

FACULTY OF COMMERCE ST. JOHN'S COLLEGE, AGRA (U.P.) INDIA



FOUNDED 1850

ORGANISES

NATIONAL CONFERENCE

ON

VIKSIT BHARAT @ 2047 Strategies for Inclusive and Sustainable Global, Sectoral Transformation of India

(HYBRID MODE)

20 - 21 FEBRUARY, 2026

FRIDAY & SATURDAY

SPONSORED BY:

DEPARTMENT OF HIGHER EDUCATION, UTTAR PRADESH



IN COLLABORATION WITH

INDIAN ECONOMICS AND ALLIED SCIENCES ASSOCIATION

Founded in 1850, St. John's College, Agra stands as one of India's most distinguished institutions of higher education, proudly carrying forward a legacy of 175 years and counting. A beacon of knowledge, culture, and values, the college has nurtured generations of students who have excelled across diverse disciplines and contributed meaningfully to the society at large.

With an unwavering commitment towards academic excellence, advanced research, and holistic student development, St. John's provides an environment where tradition harmoniously blends with modern educational practices. The institution has consistently upheld its mission to inspire, educate, and empower, thereby establishing itself as the cornerstone of higher education in India.

The college equally emphasizes, character formation, leadership cultivation, and social responsibility. These values aid in shaping individuals who not only achieve professional success but also serve as responsible nation-builders.

About the Faculty:

The Faculty of Commerce at St. John's College is a distinguished academic hub committed to advancing innovation, entrepreneurship, and research-based learning in the domains of management and commerce. It comprises three well-established departments—Business Administration, Applied Business Economics, and Accounts and Law—which collectively provide a robust and comprehensive academic foundation. Each department offers both undergraduate and postgraduate programmes, opening multifold avenues for specialized and advanced study.

The faculty is also home to a dynamic community of research scholars engaged in examining contemporary issues in commerce and management, thereby enriching academic discourse and contributing valuable insights to policy development. By integrating strong theoretical frameworks with practical applications, the faculty inculcates analytical thinking, critical reasoning, and effective leadership among its students and researchers. Through its academic initiatives, research contributions, and industry linkages, it continues to prepare students for leadership roles while supporting India's economic progress and global competitiveness.

Concept Note

India's vision of **Viksit Bharat @2047** charts the path toward a developed, inclusive, and globally competitive nation by the centenary of independence. Anchored by innovation, sustainability, and equity, this transformation calls for sectoral advances in technology, finance, MSMEs, human capital, green industry, supply chains, agriculture, policy reforms, tourism, healthcare, retail, higher education and trade competitiveness.

This National Conference is uniquely significant, marking the 175th anniversary of St. John's College, Agra—an institution that for over a century and three-quarters has championed scholarship, civic engagement, and nation-building. Bridging this distinguished heritage with the aspirations for India's vision of 2047, the conference is both a commemorative tribute and strategic forum. It gathers leading minds from policy, academia, and industry to deliberate on translating vision into action, ensuring our collective efforts honor a storied past while contributing to the future of a **Viksit Bharat**.

CONFERENCE THEMES AND SUB-THEMES

SECTORAL TRANSFORMATION VIA INNOVATION & DIGITAL COMMERCE

- AI & Digital Automation in Business
- E-Commerce Growth & Digital Marketplaces
- Technology Adoption, Industry 4.0 & Smart Production
- Cybersecurity, Data Protection & Digital Governance

FINANCIAL SECTOR REFORMS: BANKING, MARKETS & FINTECH

- Digital Payments & Fintech Innovation
- Financial Inclusion, Credit Access & Literacy
- Capital Markets & Investment
- Regulation, Risk & Digital Governance

MSME MODERNIZATION & STARTUP ECOSYSTEM

- Technology Integration in MSMEs
- Startup Incubation, Funding & Mentorship
- Compliance & Ease of Doing Business
- Cluster Development & Innovation Hubs
- Export Opportunities for MSMEs & Startups

ADVANCING HUMAN CAPITAL FOR A FUTURE-READY ECONOMY

- Skilling & Upskilling
- Digital Literacy & Employability
- Industry-Academia Partnerships
- Entrepreneurship & Capacity Building
- Labor Reforms & Inclusion

