

**Proceedings of
International Conference
April 29-30, 2011**

Theme
**"Role of Management and Technology
in Shaping India as a
Developed Nation by 2020"**

Organized by :



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Message

I am delighted that the College of Management & Computer Applications of Teerthanker Mahaveer University is organizing two days international conference on the theme 'Role of Management & Technology in Shaping India as a Developed Nation by 2020'. The country needs better management practices and application of technologies for improving the productivity of different sectors of the economy and the efficient use of scarce resources for the well-being of the society.

The conference will provide opportunity to the participants to share their ideas, thoughts and experiences thus facilitating in culmination of policies for the transformation of India as a developed nation by 2020.

I congratulate the organizers and extend my best wishes for the success of the conference.

Suresh Jain

Chancellor

Teerthanker Mahaveer University

Moradabad

Message

I am glad to learn that two days international conference on the theme 'Role of Management & Technology in Shaping India as a Developed Nation by 2020' has been planned by the College of Management & Computer Applications on April 29-30, 2011. I am sure the papers presented during the conference and the deliberations by the eminent experts from industry and academia will provide enough inputs for policy makers to design policies conducive for placing India in the league of developed nations by 2020.

I convey my congratulations to the college and best wishes to the participants.

Manish Jain

Group Vice Chairman

Teerthanker Mahaveer University

Moradabad

Message

I am happy that the College of Management & Computer Applications of Teerthanker Mahaveer University is organizing two days international conference on the theme 'Role of Management & Technology in Shaping India as a Developed Nation by 2020' on April 29-30, 2011 and is bringing out a publication of the proceedings of the same. The articles included in the proceedings cover the important areas like role agriculture and rural development, public-private partnership, e-business and communication, innovations and entrepreneurship and automation and information technology. In fact these are the critical areas where innovations and strategies need to be developed by the policy makers, academicians, technocrats and practitioners for the speedy transformation of India into a developed nation, where there shall be no poverty, hunger, malnutrition, gender discrimination, inequity, injustice, oppression of thoughts and discord with the nature.

I am sure that participants to the conference will threadbare discuss these important issues and help in designing model and mechanism of development adequately addressing the above concerns and challenges.

I wish the conference a great success.

Prof. R. K. Mittal
Vice Chancellor
Teerthanker Mahaveer University
Moradabad

Message

College of Management & Computer Applications, Teerthanker Mahaveer University, is all set to establish new realms in the world of education. The college has already successfully organized four National Conferences and is organizing the first International Conference in an area with which each and every Indian is concerned about whether he is living in India or abroad. The theme of the Conference brings together all those aspects which may help in bridging the gap between "India as a developing Nation" and "India as a developed Nation". It's hearty to see the response received to deliberate on this aspect of national importance. Key Notes speakers & deliberates will be flying over from aboard and all across India to participate in the conference.

I wish the conference a great success and hope that it will provide enough food for thought to the people engaged in leading India on the path of development.

Prof. Ajay K. Garg
Executive Director &
Conference Chair-person

Acknowledgment

Sometimes, it takes a moment to shape a nation and make it a lapis lazuli. The spirit to be an Indian and the emotions shared by every Indian during 'our' victory of world cup, brought home immense pride. India is all set to become a 'developed nation' given a few more years. But the same amount of endeavor is required.

Animal metaphors are western indulgence towards Asian economies that are growing faster than hitherto thought possible. The Chinese dragon and the Indian elephant are raced against each other, like horses or hounds. China began its economic reform in the late 70s, and began to grow at a sustained 7%- plus rate, entering and then leading the band of Asian miracle economies. India's reforms trailed by almost 15 years and its growth rate crossed the miracle on a sustained basis only in 2003. The conference brings forth all those agendas which will surely lead India to the path of development.

Actually what went in organizing this conference was the spirit of pride shared by all Indians in calling themselves as citizens of a developed nation. Perhaps this is the legacy we all want to pass on to our forthcoming generations. We humbly acknowledge this spirit of every Indian.

The management of Teerthanker Mahaveer University under the aegis of Hon'ble Chancellor Shri Suresh Jain is perhaps well aware of their social responsibility to bring together academia and industry to moot upon such issues of national importance. The perennial support of Group Vice Chairman, Shri Manish Jain in organizing this International conference is unequivocal. Prof RK Mittal, Vice Chancellor of TMU is a force to reckon with when it comes to organizing such academic events. Prof RK Mudgal, Registrar, TMU is an archetype of perseverance and has been the guiding force throughout the course of the reparation of this conference.

