



**R. K. Institute of Management & Research  
&  
Institute of Management & Research**

Present

**International Conference  
On  
A Water Secure World**



**18<sup>th</sup> January, 2020**

## **Significance of Water Management**

More than a quarter of the global population (2.2 billion), live far below contemporary standards for safe water and sanitation. Only about 45 percent of the global population has access to safely managed sanitation services (Ritter, 2019). British poet W. H. Auden once noted, “Thousands have lived without love, not one without water”. Yet while we all know water is crucial for life, we trash it anyway. Some 80 percent of the world’s wastewater is dumped—largely untreated—back into the environment, polluting rivers, lakes, and oceans (Denchak, 2018). These shortages could create millions of refugees seeking homes in a location accessible to water. Only one percent of the earth's water is available for drinking purposes. A human body is composed of approximately 75 percent water and a human is unable to survive without water for more than 7 days.

Water conservation is vital for reducing the global burden of disease and improving the health, education and economic productivity of the population. Water scarcity affects more than 40 percent of the global population. One thousand children die every day across the world due to the preventable water and sanitation-related diseases. Inefficient use of water for crop production has caused salinization of 20 percent of the global irrigated land area. Water scarcity, exacerbated by climate change, could cost some regions up to 6 percent of their GDP (Guppy & Anderson, 2017).

Some 829,000 people are estimated to die each year from diarrhoea as a result of unsafe drinking-water, sanitation, and hand hygiene. Yet diarrhoea is largely preventable, and the deaths of 297,000 children aged under 5 years could be avoided each year if these risk factors were addressed. Where water is not readily available, people may decide handwashing is not a priority, thereby adding to the likelihood of diarrhoea and other diseases (WHO, 2019). Women and children have to trek miles every day to retrieve water. This hard manual labour takes time that they might otherwise spend pursuing education or earning additional income.

This conference aims to provide an ideal academic platform to researchers and scholars from across the globe to present, share and exchange their latest findings and knowledge about water crisis management. We seek feasible solutions on the scarcity of water and various methods and techniques to overcome the water problem for the betterment & existence of human life. This platform is available to different stakeholders of the society such as academicians, research scholars, individuals working on the water crisis issue, NGOs, corporates, and government at large.

Integrated demand and supply-side management, creation of local infrastructure for rainwater harvesting, groundwater recharge, and household wastewater management are the prime focus areas for water security. Tremendous efforts need to be made to ensure that the taps in the country do not run dry and that the water is safe to drink (Economic Times, 2019).

We cordially invite research papers (conceptual and empirical) from participants on the themes given below:

## **Conference Sub Themes**

### **General Management**

1. Water Policy and Water Usage Reform
2. Water Rights, Pricing and Laws
3. Government's Role in Water Management
4. Politics of water crisis

5. Water access as a fundamental right
6. Inclusive water security

### **Marketing**

1. Customer sensitization on water scarcity on the domestic and industrial front
2. Marketing of water management technology & methods
3. Awareness of effective usage of water in day-to-day activities
4. Recycling of water for domestic and industrial use
5. Promotion of citizen and state actions for water conservation, augmentation, and preservation
6. Promotion of active participation of stakeholders
7. Management of water harvesting and increasing water table level
8. Challenges in water tariffs

### **Finance**

- 1) Innovative strategies for funding water infrastructure
- 2) Investment in digital technologies for water management
- 3) Financial models for water management
- 4) Water infrastructure due diligence and risk management
- 5) Best practices in tariffing
- 6) ROI of water conservation

### **Human Resource Management**

1. Role of Good Water Governance to Improve Inclusiveness
2. Laws to Prevent Pollution of Water Bodies and Aquifers
3. Sensitising employees on water conservation

### **Operations**

1. Quality Monitoring Mechanisms
2. Reduction in the amount of water used per activity
3. Rainwater harvesting- procedures and techniques
4. Water facility capacity planning
5. Water cycle and its engagement with human needs including industrial requirements (storage, supply, usage, disposal, purification for reuse)

### **Systems**

1. Technologies for Irrigation and Agriculture
2. Artificial Intelligence in Water Management
3. Digital Water
4. Virtual Water
5. E-Governance
6. Technological Innovation and Big Data for Water security
7. Emerging technologies and prospects.

The sub-themes of the conference include but are not limited to the above topics. Success stories in any of the above themes are also welcome for presentation.

