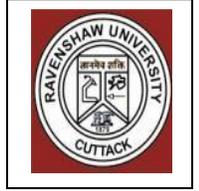




**38<sup>th</sup> ODISHA COMMERCE CONFERENCE  
&  
NATIONAL SEMINAR (S)  
ON**



**February 04-05, 2018**

**INFORMATION BROCHURE**



**Venue: RAVENSHAW CONVENTION CENTRE, SEVEN PILLARS OF WISDOM**

*Organized by:*

**DEPARTMENT OF COMMERCE  
RAVENSHAW UNIVERSITY  
COLLEGE SQUARE, CUTTACK-753003, ODISHA**

***Conference Secretary:***

**Prof. Sanjay Kumar Satapathy**  
Professor, Dept. of Commerce  
Ravenshaw University,  
Cuttack, Odisha –753003  
Mob: 08895005350  
Email: sanjaya\_satapathy@yahoo.com



***Organizing Secretary:***

**Dr. Tushar Kanta Pany**  
Head, Department of Commerce  
Ravenshaw University,  
Cuttack, Odisha - 753003  
Mob: 09437412406  
Email: tusharpany@yahoo.co.in



**Ravenshaw University, Cuttack**

## A PEEP INTO ORISSA COMMERCE ASSOCIATION (OCA)

*Orissa Commerce Association* is a state level forum of all college and university level commerce and management teachers, professionals and practitioners. Its main objective is to promote and disseminate the knowledge of commerce and the related subjects in the state of Odisha and outside. Further, it aims to undertake and encourage research in the field of commerce and business management. It also brings out a tri-annual research journal *Orissa Journal of Commerce*. It comprises research-based papers and other information on key aspects of commerce, accounting and emerging research topics in business relevant to practitioners, academics, research scholars, students and professional bodies. It has a great legacy and rich tradition developed by its members. There are more than 1000 life members of this Association. The first Conference of Orissa Commerce Association was organised by G.M. College (presently G M University) at Sambalpur in 1970. The association regularly organises conferences/workshops on several contemporary themes keeping in view the changing needs of the economy and business. The Association offers both Life and Annual Membership for Individuals and Institutions across India.

## A BIRD'S EYE-VIEW OF RAVENSHAW UNIVERSITY

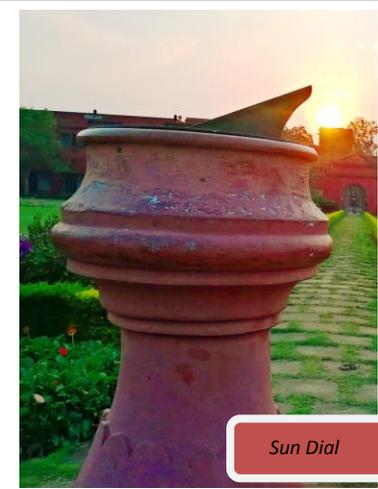


Provincial Assembly of Odisha from 1937-1952(Heritage hall)



Kanika Library, the oldest library of the state 1922

Ravenshaw University came into existence on the 15th day of November, 2006. It was an upgradation of Ravenshaw College established in 1868. Ravenshaw is one of the oldest and largest colleges in India which subsequently became an autonomous college with CPE status by UGC and graded 'A' by NAAC. The College with all its glorious academic achievements and relentless scholarly pursuits had already created a distinct niche for itself in India and beyond. The history of this great institution is, in a manner of speaking, the history of modern Odisha. It was the cradle of ideas fostering national unity and nationalism, promoting social mobilization and gearing up the freedom struggle. The grand hall of this institution was a theatre of history on the 1st of April'1936. It was the venue for the declaration of Orissa as a separate province; thereafter it housed the state's first legislative assembly up to and even after Independence (1937-1952) till it was shifted to Bhubaneswar, the new capital of the State. During Quit India Movement of 1942, the students of this institution brought down the Union Jack as a mark of nationalistic fervor.

