



SILVER JUBILEE GOVT. COLLEGE, KURNOOL

(CONSTITUENT COLLEGE OF CLUSTER UNIVERSITY)

B-Camp, Kurnool - 518002, Andhra Pradesh, India

www.cuklap.ac.in & www.sigckurnool.edu.in



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

Two Day National Seminar

on

**Empowering Rural Communities: Employment Opportunities and
Transformative Strategies**

On 24-25 March, 2025



Chief-Patron

Dr. Narayana Bharath Gupta, IAS

Director of Collegiate Education, Govt. of Andhra Pradesh

Patron

Prof. D.V.R. Sai Gopal

Vice-Chancellor

Cluster University, Kurnool

Co-Patron

Dr. K. Venkateswarlu

Registrar

Cluster University, Kurnool

Convener

Dr. G. Yella Krishna

Head, Dept of Economics

Silver Jubilee Govt. College

Chairperson

Dr. V. V. Subramanya Kumar

Principal

Silver Jubilee Govt. College

Chief Advisor

Prof. G. Chandra Shekar Rao(Retd)

Former Principal & Dean

SV University, Tirupathi

About the Seminar

"*Empowering Rural Communities: Employment Opportunities and Transformative Strategies*," is a theme focuses on addressing the critical challenges faced by rural areas, particularly unemployment, poverty, and economic stagnation. The seminar aims to explore innovative approaches to creating sustainable livelihoods and fostering inclusive growth within rural populations. The seminar will offer a platform to address key challenges while focusing on solutions that harness local resources, talents, and innovations. It will also examine the role of government policies, private sector initiatives, and community-driven models that can enhance rural employment prospects.

Objectives of the Seminar

- *To Analyze Rural Employment Challenges* – Examine the key employment issues in rural areas, including underemployment, seasonal work, and lac of industrial opportunities.
- *To Explore Skill Development and Entrepreneurship* – Discuss the role of vocational training, entrepreneurship, and self-employment in enhancing rural livelihoods.
- *To Assess Government Policies and Programs* – Evaluate the effectiveness of existing rural employment schemes and suggest policy reforms for sustainable development.
- *To Promote Digital and Technological Interventions* – Highlight the impact of digital technology, financial inclusion, and e-commerce in generating rural employment.
- *To Encourage Sustainable and Inclusive Growth* – Foster discussions on community-driven initiatives, social enterprises, and cooperative models for long-term rural development.

Expected Outcomes of the Seminar

- *Enhanced Understanding of Rural Employment Issues* – Participants will gain deeper insights into the challenges and opportunities in rural employment, helping in better policymaking and implementation.
- *Strategic Recommendations for Policy Reforms* – The seminar will generate constructive suggestions for improving government schemes, ensuring they are more effective in addressing rural employment needs.
- *Promotion of Skill Development and Entrepreneurship* – The discussions will encourage skill-based education, vocational training, and entrepreneurial initiatives to enhance rural self-reliance.
- *Integration of Technology in Rural Development* – The seminar will emphasize the role of digital platforms, financial inclusion, and innovation in creating sustainable employment opportunities in rural areas.
- *Strengthening Research* – It will foster research activity among academicians and young scholars towards empowering rural communities.

About the College

Silver Jubilee Government College, Kurnool, was founded as a gift to Andhra Pradesh by **the then Prime Minister Smt. Indira Gandhi** on the eve of Silver Jubilee Celebration of Indian Independence in 1972. It was the brain child of Sri **M. V. Rajagopal, Secretary for Education**, Government of AP under the aegis of Sri **P. V. Narasimha Rao, the then Chief Minister** to provide quality higher education to meritorious students selected through a State-wide entrance test from all over the erstwhile Andhra Pradesh and to forge emotional integration among the various regions.

The college produced many great alumni such as Sri I. Y. R. Krishna Rao, IAS, former Chief Secretary to Govt. of A.P., Hyderabad, Sri N.C. Nagarjuna Reddy, Ex-Director, Treasuries, Government of AP, Hyderabad, Prof. D.V.A. Raghava Murthy, Director, SSP, ISRO, Bangalore, Sri Siva Kumar, CEO, ITC, Hyderabad, Sri Bhupal Reddy, IRS (Rtd.), Sri Sathyanarayana, Secretary to Government, BC Welfare Department, Government of A.P, Sri M Ramachandrudu, IAS, Sri Manjunatha, IRS, The college continues to retain its uniqueness with its eminent alumni.

A turning point in its chequered history came in 2021 when it was made a Constituent Lead College of Cluster University, Kurnool. Established under "The Cluster University (Kurnool) Act, 2019 Act 13 of 2020" and funded through RUSA, Cluster University, Kurnool is first of its kind in south India. In accordance with cherished goals of Cluster University, the Silver Jubilee Govt. College is striving hard to provide opportunities to the aspiring students of the State to pursue higher education and also to bridge the critical gaps in specialized disciplines. In its 53rd year, the college is embracing emerging trends in teaching and learning in order to strengthen the educational experiences of students.