## Guidelines for Submission of Papers

1. The extended abstract should be submitted on or before November 25, 2019, as an attachment in MS Word format by email to conference.chetana@cimr.in
2. Acceptance, rejection or review comments for the revision of extended abstract will be communicated on or before December 10, 2019, after which the author should submit the full paper
3. The submitted abstract/ full paper should be original and not published before.
4. At least one author should register for the conference and present the paper at the conference.
5. Title page containing title of the paper, author(s) name(s), affiliation, complete mailing address, email address, and area under which the paper falls. i.e., General Management, Marketing, Finance, Human Resource Management and Systems
6. The extended abstract should be maximum 3000 words including keywords.
7. The extended abstract should be in 12 point, Times New Roman, single line spacing
8. Complete research paper in English should be maximum 4000 words.
9. Reference should be in APA (American Psychological Association) style.
10. For co-authored papers (with more than one author), the submitting author will serve as the corresponding author who has the responsibility to forward all correspondences to his/her co-authors (e.g., acceptance/rejection emails). Co-authors will have to register separately for the conference.
11. The conference has the first right of publication on the papers presented. Although papers would be accepted for the conference on the basis of a review of abstract, the conference convenor reserves the right to ask for a modification in the full paper. Full papers will be checked for plagiarism.
12. All authors of the paper are required to do the registration. Also, separate registrations need to be done for two or more papers by the same author.

## Important Dates

Submission of Extended Abstract- November 25, 2019

Announcement of Acceptance of Extended Abstract: December 10, 2019

Submission of Full Papers with revisions if specified - December 20, 2019

Last date of registration: January 5, 2020

## Registration Fees

### For Indian Delegates

	Paper Presentation (Rs)	Only Participation( Rs)
Academicians	2500	1000
Students/ Research Scholars	1000	500
Industry	3500	1000

Early bird registration is Rs 2000 till December 15, 2019

### For International Delegates

	Paper Presentation ( US \$)	Only Participation( US \$)
Academicians/Students/Research Scholars/ Industry	150	100

### Publication

- Papers will be reviewed by a panel of experts
- Selected papers ( Presented in the conference) will be considered for publication in Chetana's Research Journals 1) ISSN 0976-0628 & 2) ISSN 0976-2000
- The selection of papers is the final decision of the review committee

**Best Paper Award:** Best paper award under each Conference Theme will be decided by a Committee of Experts specially constituted for this purpose

### Conference Correspondence

For any queries please write to [conference.chetana@cimr.in](mailto:conference.chetana@cimr.in)

#### Convenor

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### About Chetana's

Chetana's R K Institute of Management & Research was founded in 1981 by an ardent Gandhian follower and founder President of Chetana Trust, Late Shri Madhukarrao Chaudhari. Chetana's Institute of Management and Research (CIMR) was established in the year 1996 with the dual objective of providing quality education and infusing students with dynamism. Nearly two decades ago, our founder Chairman, Shri. Madhukarrao Chaudhari, in his wisdom and far sightedness, saw many opportunities to be seized by our country as the hub of economic growth. He strongly believed that business education was a

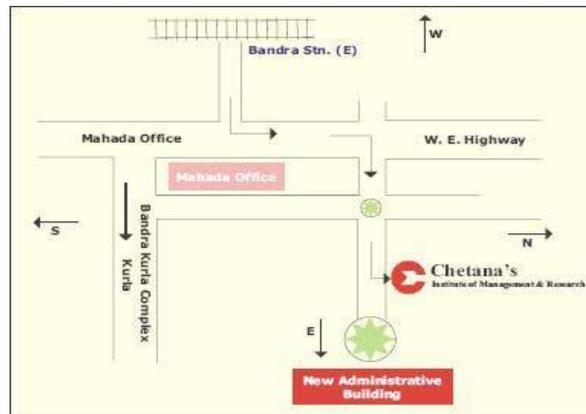
valuable investment in a person's future and the development of any organization significantly depends on Research & Development.

Keeping this as a way of philosophy and holistic approach in mind, we are trying to put our energy and intellectual power towards achieving educational excellence. CRKIMR is the second oldest Institute affiliated to Mumbai University and CIMR has excellence in management education for the last two decades and more. As a part of the journey of academia, Chetana has been organizing National as well as International Conferences at the institute on various themes keeping the societal interest at the bottom of heart and mind.

 **Chetana's**  
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***TO REACH US***



## References

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