



**Lucknow  
Management  
Association  
Annual  
Convention**

**November 25**

**2017**

---

**Call for Papers for LMA Convention Journal  
2017 & Pre Convention Colloquium**

***THEME:  
Developing  
Smart  
Villages as  
Future of New  
Uttar  
Pradesh***



### ***Introduction...***

*When we talk of smart cities, why can't we talk of smart villages? The villages in our country can get the facilities of urban areas without diluting their imbibed rural characteristic. Our vision is to create growth centres in Rurban clusters, and ensure the development of rural segments. This will make them gradually assume the shape of urban areas where modern infrastructure and educational facilities are available,* said Prime Minister Narendra Modi while inaugurating the ambitious Rural-Urban (Rurban) Mission, aimed at improving the nation's basic infrastructure, at Dongargarh in Chhattisgarh's Rajnandgaon district.

As an ambitious attempt to transform rural areas into economically, socially and physically sustainable spaces (or smart villages), Shyama Prasad Mukherji Rurban Mission (SPMRM) launched by Govt. of India, aims at making villages smart and growth centres of the nation which would trigger overall development in the region. The Union cabinet in September 2016 approved the project with an outlay of Rs.5, 142.08 crore. The mission aims to create 300 such rurban growth clusters over the next three years.

According to the rural development ministry, Govt. of India, smart villages would be well-delineated areas with a layout prepared following the planning norms that would be duly notified by the States and Union Territories. The villages will be geographically contiguous *gram panchayats* with a population of about 25,000-50,000 in plain and coastal areas and 5,000-15,000 in desert, hilly or tribal areas. There would be a separate approach for selection of clusters in tribal and non-tribal districts. Central Government has selected 60 villages in three districts of Rajgarh, Sehore, and Satna to develop as 'Smart Villages'. For the development of these smart villages, government will provide funds for specific development activities.

Many other states have also initiated plans for Smart Villages. Over the past year, the Maharashtra government and Microsoft have collaborated to develop a strategic framework for smart village adoption and to identify a public-private partnership-enabled implementation model to transform *Harisal* into India's first smart village in Maharashtra. Gujarat government has decided to make 300 villages across the state self-reliant on the lines of smart cities. President Pranab Mukherjee inaugurated a smart model village pilot project at Rashtrapati Bhawan and five villages have been selected to develop as smart villages in Haryana. The *Smart Village- Smart Ward Towards Smart Andhra Pradesh* programme has inspired dozens of NRIs, businessmen, bureaucrats, politicians, celebrities and even ordinary citizens to work together with the government to raise the living standards of the state's rural residents. More than 8,000 partnerships have been forged between patrons and the administration so far, with about half of the state's *panchayats* and municipal wards as part of the pacts. Mahesh Babu, a prominent Telugu film actor and philanthropist has adopted his native village, *Burripalem*, in Andhra Pradesh and *Siddhapuram* in neighbouring Telangana. Such initiatives, though in nascent stage, have been taken in other states also.

In Uttar Pradesh, the previous SP Government had launched I-SPARSH (Acronym I – for Inclusive (Growth), Income (Enhancement) and IT (Solutions); S – for Skill (Development), Social (Cohesion) and Simple (Solution); P - for Participation, People and Panchayati Raj; A - for Adaption, Agriculture (Smart and Precise) and Allied Activities; R-for Responsive



(Governance), Resilience and Recycle; S - for Safety, Security and Sanitation; H- for Health, Housing and Hygiene) - Smart and Self-sufficient village scheme. The objective of the scheme was to provide all essential facilities in villages to bring qualitative change in the lifestyle in the villages. The project was announced in the budgetary proposal for the 2016-17 with an allocated amount of Rs 300 Crore.

Out of total area of 2.5 lac km<sup>2</sup> Uttar Pradesh has 2.34 lac km<sup>2</sup> of rural area with only 7.5 thousand km<sup>2</sup> of urban area. Current Population of Uttar Pradesh estimated to be 22.3 Crore has over 16 crore people living in rural areas. Thus a comprehensive development of villages under SPMRM will be transformative for the state. With a potential to trigger a reverse migration to villages, the programme would ease pressure on towns and cities and would effectively complement Smart City programme already underway in the State.

### ***Objectives and Format of Convention...***

The objective of LMA Convention 2017 is to attract focus on this theme and to deliberate on some of the strategies to develop smart villages in Uttar Pradesh for prosperity of the State. Deliberations in the convention will be through presentations by distinguished panels of domain experts. Emphasis will be on out of the box ideas, successful case studies and action orientation. While the deliberations will be generic, the focus will be on policy prescriptions and agenda for employment generation in Uttar Pradesh.

A Convention Journal on this theme with peer reviewed papers on various subthemes themes mentioned here will also be published and released in the inaugural session of the Convention for which this is a call.

### ***Convention Agenda...***

#### ***Inaugural Session***

#### **Session-wise Sub themes**

##### **Session 1: Strengthening Institutions of Villages for Smart Governance**

There is a need to strengthen the Panchayati Raj Institutions to make them a vibrant institution of self-government for economic development and social justice. This would necessitate changes in existing rules and procedures together with better efficiency in managing various programmes and delivery systems, planning tools (including GIS based technology) for village level planning, better management of information, creation of a better monitoring and compliance machinery, and promotion of social audit. A robust capacity building programme of village to district level staff would need to be put in place on an ongoing basis. The session will deliberate on how such a programme would be conceptualized and implemented.

