

### Organising Committee

Dr. Roshan Lal Rohilla  
Dr. Suman Devi  
Ms. Preeti Shukla  
Sh. Suresh Kumar  
Ms. Ankita  
Dr. Preeti Chiller  
Ms. Mantal Devi

Dr. Ankita Baniwal  
Sh. Pawan Kumar  
Sh. Hardeep Singh  
Ms. Nidhi  
Dr. Deepak Lathwal  
Ms. Preeti  
Sh. Anil

### National Advisory Committee

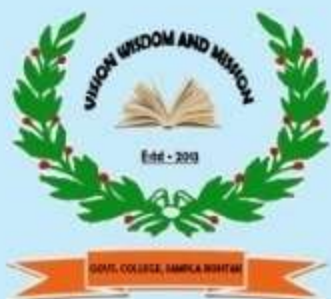
Dr. Rajpal  
Dr. Kuldeep Singh  
Dr. Neelam Jain  
Dr. Tej Singh  
Dr. Jaipal Sharma  
Dr. Rajwanti Sharma  
Dr. Deepak Gupta  
Dr. V.K. Mittal

Dr. Narender Garg  
Dr. Ravinder Vinayak  
Dr. Raj Kumar  
Dr. K.P. Narwal  
Dr. Darshana Devi  
Dr. Ashvini Sharma  
Dr. Rohit Bansal  
Dr. Sunita Arora

### Technical Assistance

Sh. Nitin Dalal  
Sh. Kuldeep

Sh. Anand  
Mr. Pawan



**Govt. College Sampla**  
Sampla-Beri Road  
Sampla, District Rohtak, Haryana  
Contact No. 9466054770

### Chief Patron



**Sh. Rajeev Ratan, IAS**

### Patron



**Dr. Param Bhushan Arya**  
HES-I

### Program Co-ordinator



**Dr. Roshan Lal Rohilla**  
HES-I



## ONE DAY NATIONAL SEMINAR

on

**February 16, 2023**

## Paradigm Shift in Business & Finance

Organized By:

**DEPTT. OF COMMERCE**  
**GOVERNMENT COLLEGE**  
**SAMPLA**

SPONSORED BY

**DEPARTMENT OF HIGHER EDUCATION**  
**GOVT. OF HARYANA**



**GOVERNMENT COLLEGE, SAMPLA**



## About College

Govt. College, Sampla was established in the year 2013 with a view to provide quality baccalaureate education in Arts and Commerce to the young boys and girls of the village Sampla and citizens of India. It is affiliated with MahrishiDayanad University Rohtak and recognised by University Grant Commission u/s 2f of UGC Act. It is situated on Sampla-Beri Road at Sampla in the lush green area and in the lap of mother nature about 25 KM from Rohtak and 70 KM from ISBT Delhi. Department of Post-Graduate Studies in Commerce was started in this college from the session 2019-20.

## About the Seminar

India has stepped up in 2023, a year that seemed far in to the future. Events like India's Electronic Exports reach 120 Billion US dollar by 2025-26, NASDAQ is eyeing on IPO by 2025, RBI's 'Payments Vision 2025' aims to establish India as powerhouse of payments globally, Chinese crash, technological disruptions and the US-China trade cold war are the leading examples of changing global landscapes, which are impacting business and nations across the world. These changes are experiencing in cultural, social, political, business, Finance and technological spheres. Keeping the future changes and transform in mind, many companies and the government decided to call their strategic plans "Vision 2025". Govt. of India has also plan expansion of National Highways for 2,00,000 KM by 2025 and for transformation of auto industry into electric auto industry by the year 2030, Indian Hotels introduces Ahvaan 2025, introduction of bifuel policy by 2025, major ports to launch zero waiting for cargoes by 2025, India aim to be among top five bio manufacturing hubs by 2025. Keeping this into mind the car makers such as Maruthi Suzuki, Hyundai, Tata Motors and M&M etc. have already started their transformation process for electronic auto industry. The previous decades truly were the most volatile decade for the global automotive industry. And things are not going to get any better for a while now as new challenges emerge across the landscape. Henceforth commercial organization have to face the problems in their operations in providing smooth services to the stakeholders and to compete with the other competitors throughout the world both in terms of cost and quality parameters.

## Sub Themes

- E-Governance and ease of doing business
- Financial Inclusion
- Reforms in Emerging markets
- FDI and FII
- International Trade and Financial Development in India
- Demonetization and its Impact on Business and Finance
- Digitalization of Business and Finance
- Corporate governance
- Make in India and Start-up program
- Banking and Insurance: Role and Challenges
- Risk and Return on Investments
- Scope of Investment in Mutual Funds Business
- E-Commerce present status & future challenges
- Cashless Economy prospective threats
- Entrepreneurship and Empowerment
- Financial Accounting and proposed changes by 2025
- Stock Market reforms
- New trends in Retail Marketing
- Green Marketing and Practices
- E-Commerce and Consumer Satisfaction
- Internet Marketing: Challenges & Opportunities
- Sustainability and Development

## Call for Papers

The full research paper along with undertaking form is invited from the faculty, scholars and students, having scientific importance and suitability for publication on the understanding that the same has not been published to be presented on the day of National Seminar in physical mode. The manuscript shall be submitted in advance as per schedule below, should be neatly typed on A4 size paper, in Times New Roman, font size 12, double space having minimum 1200 words, page margin 1.5 cm all around with abstract of minimum 200 words. The undertaking and copy right form is available on our website <https://gcsampla.ac.in/notice.com>

## Important Dates

Abstract Submission Date 10-02-2023  
Paper Acceptance Notification: After 24 hours  
Paper Submission Last Date 14-02-2023  
Email for abstract and paper Submission:

[rlahes1975@gmail.com](mailto:rlahes1975@gmail.com)

In case any difficulty, please feel free to contact on the following numbers between 9 Am to 5 PM :  
**9466054770, 9416116427, 9315597264**

## Registration Details

Fees for Faculty : Rs. 300/-  
Research Scholars and Students : Rs. 200/  
Fees shall be payable either in cash on **16-02-2023** at registration desk or by DD in favour of **Principal, Govt. College, Sampla.**

For registration please use following link  
[https://docs.google.com/forms/d/e/1FAIpQLSeGfcSs1XhhW\\_Avp50Yd\\_IASifvmOYZpxxD9MdMSSHnk833Q/viewform?vc=0&c=0&w=1&flr=0](https://docs.google.com/forms/d/e/1FAIpQLSeGfcSs1XhhW_Avp50Yd_IASifvmOYZpxxD9MdMSSHnk833Q/viewform?vc=0&c=0&w=1&flr=0)

## Programme

09.00 to 09.30 am	Registration
09.30 to 10.30 am	Inaugural Session
10.30 to 11.30 am	Address by Keynote Speaker
11.30 to 12.00 noon	Tea Break
12.00 to 1.00 pm	1st Technical Session
1.00 to 2.00 pm	Lunch Break
2.00 to 3.00 pm	2nd Technical Session
3.00 to 4.00 pm	3rd Technical Session
4.00 to 5.00 pm	4th Technical Session
5.00 to 5.15 pm	Tea Break
5.15 to 6.00 pm	Valediction