

# National Research Conference

**On**

***Rural Entrepreneurship:  
Issues, Opportunities and Challenges***



## Call for Papers

**Date: 26<sup>th</sup> & 27<sup>th</sup> July, 2024**

**Venue: CIMR, Auditorium**



### About Chetana's

Chetana Trust has been at the forefront of higher education in Mumbai since its inception in 1969. With his philosophy of “*Education for all*”, The Founder President of the Trust, Late Shri Madhukarrao Chaudhari believed in delivering quality

education as well as contributing to the overall welfare of the society. Pursuing the same vision, Chetana's Ramprasad Khandelwal Institute of Management & Research (CRKIMR) have been imparting quality management education programs to meet the industry requirements. CRKIMR is the 2<sup>nd</sup> oldest B- School affiliated to Mumbai University and AICTE approved program. The Institute have been consistently ranked amongst the Top-50 Private B- schools in India and amongst the Top-10 in Mumbai by The Economic Times, Corporate Dossier issue and The Week. CRKIMR have both been certified by ISO 21001:2018 for quality education. MMS program of CRKIMR has been accredited by NBA in 2023. CRKIMR also runs Ph.D. program with intake 18 seats.

### Conference Overview

India is the country of villages. 67 % of the population in India lives in villages. People in rural areas suffer from unemployment, poverty, inadequate infrastructure facilities, etc. which may be solved with the development of rural entrepreneurship. Rural entrepreneurs are those who carry out the business in rural areas with the utilization of local resources. Rural entrepreneurship is now-a-days a major opportunity for the people who migrate from semi-urban areas or rural areas to Urban areas. Rural entrepreneurship can act as one of the important instruments to reduce poverty, migration, unemployment, and to develop rural economy. Rural entrepreneurs can increase the standard of living and purchasing power of the rural people and bottom of pyramid by offering employment opportunities to the people residing in more than 6 lakh villages.

Rural entrepreneurship can play significant role in fostering economic development and sustainability in rural communities having many outcomes such as:

- 1. Resource Utilization:** Rural areas often possess untapped natural resources and agricultural potential. Entrepreneurship allows sustained utilization of these resources, leading to economic diversification and increased productivity.
- 2. Community Empowerment:** Entrepreneurial activities empower local communities by creating employment opportunities, fostering skill development, and enhancing the overall quality of life. This, in turn, contributes to poverty alleviation and increased community resilience.
- 3. Innovation and Technology Adoption:** Rural entrepreneurship can drive innovation and encourage the adoption of modern technologies. Initiatives such as agribusiness start-ups and agrotech enterprises can lead to increased efficiency in traditional practices integrated with digital solutions.
- 4. Market Access and Value Addition:** Entrepreneurial ventures facilitate market access for rural producers, enabling them to add value to their products. This not only enhances the income of rural entrepreneurs but also strengthens the entire rural value chain.

## Challenges

- 1. Infrastructure Limitations:** In many rural areas, inadequacy of infrastructure, such as transportation, electricity, and communication facilities, poses a significant challenge to that hinders the smooth operation and growth of rural businesses.
- 2. Limited Access to Finance:** Lack of access to formal financial institutions and credit facilities is a common hurdle for rural entrepreneurs. Overcoming this challenge requires the development of financial mechanisms tailored to the unique needs of rural businesses.
- 3. Educational and Skill Gaps:** Insufficient education and skill development opportunities in rural areas adversely affect the ability of individuals to engage in entrepreneurial activities. Bridging these gaps through targeted training programs is essential for sustainable rural entrepreneurship.
- 4. Market and Regulatory Constraints:** Rural entrepreneurs often face challenges related to market dynamics and regulatory frameworks. Creating an enabling environment through supportive policies and removing bureaucratic barriers is crucial for the success of rural enterprises.

Leveraging the untapped potential of rural areas requires a comprehensive approach that addresses challenge like infrastructure deficits, regulatory hurdles and offer opportunities for

financial inclusion, skill development. By doing so, rural entrepreneurship can emerge as a driving force for inclusive economic growth, community empowerment, and sustainable development.

### **Purpose of Conference**

The conference through its multidisciplinary approach aims at ensuring audience and participation from members of industry, rural entrepreneurs, start-ups, Venture capitalists, Investors, academicians, researchers, corporates, policy makers and management students explaining opportunities and challenges to finding better options. The goal of this conference is to ultimately contribute to explore the untapped opportunities for economic growth and community development through rural entrepreneurship, to identify and analyse the challenges hindering the growth of entrepreneurial activities in rural settings and to propose strategies and solutions for promoting and sustaining rural entrepreneurship. The themes and sub themes to focus on exploring the ground realities, crucial issues faced by entrepreneurs and serve as a platform to probe the best alternatives.