'TEAM- Together Equal Altruque Marches'. The faculty of College of Management and Computer Applications proves this acronym true. The entire team had put their heads together to organize this conference. In the course of the conference, there were instances, we remember, when a number of faculty members, irrespective of their busy schedules volunteered and contributed to their optimum.

All the hundred papers received deliberate the theme of the conference from a different perspective. In fact this great congregation of myriad of delegates from all over the country and abroad and their valuable contributions has made this compendium an interesting one. Enjoy the read.

Prof Ajay K Garg

Conference Chair

Vaishali Dhingra

Conference convener

HAPPY 64TH BIRTHDAY DEAR MOTHER!

(An introduction to conference theme)

Vaishali Dhingra

Conference convener

Growth is good. So are health, wealth and happiness. Malnutrition, poverty, sickness are bad. We envision our families to be free from tensions arising out of shortage of money, and ailments. We want to give the best to our family. Let's together, for a moment give a thought to the so called motherland India.

As a nascent republic, India has emerged from the shadow of colonialism to evolve as one of the fastest growing world economies, transforming millions of lives in her wake. Always equated with snake charmers, elephants, half-naked fakirs, the rope trick, the holy cow, crowds and pollution, India is now known for her educated manpower, software engineers, Bollywood, professional NRIs and business magnets, among other things. The country has achieved so called self-sufficiency in almost all areas and has developed into one of the top ten industrial world powers- statistics say so. However it must be noted that India's development is rather skewed, with her development not matching the statistical figures.

Let's have a look at some facts. On 21st February, Business Standard's supplement The Strategist published a survey which said that: *"India has a population of 360 million in the 5-19 year age group. Out of this only 230 million are enrolled in schools. Only 53% of these students study beyond class 8, the rest drop at various stages.*

India currently has 1.3 million schools out of which 78% are owned and managed by government.

School capacity in the country is heavily skewed towards primary and middle level education. Only 13% schools provide secondary/ higher secondary level education."

To provide universal school education in 2015, India will need another 250,000 schools. Most of these schools will have to be set up through private investment.

The Financial Express of 21st February 2011 reported in its article by Noor Mohammad "Where are the pipelines?" *India has not paid due attention to developing a pipeline network because of the domestic gas scarcity. The poor pipeline system has now become a serious obstacle to encouraging the consumption of natural gas.*

Thus the facts and figures establish the demand of liaison between public and private sector.

But, if we talk about growth and development, let's talk about inclusive growth. By any chance we don't afford to close our eyes to the bottom of the pyramid. If we talk about development piecemeal approaches won't do.

*"For oft, when on my couch I lie
In vacant or in pensive mood,
They flash upon that inward eye
Which is the bliss of solitude;
And then my heart with pleasure fills,
And dances with the daffodils."*(William Wordsworth)

At times I'm really glad when I sit 'in vacant or in pensive mood, happy memories of my mother's, life make me happy. These are the moments when I moot upon the golden instances that occurred in the life of our dear mother.

This piece of writing brings together all those beautiful memories from down the memory lane which were the formative years of India.

Year 1961 formed 'Buland Bharat ki buland tasveer- hamara bajaj, humara bajaj'. Is there any Indian unfamiliar with this popular jingle? Bajaj gave the Indian middle class its first vehicle on which the entire family could ride. That was the time when Rahul Bajaj was threatened to send to jail because he exceeded the 'quota' assigned to him. Yes, our entrepreneurs were caught in the shackles of license and quota regime. Unfortunately this curbed them from producing to their optimum and deriving economies of scale which had put their foreign counterparts in a cost advantageous position.

Bhakra Nangal Dam, called as temple of modern India by Pandit Jawahar Lal Nehru was inaugurated in 1965 making India feel self reliant in food production. The dam was newly- independent India's prized achievement. The dam send ripples beyond the region. For every Rs. 100 of direct benefits- irrigation and hydro power- bhakra generated Rs 90 in indirect benefits for the regional economy says a 2005 study that assessed its impact.