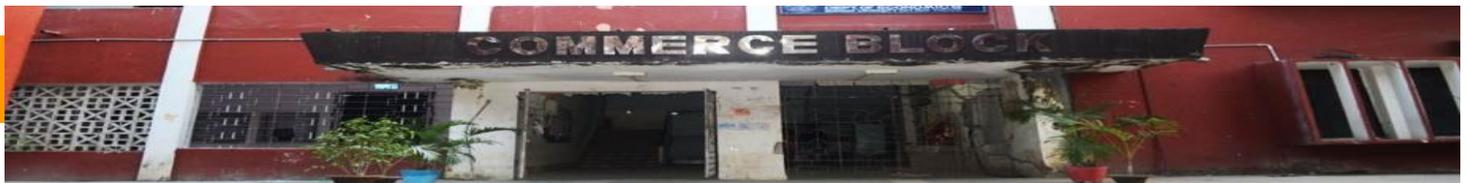


Sun Dial

## THE DEPARTMENT OF COMMERCE:A BRIEF

Higher Education in Commerce (I. Com.) was introduced in Ravenshaw College in 1957. Sri Paresh Chandra Roy was the first lecturer in Commerce and Classes were started in the then Room No 15 as staff common room of the Arts Block. As Cuttack was the centre of business activities, Commerce education gained popularity and the govt. backed by strong public demand, opened B.Com classes in Ravenshaw College in 1960. More teachers were posted in Ravenshaw and the course continued successfully. For the first time in the state, Honours courses were introduced with 16 seats. The team of teachers to steer teaching in Ravenshaw College were Shri D P Nayak, Dr. Suryakanta Das, Shri Ramakanta Jena, Shri Guna Nidhi Sahu, Shri A P

Nayak, Shri Haridwar Panda and Shri Swarup Sahu. In July, 1968 the commerce classes were shifted to the new three storied building, now known as the Commerce Block while Prof Bidhu Bhusan Das was the new principal. The idea of a separate Commerce Block originated in the mind of a renowned businessman of Cuttack, Sri Ranglal Modi, who donated a sum of Rs. 1 lakh to the Govt. of Orissa for this purpose in 1955. The Govt. took up the construction work at a later date and the total cost came to Rs. 7 lakh. Due to the increasing popularity of Commerce education it became essential to increase the number of seats in I.Com and B.Com classes were felt and Post Graduate class in Commerce was opened in 1977- 78. Now the department is having 272 seats in B.Com (all Hons seats) and 96 seats in M.Com. Both B.Com Hons and M.Com are having four specialization branches i.e. Accounting, Finance and Marketing. Entrepreneurship was introduced as a subject in Master degree with 32 seats in 2016. In 1991 M. Phil classes has been added to the department with 8 seats and subsequently it increased to 16 seats. In 2006 research degree in commerce and management started with Ph. D. Highly meritorious students from all over India and neighbouring states like Bihar, Chhattisgarh, Jharkhand and West Bengal also consider this department as their first choice for admission. The department for its high standard of teaching and academic excellence was ranked sixth among the top ten institutions imparting Commerce education in the country by a survey conducted by India Today in 1997. During its long journey the department has been served by some of the eminent teachers of the state who have glorified the department by their contributions. The deptt has nurtured many scholars, entrepreneurs, bankers, professionals, lawyers, administrators and business tycoons. This year 8 students of this Dept. have come out successful in UGC NET/JRF examination.



### ***THE 38<sup>TH</sup> ANNUAL CONFERENCE ON ITS STAND:***

The colloquium of academicians with intellectualized potentiality discuss the current environment of the society for invigorating the nation's economy, socio-political system, trade, commerce, scientific development of the art, culture and literature. For this reason it has consequential message to the society and to the state. The ameliorated steps taken by the Government has given rise for deliberation from different angles by potent critics as well as by the ardent pleaders of the policies.

In this backdrop the present conference has chosen three pertinent areas for such deliberation which are:

**National Seminar: *Economic Policy: Issues and Challenges***

**Technical Session I: *Subsidy Management***

**Technical Session II: *Skilling Odisha through Business Education***

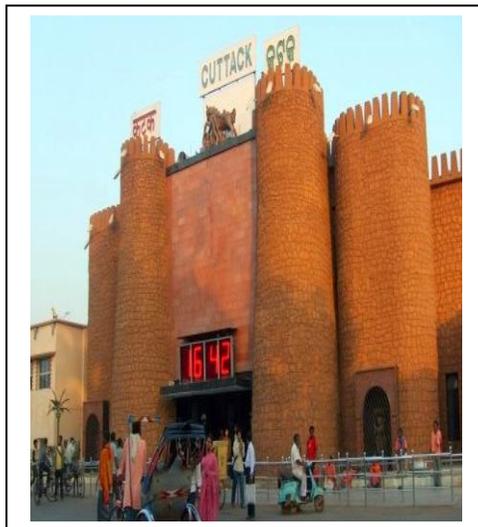
The best three research papers of each session will be recommended for publication in the Orissa Journal of Commerce in ensuing issues as well as for participating in the “**Baladev Kar Best Young Research Award**” and “**Best Researcher Award**” in the valedictory function. There will be a workshop on “**Agro-entrepreneurship in Odisha: Past, Present and Future**” on the second day afternoon.

