

About the College

Shri Krishnaswamy College for Women is a renowned educational institution located in Annanagar, Chennai, Tamil Nadu. The college was established in 2010 to provide quality education to women and empower them to become self-reliant and socially responsible individuals. The college offers undergraduate and postgraduate programs in various disciplines including Arts, Science, Commerce and Computer Applications. It is affiliated with the University of Madras and is recognised by the Government of Tamil Nadu. The college campus provides a conducive environment for learning, with well - equipped classrooms, laboratories, libraries and other necessary facilities. The faculty members are highly qualified and experienced, dedicated to imparting knowledge and skills to the students. Shri Krishnaswamy College for Women strives to create an inclusive and empowering atmosphere where women can excel in their chosen fields and contribute to society.

Lavender Literary Club

Lavender Literary Club is an Association for Students, Scholars, Academicians, Scientists and Writers to discuss Human evolution, Civilization, Language, Literature, Environment, Culture, Politics, Law, Religion, Philosophies, Social Justice, Criticism, Psychology and Science “ to create” a new attitude in the modern social and modern academic discourse. Over the years, Lavender has grown to include various activities and it continues to evolve, along with new membership. Lavender gives charity to destitute homes, orphanages and mentally disabled people through the monetary support of its members. The uniqueness of Lavender is, it provides much needed space to discuss, debate, research and write issues affecting indigenous people, Dalits, women and other marginalized sections including LGBT (Lesbian, Gay, Bisexual and Transgender) because ‘ Lavender’ sees it as a discourse of rights. To put it in a nutshell, Lavender provides an intellectually nourishing and conducive atmosphere to members and youngsters by giving guidance and training in creative arts, research and entrepreneurship.

About the conference

The One-Day International Conference (Hybrid) on “Literary Perspectives, Economic Development and Digital Innovation for Viksit Bharat 2047” brings together scholars, academicians, researchers, educators and students to explore the role of literature, economic development and digital innovation in shaping the future of India. The conference provides a multidisciplinary platform for meaningful discussions on how knowledge, creativity, technology and inclusive development can contribute to the nation’s progress. The conference is envisioned in the spirit of Viksit Bharat 2047, the Government of India’s vision of transforming India into a developed nation by the year 2047, when the country celebrates its 100th year of independence. The vision focuses on inclusive growth, economic prosperity, technological advancement, social development, sustainability and the empowerment of citizens. It seeks to build a confident, self-reliant and globally competitive India while preserving its rich cultural and literary heritage. Through its focus on literature, economy and digital innovation, the conference aims to examine diverse perspectives and encourage new ideas that can contribute to a more inclusive, innovative and sustainable India.

Patrons

Shri K. B. K. Rajmohan, Director and Trustee,

Shri K.B. Arun, Director and Trustee,

Shri.K.B .Krisshnanand, Director and Trustee,

Shri Krishnaswamy College for Women, Chennai.

Dr. Frank Joison Sathya, President,
Lavender Literary Club, India

Convenors

Dr. Anita Rajendran, Principal,

Dr. J. Chandrika, Vice - Principal,

Shri Krishnaswamy College for Women, Chennai.

Co-convenors

Dr. J Angelin Cuba, Assistant Professor & Head ,
Department of Business Economics

Ms. D.P.Derain Smily, Assistant professor & Head
Department of Management Studies

Dr. Nalini K, Assistant Professor & Head,
Department of English

Shri Krishnaswamy College for Women, Chennai.

Organizing Coordinators

Ms.A.Shanthi -Assistant Professor

Department of Business Economics,

Ms.P.Savitha Shree -Assistant Professor

Dr.K.Mohanalakshmi - Assistant Professor

Department of English,

Ms.R.Gayathri - Assistant Professor

Department of Management Studies,

Shri Krishnaswamy College for Women, Chennai



SHRI KRISHNASWAMY COLLEGE FOR WOMEN

(Affiliated to University of Madras)
Accredited By NAAC with B+ Grade and 2(f) Status under
UGC Act
Managed by Krishnaswamy Educational Trust (Regd.)
Anna Nagar, Chennai-40.

Organize

An International Conference on Literary Perspectives, Economic development and Digital Innovation for Viksit Bharat 2047 (Hybrid)

28th October 2026

Jointly Organised by

IQAC , Department of Management Studies , Department
of Business Economics , Department of English
& Lavender Literary Club, India
www.lavenderliteraryclub.org.in

in collaboration with

Harvest -The International Multidisciplinary and
Multilingual Research Journal
www.harvestjournal.org



The Department of Management Studies

The Department of Management Studies offers the undergraduate programme in Business Administration (BBA) and the postgraduate programme in Human Resource Management (MA HRM), preparing young women for careers in business, industry and people management. The department aims to build managerial competence, analytical thinking and ethical judgement through a curriculum that balances conceptual foundations with practical exposure. Students engage with core areas such as organisational behaviour, human resource practices, labour legislation, marketing, finance and business communication, supported by industrial visits, internships, workplace counselling sessions, management events and research projects. Emphasis is placed on employability skills, leadership and emotional intelligence, enabling students to function effectively in diverse and dynamic work environments. The department is committed to nurturing socially responsible managers who contribute meaningfully to organisations and to the nation's development. The department also encourages students to understand the social impact of business and develop into responsible professionals and community leaders who can contribute meaningfully to society and the business community.

