Youth in India is growing into prominence for various reasons, including their influence in bringing about political and social change.

The economic landscape of India is likely to change rapidly in near future with more than 50 per cent of Indians being categorized as young. With projection about potential demographic dividend, India is likely to witness an average age of 25 by the year 2025.
The first conference on Youth 2025, held on 8-9 February 2014 at Jaipuria-Jaipur, discussed the potentiality of demographic dividend and how to harness the potential of youth population for making India a developed country. This is an area which needs to be focussed and deliberated upon continuously to bring about a discernible change. With this view, Jaipuria-Jaipur has decided to deliberate upon Marketing & Communication for Young India as the central theme under the umbrella of YOUTH 2025.

Jaipuria Institute of Management, Jaipur is pleased to invite you to register, contribute papers and participate in the Second National Conference—YOUTH 2025: Marketing & Communication for Young India.

The two day conference aims at focusing on the evolving dynamics of fast changing communication world. This two day, content packed event with a central theme focused on using different combinations of communication disciplines (i.e. Advertising, Direct Marketing, Public Relations, etc.) in synergy, with the purpose of delivering the right message to the young India. The conference also aims to find a balance between educating, and engaging the delegates, giving them first-hand, case-study exposure to the most innovative Integrated Marketing Communication (IMC) trends. Delegates will be able to select the tools which they feel can be best implemented to suit their marketing communication strategies for youth of India.

What makes the youth market so valuable to business? Perhaps it is their influence on family spending volume and patterns, or the trendsetting characteristics that attract the marketers. Our experienced communication professionals will deliberate on the same.
Research papers and panel proposals are invited on all topics relevant to the conference theme of Youth 2025: Marketing & Communication for Young India. Broad division of topic into following thematic panels has been made. Papers can be submitted in a panel contributing towards the theme. Papers outside the suggested thematic panel are also invited and depending upon the submission, additional thematic panel will be announced.
**PANEL 1: INDIAN MARKETERS & YOUTH QUOTIENT**

Youth is contributing heavily to the rapid change in the Indian economy and are fast becoming the darling of corporate India. No surprise that the youth have become a key focus in the marketing blue prints of most of the brands. Is 18-24 age groups as youth, essentially on the radar of every marketer? Is mall culture, café culture, and increasing disposable income changing the youth and marketers today? Is the pace of change in consumer behaviour of youth increasing too fast to capture? Is TV, print, outdoor are not apt to communicate with youth today? Who’s the best friend of youth and marketers today for communication? Is youth carrying their offline life with the use of online mode of communication? How does the Indian youth spend money today? How do marketers and youth are keeping pace with speed? Have numerous brands from India and abroad made them spoilt for choices? What’s up with the small town cousins? What is the marketing mantra to deal with Gen Y? In the end, amidst all this the biggest question is, do youth follow brands or do brands chase the youth? What picture do Indian marketers behold of youth brands in India?

**PANEL 2: CO-CREATING EXPERIENCES ACROSS VARIED PLATFORMS**

Today brands compete for attention, but attention is a scarce commodity. Countless TV ads and huge billboards may leave a momentary mark on the viewer’s mind, but for the long run brand impact, personal experience of the brand cracks the deal. Yes experience marketing and co-creation with youth brings the brand experience alive by engaging the customers in a sensory way. Does co-creation drive the sale in big way? Is experiential marketing new rule of the game to attract short span of attention time of youth? Has retail gamut changed the shopping experience of youth all together? Is experiential marketing driven by innovation? Are marketers creating experiences today through digital, interactive, hospitality, entertainment, medical tourism or destination branding in a big way? Is youth marketing about conversations as opposed to delivering messages? Is it about co-creating experience and not delivering experience? Are marketers selling attitude, lifestyle, and emboldened expressions to young India today?

**PANEL 3: MARKETING & Communicating Happiness**

The world of business has increasingly been producing evidences wherein happiness and wellbeing are focused in the management of production and marketing. The landscape of production and marketing is seemingly changing with faster change in income and consumption patterns. The consciousness towards caring for planet and humanity is rising. There has also been an attempt to convert marketing of products into marketing of happiness. What do these evidences suggest? Can happiness be managed and marketed? Do the companies attempting to market happiness also able to create happiness? What are the signals, prototypes, medium being used in communicating happiness as a marketing tool? Is it for better or worse?
KEY AUDIENCES & PAPER CONTRIBUTORS

- Corporate Communication Director
- Advertising Agencies
- Brand Development & Marketing Manager
- Industry Experts
- Decision Makers & Top Executives
- Freelancers / Journalists
- Academicians & Research Scholars
- Doctoral/Management & Mass Communication Students/interested Youth
- Consultants
- Bureaucrats
- Media Relations Director
- Public Affairs & PR Managers

GUIDELINES FOR PAPER

- All papers will be evaluated through a blind review process constituted by drawing experts from Institutions/Universities/Organizations of repute in India.

