



# MARIS STELLA COLLEGE

(Autonomous), Vijayawada-8, Andhra Pradesh

A College with Potential for Excellence  
NAAC Accredited & ISO 21001:2018 Certified



## ICSSR-SRC SPONSORED TWO-DAY NATIONAL CONFERENCE ON

### Vision India @ 2047: Transforming Smart Cities into Sustainable Societies - A Holistic Perspective (NCTSCSS-2025)

Dates: 20 & 21 March 2025

Venue: Conference Hall, Maris Stella College

Organized by  
The Department of Business Administration & IQAC

#### Dates to be Noted

- Submission of Abstract: on or before 20th February
- Announcement of Acceptance: on or before 25th February
- Submission of Full-Length Paper: on or before 10th March.
- The articles must be sent to the email id : [ncvi2025@gmail.com](mailto:ncvi2025@gmail.com), with the subject NCTSCSS-2025 (Name of the Article)

Registration Link : <https://forms.gle/EHDe1mcHtV563VR36>

#### Bank Details

Account details: 2985101002597  
Account Name: Maris Stella College  
Bank: Canara Bank  
IFSC Code: CNRB0002985  
Branch: BHARATHINAGAR



#### Payment Details

##### Registration Fees

(Includes Conference Kit, Scribbling Pad, Pen, 4 Tea-Break Coupons, 2 Lunch Coupons)

Students: **Rs.300**  
Research Scholars: **Rs.500**  
Faculty/Academicians: **Rs.800**  
Industry/Corporates: **Rs.1200**  
International Participants : **USD 50**

Early Bird Registration, registering on or before 20th February  
for faculty - Rs. 600 and Industry personnel: Rs.1000

#### Chief-Patron

**Dr. Sr. Leena Quadras**  
Correspondent

#### Patron

**Dr. Sr. Jasintha Quadras**  
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**Dr. Sr. Innyasamma**  
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Acharya Nagarjuna University, Guntur

Technical Support : **Mr. K. Prasad, Mr. Y.Vinod**

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E-mail : [ncvi2025@gmail.com](mailto:ncvi2025@gmail.com)



## About the College

Maris Stella College, founded on 16th July 1962, is run by the Society of the Franciscan Missionaries of Mary (FMM), a Catholic religious congregation established by Blessed Mary of the Passion in Ootacamund in 1877. The college was established in response to the request of prominent citizens of Vijayawada who sought a women's educational institution to empower young women intellectually, morally, socially, and spiritually. Reflecting its noble vision and mission, the college consistently sustains unparalleled academic standards, offering a remarkable holistic education that fosters all round development, anchored in enduring values. The college is devoted to assisting students from the marginalized communities, giving them the strength and knowledge to overcome the hurdles of an increasingly dynamic and evolving world. Throughout the years, the college has witnessed extraordinary academic growth, highlighted by the establishment of Autonomy in 2003 and the implementation of the Choice Based Credit System in 2006. Accredited by NAAC in the 4th cycle, the College continues to uphold excellence in higher education. As a proud recipient of the Central Government RUSA 2.0 scheme, it remains steadfast in its commitment to progress and innovation.

## About the Department

The PG Department of Business Administration, established in 2004, achieved autonomous status in 2023. Its mission is to groom young women into entrepreneurs and corporate leaders who contribute to the nation's development. Over the past two decades, the department has built a reputation for providing quality management education, with alumni holding prominent positions nationwide. Recognized as one of the most sought-after management programs, the department offers a comprehensive education, staying updated with industry trends. Students benefit from exposure to the corporate world through guest lectures and industrial visits, while the program's distinctive case-based and activity-driven teaching methodologies enhance their learning experience. In 2023, the department was recognized as a research center by Krishna University, reflecting its commitment to fostering high-quality research in its future initiatives.

## Theme of the Conference

The transition from smart cities to smart societies represents a pivotal advancement in urban development, where technological innovation converges with social, environmental, and economic systems to build sustainable and resilient communities. This multidisciplinary approach to sustainability spans various fields, including Commerce and Management, Urban Planning, Data Science, Environmental Engineering, Social Policy, and Governance. It emphasizes a holistic framework that extends beyond smart infrastructure, aiming to empower both people and ecosystems.