GREEN MANUFACTURING & SUSTAINABLE ECO-SYSTEM

- Green Manufacturing & Ecosystem
- Renewable Energy in Industry
- Waste, Recycling & Circular Economy
- Sustainability Frameworks & Reporting
- Resilient Climate-Smart Supply Chains

TRADE & EXPORT COMPETITIVENESS FOR GLOBAL INTEGRATION

- Export Diversification & Market Access
- Trade Facilitation & Logistics Transformation
- FTAs, Global Value Chains & Alliances
- Branding, Finance & Digital Trade Competitiveness

BEHAVIORAL TRAITS FOR INCLUSIVE TRANSFORMATION

- Organisational Behavior – Ethics, Adaptability & Resilience
- Consumer Behavior – Sustainable Global Choices
- Consumer Spirituality – Values & Ethical Consumption
- Moonlighting – Dual Roles & Workforce Challenges
- Transgender Inclusion – Equity & Diversity

- Digital Service Delivery
- Heritage Tourism & Site Preservation
- Hospitality & Cultural Industries
- EdTech & Skill-Based Models
- E-Health, Telemedicine & Health Tourism

SMART FARMING & AGRI-TECH FOR SUSTAINABILITY

- Agri-Tech & Smart Farming
- Rural Entrepreneurship & Village Enterprises
- Food Processing, Cold Chains & Value Addition
- Farmer Cooperatives & Market Linkages

HIGHER EDUCATION TRANSFORMATION: SKILLS & INNOVATION

- Digital Classrooms, Virtual Labs & Pedagogy Training
- Industry Connect: Internships, Placements & Skill Development
- Global Academic Collaborations & Knowledge Exchange
- Research, Patents

TRANSFORMATIONAL CHALLENGES THROUGH NARRATIVES

- Geopolitical Narrative
- Literary Narrative
- Historical Narrative through Folklore
- Visual narrative in Art Forms

Keynote Speaker:

Prof. Kamal K. Jain

Former Professor, IIM Raipur
Director, FROST, Pune



Panel Discussion



Dr. Naresh Kumar Sinha IES, (Retd.)
Senior Advisor, Government of India



Prof. Alok Kumar (Consultant)
Ministry of Panchayati Raj
Government of India, New Delhi



Mr. Puran Chand Dawar

Chairman,

Development Council for Footwear and Leather Industry
Government of India



Prof. (Dr.) Sunaina Kanojia
Faculty of Commerce and Business,
Delhi School of Economics,
University of Delhi



Prof. (Dr.) Arvind Kumar
Certified Entrepreneur Educator (Stanford University, USA)
Professor of Management & Entrepreneurship (JNU)

PAPER SUBMISSION GUIDELINES

In celebration of academic excellence and collaborative innovation, this National Conference warmly welcomes academicians, researchers, policy makers, industry professionals, representatives of NGOs, developmental organizations and students to participate and contribute to this scholarly gathering. The conference seeks to provide a vibrant platform for dialogue, knowledge sharing and exchange of ideas across disciplines.

Each paper may have a maximum of two authors, and it is mandatory that every author or co-author registers separately. Submissions not conforming to the prescribed format or theme may be subject to rejection, and the decision of the Organizing Committee shall be final and binding in all respects.

Publication Opportunity

All selected full papers will be published in, “**Pahal Horizon: An International Research Journal**” (Blind Peer-Reviewed; ISSN 2456-4842; RNI No. UPENG/2016/69122).

Paper Submission Guidelines

Abstract

- Word limit: 300–500 words. Must include 4–6 keywords

Full Paper

- Word limit: 3000–5000 words (inclusive of tables, figures, and references)
- Font: Times New Roman (12pt), KrutiDev010 (10pt)
- Headings: 14 pt, bold ♦ Line spacing: 1.5 ♦ Margins: 1 inch on all sides ♦ Alignment: Justified
- References: APA Style, 7th Edition
- File format: Microsoft Word (.doc/.docx) only

Submission Schedule

Last date for abstract submission:	31, January 2026
Notification of abstract acceptance:	07, February 2026
Full paper submission deadline:	15, February 2026

All abstracts and full papers must be submitted via email to: conferencecommerce@jc@gmail.com

We look forward to your esteemed contribution to this National Conference for the collective pursuit of knowledge and innovation.

