



**VIKRAMA SIMHAPURI UNIVERSITY**  
**NELLORE, ANDHRA PRADESH**  
 (Accredited with NAAC 'A' Grade CGPA 3.23)



**Vision Viksit Bharat @ 2047**



**TWO DAY NATIONAL SEMINAR ON**

**INNOVATIVE PATHWAYS TO  
 SUSTAINABLE LIVELIHOODS:  
 DIVERSIFYING RURAL OCCUPATIONS  
 (SLDRO- 2025)**

*Organised by*

**DEPARTMENT OF TOURISM MANAGEMENT**

*Sponsored by*

**INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH  
 (ICSSR - SRC), HYDERABAD**



[Click here to register](#)

Last date to submit Abstract  
 10-02-2025

Last date to submit Full Paper  
 15-02-2025

*For more information:*

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## About Vikrama Simhapuri University

Vikrama Simhapuri University, Nellore, came into being, fulfilling the long-cherished dream of the people of SPS Nellore District by the Legislature of the State of Andhra Pradesh and published in the Andhra Pradesh Gazette on 24th September 2008 in 83.33 acres allotted site on the National Highway No 5. The University is located just 10 km from the main town of Nellore. Meanwhile the University Grants Commission conferred recognition on the degrees awarded by Vikrama Simhapuri University under Section 22 of the UGC Act vide its communication No.F.9.2/2010 (CPP-I/PU) dt.20 January 2010. Subsequently, the university is also sanctioned 2(f) and 12 (b) Status by the University Grants Commission. The University has also been accredited NAAC 'A' Grade with CGPA 3.23. The University is admitted as a full member of the Association of Commonwealth Universities with its executive office in London, UK. The University is now one among 500 institutions across the world for having membership in the association. The University has extended its services through affiliated colleges in SPS Nellore District offering Undergraduate/ Post Graduate programs. Vikrama Simhapuri University is offering Post Graduate and Research Programmes in Arts, Science, and Commerce & Management.

## About the Department of Tourism Management

The Department of Tourism Management is dedicated to offering education and training in the field of tourism & hospitality. It prepares students to meet the growing demand for skilled professionals in the tourism industry, which is a significant contributor to economic growth both in India and globally. The department provides undergraduate, postgraduate, and diploma programs in tourism and hospitality management. These programs are designed to equip students with theoretical knowledge and practical skills in tourism management, travel operations, and hospitality services.

The department boasts qualified and experienced faculty members who are experts in tourism and hospitality, ensuring quality education and mentorship. The department has strong collaborations with tourism organizations, travel agencies, and hospitality establishments and provides students with internships and on-the-job training opportunities.

## Seminar Overview

"Viksit Bharat@2047" is a vision that emphasizes technological innovation, sustainable development, and inclusive growth across key sectors such as healthcare, education, agriculture, and manufacturing each contributing to a robust and diversified economy. By leveraging its demographic dividend and fostering inclusive growth, India aims to set new global standards in efficiency, sustainability, and social equity. The pursuit of this vision will not only enhance India's domestic prosperity but also position it as a pivotal player in shaping the future of the global business landscape, driving international collaboration, and fostering a more sustainable and equitable world. This two-day National Conference on **"Viksit Bharat@2047: Innovative Pathways to Sustainable Livelihoods: Diversifying Rural Occupations"** is expected to provide a crucial platform to bring together expertise from diverse areas and experiences in fostering dialogue, collaboration, and strategic planning in the area of rural development.

## Who can participate?

- Academicians
- Faculty Members
- Research Scholars
- Students
- Professionals from Public & Private Sectors

## Program Objectives

- To explore the comprehensive vision for India's development by 2047 to create a road map for sustainable progress.
- To identify innovative and sustainable livelihood opportunities that diversify traditional rural occupations.
- To emphasize the importance of skill development and entrepreneurship for enhancing rural employability and income generation.
- To investigate the integration of technology in rural livelihoods for improved productivity and market access.
- To foster collaborations among stakeholders to support rural innovation and investment.

## Details of Registration Fee & Payment

- Research Scholars and Students: ₹500
- Academicians/Faculty Members: ₹800
- Industry/Others: ₹1000
- ISBN Edited Book Publication: ₹1000

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# Themes and Related Sub Themes

## Empowering Rural Women through Diversified Livelihoods

- Gender-sensitive approaches to rural development
- Enhancing women's participation in the rural economy
- Successful initiatives for women's empowerment
- Policy frameworks for gender-inclusive development

## Agro-Based Industry and Value Addition

- Advances in agricultural technology
- Sustainable farming practices
- Organic farming and its market potential
- Impact of climate change on agriculture

## Social Entrepreneurship and Rural Transformation

- Role of social enterprises in rural development
- Innovative business models for social impact
- Financing social enterprises in rural areas
- Case studies of impactful social entrepreneurship

## Non-Farm Rural Employment

- Development of rural industries and micro-enterprises
- Handicrafts and artisan livelihoods
- Role of cooperatives in rural development
- Skill development and vocational training

## Rural Tourism and Ecotourism

- Potential of rural tourism in economic development
- Sustainable tourism practices
- Promoting cultural heritage and eco-friendly tourism
- Case studies of successful rural tourism initiatives

## Digital Technologies and Rural Development

- E-governance and digital inclusion in rural areas
- Impact of digital platforms on rural employment
- Use of technology in enhancing agricultural productivity
- Digital literacy and capacity building

## Publication opportunity

Selected papers will be published in the form of an edited book with an ISBN. Selected papers will be forwarded to ISSN Peer-reviewed journals subject to adherence of review process and aim and scope of the journals.

## Guidelines for Submission of Papers

- All the submissions must be made in Word format.
- The manuscript should be at most 5,000 words.
- Soft copy of the paper should be submitted in A4 size, MS – Word format only with Times New Roman with a heading in font size 14 and remaining text size 12 with double spacing..
- The cover page should state only the title of the page, name, official address, e-mail ID, phone / fax numbers of the author(s), a brief biographical note of the author(s) and acknowledgements (if any).
- The first manuscript page (after the cover page) should contain only the title and abstract.
- Papers sent after 15/02/2025 will not be considered for publication.
- Presentation of the paper should be confirmed on or before by sending the completed registration form along with the registration fee.
- All joint participants must register and present for the paper to be considered as a part of the conference and for publication.
- Authors cannot delegate the presentation of the paper to anyone else.

## CHIEF PATRON

**Prof. S. Vijaya Bhaskara Rao**

Vice-Chancellor (i/c)  
Vikrama Simhapuri University

## PATRONS

**Dr. K. Suneetha**

Registrar (i/c)  
Vikrama Simhapuri University

**Prof. Ch. Vijaya**

Principal  
VSU College, Nellore

## HEAD OF THE DEPT

**Dr. P. Sujatha**

Assistant Professor  
Department of Tourism Management

## CONVENOR

**Dr. M. Thyagaraju**

Assistant Professor  
Department of Tourism Management

## CO-CONVENORS

**Prof. KVSJ Jawahar Babu**

Professor  
**Dr. K. Neela Manikanta**  
Assistant Professor

**Mr. M. Vikram Kumar**  
Assistant Professor on contract

## ORGANISING COMMITTEE

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