

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. Rajender

Dr. S.Narsimha Chary

## Organizing Committee Members:

- Hospitality Committee** : Dr. T.Bala Raju, Dr.O. Ravinder, Dr.B.Prasad, Dr. Swamy Shada, Dr. D. Vijayashanthi
- Food Committee** : Dr. M.Kanakaiah, Dr.B.Srinivas, Mr.J.Tirupathi, Mr.M.Giri Prasad, Dr. Srikanth Verma
- Transport Committee** : Dr.K.Sai Sharan, Dr.A. Suresh, Dr.D.Narender Naik, Dr. Suresh Chandra, Dr. E.Sreenu
- 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.Archana, Dr. B. Pragathi, Dr. Surender, Ms. Sabah Begam.

## Contact Numbers :

### Seminar Chairman

Prof.V.V. Subramanya Sarma :9848252700

### Seminar Director

Dr. Pasunuri Amaraveni : 9959531623

Ms. Sabah Begum : 9963456946

**website: [www.kuwarangal.net/mibs](http://www.kuwarangal.net/mibs)**

**email id: [mibsuccbmkku@gmail.com](mailto:mibsuccbmkku@gmail.com)**

Nandu Digital@ 986255370

## Two Day National Seminar

# MODERN INITIATIVES IN BANKING SECTOR - STRATEGIC PERSPECTIVES

**20<sup>th</sup> and 21<sup>st</sup> April, 2018.**



### 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**

## Technical Session I:

### New Initiatives in Banking Sector -A Policy Framework

1. Agriculture lending
2. Retail Banking
3. Financial Inclusion
4. Foreign banks
5. Financial literacy
6. Capital Adequacy Norms
7. Basel I, Basel II and Basel III norms
8. Customer relationship Management
9. IFRS in banks
10. MIS in banks
11. Challenges in banking sector
12. Demonitisation
13. Personal Finance
14. FRDI Bill – Bail in & Bail out

## Technical Session II:

### Technology Initiatives in Banking Sector

1. Challenges of cyber risks
2. New Payment initiatives
3. Bitcoin-A Bubble or Alternate
4. Virtual currency challenges
5. ICT Initiatives in banking

## Technical Session III:

### Banking Products and Services & Incidence of Non Performing Assets

1. Credit Management
2. NPA's Management
3. Bankassurance
4. Liquidity Management and Credit Risk Management

## Technical Session IV:

### Human Capital Management in Banking Sector

1. Human Capital Management in banks
2. Work Life Balance in banking sector
3. Frauds in banking
4. Stress Management
5. Job Satisfaction

## About the Seminar

The paradigm of banking sector has undergone rapid transformation during the last two and half of decades. With a 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 ATMs. 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

20<sup>th</sup> March, 2018

### Full Length Paper Submission

30<sup>th</sup> March, 2018

### Acceptance of Paper

31<sup>st</sup> March, 2018

### Last Date for Registration

31<sup>st</sup> March, 2018

### Dates of Seminar

20<sup>th</sup> & 21<sup>st</sup> 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.2456-6683) 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 31<sup>st</sup> March 2018 on payment.

## How to Register

Participants can Register by sending an email to [mibsuccbmku@gmail.com](mailto:mibsuccbmku@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.

## About Kakatiya University, Warangal

Kakatiya University was established on 19th August, 1976 to fulfill the aspirations of the Telangana people for higher education. The founding of the University was in fact a historic event in the sense that heralded a new era in the realms of higher education of this region. It is the NAAC 'A' Grade University and the second largest in terms of number of affiliated colleges and student enrollment. The development of the University over the years has been very impressive. The University situated in a sprawling area of about 650 acres, has now 32 departments and 8 faculties on the campus with a network of 18 constituent colleges and 387 affiliated colleges spread over 3 districts. The University is now offering programmes in Commerce and Business Management, Engineering, Pharmacy, Law, Computer Science, Education, Science, Arts, Oriental courses through its constituent and affiliated colleges. In addition, the School of distance Learning and Continuing Education (SDLCE) is offering a large number of programmes through distance mode.

The University is vibrant with research activities carrying out the projects sponsored by various funding agencies. The Department of Science and Technology, New Delhi, has identified the Departments of Botany, chemistry and Pharmacy under FIST while the University Grants Commission is supporting the Department of commerce and Business Management, Chemistry, Botany, Pharmacy, Economics, Telugu and Public Administration under its DRS and SAP-II.

## About the University College of Commerce and Business Management

The Department of Commerce & Business Management was started during the academic year 1968-69 and it is now one of the prestigious Departments of Kakatiya University. The Department was upgraded into a full-fledged University College in the year 2013. The College is endowed with qualified and experienced faculty. Some of the faculty members were trained at IIMs, XLRI, MDI-IIFT and premier management institutions. The Department is at present offering the Under graduate and Post-Graduate courses in Commerce and Business Management in various constituent, government aided and private affiliated colleges under the jurisdiction of Kakatiya University. The College offers M.Phil and Ph.D. programmes apart from M.Com. M.com. (C.A.) and MBA on the campus. The faculty offers various U.G. and P.G. programs such as MBA, Executive MBA, M.Com (F.A.), M.Com (Computer Science), M.com (Taxation), M.Com (Tax Procedures), M.Com (Banking and Insurance), B.Com, B.Com (Comp.Sc), B.Com (Banking and Insurance), B.Com (Taxation) and BBM etc. through its Constituent and affiliated colleges.