- Only original, unpublished work is sought. Any proposal submitted to present identical or substantially similar work already published, under review for another conference or publication will not be considered.

- In the covering letter accompanying the manuscript, the contributors should certify that the manuscript has neither been published anywhere nor is it at present being considered anywhere for publication.

For detailed guidelines regarding submission of paper, please visit our website www.jaipuria.ac.in/youth2025_nc02

PUBLICATION OF PAPERS

Selected papers duly registered shall be published in the form of electronic book/proceedings which will be published after the conference.

REGISTRATION

On the acceptance of the final paper, after blind review the authors are required to register by paying the registration fee. A confirmatory e-mail should be sent along with the filled registration form at youth2025_nc02@jaipuria.ac.in

For details visit: www.jaipuria.ac.in/youth2025_nc02
REGISTRATION FEE
The registration fee covers Conference Kit, Book of Abstract, Two Luncheons and Coffee Breaks. It does not cover accommodation, dinner, hotel pickups and airport transfers.

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The Above Fee is inclusive of 12.36% Service Tax

IMPORTANT DATES FOR AUTHORS

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PATRON
Shri Sharad Jaipuria
Chairman, Jaipuria Institute of Management

ADVISORS
Shri Shreevats Jaipuria, Vice Chairman, Jaipuria Institute of Management
Dr. Prabhat Pankaj, Director, Jaipuria Institute of Management, Jaipur
Dr. Jacob Kurien, Resident Professor, John Hopkins School of Advanced International Studies, HNC, Nanjing, China
Dr. Rakesh Basant, Professor, IIM, Ahmedabad
Dr. Vijaya Sherry Chand, Professor, IIM, Ahmedabad
Dr. C. P. Kartha, Professor, School of Management, University of Michigan, Flint, USA

CONFERENCE CONVENERS
Dr. Swati Soni, Associate Professor
Email: swati.soni@jaipuria.ac.in • M: +91 98292 18660
Dr. Sheenu Jain, Assistant Professor
Email: sheenu.jain@jaipuria.ac.in • M: +91 90010 97511
Dr. Shubha Johari, Assistant Professor
Email: shubha.johari@jaipuria.ac.in • +91 90018 47497

CONFERENCE SECRETARIAT
Ms. Shalvi Sharma
Contact No. +91 141 4771328
All communications should be made on youth2025_nc02@jaipuria.ac.in
Conference website: www.youth2025_nc02.jaipuria.ac.in
Jaipuria Institute of Management, Jaipur is a part of Jaipuria group of institutions established under the Integral Education Society. The Jaipuria group has a long heritage of providing educational excellence to the youth of India since the establishment of Seth Anandram Jaipuria College in Calcutta in 1945. The first management institute of Jaipuria was established in 1995 in Lucknow, followed by Noida (2004), Jaipur (2006), and Indore (2010). The two campuses in Lucknow and Noida are NAAC accredited campus with “A” grade. The three campuses in Lucknow, Noida, and Jaipur have been awarded MBA equivalence certification by Association of Indian University (AIU). Jaipuria institutions are rated among top 50 management institutes in the country by various rating agencies.

Jaipuria Institute of Management, Jaipur in addition to running its PGDM Programme also actively engages with the industry and society through various centers such as Centre for Management Development Programmes, Consultancy and Training Centre, Centre for Research and Publications, Centre for Entrepreneurship and Skill Development, Centre for Spirituality and Human Values and through various students initiated clubs and other platforms. With the sole focus on quality management education, Jaipuria Institute of Management strives not only to impart credible management degree but also to change the lives of students, especially from “what they are to what they can be”. The institute strives to inculcate life-skills in students and provide them opportunity and assistance in what they would want to become in life.

**ABOUT JAIPUR: THE PINK CITY**

Jaipur is named after its founder the warrior and astronomer Sawai Jai Singh II. It is 260 km from Delhi and 240 km from Agra and forms the most chosen tourism golden triangle of Delhi, Agra and Jaipur. The old Jaipur painted in Pink can grip any visitor with admiration. Stunning backdrop of ancient forts Nahargarh, Amber, Jaigarh and MotiDungri are dramatic testimonials of the by gone era, one of the most sought after tourist destinations of Rajasthan, India.