### ***THE SILVER CITY, CUTTACK***

Cuttack is a historic city in the eastern India. It's on a peninsula flanked by the Mahanadi River in the north and the Kathajodi River in the south. It is also known as *The Silver City*. It is famous for the silver filigree work which is visible from 25 silver and gold tableaus of famous Durga Puja and **Bali Yatra** during Oct.-Nov. of each year. Cuttack is known as the *city of fraternity* and also *the cultural and commercial capital* of Odisha. The famous *Barabati fort*, *Barabati stadium*, *Indoor stadium*, The Naraj and Munduli Barrage and Jobra

Barrage of Cuttack, Taladanda canal (the first canal of Odisha), the *Maritime museum, Orissa High Court, the first educational institutes* (Ravenshaw collegiate School, Ravenshaw College, Ravenshaw Girls' school, SCB Medical College & Hospital, BOSE, S B Women's College(the first women's college of Odisha), Piary Mohan Academy, where Bipin Bihari Pal (the Pal of Lal,Bal,Pal) was the headmaster and above all the *Birth place of Netaji Subash Chandra Bose*.

## HOW TO REACH CUTTACK



The second largest city in the Indian state of Odisha, Cuttack is considered as the commercial capital and the judicial capital of Odisha. The city is famous for its unique silver filigree works, woven textiles and Dussehra celebrations. Some of the city's most popular tourist attractions include Mahanadi Barrage, Cuttack Chandi Temple, Barabati Fort, Deer Park, Simhanath Temple and Bhitarkanika Wildlife Sanctuary. Being an important travel destination, Cuttack is well-connected to other major cities of the country by air, road and rail.

**1. By Air:** Bhubaneswar's Biju Patnaik Airport is the nearest airport to Cuttack. The airport has regular flights to major Indian cities like Kolkata, Delhi, Mumbai, Chennai, Hyderabad and Visakhapatnam.

**2. By Road:** The bus terminus of Cuttack is located at Badambadi, from where thousands of private and government buses ply to hundreds of destinations every day.

**3. By Rail:** Cuttack Junction connects the city to all other major cities of India. Lying on the Kolkata-Chennai main line, the local railway station at Cuttack observes a plethora of fast trains operating from here that connect the city with some other prominent cities within and outside Odisha (Orissa) thus making the journey to Cuttack via train, a much convenient and reasonable option.

## GUIDELINES FOR SUBMISSION OF PAPER FOR OCA CONFERENCE

Original papers are invited from researchers, academicians and professionals on the theme/sub-themes of the conference/seminar. Abstract should not exceed 300 words and must be informative and explanatory of the background, aims, methods and brief conclusion in a single paragraph. There should be maximum five to six keywords. Article file format should be MS Word with font size 12 point, Times New Roman and text 1.5 line spacing, fully justified. The length of the paper should not exceed 4000 words. The front page of the paper should contain the abstract, keywords, author (s) full name, designation, affiliation (s), address, mobile numbers, and email address. All Tables and Figures must be properly labeled and consecutively numbered. They shall be placed in main text body, place where it belongs. Sources must be specified as footnote to table/figure. APA citation style must be followed for reference. All correspondence will be addressed to the first author only. Papers will undergo a Double Blind Review process and will be evaluated on different parameters like Originality, Relevance, Applicability and Contribution to Findings.

Soft copy of abstract and full paper should be sent to the Managing Editor, The Orissa Journal of Commerce along with copies to respective chair persons and Conference Secretary in the following mailing address.