##### **Session 2: Transforming Physical, digital and Social Infrastructure**



Besides creating the physical infrastructure of roads, buildings, water and power supply, transportation etc, the Government's ambitious *Digital India* plan which aims to digitally connect all of India's villages and gram panchayats by broadband internet, promote e-governance and transform India into a connected knowledge economy needs to be implemented. By the year 2019, the 'Digital India' program of the Government of India (GOI), envisages that 250,000 Indian villages will enjoy broadband connectivity, and universal phone connectivity. Access to quality health and quality education to all is also an essential part of smart village programme.

### **Session 3: Promoting Agriculture Reforms and Agribusiness**

The low levels of productivity, growth and incomes ailing the farm sector in India causing immense agrarian distress is well known. Without undertaking radical reform it is impossible to transform agriculture and double farmers' income. However, implementation of much needed reforms to modernize agriculture and create a favourable market environment for farmers has eluded most states. Taking note of increasing incidents of leasing in and out of land and suboptimal use of land with lesser number of cultivators, the land leasing law needs to be reformed to recognize the tenant and safeguard interest of land owners. NITI Aayog has launched an index to rank States and UTs that is based on implementation of seven provisions proposed under model APMC Act, joining eNAM initiative, special treatment to fruits and vegetables for marketing and level of taxes in mandis. These indicators reveal ease of doing agribusiness as well as opportunities for farmers to benefit from modern trade and commerce and have wider option for sale of her/his produce. UP falls somewhere in the middle among various states, with a score of 47.8 against 81.7 for Maharashtra, 71.5 for Gujarat and 7.3 for Delhi UT and 4.8 for Puducherry. The session will discuss how to jumpstart U.P.'s score and promote agribusiness for developing Smart villages.

### **Session 4: Generating Employment and hastening Skill Development**

With a vast majority of India's young population living in rural areas, top priority should be the creation of job opportunities for youths to bring prosperity and happiness in villages and train them to develop a secondary source of income besides agriculture. Local industry like pottery, metal craft, weaving, jewelry making, wood craft, shell craft, cane craft, embroidery, ivory craft, glass craft and paper craft could be sources of income. The arts and crafts ecosystem of villages is impossible to recreate in cities. A great deal of export potential is hidden here. Senior/elderly artisans can be employed as 'trainers'. Directing the *Make in India* initiative and FDI to rural India can bring about an impressive development in overall economy of the nation. Manufactured produce in these industries will cater to both rural and urban consumption in addition to a sharp boost in the country's export besides positively impacting job growth in rural areas. Formation of a well-established infrastructure exclusively for skill development in villages must be initiated and professional Skill and employment-oriented training must be provided to rural youth. Skill Development programme of GOI and NSDC are under review for their outcome. Ministry of Rural Development has a budget of Rs 1500 crore yearly for their flagship scheme under NRLM-National Rural Livelihood Mission. The scheme trains unemployed youths under BPL category on various skills in order to provide them employability. However, this is insufficient for the size of the country. Similar schemes for all category of people be it BPL or General need to be brought. While scaling up Government sponsored employment generation schemes, their delivery also needs to be strengthened. The session will discuss how these challenges would be met to create smart villages.



### **Submission of Papers:**

Research papers/ case studies on any of the above themes typed (Font size 12, Times New Roman) in double space and accompanied by an Abstract of the paper in not more than 200 words may be sent to the Editor Prof. Kriti Bardhan Gupta, IIM Lucknow ( [kriti@iiml.ac.in](mailto:kriti@iiml.ac.in)). The length of the paper should not exceed 15 pages including tables, figures, annexure, etc. Selected papers after blind peer review will be published in the LMA Annual Convention Journal-2017 (ISSN 2319-3700). The Editor reserves the right to accept any paper with or without modifications which he may suggest.

### ***Important Dates***

Last date of abstract submission :August 27, 2017 (Sunday)  
Decision on abstract acceptance :September 10, 2017 (Sunday)  
Deadline for full paper submission :October 15, 2017(Sunday)  
Date of Pre-Convention Colloquium : November 24, 2017(Friday)  
Date of Convention : November 25, 2017 (Saturday)

Authors of the papers selected for publication will be invited to present their papers on 24<sup>th</sup> November 2017, in a pre-convention colloquium. Authors of accepted papers will be invited to the Convention and shall be registered as complimentary delegates. Author of the best paper will be felicitated in the inaugural session of the convention. The convention will have eminent domain experts as panelists in different sessions. The venues of the Convention and pre convention colloquium shall be notified separately.

### **Prof. Kriti Bardhan Gupta**

Indian Institute of Management (IIM),  
Prabandh Nagar, Off Sitapur Road, Lucknow - 226013,  
Uttar Pradesh (India)  
Phone : + +91-522-6696630, Fax: +91-522-2734025  
Mobile No: +91-9936467295  
Email: [kriti@iiml.ac.in](mailto:kriti@iiml.ac.in)

### **About Lucknow Management Association**

LMA is an affiliate of All India Management Association with a multi-disciplinary membership of about 1800 individual and around 100 institutional members from across many sectors. LMA organizes a variety of programmes including interactions on issues of vital public policies. LMA has an Executive Committee with five elected office bearers and twenty other nominated professionals. Mr. Alok Ranjan Former Chief Secretary, Uttar Pradesh is the current President of LMA. LMA organizes a a theme based annual convention on some vital public policy. For details visit [www.lmalucknow.in](http://www.lmalucknow.in).

For any queries contact:

Mr. A.K. Mathur  
Vice President & Executive Director  
Lucknow Management Association



Scientific Convention Centre,  
1 Shahmina Road,  
Lucknow 226 003 Uttar Pradesh (India)  
Phone No. +91-522-2258678 (O), 4005789 (R)  
Mobile NO. +91-9335247164  
Email: [arunkmathur1708@gmail.com](mailto:arunkmathur1708@gmail.com)