



NEHRU GROUP OF INSTITUTIONS

Sustainable Solutions 2021
One Day International E-Conference
on
**Sustainable Solutions
(Virtual Mode)**
7th May 2021
@ NSM, NCERC

Sustainable solutions 2021 is an international virtual conference which brings together all business solutions for a sustainable tomorrow. Researchers, students, professors, business leaders and customers coming together on a single platform to make a collaborative effort to find sustainable solutions for businesses.

Organized By

Nehru School of Management at NCERC

NAAC Accredited, ISO 9001: 2015 Certified Institution
Approved By AICTE, New Delhi
& Affiliated to APJ Abdul Kalam Technological University (KTU)
Pampady, Thrissur, Kerala

International Support by



College of Economics Management and Information Systems,
University of Nizwa, Sultanate of Oman

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Research Paper Guidelines

The Research Paper should contain:

- Abstract of not more than 200 words
- 6 to 8 Keywords
- Full Paper including Abstract should contain 4000 to 5000 words
- Abstract should describe the broad content and methodology of the proposed topic
- The abstract and full paper should be submitted in MS-word, with single space, Times New Roman with 12 Font size in A4 sheet and sent through E-mail.
E-mail Id : ssnsm2021@gmail.com
- All correspondence should be done through E-mail.

Important Dates

Submission of Abstract: 20th April 2021
Submission of Full Paper: 25th April 2021
Date of Conference: 7th May 2021
Registration and Participation Fee: Nil
Publication Fee

- Selected top papers will be published in a UGC Care journal for which additional amount will be collected.
- Accepted papers will be published in Nehru School of Management Journal, ISSN: 2349-4883 and an amount of Rs.600 Per article will be collected separately for the publication.

Account Details

Name : Nehru College of Engineering and Research Centre
A/c No: 10641212377
Bank: State Bank of India
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Nehru College of Educational and Charitable Trust & Nehru Group of Institutions

Nehru College of Educational and Charitable Trust, established at an auspicious moment in the year 1968, with the primary objective of rendering selfless, dedicated and yeomen service to cause of higher education. Its educational service to the poor underprivileged and downtrodden in the society is freely accessed and widely appreciated by the people, especially from Tamil Nadu and Kerala. Over the period of nearly four decades, it has established and patronized a number of prestigious Educational Institutions, all of which have grown to the stature of being accredited with ISO 9001:2000 certification by the International Certification Services. Nehru Group of Institutions (NGI) with its humble beginning in 1968 at Kuniyathur, Coimbatore Tamil Nadu was established by the Founder Chairman Late Shri. P.K Das with the objective of providing higher education in the field of Aeronautical Engineering. NGI progressively flourished and started offering Undergraduate (UG), Post Graduate (PG), and Doctorate (PhD) programs in all major Engineering branches, Management, Medical Sciences, Architecture, Law, Arts, and Science, Paramedical Sciences and Hospitality Management.

About Nehru College of Engineering and research Centre (NCERC)

Nehru College of Engineering and Research Centre (NCERC), situated on the Bank of the river Nila, is a premier Engineering college that has pioneered engineering education, research and training in the private sector. Established in 2002 by the founder chairman Shri P.K. Das, NCERC is committed to impart world class quality education in engineering and research. Dedicated to the service in the realm of technical education in Kerala, it is an ISO 9001:2015 certified institution, approved by All India Council for Technical Education (AICTE), affiliated to A P J Abdul Kalam Technological University (KTU) and is accredited by National Assessment and Accreditation Council (NAAC).

About Nehru School of Management (NSM)

Nehru School of Management at NCERC is NAAC accredited, ISO 9001:2015 Certified Institution, approved by AICTE, New Delhi and Affiliated to APJ Abdul Kalam Technological University (KTU) is under the aegis of Nehru Group of Institutions. Nehru School of Management is not just a B-School, but it is daringly different and unique from the rest and it is ranked as the 5th best B-school in the state of Kerala as per the National level grading service Week- Hansa Research and Business today Surveys. It also has tie-ups/ MOUs with many Government and Corporate institutions for Entrepreneurship Development, Training and Consultancy Projects which provide ample opportunities for our students to gain valuable industry and field exposure. NSM with a tagline Moulding True Citizens believes and strives to achieve a holistic development of the individual who will contribute in future not only as good managers but also as disciplined corporate citizens.

About College of Economics, Management and Information Systems (CEMIS)

The college of Economics, Management and Information systems (CEMIS) was established during the academic year 2004-05 under the aegis of The University of Nizwa (UoN) in the Sultanate of Oman as a faculty governed, not-for-profit, private university. Within a short period, it has become one of the most reputed colleges with local and international students and faculty members. Apart from teaching and learning, the college focuses on creativity, innovation, research and sustainability.

Call for papers

This International Conference calls for Conceptual and Research papers from the industrialists, academicians, scholars and students in any of the following areas:

Topics and sub topics:

Sustainable Marketing: digital marketing, ethical and eco-friendly marketing, relationship marketing, marketing strategies for sustainability and related areas

Sustainable Production and Technology: Green products, Eco friendly production and consumption, Green technology, Impacts of conventional technology, Reengineering for sustainability and other related areas.

Sustainable Logistics: Green supply chain, Green vehicles, Green energy sources, Green packing and other related areas.

Sustainable Human Resource: Sustainable HR practices, Corporate Green planning, Green employee involvement practices and related areas

Sustainable Finance: Investment in environment friendly initiatives, triple bottom line reporting, Government support and subsidies, profitability and pricing of green products and other related areas.

Submission of papers

- Authors can submit the papers on any of the above subthemes or related topics of the conference.
- Send the original unpublished research papers for publication.
- The paper should contain Name, Designation, Postal Address, Contact Number and Email ID of the author and co-authors.