Managing Editor, The Orissa Journal of Commerce, email id: [malay@ojcoca.org](mailto:malay@ojcoca.org)

National Seminar: Chairperson – Prof. Samson Moharana, email id: [drmoharana55@rediffmail.com](mailto:drmoharana55@rediffmail.com)

Technical Session I: Chairperson – Dr. Maheshwar Sahu, email id: [maheshwarsahu@gmail.com](mailto:maheshwarsahu@gmail.com)

Technical Session II: Chairperson- Dr. Tushar Kanta Pany, email id: [tusharpany@yahoo.co.in](mailto:tusharpany@yahoo.co.in)

Conference Secretary, Email id: [sanjayasatapathy2020@gmail.com](mailto:sanjayasatapathy2020@gmail.com), [38occ2018@gmail.com](mailto:38occ2018@gmail.com),  
[38oca2018@gmail.com](mailto:38oca2018@gmail.com)

### **IMPORTANT DATES:**

Last date of Abstract Submission	15th January, 2018
Last date of Full Paper Submission	15th January, 2018
Last Date of Registration	31st January, 2018
Communication of Acceptance:	31st January, 2018
Date of Conference:	4 <sup>th</sup> and 5 <sup>th</sup> February, 2018

*Spot Registration will be allowed with the prior permission of conference secretary.*

### **REGISTRATION FORM AND MODE OF PAYMENT**

For Registration, a demand draft in favour of Head, Department of Commerce, drawn on any nationalized bank and payable at Cuttack should be send to the conference secretary in the address given below.

**Prof. Sanjay Kumar Satapathy, Conference Secretary**, 38th Odisha Commerce Conference, Department of Commerce, Ravenshaw University, College Square, Cuttack, Odisha – 753003.

<b><u>Registration Fee**</u></b>	<b><u>Amount (INR)</u></b>
Life Members	500
Non-Life Members (including Annual Membership Fee)	500+200
Research Scholars/Students	400
Corporate Delegates	1000
Accompanying persons *	500 / person

\*\*No conference kit will be provided to the accompanying persons and students.

### **ACCOMMODATION AND TRAVEL PLAN**

Accommodation will be provided to life members of OCA. For annual members and other participants, accommodation will be provided subject to availability. Accommodation will be provided on double sharing basis in hotels/ guest houses. The travel plan with arrival date, departure date & details of accompanying persons may please be sent to the conference organizing secretary. The accommodation will be provided to

the delegates from 3<sup>rd</sup> February, 2018 (6:00pm onwards) to 06<sup>th</sup> February, 2018 (up to 6:00pm). Details of accommodation allotted will be displayed in the Conference website.

**ACCOMODATION WILL BE PROVIDED ONLY TO THE DELEGATES FROM OUTSIDE CUTTACK AND BHUBANESWAR AND REGISTERED BEFORE 31st January, 2018.**

## OFFICE BEARERS OF OCA

### ***PRESIDENT:***

Prof. Bhagaban Das,  
Head & Dean, Dept. of Com. and Mgt. Studies  
F. M. University, Balasore,  
Mob: 9437131429

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Mob: 9861243258

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Former Dean, Faculty of Com. and Mgt.,  
Sambalpur University,  
Registrar, Ravenshaw University, Cuttack,  
Mob: 9437002827

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Dr. Gopal K. Panigrahy  
Former Head, Dept. of Commerce  
Science (Auto.) College, Hinjilicut, Ganjam,  
Mob: 9861290570

### ***JOINT SECRETARY***

Dr. Sushil Kumar Pattnaik  
Dept. of Commerce,  
P. N. (Auto.) College, Khurda,  
Mob: 9437922100

### ***CONFERENCE SECRETARY***

Prof. Sanjay Kumar Satapathy  
Former Head and Dean, School of Commerce and  
Management Studies Ravenshaw University,  
Cuttack, Mob: 08895005350

### **ORGANISING TEAM**

Prof. Sanjay Kumar Satapathy  
Dr. Kishore Kumar Das  
Dr. Tushar kanta Pany  
Dr. Suprava Sahu  
Dr. Bhagabat Behera  
Dr. Yayati Nayak  
Dr. Sanjeeb Kumar Dey  
Dr. Ch. Sudipta Kishore Nanda  
Dr. Madhumala Pathy  
Mr. Prakash Ranjan Parida

### **MEMBERS OF RECEPTION COMMITTEE**

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Prof. G. C. Nanda, C.C.D.  
Mr. M. Agasti, Registrar,  
Dr. P.K Jena, OSD, Administration  
Prof. Sangeeta Rath, Chief Warden  
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Prof. Malay Kumar Mohanty  
Prof. Sanjay Kumar Satapathy

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Dr. B.B. Padhiary  
Dr. Durga M. Mohapatra

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Dr. Maheshwar Sahu  
Dr. Sudhansu S. Mishra  
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Mr. Bihar Ranjan Das  
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