Smart societies build on the foundation of smart cities, leveraging technologies like IoT, AI, and Big Data to optimize resource management, reduce environmental impact, and enhance quality of life. However, achieving smart societies demands a stronger focus on inclusivity, equity, and citizen engagement. This transition addresses urgent challenges like climate change, urbanization, and social inequality by promoting sustainable lifestyles, encouraging stakeholder collaboration, and adopting adaptive governance models.

By taking multidisciplinary perspective, it aims to bridge the gap between technological solutions and societal needs, showing how cities can evolve into adaptive societies that prioritize environmental stewardship, economic resilience, and social well-being. The event will advocate for social inclusivity and equity, ensuring that technological advancements benefit all citizens, particularly marginalized communities.

## Goals

- Explore how smart societies can drive a sustainable future as India approaches its centenary in 2047, ensuring that technology serves both the planet and its people.
- Focusing on the growth of smart technologies and sustainable practices can support economic expansion and job creation in sectors like renewable energy, green construction, and smart infrastructure management.

## Objectives : This conference seeks

- To explore the intersection of technology, policy, and human behavior in shaping a sustainable future.
- To focus on renewable energy integration, digital governance, and the role of AI in creating sustainable urban ecosystems,
- To foster a comprehensive understanding of sustainability across environmental, social, business and economic dimensions.
- To examine innovations in smart energy systems, intelligent transportation networks, and eco-friendly building technologies, and policy frameworks that can accelerate the move towards smart societies.

## Conference Outcomes

- The conference offers a platform for presenting cutting-edge research and data on smart cities and sustainability, which policymakers can use to make informed decisions.
- The conference promotes interdisciplinary, collaborative and comprehensive policy-making with participants from key fields such as Urban Planning, Environmental Science, Technology, Entrepreneurship, Business, Industry, Political Science and Economics.
- This broad perspective ensures that policies on smart cities account for not only technological innovation but also social, environmental, and economic factors, resulting in more holistic and sustainable solutions.
- Policymakers are encouraged to design policies that foster public-private partnerships for funding and implementing smart society projects, while safeguarding the public interest.

## Sub-themes of the Conference

The broad theme of the conference is divided into four sub themes but are not limited, can be extended to the other areas that are relevant to the title. The following are the thrust areas:

### 1. Technological Innovations/Entrepreneurship for Sustainable Urban Development

- Role of IoT, AI, and Big Data in resource optimization
- Leveraging digital twins and urban analytics for sustainable planning
- Balancing technological advancement with social responsibility
- Ethical considerations in the deployment of AI and surveillance

### 2. Human-Centric Approaches to Smart Societies

- Enhancing quality of life through smart health and education systems
- Green transportation systems and electric vehicle integration
- Shared mobility solutions, reducing urban carbon footprints for climate change mitigation and adaptation
- Sustainable water and energy management in urban environments

### 3. Inclusivity, Equity, Climate Resilience and Adaptation in Smart Societies

- Digital inclusion and bridging the urban-rural divide
- Citizen engagement and participatory governance in smart urban development
- Resilient infrastructure to withstand natural disasters
- Green building practices for energy efficiency and waste management

### 4. Governance, Policy Frameworks and Global Best Practices in Smart City Development

- Policy reforms for smart city transformation and sustainability
- Digital governance models and data-driven decision-making
- Collaboration across borders for sustainable urban future
- Scaling smart city initiatives to create smart societies

## Call for Papers

- The Research papers are invited from the students, faculty and industry experts belonging to the field of Engineering, Management, Environmental Studies, Entrepreneurs, Businessmen and other allied disciplines.
- The researchers and paper presenters have to present the papers at the conference venue. The conference is completely onsite and does not encourage in-absentia/online presentation.

## Instructions for Submission and Review of Research Papers

- The papers may be qualitative/ quantitative studies that are not presented or published in any other conferences/proceedings.
- The abstract must not exceed 250 words with at least 5 key words.
- The full length papers must not exceed 8 pages or 7000 words with references mentioned below in the APA Style.
- Times New Roman, 1.5 spacing and 1inch margin on all sides with tables and figures properly named.
- All the papers must be plagiarism checked and must be less than 10%.
- All the papers will be peer reviewed and the decision of the scrutiny committee will be final.
- The papers must be relevant to the title of the conference.
- The right to accept/reject the papers is reserved, and the committee's decision is final.
- The full length papers that abide to all the norms shall be published in the conference proceedings with ISBN.