



The Institute of Chartered Financial Analysts of India University, Jharkhand

Press Release

Conference on Digital Transformation of Rural India held at ICFAI University

24th Feb 2020

A National Conference on Digital Transformation for Socio-Economic Development of Rural India was held at ICFAI University, Jharkhand campus today. Shri Pradeep Kumar Hazari, Special Secretary, Agriculture, Government of Jharkhand, Shri Bishnu Chandra Parida, Chief Operating Officer, Jharkhand State Livelihood Promotion Society and Mr Abhay Soren, Manager, NABARD were the guests of honour. 32 research papers were presented in 3 technical sessions, which were chaired by Shri Bishnu Chandra Parida, Shri Kaushal Kumar Sinha, former Chief General manager, NABARD and Dr Hari Haran, former General Manager of SAIL-MTI. A poster competition was held, wherein students presented their ideas on the conference theme.

Welcoming the audience to the function, Prof O R S Rao, Vice-Chancellor of the University said, "Green Revolution, White Revolution, Yellow Revolution and Golden Revolution have helped in increasing the production of food grains, milk, oil seeds, fruits and vegetables. However, they have not helped in big way to increase the farmer's income in a big way, as the basic issues continue to be in agri-management, in areas like storage infrastructure, supply-chain management, market-producer linkages etc. "The need of the hour is Blue Revolution wherein Digital Technology can be leveraged to address the challenges and enable increase in farmer's income.", added Prof Rao.

Addressing the conference, Shri Pradeep Kumar Hazari said, "Digital Technology is a powerful tool for Rural development. However, to make it work, there is need to improve the digital infrastructure. Besides, Digitalization processes need to be customized to suit the local conditions". He also presented the case study of cashless implementation of Mukhya Mantri Krishi Ahirvad Yojana in Jharkhand, wherein over 17 lakh farmers were benefited through direct Benefit Transfer.

Shri Bishnu Chandra Parida explained the progress made by Jharkhand State in delivery of Government schemes for Rural Development using Digital Platform in areas like Marketing, Geo-tagging of villages, Training, Direct Benefit Transfer etc.

Awards of recognition for best papers were awarded to Ms. Jyoti, PhD Scholar and Ms. Afsha Khan, student of MBA-II whereas awards for best posters were given to Sovana Samant & Debodyuti Das, Ms. Ayushi all Student of MBA-II and Mr. Aman student of DIT.

The vote of thanks was proposed by Prof. Arvind Kumar, Registrar of the University.

About the ICFAI University Jharkhand: The ICFAI University, Jharkhand (IUJ) belongs to the ICFAI University Group (IUG), which pioneered Professional Education in India. IUJ . IUJ is committed to grooming its students into Competent Professionals, with Good Personal Values and Ethics. IUJ offers a range of vocation oriented Under Graduate and Post Graduate programmes, which include, MBA, MCA, LLB, B Tech, BBA ,BCom, BCA, BA(Journalism and Mass Communications) , BBA-LLB, Diploma in Technology(Polytechnic). More details on IUJ can be found by visiting its website at www.iujharkhand.edu.in or its Face Book page at www.facebook.com/icfaijharkhand.