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Special Officer, VSU PG Centre, Kavali

### Conference Convener

**Dr.CHILUMURI SRINIVASA RAO**

Head, Dept. of Commerce

**Dr.K.EKAMBARAM**

**Dr.G.VENKATACHALAM**

**Dr.K.RAJAIAH**

Academic Consultants

## CALL FOR PAPERS

We cordially invite you and your colleagues to contribute a research paper on any one of the sub-themes of the conference. The text of each paper is to be neatly typed on A4 size paper with 1 line space and sent in duplicate along with abstract not exceeding 400 words. You are also requested to send a soft copy of the same to the e-mail to [drcsraovsu14@gmail.com](mailto:drcsraovsu14@gmail.com). The paper should reach the Conference Convener on or before 10-12-2017. Accepted papers will be published in a book form with ISBN (978-93-83823-26-0) by Jyothi Granthamala Publications, Hyderabad and it will be released in the Inaugural session of the conference. I request you to kindly participate and make the seminar an excellent academic exchange scenario.

### About Kavali Town

Kavali is a Revenue Divisional Headquarter in SPSR Nellore District of Andhra Pradesh. It is situated on Chennai-Kolkata high-way, 220 km away from Vijayawada, 231 km away from Chennai and 186 km away from Tirupati. It has a population of about 1.4 lakhs. It is a famous centre for cloth business.

### About PG Centre

Vikrama Simhapuri University Post-Graduate Centre (Erstwhile S.V. University PG Centre) was started for the first time with two PG courses in Economics & Commerce in 1973 which was handed over to S.V. University, Tirupati in 1978. In 1979 two more PG Courses Physics & Zoology were introduced. In 1984 the PG Centre got shifted to its own campus of 77.8 acres on the Peddapavani road nearly 1.5 km from Kavali Trunk Road. SVU PG Centre Kavali Transferred to VS University on 06-01-2011. At present Six Regular courses and three Self Supporting courses are functioning. Qualified staff are available in both regular and self supporting courses. Ever since the inception of the centre, there has been a good amount of research output besides excellent academic activity.

### About the Department

The Department of Commerce, established in 1973 has a glorious history of 44 years of its fruitful existence. There have been 43 Ph.D. and 51 M.Phil degrees awarded and the staff have published 185 research articles in national and international journals. So far 10 minor research projects and 8 major research projects have been completed and 15 books have been published by our staff members. At present, the Department has 50 students and 31 research scholars. The faculty of the department are always trying for innovative academic research pursuits to provide qualitative teaching and research to the scholars and students. Commerce department is one of the biggest departments in the Centre.

Looking forward to your early response.

Vavilla Graphics, Kavali.

## VIKRAMA SIMHAPURI UNIVERSITY P.G. CENTRE, KAVALI

### INVITATION

ICSSR NATIONAL CONFERENCE  
ON  
DEMONETISATION IN INDIA-  
IMPACT AND PROSPECTS  
28<sup>th</sup> & 29<sup>th</sup> December, 2017



Organised by

**DEPARTMENT OF COMMERCE**

### Conference Convener

**Dr. CHILUMURI SRINIVASA RAO**

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**Dear Sir / Madam,**

Indian banking structure is very different from that of other countries. Banking is considered as the backbone of the country. Finance is the vital element for a country's trade, commerce and industry.

India is not new to demonetisation because it has implemented first currency ban in 1946, second time currency ban in 1978 and third time currency demonetised in 2016.

Demonetisation had a wide impact. It has affected the withdrawal of nearly 86% of the currency in circulation in India. The monetary action of banning Rs 1000 and Rs 500 notes produced several direct and indirect effects on transaction behaviour as well as on illegal money. Demonetisation has provided the invaluable service of giving mass awareness campaign against black money. It has promoted the digitalization of transactions and digital payments.

The Central Government states that the demonetisation policy is trying to make India corruption free; to curb black money; to control escalating price rise; to stop funds flow to illegal activity; to make people accountable for every rupee they have and pay income tax return. Finally, it is trying to make a cashless society and create a Digital India.

Demonetisation has resulted in a rise in deposit growth at a time when banks have reduced interest rates on term deposits. According to the RBI, deposits rose from Rs 12.7 lakh crore to Rs 105 lakh crore when compared to the last year. Govt orders shuttering of 1 lakh dodgy companies in 48 hours, PM signals crackdown on tax evaders. Government of India has become successful to some extent. Demonetisation has created so many hurdles for the citizens of India.

Therefore, there are many issues that need to be discussed on the new monetary policy of India in the form of Demonetisation.

**Theme of the Conference**

The demonetisation of the 500 rupee note and the 1,000 rupee note; the two highest currency denominations available in India had hit the economy hard in the short-term. The service sector,

which dominates economic activity and involves a sizable chunk of cash transactions had the hardest hit.

The government had called this situation bringing of "short-term pain for long-term gain". Demonetisation has affected the common people and created panic among the poor and common masses. But the long-term effects of demonetisation will surely bring the fruits to India. This will change the history of India and bring a digital transaction revolution to the country.

The demonetisation relates to replacing 86% of Indian currency; the growth of Indian economy; the development of every sector and the growth of banking sector.

The proposed conference focuses on the theme demonitisation in india impacts and prospects.It focuses on the following objectives

**Objectives of the Conference**

The objectives of the Conference are as follows

1. To estimate the impact of demonetisation on different sectors of economy.
2. To find out its effects on GDP and the Indian Economy.
3. To examine the future impact of demonetisation on Indian Economy.
4. To assess the role of demonetisation in counterfeit currency and black money
5. To analyse the implications of demonetisation of currency in India.
6. To estimate the consequences for future of Demonetisation.

**Sub-themes of the Conference**

The following are the sub-themes of the conference

1. Historical Perspectives of demonetisation in India & Abroad
2. Sectoral Implications of demonetisation
3. Socio-Cultural and Economic Implications of demonetisation
4. Eradication of Corruption and Black Money by demonetisation
5. Impact of demonetisation on the Indian Economy and society

6. Demonetisation and Politics
  7. Emerging trends in Digitization
  8. Successes and failures of Demonetisation
  9. Demonetisation issues and challenges
- Besides, any other contributions relevant to the main theme are also highly solicited. The conference covers the invited lectures and discussions in technical sessions.

**Hospitality**

Moderate Accommodation and Boarding will be provide on 28th -29th December 2017.

**Registration Fee**

The registration of participants is being done on payment as follows. The registered out-station participants will be provided with moderate accommodation.

- Research Scholars Rs. 300/-
- Faculty Members Rs. 500/-
- Delegates Rs. 600/-

D.D. drawn in favour of the Convener, National Conference, VSUPG Centre, payable at Kavali or online transition on Andhra Bank, Kavali A/c No.030910100110216, IFSC : ANDB0000309, MICR No. 524011202 may be sent to Conference Convener.

**Registration form**

Name : .....

Designation : .....

College/University : .....

Postal Address : .....

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Contact No : .....

E-mail : .....

Title of Paper : .....

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Registration fee (Rs) : .....

D.D. No./Bank/Branch: .....

Date : .....

Signature : .....