About the Department of Economics

The department of Economics was started from the inception of the college in 1972. With its equal emphasis on theory as well as analysis, the department has been serving as a sound grounding for students interested in pursuing careers in the Civil Services, Financial Service Institutions, Market Research Firms, Data Processing Consulting, Economic Journalism, Research, Intergovernmental Organizations, and Non-Governmental Organizations. The alumni of the department is serving as faculty in several prestigious research and educational institutions like Institute for Studies in Industrial Development (ISID), New Delhi, Institute of Public Enterprises (IPE), Hyderabad, Tata Institute of Social Studies (TISS), Guwahati, Centre for Economic and Social Studies (CESS), Hyderabad, Centre for Development Studies (CDS), Trivandrum, Pondicherry Central University, Hyderabad Central University, Allahabad Central University to name a few. Regularly, a number of students from the department are getting selected into Central Universities like Jawaharlal Nehru University, New Delhi, Kerala University, Karnataka University, Hyderabad Central University, Pondicherry Central University and State Universities of AP and Telangana. The department continues its aim of exposing students to the theoretical, analytical frameworks and policy within the discipline of Economics.

Themes and Sub-themes

The seminar will focus on the following sub-themes to foster a comprehensive discussion:

- 1. Agriculture and Agribusiness as Catalysts for Rural Employment**
 - Exploring sustainable farming practices, crop diversification, and agritech innovations.
 - The role of farmer-producer organizations (FPOs) in creating employment.
 - Impact of government policies like minimum support price (MSP) and agricultural credit.
- 2. Rural Entrepreneurship and Skill Development**
 - Promoting micro-enterprises and small-scale industries in rural areas.
 - Enhancing vocational training and skill development tailored to local needs.
 - Fostering women's entrepreneurship and empowering marginalized groups.
- 3. Infrastructure Development and Rural Employment**
 - The impact of rural infrastructure projects (roads, electrification, water supply) on job creation.
 - Role of digital infrastructure in connecting rural areas with global markets.
 - Public-private partnerships in building and sustaining rural infrastructure.
- 4. Sustainable Livelihood Models**
 - Community-based natural resource management (NRM) and employment opportunities.
 - Exploring eco-tourism and rural tourism as alternative employment avenues.
 - Role of cooperatives in enhancing livelihood security in rural areas.
- 5. Social Protection and Rural Employment**
 - Impact of social welfare schemes like MGNREGA on employment generation.
 - Creating social safety nets to reduce vulnerability in rural communities.
 - Access to healthcare and education as enablers for productive employment.
- 6. The Role of Technology in Rural Employment**
 - Digital literacy and its role in employment generation.
 - Adoption of e-commerce platforms for rural artisans and producers.
 - Mechanization in agriculture and its potential for job creation and skill enhancement.
- 7. Migration and Employment Challenges in Rural Areas**
 - Addressing rural-to-urban migration and its impact on rural employment.
 - Strategies for reverse migration and creating viable employment in native places.
 - Social and economic integration of migrant workers in rural economies.

Call for Papers: We invite academicians and researchers to submit their research papers aligned with the above themes and sub themes.

Guidelines for submission of Papers:

Abstracts of approximately 500 words should be submitted in English, typed in MS Word, using Times New Roman, font size 12, with 1.5 line spacing on A4-sized paper. Each submission must include the author(s) affiliation and email ID. Authors of accepted abstracts must submit full length papers not exceeding 4000 words, including references. Submissions should meet professional academic standards and adhere to the specified format. Selected papers will be published in peer reviewed journal with ISSN number and impact factor 7.0.

REGISTRATION DETAILS

Fee Particulars

Fee Payment QR Code

Faculty & Others : **Rs.1500/- (with publication)**
Rs.500/- (without publication)

Students & Scholars : **Rs.1300/- (with publication)**
Rs.300/- (without publication)

Last date for Registration with abstract : 01.03.2025

Last date for Full length paper : 10.03.2025



(or) Google Pay/ Phone Pay to No.
9985116122

Registration link for Participation
<https://forms.gle/rw3Mb1MBorVacnR19>

Link for Full Length Paper Submission
<https://forms.gle/7fJMfvEYJkHmkt2FA>

Selected Papers will be published in

Peer reviewed journal with ISSN number and impact factor > 7.0

Hard copies of Journal will be given to all the registered authors.

Participation Certificate will be given to all the Registered Candidates

Organizing Committee

Dr. B. R. Prasad Reddy, Vice Principal

Dr. N. Savitha Devi, Dept of Economics

Dr. V.M. Rajasekhar, Dept of Political Science

Dr. Malreddy Nag Arun, Dept of History

Sri T. Gangadhar, Dept of Commerce

Dr Y. Rajasekhar, Dept of English

Smt M. Parvathi, Dept of Hindi

Dr. A. Vimala Rodhe, IQAC Coordinator

Dr. D. Mallaiah, Dept of Telugu

Dr. Pagidi Obulesu, Dept of Mathematics

Dr. R. Vinolya Kumari, Dept of Botany

Dr. Dande Swapna Sree, Dept of Biotechnology

Dr. S. Gopal, Dept of Zoology

Sri. P. Raghavender Reddy, Dept of Computer Science

All Teaching, Non Teaching Staff & Students

Advisory Committee

Dr. K. Nagarajetty, Dean, Examination, Cluster University, Kurnool

Dr. H. Akhther Banu, Dean, Administration, Cluster University, Kurnool

Dr. M. Waaiz, Dean, Academics, Cluster University, Kurnool

Dr. B. Anusha, Director, R&D Cell, Cluster University, Kurnool

Dr. N. Maddaiah, University Librarian, Cluster University, Kurnool

Dr. D. Sreenivasulu, Lecturer in Commerce & PG Coordinator.

Sri Ch. Naga Suresh Nekkanti, Lecturer in Mathematics

Sri E. M Harish Babu, Lecturer in Commerce & NSS Programme Officer

For further details Contact

Sri E. M. Harish Babu: 8639678808, Dr G Yella Krishna: 9985116122, 8639022466