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Research and Scientific Innovation Society (RSIS)

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RSIS

International Conference on Multidisciplinary Research & Practice (ICMRP-2014)

30th November 2014 at Ahmedabad Management Association, ATIRA Campus,

IIM-A Road, Ahmedabad, Gujarat, India.

CONFERENCE PROGRAMME

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About the conference

International Conference on Multidisciplinary Research & Practice (ICMRP-2014) will be held during 30th November 2014 at Ahmedabad Management Association, ATIRA Campus, IIM-A Road, Ahmedabad, Gujarat, India. ICMRP-2014 is a premier venue for researchers and industry practitioners to share their new ideas, original research results and practical development experiences.

The primary goal of the conference is to promote research & developmental activities and to promote scientific information interchange between researchers, developers, students, and practitioners working in and around the world. English is the official language of the conference.

This conference is held in Ahmedabad a vibrant and historical city which is home to multiple academic institutions and where visitors can enjoy a variety of activities and entertainment!

Conference Venue

Ahmedabad Management Association

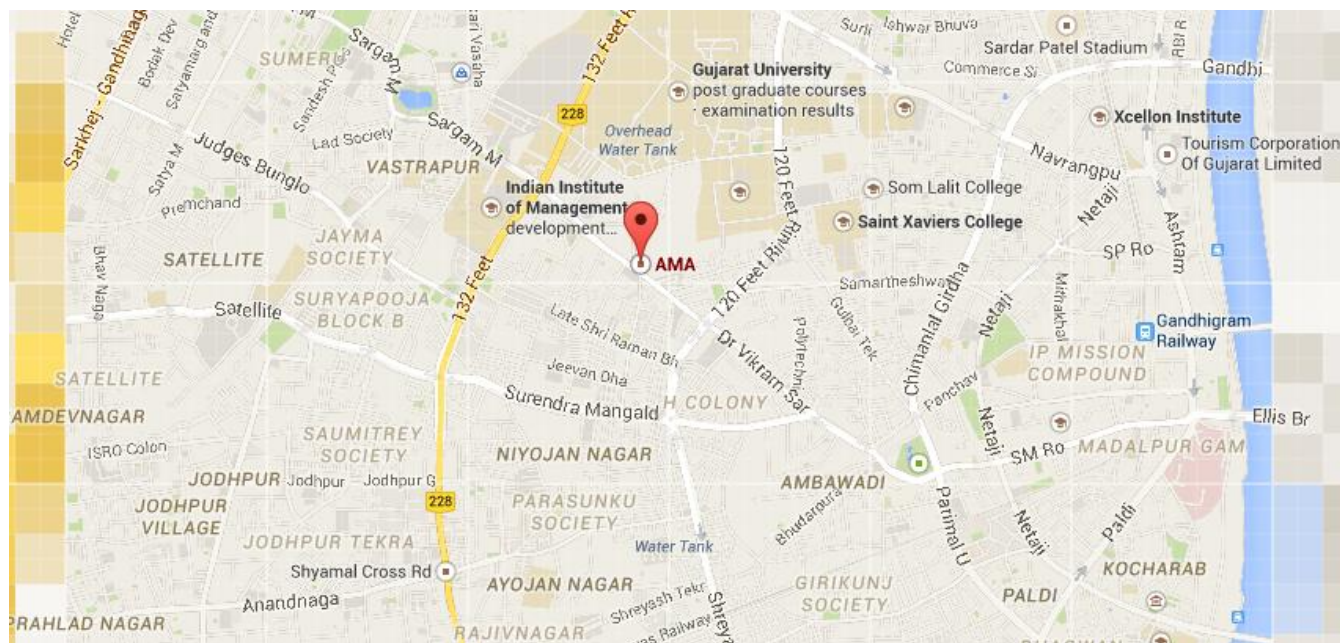
Core-AMA Management House

Torrent-AMA Management Centre

ATIRA Campus, IIM-A Road, Dr. Vikram Sarabhai Marg

Ahmedabad 380 015, Gujarat, INDIA

www.amaindia.org



Program Schedule

30th November, 2014 (Sunday)	
8.00 AM - 9.00 AM	Arrival, Distribution of Conference Passes and Conference Material
9.00 AM - 10.15 AM	Inaugural Session & Keynote Address
10.15 AM - 10.30 AM	AM Break and Networking (Pre-Function Area)
10.30 AM - 01.30 PM	Technical Session-I
01.30 PM - 02.00 PM	Lunch (Pre-Function Area)
02.00 PM - 05.00 PM	Technical Session-II
05.00 PM - 05.15 PM	PM Break and Networking (Pre-Function Area)
05.15 PM - 07.00 PM	Technical Session-III
07.00 PM - 07.30 PM	Closing & Validation Ceremony