### **Objectives of the Conference**

The key objectives of the Conference are -

1. To explore the untapped opportunities for rural economic growth and community development through rural entrepreneurship.
2. To identify and analyse the challenges impeding the growth of entrepreneurial activities in rural settings.
3. To propose strategies and solutions for promoting and sustaining rural entrepreneurship.

### **Conference Structure-**

The National Research Conference on Rural Entrepreneurship: Issues, Opportunities and Challenges will be held on **Friday-Saturday, 26-27 July 2024**.

#### **Sub-Themes of Conference-**

<b>Marketing</b>	<b>Finance</b>
Digital Marketing in Rural Contexts	Microfinance and Rural Entrepreneurship
Social Media Marketing for Rural Enterprises	Financial Inclusion Strategies
Brand Building in Rural Markets	Community-Based Financing Models
Market Access and Distribution Channels	Impact of Investing in Rural Ventures
Consumer Behaviour in Rural Markets	Impact of Credit Facilities on Rural Enterprises
Promotion of Agricultural Products	Risk Management Strategies for Rural

	Enterprises
Innovations in Rural Product Packaging	Sustainable Financing for Rural Social Enterprises
Public-Private Partnerships in Marketing	Social Impact Measurement in Rural Financial Initiatives
Cultural Influences on Marketing Strategies	Crowdfunding for Rural Businesses
Measuring Marketing ROI in Rural Contexts	Government Funding and Subsidies
Sustainable Marketing Practices	Insurance Products for Rural Entrepreneurs
<b>Human Resources Management (HRM)</b>	Socially Responsible Finance in Rural Areas
Talent Acquisition in Rural Settings	Fintech Innovations for Rural Financial Services
Skill Development and Training Programs	Collaborations between Financial Institutions and Rural Enterprises
Retention Strategies in Rural Businesses	Financial Literacy Programs for Rural Entrepreneurs
Flexible Work Arrangements in Rural Contexts	<b>Operations Management</b>
Community Engagement and Social Responsibility	Supply Chain Management in Rural Enterprises
Leadership Development in Rural Entrepreneurship	Logistics and Transportation Challenges
Diversity and Inclusion in Rural Workforces	Inventory Management for Rural Businesses
Employee Health and Well-being Programs	Quality Management in Rural Products and Services
Cross-Cultural HR Management in Rural Enterprises	Lean Operations in Rural Settings
Remote Work and Virtual Team Management	Technology Adoption for Efficiency
Compensation and Benefits in Rural Contexts	Sustainable Operations in Rural Entrepreneurship
Employee Engagement and Satisfaction	Cooperative Models and Collaborative Operations
<b>IT and Systems</b>	Capacity Planning and Scaling in Rural Businesses
Digital Inclusion in Rural Areas	Technology and Innovation Adoption in Agriculture
E-Government Services for Rural Enterprises	Human Resource Management in Rural Contexts
Agri-Tech Solutions for Rural Agriculture	Waste Management and Environmental Practices
Mobile Technology for Business Transactions	<b>General Management</b>
E-commerce Platforms for Rural Businesses	Strategic Management in Rural Enterprises
ICT Training and Skill Development	Leadership and Governance in Rural

	Businesses
Smart Village Initiatives	Risk Management and Resilience
Block chain Applications in Rural Enterprises	Strategies for Market Penetration
Cybersecurity Challenges in Rural Areas	Public-Private Partnerships in Rural Development
ICT Infrastructure Development	Innovation and Technological Integration
Remote Work and Virtual Collaboration	Financial Management and Capital Allocation
Data Analytics for Rural Business Decision-Making	Strategies for Sustainable Development
<b>Economics</b>	Corporate Social Responsibility (CSR) in Rural Settings
Economic Impact of Rural Entrepreneurship	Legal and Regulatory Challenges
Resource Utilization and Economic Diversification	Succession Planning in Rural Businesses
Agricultural Economics and Rural Entrepreneurship	<b>Agro Products and Allied Businesses</b>
Income Inequality and Wealth Distribution	Agro-processing and Value Addition
Market Access and Integration	Market Access and Distribution Strategies for Agro Products
Economic Resilience in Rural Businesses	Organic Farming and Sustainable Agriculture
Economic Policies and Rural Entrepreneurship	Diversification into Non-traditional Crops
Investment Climate in Rural Regions	Livestock Farming and Dairy Entrepreneurship
Economic Sustainability in Rural Enterprises	Agro-Tourism and Rural Experience Ventures
Globalization and Rural Economies	Technology Adoption in Agro Businesses
Labour Market Dynamics in Rural Areas	Cooperative Farming and Community-Based Agriculture
Economic Externalities of Rural Entrepreneurship	Agricultural Extension Services and Training
	Access to Finance for Agricultural Entrepreneurs
	Climate Smart Agriculture
	Certifications and Quality Standards