POSTER SUBMISSION GUIDELINES:

The Organizing Committee invites poster submissions for presentation during the National Conference. Posters should highlight original research and be aligned with the conference theme. Submissions are open to registered participants only, and posters must be prepared in A1 or A2 size only. Each participant may submit only one poster, and the decision of the Evaluation Committee will be final and binding. Once submitted, posters will be retained by the organizers as part of the official conference records.

Top three oral and poster presentations will be awarded.

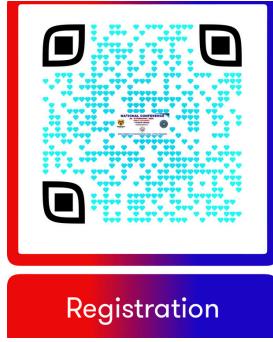
All attendees will get participation/ presentation certificate.

Registration Details:

Financial support for the conference has been (Applied for) from the Department of Higher Education, Uttar Pradesh. Registration entitles participants to receive the conference kit, meals, and a participation certificate. All registrations must be completed through the bank details provided below:

Faculty/Delegates with accommodation:	₹ 3500.00/-
Faculty/Delegates without accommodation & Hybrid Mode	₹ 2000.00/-
Research Scholars with accommodation	₹1500 + Actual cost of accommodation
Research Scholars without accommodation & Hybrid Mode	₹ 1500.00/-
Students	₹ 750.00/-

Registration Link:



<https://hosturl.link/mXyeGS>

Location



Bank Details

Name of the Bank	The Federal Bank Limited
Account Name	Principal, St. John's College, Agra
Account No.	23310100000054
IFSC	FDRL0002331

After completing the payment, participants are kindly requested to send their registration details to facultyofcommerce1912@gmail.com addressed to Dr. Meenakshi Chawla, Registration Co-ordinator, National Conference.

Note: While sending registration details, please mention your full name, institutional affiliation, and transaction reference number to ensure proper verification and confirmation of your registration.

OUR GUESTS



Hon'ble Shri Yogendra Upadhyay

Cabinet Minister
Higher Education, U.P.



Prof. Ashu Rani

Hon'ble Vice Chancellor
Dr. Bhim Rao Ambedkar University,
Agra



Prof. Ajay Taneja

Hon'ble Vice Chancellor
Khwaja Moinuddin Chishti Language
University, Lucknow

OUR PATRONS



Dr. Amit Bhardwaj

Director, Higher Education (U.P.)



Prof. S. P. Singh

Principal



Mr. A. C. Gupta

Chairman, Faculty of Commerce

ORGANIZING COMMITTEE



Prof. Sanjeev Sharma
Convenor



Dr. Raju Thomas
Co - Convenor



Dr. Rohit Sinha
Organising Secretary



Dr. Rachita Sharma
Conference Secretary



Dr. Matthew Bhaskar Singh
Co-ordinator



Dr. Vatsalya Upadhyay
Co-ordinator



Dr. Meenakshi Chawla
Co-ordinator

Sponsorship

DIAMOND

INR 2,00,000/-

Five free Delegates+
Sponsor name/logo will
be displayed on the
Seminar Banner+
One full page colour
Advertisement

GOLD

INR 1,00,000/-

Three free Delegates+
Sponsor name/logo will
be displayed on the
Seminar Banner+
One full page colour
Advertisement

SILVER

INR 50,000/-

Two free Delegates+
Sponsor name/logo will
be displayed on the
Seminar Banner+
One full page colour
Advertisement

Advertisement

Category I

INR 30,000/-

One full page colour
Advertisement

Category II

INR 20,000/-

One full page
monochrome
Advertisement

Category III

INR 10,000/-

One half page
monochrome
Advertisement

Category IV

INR 5,000/-

1/4 page
monochrome
Advertisement

Exhibition

The Faculty of Commerce of St. John's College, Agra will have the honour of presenting an Exhibition that will manifest the inventive faculties of our students and cultivate their development as nascent entrepreneurs. The occasion will celebrate intellectual ingenuity, self-reliance, and a sustainable vision for India's future. For further information and enquiries, please contact the helpline numbers provided.

Helpline Number:

- **Dr. Matthew Bhaskar Singh - 9935537088**
- **Dr. Vatsalya Upadhyay - 7037080965**
- **Dr. Meenakshi Chawla - 9084997797**
- **Ms. Udita Dwivedi - 7060193673**
- **Mr. Jay Varshney - 7830520428**
- **Email: facultyofcommerce1912@gmail.com**