Humble Request Participants are requested to arrive in a timely fashion for all addresses. Presenters are reminded that the time slots should be divided fairly and equally between the number of presentations, and that they should not overrun. The Session chair is asked to assume this timekeeping role.

Photo/Video/Audio Recording Consent

Photography and Filming will be taking place at this event. By entering this event you consent to being filmed/photographed for the promotional purposes of RSIS Conference.

Presentation Guidelines

1. All presenters of oral presentations must report to the conference manager in advance of each session.
2. Presenters can either use the laptop provided or connect their own laptop to the projector however if you use your own Mac please ensure you have the requisite connector.
3. You have to send your presentation by email on or before 25.11.2014 to icmrp2014@rsisinternational.org. In the subject you should indicate your name and Unique manuscript ID (UMI). The file name must indicate Unique manuscript ID (UMI). We will send you a confirmation email once we have the presentation in the system. If you have a video or audio file embedded in the presentation we recommend using a standard video and audio codec compatible with Microsoft PowerPoint.
4. Presentation time is critical; each paper is allocated 06 minutes for lecture sessions. This time includes setup and questions from the audience. We recommend that presentation of your slides should take about 06 minutes.
5. Slides attract and hold attention, and reinforce what you say – provided you keep them simple and easy to read. Plan on covering at most 6 points per slide, covered by 6 to 12 spoken sentences.
6. Make sure each of your key points is easy to explain with aid of the material on your slides. Do not read directly from the slide during your presentation. You shouldn't need to prepare a written speech, although it is often a good idea to prepare the opening and closing sentences in advance. It is very important that you rehearse your presentation in front of an audience before you give your presentation.

Accommodation

Please note that the Conference is non-residential and that Authors and Participants are kindly requested to make their own arrangements for accommodation in Ahmedabad, India. We recommend staying at the conference venue to cut down on travel time and additional travel costs.

We are providing a list of accommodations that are conveniently located within the vicinity of our main conference venue.

There are a range of hotels in Ahmedabad to suit most budgets and requirements, ensuring you can relax and make the most of your stay here.

Hyatt Ahmedabad

Plot 216, Town Plan Scheme 1, Near Vastrapur Lake, Vastrapur,

Ahmedabad, India

Tel: + 91 79 6160 1234

Fax: +91 79 6160 1235

Email: ahmedabad.hyatthotels@hyatt.com

Website: <http://www.ahmedabad.hyatthotels.hyatt.com/en/hotel/home.html>

Hyatt King	5950 INR + TAX
Hyatt Twin	5950 INR + TAX
Club King	7950 INR + TAX

Hotel Accolade

Address: Opposite Gujarat College, Gujarat College Road, Ellisbridge,

Ahmedabad, Gujarat 380006

Phone: 079-2656 1016

Mobile: 09898461469

Email: info@hotelaccolade.com

Website: <http://www.hotelaccolade.com>

Executive Single Occupancy	INR 2013 Include Tax	Rake Rate is @ 2000 + TAX
Executive Double Occupancy	INR 3062 Include Tax	Rake Rate is @ 2300 + TAX

Neelkanth Paradise (3 Stars Hotel)

Address: Opp. Town Hall, Ellisbridge,

Ahemdabad- 380006

Phone: 079- 26578205-07

Mobile: 09601666033

Email id: paradise@neelkanthhotels.com

Website: http://neelkanthhotels.com/neelkanth_paradise.html

Type of Room	Single	Double
Superior	Rs. 2000	Rs. 3000
Suite room	Rs. 3000	Rs. 4000

Neelkanth Panshikura

Address: Madapur under bridge, B/h. Town Hall, Ellisbridge,

Ahmedabad-380007

Phone: 079-26578294/95

Mobile: 09601666033

Email id: panshikura@neelkanthhotels.com

Website: http://neelkanthhotels.com/neelkanth_panshikura.html

Type of Room	Single	Double
Non A.C.	Rs. 900	Rs. 1200
A.C. Deluxe	Rs. 1100	Rs. 1500
Suite room	Rs. 1700	Rs. 1700

Cab Service

Apple Cabs provides the ideal answer, through a 24/7 metered taxi service launched in the metropolitan city of Ahmedabad. It is powered by a brand new fleet of over 110 cabs, all equipped with advanced GPS (Global Positioning Satellite) technology and amenities for your comfort.