India's most ambitious road infrastructure project is said to have begun by fluke. As the story goes, prime minister Atal Behari Vajpayee was told to address a gathering at Siri Fort auditorium in New Delhi. He was not happy with the speech handed over to him; it lacked punch and didn't have anything substantive. A last- minute change was made and spontaneously a project was conceived and added to the speech. Right! That day Shri Vajpayee announced in Siri Fort auditorium, the linking of Kashmir to Kanyakumari through a modern highway, to be build through public- private highway. It was for the first time in independent India's economic history that a road project encompassing the entire country was conceived.

December 14, 1983, the iconic car Maruti 800 was launched. Prior to that, India was looked upon as unsuitable for manufacturing exports. There was no auto component industry to speak of that time. So, Maruti's founders, in addition to setting up a car facility, helped set up scores of units from scratch to manufacture car components. One of the big contributions of Maruti was to encourage entrepreneurs to participate in joint ventures.

On 31st October 1984, Indira Gandhi, who had served as Prime minister for 15 years was shot dead by her body guards. It marked the highest level of security breach in India. After a few years her son also met the same fate. God bless India!

In 1990, Mandal Commission uproar made a deafening noise in the country. I remember, as school going kids, we rejoiced as the schools were closed for more and more number of days- perhaps we were unaware of the consequences of "27% reservation for Other Backward castes". But when it prolonged, even kids realized that something undesirable is taking place. Social justice became a political agenda of the highest order and a number of promising youth laid down their lives on the altar of so called social justice in India.

June 1991 can be described as the watershed month in India's economic history since independence. Foreign exchange reserves dipped to a low of \$896 million by the middle of June 1991, enough to pay only a fortnight's

import bill. Faced with the real possibility of default, the government decided to sell 60 tonnes of gold. And history was created with India's successful survival of the crisis. Our current prime minister was the super hero who took these drastic decisions and saved India from undergoing an economic crisis.

December 26 1992, secularism in India was put to shame by our politicians.

On January 31, 2007, Tata steel bought Corus, four times its size, thus making India the world's fifth- largest steel group. The buyout fired the imagination of industrialists and entrepreneurs and between 2007 and 2010, India signed

15th Census has started- with a difference this time deals worth 58.83 billion.

And look! India brings home world cup.

Let's cherish all these memories.

. C. Chandramouli is ready to undertake this mammoth task in which he intends to cover 30 crore houses in I phase. The Unique Identification Project and Census of India are ready to work hand in hand portraying a fine unison of public- private liaison. But, the question remains whether this census will report that a number of 'Natha's' are leaving 'Peepli', their motherland and renouncing agriculture to become a labor in some metropolitan.

No one knows how many more Gandhi's and Anna Hazare does India need to bridge this gap between developing and developed nation.

Seeing the success of television show 'kaun banega crorepati', I wish to start a show by the name of 'kaun banega corruptpati'. And hush! I know where to save my earnings from the show. In Swiss bank of course! We are world champions there also- black money worth \$1.3 trillion is lying quite sage in the vaults of Swiss bank.

It's embarrassing for any country to top the list of black money holders. The money which belongs to the nation and it's citizens, is stashed in the illegal personal accounts of corrupt politicians, IRS, IPS officers and industrialists. An amount which is 13 times larger than the nation's foreign debt. Every year this amount is increasing at a rapid speed but the Indian government seem to be silent over this matter from a very long time. The total black money accounts for 40% of GDP of India, if all the money comes back to India then that could result in huge growth burst for India.

I earnestly request you not to consider this piece of writing a satire. Like a true Indian rise to the occasion and like you applauded India's victory in the world cup, don't fail to stand up to the cause of any Indian who is going to bed empty stomach and on the flip side business tycoons abd politicians buying 'hospitality boxes' worth 3.75-5 crore in the same Wankhede stadium to watch IPL!

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College of Management and Computer Applications and The University

Teerthanker Mahaveer University has been established by the Teerthanker Mahaveer University, Uttar Pradesh Act, 2008 (U.P. Act No. 30 of 2008) to facilitate and promote teaching and research-oriented work in emerging areas of higher education with focus on professional education in disciplines like Engineering, Technology, Management, Dentistry, Pharmacy, Education, Nursing, Medicine, Hotel and Tourism Management, etc. Today, the University has carved a niche for itself due to the sole endeavor of the TMIMT (Society) comprising a band of dedicated philanthropists, educationists, industrialists and committed social workers. The University Grants Commissions (UGC), vide its Letter No. F.9-31/2008 (CPP-I) dated 27th October 2008 empowers the University to award degrees U/S 22 of the UGC Act, 1956.

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