The Department of Business Economics

The Department of Business Economics aims to equip students with a strong foundation in economic theory and its practical applications. The department strives to prepare students for diverse opportunities in the business and economic sectors by developing their analytical, critical-thinking and decision-making skills. The programme enables students to understand and apply key concepts of microeconomics and macroeconomics, analyse contemporary economic issues and evaluate policy choices. Students are also trained in basic statistical techniques to interpret economic data effectively. Emphasis is placed on developing entrepreneurial skills, encouraging students to identify opportunities and apply economic principles to real-world business situations. Through a dynamic and application-oriented learning environment, the department seeks to nurture competent, responsible and future-ready professionals capable of contributing meaningfully to the economy and society.

The Department of English

The Department of English stands at the heart of intellectual and creative pursuits, committed to exploring the power of language, literature, and critical thought. As a vibrant academic community, we foster an environment where ideas flourish, creativity is celebrated, and diverse voices are heard. The department embraces a broad spectrum of studies, from classic literature and contemporary narratives to linguistic innovation and cultural analysis. Through rigorous scholarship and imaginative engagement, it strives to equip the students with the tools to navigate and shape the world around them. At the core of this department mission lies the belief that the study of English transcends the classroom. It empowers individuals to think critically, communicate effectively, and connect deeply with the human experience. This commitment drives teaching, research, and the many projects which will be undertaken to enrich academic and cultural life.

Topic Areas

We welcome submissions on wide range of topics, including (but not limited to):

Management Track Subthemes

1. Digital transformation strategies for Indian enterprises.
2. AI and automation in managerial decision-making.
3. Deep-tech innovation and inclusive technology for national growth.
4. Building digitally resilient and future-ready organizations.
5. HR analytics and AI-driven talent management.
6. Future of work: gig economy, remote and hybrid work models.
7. Digital marketing, AI-personalization, and social commerce for consumer engagement.
8. Women-led entrepreneurship and leadership in emerging sectors.
9. Digital governance, cybersecurity, and ethical AI in citizen services.
10. Achieving SDGs through digital and inclusive innovation.
11. Diversity, equity, and inclusion (DEI) in the digital workplace.
12. Public-private-academia collaboration for innovation-led growth.

Business Economics Sub-themes

1. Inclusive Growth and Economic Development
2. Digital Economy and FinTech
3. AI, Innovation and Future of Work
4. Human Capital and Skill Development
5. Women and Youth in Economic Development
6. MSMEs, Entrepreneurship and Start-ups
7. Financial Inclusion and Digital Finance
8. Agriculture and Rural Transformation
9. Green Economy and Sustainable Development
10. India's Global Trade and Competitiveness
11. Infrastructure and Urban Economic Development
12. Public Policy, Governance and Institutional Reforms

English Sub-themes

1. Indian Writing in English and Emerging National Identities
2. Literature, Culture, and Social Transformation
3. Literature and Inclusive Development
4. Literature, Gender, and Women's Empowerment
5. Literature and the Voices of Marginalised Communities
6. Dalit, Tribal, and Indigenous Literatures
7. Postcolonial Perspectives on Contemporary India
8. Digital Humanities and Emerging Literary Practices
9. Artificial Intelligence and the Future of Literature
10. Digital Storytelling and New Forms of Narratives
11. Creative Writing in the Digital Age
12. Eco-Literacy, Climate Fiction, and Sustainable Development Narratives

Submission guidelines

Font : Times New Roman
Font Size : 12
Abstract : 150 words with 5 Keywords
Full Paper : Minimum 2500 words and maximum 5000 words
Methodology : MLA/ APA Style
Format: MS Word only

Paper or Abstract Submission Format

1. Title of the Article
2. Name of the Candidate
3. Designation
4. Official Address with Country
5. Contact: Email and Mobile Number

Important Dates

Last Date for Abstract Submission: 10th October 2026

(Send your abstracts to viksitbharat2047.conference@gmail.com incase you are not able to submit it through the registration link)

Last Date for Full Paper Submission: 21st October 2026

Registration last date for participants alone : 28th October 2026

(Spot registration also available)

Paper Presentation Registration Fee Details

Academicians: ₹ 300 /-

Research Scholars: ₹ 100 /-

UG and PG students: ₹100 /-

International Participants: \$5

Publication fee : ₹ 1300 /-

(Printable E- Certificate, E- Abstract Proceeding with ISBN & Full Paper Publication in International Peer-Reviewed Journal)

Registration Link and QR

<https://forms.gle/LtUfM2x157YuP8uY9>



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