For booking status, enquiries and feedback call on

24 X 7 Call Centre: +91-79-4900 4900.

Email: info@applecabs.in

Website: www.applecabs.in

Car parking: Please note that the car park at the venue is free for conference delegates. Please mention at the reception after parking your car, that you are attending the conference.

Weather: End of November is the best time for many visitors to the city.

Average High: 30°C

Average Low: 17°C

Hospitality Desk: Research and Scientific Innovation Society will provide a Hospitality desk managed by our experienced staff to assist the delegates before, during and after the conference as follows:

This desk would provide assistance to the delegates before conference as follows:

- ✓ Hotel Room booking assistance.
- ✓ Tickets booking assistance.
- ✓ Coordinate/assist the transport schedule.
- ✓ Cab booking assistance.

This desk would provide assistance to the delegates during conference as follows:

- ✓ Hand over name badges and conference kit.
- ✓ Advise the conference hall where the conference is taking place.
- ✓ Arrange luncheons/dinners for the delegates.
- ✓ Coordinate AM/PM tea/coffee breaks + lunches.
- ✓ All other services to make the delegate and the staff stay comfortable.

This desk would provide assistance to the delegates after conference as follows:

- ✓ Cab/Taxi booking assistance.
- ✓ Information about places to visit in Ahmedabad.

For any query kindly contact Hospitality Desk at **+91-8852000707**.

How to reach

Distance between Ahmedabad railway station (Kalupur) and Ahmedabad management association is 8.52 Km. Travel time from Ahmedabad railway station and Ahmedabad management association is 18 Minutes. The bus stand known as Kalupur Bus Stand is opposite to the Railway Station.

The Ahmedabad Airport is about 09 km away from Ahmedabad management association. Pre-paid taxis are available at the airport which costs around Rs. 350/-.

There are direct flights to Ahmedabad; otherwise one can reach via Delhi or Mumbai. All modes of transport (Air/Road/Rail) are available for traveling from Delhi/Mumbai to Ahmedabad.

Other Airports in Vicinity

Name of the Airport	Distance from the Airport
Bhavnagar	154 KM
Bhuj (IAF)	326 KM
Deesa (Not Operational)	141 KM
Jamnagar	272 KM
Keshod (Junagarh)	311 KM
Kandla	257 KM
Porbandar	343 KM
Rajkot	207 KM
Surat (State Govt.)	217 KM
Vadodara (Civil Airport Harni)	101 KM

Attractions

- ✓ **Sabarmati Ashram:** Sabarmati Ashram is located at banks of the Sabarmati River, was found in 1915. This ashram was the residence of Mohandas Karamchand Gandhi till 1930. During the time of independence movement, the ashram was referred to as the Satyagrah Ashram. This ashram was the inception point for famous Dandi March in 1930, due to which it has been declared as the national monument.
- ✓ **Kankaria Lake:** Kankaria Lake was earlier known as Hauj-E-Kutub, is the biggest lake in Ahmedabad. During the time of kings, this lake served as the bathing place for all the badshahs. Built by Sultan Kutubuddin in 15th century, this lake consisted of a water purification system. The lake is circular, however, at one point it opens into a walkway, which leads to garden called Nagina Wadi. Near the lake, there is a gym called Ambubhai Purani Vyayamshala. Today, the lake is a popular picnic spot with lighted walkways and food corners. This lake is located in the southern part of the city in Maninagar area.
- ✓ **Akshardham Temple:** Akshardham Temple is located 28 km away from Ahmedabad in Gandhi Nagar. Foundation of this temple at Gandhinagar was laid by Bochasanwasi Akshar-Purushottam Swaminarayan Sanstha (BAPS). Visited by around 2 million of devotees every year, this temple is one of the most popular attractions of the city. The temple dedicated to Lord Swaminarayan, reflects the wealth of Gujarati architecture.

