On research front, the College has made commendable progress. The faculty members are actively engaged in their research projects sponsored by various funding agencies viz., UGC, ICSSR, AICTE, and the Government of Telangana etc. The College is sanctioned financial assistance of more than 1 crore under DRS-SAP-II by the University Grants Commission, New Delhi for a period of Five Years commencing from 2014-15. The College has been actively engaged in organizing several State and National Level Seminars, Conferences and Workshops on various aspects of contemporary value and relevance. Eminent academicians, business executives, government officials and others have participated in the deliberations of these programmes. Organizing all India Commerce and All India Accounting Conference have been feathers in the cap of the college.

**Faculty advisors to Seminar:**

Prof. G.V. Bhavani Prasad (Emeritus Professor)
Prof. D.Sakriya
Prof. Ch. Rajesham
Prof. T. Srinivasa Rao
Dr. S. Venkateshwarlu
Prof. P.Varalaxmi
Dr. K. Raji Reddy
Dr. M. Satyavathi
Dr. K. Rajendra
Dr. S. Narasimha Chary

**Organizing Committee Members:**

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**Food Committee**: Dr. M. Kanakaiah, Dr. B. Srinivas, Mr. J. Tirupathi, Mr. M. Giri Prasad, Dr. Srikanth Verma

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**Registration Committee**: Dr. S. N. Sangeetha, Dr. A. Sunitha, Dr. Bhagyalaxmi, Mrs. J. Rajini, Ms. Komal, Dr. Saritha, Mrs. N. Jyothsna

**Dias Committee**: Dr. Ramadevi, Mrs. M. Saritha, Dr. G. Jaya, Dr. Mayuri Srivastava, Ms. Preethi, Ms. Samatha

**Publication Committee**: Dr. E. Raju, Mr. K. Phanindra Kumar, Mrs. M. Archna, Dr. B. Pragathi, Dr. Surender, Ms. Sabah Begum

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- Seminar Chairman: Prof. V. V. Subramanya Sarma : 9848252700
- Seminar Director: Dr. Pasunuri Amaravendi : 9959531623
- Ms. Sabah Begum : 9963456946

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**Two Day National Seminar**

**MODERN INITIATIVES IN BANKING SECTOR - STRATEGIC PERSPECTIVES**

**20th and 21st April, 2018.**

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**Chief Patron**

Prof. R. SAYANNA  
Vice - Chancellor, Kakatiya University, Warangal

**Administrative Patron**

Prof. K. PURUSHOTHAM  
Registrar, Kakatiya University

**Seminar Chairman**

Prof. V.V. SUBRAMANYA SARMA  
Principal & Head, UCCBM, KU

**Seminar Director**

Dr. PASUNURI AMARAVENI  
Assistant Professor, UCCBM, KU

**Faculty Patrons**

Prof. M. SUBRAMANYA SARMA  
Chairman, BOS, Convener ICET - 2018

Prof. KAMALESHWAR RAO SURYADEVARA  
Dean, Faculty of Commerce & Business Management, Kakatiya University

**Organised by**

UNIVERSITY COLLEGE OF COMMERCE & BUSINESS MANAGEMENT  
KAKATIYA UNIVERSITY  
WARANGAL - 506 009, TELANGANA STATE, INDIA
About the Seminar

The paradigm of banking sector has undergone rapid transformation during the last two and half of decades. With the changing economic and financial structure, especially after the global financial crisis of recession the need for improving the performance of commercial banks increased significantly.

With the introduction of financial sector reforms since mid 1990s, banks in their concern and commitment to improve profitability, banks are asked to comply with the RBI's stipulations of capital adequacy income recognition maintaining quality of assets and minimizing incidence of non-performing assets (NPA).

The continuous rise of NPAs of the banks posed a serious threat to the stability of the financial system. Consequent upon this, banks accorded low priority to lending to agriculture. Besides banks suffered heavily because of the Government announcing wholesale write off loans and waiver of interest which impacted on the overall culture of recovery and vitiated the climate of recovery.

Financial sector reforms provided the necessary platform for the banking sector to operate on the basis of operational flexibility and functional autonomy enhancing productivity, efficiency and profitability. Since 2002 onwards Indian banking system faces several difficult challenges such as high transaction cost, high level of NPA's, low level of customer satisfaction and intensified competition from foreign banks and competition from global banking giants.

Many new initiatives have been taken in the recent past for improving profitability, operational performance along with digitalisation of banking services. Some of them include core banking solutions, Electronic Fund Transfer, online banking, mobile banking, retail banking in addition to ATM's. Banking from any where is the order of the day to provide greater access to the customers. The significance of paperless currency increased further with demonetization. It is not out of place to caution both the bankers and users to use appropriate risk management strategies to minimize technology risks as well.

Objectives of the Seminar:

To discuss the modern policy initiatives in Banking Sector
To throw light on technology initiatives in Banking Sector
To know the reasons for incidence of NPAS and to discuss measures to curb NPAs
To examine the Human Resource Management related issues in Banking Sector.

The Seminar will bring academicians, banking officials, professionals, research scholars, students and policymakers together on one platform to deliberate on modern initiatives in banking sector. It will be a forum to exchange and share experiences, thoughts and suggestions for betterment of policies in banking sector.

Important Dates

Abstract Submission
20th March, 2018

Full Length Paper Submission
30th March, 2018

Acceptance of Paper
31st March, 2018

Last Date for Registration
31st March, 2018

Dates of Seminar
20th & 21st April, 2018

Call for Papers:
Papers are invited from all the stake holders, Research Scholars and students, Academicians, Industry Experts and Delegates.

Publication:
Authors have to send a soft copy & hard copy of their papers in MS-word. Times new roman (12) words (4500), on or before 31st March, 2018, along with NEFT/DD confirmation.

The articles which are selected by the editorial board of the “International Journal of Research culture society” online UGC approved Journal with impact factor 3.443, (ISSN No.2456-6883) after plagiarism test will only be published, with a publication fee of Rs.500/-
All other papers will be published in an ISBN edited book with a publication fee of Rs. 500/- for each author.

Registration Fee:
Registration Fee for each author Rs. 1000/-
Registration beyond the last date will be charged at an addition of Rs. 1000/-

Accommodation
Accommodation will be arranged for outstation participants in the campus guest house at their request before 31st March 2018 on payment.

How to Register
Participants can Register by sending an email to
mbsuccbmku@gmail.com

Authors should register individually

Payment can be made by NEFT or online transfer to SB A/C No. 62448825319 in favour of Director, Joint Seminar A/C SBI, KU Branch.