

Important Dates

- Submission of Abstracts 5th March, 2025
- Submission of Full Paper 15th March 2025



About Institute of Public Enterprise

The Institute of Public Enterprise (IPE), Hyderabad is a non-profit educational society devoted to Education, Training, Research and Consultancy for business enterprises in the public and private sectors. IPE is a premier B-school of India and is recognized as a 'Centre of Excellence' by the Indian Council of Social Science Research (ICSSR), Ministry of Human Resources, Government of India, for doctoral studies. The Institute has a strong research wing with a number of research scholars, sponsored by ICSSR and IPE, working on topics of current interest. Its PhD program is one of the largest in the social science field. Research – both basic and applied – is the forte of the institute and helps it in its training and educational activities. IPE strongly believes that human resource development, including education, is crucial for economic growth. As part of its long-term education program, the institute runs Post Graduate Diplomas that are recognized by AICTE. IPE is one of only 500 institutions worldwide to have been awarded the prestigious 'Affiliate Member' status by the globally renowned, Brussels-based European Foundation for Management Development (EFMD).

The Institute is governed by a body of eminent professionals, academics and administrators with Shri. K Madhava Rao, IAS (Retd.), as the President of IPE. Prof. S. Sreenivasa Murthy is currently a Professor of Finance and Director, Institute of Public Enterprise (IPE), Hyderabad. He holds a Master's degree in Commerce from Sri Venkateswara University and Ph.D degree, UGC-JRF from University of Madras. He has more than two decades of experience in Teaching, Training, Research and Consultancy. Among other things, he has received Dewang Mehta Award for Best Professor in Financial Management, CSR Eminent Director of Leading Institute India Award, and Business Leader of the Year Award for outstanding contribution to Education. His areas of interest include Corporate Finance, Project Appraisal and Financial Services. He has been recently appointed as a Vice-Chairman of Association of Indian Management Schools (AIMS), Telangana Chapter.



For correspondences and enquires please contact:

Dr M Maschendar Goud

91546 92423/82470 27470

(Conference Convener)

Email: viksitbharat@ipeindia.org

for details: visit www.ipeindia.org



INSTITUTE OF PUBLIC ENTERPRISE

(Under the aegis of ICSSR, MoE, GoI)

HYDERABAD



Indian Council of
Social Science Research

One Day National Conference On ICSSR Vision Viksit Bharat @ 2047 : Transforming Rural Landscapes Through Sustainable Tourism

Conference Date : 21st March 2025



NO REGISTRATION FEE

Sponsored by :

Indian Council of Social Science Research (ICSSR), New Delhi

Venue: Institute of Public Enterprise, Shameerpet, Hyderabad
(Centre for Sustainable Tourism)

Chairperson

Prof S Sreenivasa Murthy

Conference Conveners

Prof Ch Lakshmi Kumari (Dean Research)

Prof Ujjal Mukherjee, Professor, IPE

Dr P Kalyani, Assistant Professor, IPE

Dr Swathi Mathur, Assistant Professor, IPE

Dr M Maschendar Goud, Assistant Professor, IPE

Introduction:

India's rural landscapes are rich in cultural heritage, traditional knowledge, and untapped tourism potential. As the nation envisions a developed and self-reliant Bharat by 2047, rural tourism emerges as a transformative force in driving sustainable economic growth, preserving indigenous traditions, and fostering inclusive development.

Transforming Rural Landscapes through Sustainable Tourism aims to provide a platform for policymakers, researchers, industry experts, and community leaders to engage in meaningful discussions on shaping the future of rural tourism. As a part of the research study funded by ICSSR, the conference will explore policy frameworks, economic and social impacts, infrastructure development, cultural heritage preservation, and global benchmarking to create a roadmap for sustainable rural tourism in India.

Conference Objectives:

The conference will address key challenges and opportunities in employment generation, technology integration, local entrepreneurship, and environmental sustainability. Participants will gain valuable insights into government initiatives, innovative tourism models, and strategies to strengthen community participation in rural tourism.

By bringing together thought leaders and stakeholders, this conference aspires to contribute to India's long-term vision of Viksit Bharat @2047—a nation where rural tourism becomes a cornerstone of economic resilience, cultural preservation, and sustainable progress.

We invite researchers, practitioners, and policymakers to join this crucial dialogue and shape the future of rural tourism in India.

Conference Themes and Subthemes

Theme 1: Policy Framework and Government Initiatives in Rural Tourism

- **Make in India in Tourism:** Promoting indigenous industries, handicrafts, and cultural experiences.
- **Government of India Tourism Initiatives:** Evaluating the impact of schemes like PRASHAD, Swadesh Darshan, and Dekho Apna Desh.
- **Regulatory Framework for Rural Tourism:** Policy recommendations for streamlining tourism regulations.

Theme 2: Economic and Social Impact of Rural Tourism

- **Employment Generation and Skill Development:** Role of tourism in enhancing livelihood opportunities in rural areas.
- **Community Participation and Local Entrepreneurship:** Strengthening local involvement in tourism.
- **Impact of Rural Tourism on Women and Marginalized Communities:** Ensuring inclusive growth.

Theme 3: Infrastructure and Sustainable Development in Rural Tourism

- **Sustainable Infrastructure Development:** Green and eco-friendly tourism infrastructure.
- **Technology Integration in Rural Tourism:** Digital platforms and smart tourism solutions.
- **Transportation and Accessibility Challenges:** Enhancing last-mile connectivity.

Theme 4: Cultural Heritage and Indigenous Practices in Rural Tourism

- **Preserving and Promoting Indigenous Heritage:** The role of rural tourism in sustaining local traditions.
- **Case Studies of Successful Rural Tourism Models:** Lessons from global and Indian best practices.
- **Ecotourism and Agrotourism as Growth Drivers:** Encouraging sustainable and experience-based tourism.

Theme 5: Global Perspectives and Benchmarking Rural Tourism Development

- **Comparative Analysis of Rural Tourism Policies:** India vs. other countries.
- **Public-Private Partnerships in Rural Tourism Development:** Leveraging investment for growth.
- **Future Roadmap for Rural Tourism in India:** Policy recommendations for Vision Viksit Bharat @2047.

Paper Submission Guidelines

Conceptual and empirical papers and case studies are invited for presentation from academicians, research scholars, students, practitioners and industry representatives from various disciplines on any of the themes mentioned above. The abstract (maximum 300 words) and full papers (maximum 3000 words) should be submitted as email attachment in MS Word file (Times New Roman font, 12 point size, 1.5 spacing, 1-inch margin on all sides, with References in alphabetical order) Both the abstract and the full paper should contain the title of the paper along with the name of the author(s), the address of the institution(s), and the e-mail ID(s). Information about acceptance or otherwise will be sent by email only.

Conference Registration Fee: NIL

Submit Abstract and Research Paper: viksitbharat@ipeindia.org

Please note that in absentia presentations will not be accepted and will not be published in the proceedings.

Certificate of Participation

A certificate of participation will be issued by IPE to all the participants of the conference.

Conference Schedule

- The conference will be organised in various Technical Sessions based on the Major Themes. Each session will be chaired by an expert from academia / industry.