This architectural masterpiece is the symbol of humanity in Gujarat and celebrates the commandments of Swaminarayan faith. Made using 6,000 tonnes of pink sandstones, this 10 storied temple comprises 93 sculpted pillars. The edifice is 240 ft in length, 131 feet in width and 108 feet in height. The main highlight of the architecture is that the entire structure of sandstone is standing erect without the use of iron rod.

- ✓ **Sabarmati Riverfront:** Sabarmati Riverfront is developed on one of the biggest river Sabarmati, in of Gujarat. It is an innovative project undertaken by the Ahmedabad Municipal Corporation. This is an ideal destination to enjoy picnic with family. It consists of a magnificent walkway over the river Sabarmati. Gardens, esplanades, amusement parks, golf courses, water Sports Park and slum rehabilitation are part of this project. The entire riverfront offers a panoramic view of the city's landscape.

Many people come here for their morning or evening walks. A leisurely stroll on the walkway, especially at night when the whole area is lit up with lights is quite refreshing. Speed boat and motor boat rides are the popular water sports available here. Kite flying is another activity that can be undertaken here.

- ✓ **Science City:** Science City is an educational centre, which is focused on science and technology. This science city was set up in 1960, with a motive to spread awareness about the progression of science and its application in human life. Ventured by state government of Gujarat, this science city is a blend of education and entertainment.

Spread over an area of 1,069,976.7 sq. metre, this science city houses IMAX 3D Theatre, exhibition hall, amphitheatre and thrill rides. Musical Dancing Fountain, Aquamobil and ride simulations are the other attractions of the city. This science city has two wings, Energy Education Park and Life Science Park. In the Life Science Park, visitors can spot varieties of butterflies and rare cacti plants.

At the IMAX 3D Theatre, there are several shows throughout the day, which start at 2:30 pm and last till 7:30 pm. The Musical Fountain show starts at 6:30 pm and visitors can catch a glimpse of last show at 8:40 pm.

- ✓ **Sunset Drive-in:** Sunset Drive-in, an open Air Cinema with the largest screen in Asia, is located at Ahmedabad. It is first of its kind which can accommodate about 665 cars at a time. More than 6000 people can enjoy watching movie at a time.

Started on September 6th 1973, the first film it hosted was "ABHIMAAN". Till date, this theatre is one of the most popular hang-outs in the city. Dolby Sound and Covered sitting facility attracts people who don't own cars as well.

Being one of the best family entertainment spot, it caters to all the age groups. The restaurant at Drive-in offers wide variety of food at best prices. On Friday one can find an enthusiastic crowd of young, fashion conscious crowd of guys and gals and freaking out.

More details kindly visit www.ahmedabadguide.com/CityTour.aspx

Rann Utsav Kutch:

It's a Carnival of Music, Dance, Enhance the nature beauty of White Rann / Desert when the flash light of Full Moon spread it on the white land starts every year of December onwards at Kutch, Gujarat & marks this celebration till Holi. Lots of Tourist visit from different parts of the world just to feel the view of shimmering landscape that gives the enchanting moments of this Fest, which feels like as Heaven On Earth during Rann Utsav Festive Time specially on Full Moon night when moon light flash it on the White Desert / Rann and it creates White Milky Color. Every year it organizes with the support of Gujarat Tourism with many activities like the Traditional Cultural Dance, Cultural Act shows, Camel Safari, Musical Moments, Live in Tents & many more activities. This Grand Tent city which is approx 350 Luxury Tents are well structured to the outskirts of City, Village which is named as "Dhordo" i.e 85 km from Bhuj City.

This district is famous for its various Cultural Traditional Shopping Activities like – Authentic Handicraft Items, Bandini Sarees, Traditional Ornaments & many more items which we have seen & our sounds WO !

Little Rann Of Kutch which is famous for Wild Ass, Great White Rann of Kutch, Museums, Palaces, Forts etc. Kutch is the only place in Gujarat where you can enjoy all moments at one place.

Rann Utsav Starts from 1st Dec 2014

Call for Rann Utsav Package Booking 1800 233 9008

Mail: info@rannutsav.com, rannutsavkutch@yahoo.com

www.rannutsav.com

Warm Regards,

Rohit Arora (Conference Manager ICMRP-2014)

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