10.30 AM</b>	<b>Address by Special Guest</b>	<b><i>Dr. Vinay Kandpal</i></b>
<b>10.45 to 11.45.Noon</b>	The Effects Of Business And Work Ethics On Organizational Performance	<i>George Sarpong</i> <i>Dr. Archana Chandra</i> <i>SHUATS</i>
	Women Empowerment in Rural India and Sustainable Economic Development	<i>Anant Kr Upadhyay</i> <i>University of Allahabd</i>
	Human Gender Equality Needs A Fair And Just Society That Can Only Save Planet Environment	Anupama Pradeep Kumar Bola
	Legislation And Gender Equality, Right To Decent Work	Arun Kumar Gupta Kalinga University
	Women And Financial Decision Making	Soniya Ningombam SHUATS
	A Study On Impact Of Demonetisation On Retail Sector In India	Ms. Yashna Samuel Bundelkhand University, Jhansi Prof. Anoop K. Saxena, Integral University, Lucknow
	Acceptance Of Internet Banking: An Indian Scenario	Anubha Srivastava, Bundelkhand University, Jhansi Prof. A.K Saxena, Integral University, Lucknow
	Marketing Strategies In Life Insurance Service In Indian	Gautam Kohli , Amit Kumar Singh, University Of Allahabad
	Gender Discrimination As a Global Problem	Umesh Rao
	Impact of Demonitization on Retail Sector in India	Ms. Yashna Samuel, Bundelkhand University Prof Anoop Saxena, Intergral University

**11.45 AM – 12.00 Noon**



**3 Days National Seminar**  
*Sustainable Development through Gender Equality*  
26th - 28th April, 2017

Organized By:  
Joseph School of Business Studies

**28<sup>TH</sup> APRIL, 2017**  
**VALEDICTORY SESSION**

**PROGRAM**

**Time : 12.00 Noon – 2.00 PM**

**Venue : JSBS, Auditorium**

**Chief Guest: Prof. Dr. K N. Bhatt, GB Pant Institute of Social Sciences, Allahabad**

<b>Time</b>	<b>Event</b>
<b>12.00 Noon</b>	<b>Arrival of chief Guest</b>
12.05 Noon	Opening Prayer by Mr. Anugrah Singh MBA IB Semester II
12.10 Noon	Presentation of Session Reports Technical Session I : Dr. Neena Gupta Technical Session II : Dr Suprit Joshi Concurrent session I : <b>Dr. Sneh Prabha Daniel</b> <b>Report on Panel discussion: Dr. Richa Sinha</b> Technical Session III : Dr. Enid Masih Concurrent Session II : Dr. Abhishek Technical Session IV : <b>Dr. Sebastian T. Joseph</b> Concurrent Session III : Dr Ronald Mani Technical Session V : Dr Abhishek Frederick
1.15 PM	Address by Chief Guest
1.45 PM	Distribution of Certificates
2.00 PM	Concluding Remarks by Dean, JSBS & Convenor
2.15 PM	Vote of Thanks by Organizing Secretary
2.25 PM	Closing Prayer by Anandi Evangeline MBA II

**2.30 PM - LUNCH**