## Call for Papers

Academicians, research scholars, budding entrepreneurs, entrepreneurs, industry practitioner's consultants and students are invited to write research papers, case studies, or practitioner papers on the suggested themes with a minimum 1500 words which should be

original qualitative or quantitative content. "The sub-themes of the conference include but are not restricted to the above topics"

**Kindly email the extended abstract on [researchconference@crkimr.in](mailto:researchconference@crkimr.in)**

### **Author guidelines for extended abstract.**

1. Extended abstracts must clearly define the introduction, objectives, methodology, results, significance and outcome of the study.
2. Acceptance, rejection or review comments for the revision of the abstract will be communicated.
3. The submitted extended abstract should be original and not published earlier.
4. All authors and co-authors should register for the conference after the acceptance of extended abstract for presenting the paper at the conference.
5. Students need to collaborate with faculty members/industry professionals for submitting the research paper.
6. Title page must contain:
  - Title of the paper
  - Author(s) name(s)
  - Author(s) affiliation
  - Contact details (complete mailing address, email address, mobile number)Sub-theme under which the paper is submitted.
7. All abstracts must be submitted and presented with accurate grammar and spelling in English language, suitable for publication.
8. The extended abstract should be in;
  - Times New Roman
  - Font size 12
  - Single line spacing
9. References should be cited within the extended abstract using 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).
11. The conference has the first right of publication on the papers presented. Authors will be solely responsible for any mistake / error in the extended abstract.
12. Plagiarism will be checked on Turnitin software.

13. The extended abstract should be submitted as an attachment in MS Word format by email to [researchconference@crkimr.in](mailto:researchconference@crkimr.in)

### Conference Details

Important Dates	
26 <sup>th</sup> July, 2024	Inaugural Session, Panel Discussion and Research Paper Presentations
27 <sup>th</sup> July, 2024	Keynote Address, Panel discussion, Rural Entrepreneurship: Discussion Real Time Application with concerned stakeholders and Valedictory function

### Registration Charges

Academician/Research Scholar	INR 2000
Industry	INR 3000
Student researcher	INR 500
Participants	INR 1000

### Award Categories

Best Research Paper- Academic

Best Research Paper- Ph.D. Scholar

Best Budding Researcher- Student

Best Practitioner Paper- Industry

**Publication Opportunities** All selected paper abstracts will be published in Conference Compendium. (Selected research Papers will be published in UGC Care / Scopus Indexed Journal. Publication cost will be borne by the authors)



<b>Organizing Committee</b>
Dr. Madhumita Patil, CEO, CRKIMR & CIMR
Prof. CA Suhas Gharat, I/c Director
Dr. Balaji Sadavarte, Associate Professor, Head Ph.D. Centre, Conference Convenor <b>9967028541 , 9222318541(whatsapp)</b>
Dr. Kavita Khadse, Assistant Professor, Conference Co-convenor <b>9833666105</b>
Dr. M. Sivaprasad, Associate Professor
Prof. Meghana Patil, Assistant Professor- <b>9167214802</b>
Dr. Aftab Shaikh , Assistant Professor
Prof. Kunal Purohit, Assistant Professor

(Registration fees includes program charges for Conference Kit, Paper Presentation and Publication in Conference Compendium)

**Last date to submit Extended Abstract 07<sup>th</sup> July, 2024** (Registration Link available on [www.crkimr.in](http://www.crkimr.in) conference page) the Announcement of acceptance of Extended Abstract **12<sup>th</sup> July, 2024** the Last date of Registration **20<sup>th</sup> July, 2024**

**For more click on the following:**



**Address:** Survey No. 341, Govt. Colony,  
Bandra (East), Mumbai – 400 051.

**Contact No.:** +91 22-6215 7851/53/57/ 58

**Email:** [researchconference@crkimr.in](mailto:researchconference@crkimr.in)

**Website:** [www.crkimr.in](http://www.crkimr.in)