SRI VENKATESWARA UNIVERSITY

Accredited by NAAC with ‘A+’ Grade

Tirupati - 517 502, Andhra Pradesh, India.

(Sponsored under RUSA 2.0 Grant)

A Two-Day National Seminar on

‘SUSTAINABLE TRANSPORTATION SYSTEM IN INDIA AND PERCEPTIONS OF STAKEHOLDERS IN ADOPTING ELECTRIC VEHICLES: EMERGING ISSUES AND CHALLENGES’

25th and 26th March, 2026

Organized by

Department of Commerce
Sri Venkateswara University

ABOUT THE UNIVERSITY

Established in 1954 at Tirupati, Sri Venkateswara University was founded to fulfil the educational aspirations of the people of the Rayalaseema region of Andhra Pradesh. Over the past seven decades, the University has emerged as one of India's prominent public Universities, known for excellence in teaching, research, extension, and community engagement. From its humble beginning with one college and six departments, the University has expanded into a comprehensive institution comprising five constituent colleges Arts, Sciences, Commerce, Management & Computer Science, Pharmacy, and Engineering offering 88 programmes across 52 departments. It provides postgraduate and research education in diverse disciplines including Arts, Sciences, Law, Commerce & Management, Education, Engineering, and Pharmacy.

SVU is accredited with 'A+' Grade by NAAC (2023), reflecting its commitment to academic quality and institutional excellence. The University has earned recognition in national and global rankings such as NIRF, QS Asia Rankings, and Times Higher Education World University Rankings, strengthening its international academic presence. The University maintains a strong research profile with significant publications, citations, funded projects, and consultancy assignments. It hosts Centres of Excellence under RUSA and national research facilities supported by UGC and DST. Faculty members actively receive grants from leading national and international funding agencies.h

ABOUT THE DEPARTMENT

The Department of Commerce of Sri Venkateswara University is one of the oldest and most distinguished departments of the University. Established during the academic year 1969–70 under the aegis of the Department of Economics, it became an independent entity in 1971 under the leadership of its founder member, Dr. O.R. Krishna Swamy. In 2006, the Department was reorganized under the College of Commerce, Management and Computer Science, strengthening its academic and professional orientation. Over the decades, the Department has consistently evolved to meet the changing demands of commerce and finance education. It introduced the MFM programme in 1999 under the semester system and launched M.Com (Accounting & Finance) in 2005–06. The courses were later aligned with the Choice Based Credit System (CBCS), and presently the curriculum has been restructured in accordance with NEP - 2020 guidelines, incorporating core courses, generic electives, compulsory foundations, skill-oriented courses, open electives, and a mandatory project component. With a student strength of around 150, the Department offers M.Com (Regular), M.Com (A&F), and Ph.D. programmes. Guided by its vision of promoting accounting and finance professionals through quality and value-based education, the Department strives to groom competent, confident, and research-oriented professionals prepared for academia, industry, and consultancy.

NEED FOR THE SEMINAR

India's transport sector is undergoing a transformative transition as the country strives to achieve sustainable mobility in line with climate commitments and developmental priorities. The increasing environmental degradation, rising fuel costs, and dependence on fossil fuels have intensified the demand for clean and energy-efficient transportation systems. The Electric Vehicles (EVs) have emerged as a promising alternative to reduce carbon emissions and enhance energy security. Despite progressive initiatives such as the FAME Scheme and the National Electric Mobility Mission Plan, EV adoption in India remains modest due to infrastructural limitations, high initial costs, limited awareness, and behavioural resistance.

Understanding stakeholder perceptions, consumer attitudes, policy effectiveness, and technological challenges is crucial for accelerating sustainable mobility. This seminar aims to provide a collaborative platform for academicians, policymakers, industry leaders, and researchers to deliberate on emerging issues and actionable strategies for promoting sustainable transportation in India.

OBJECTIVES OF THE SEMINAR

- To review the current status of sustainable transportation in India and debate the economic, and environmental impacts and implications of adopting electric vehicles;
- To identify emerging issues, policy gaps, and technological challenges associated with sustainable transportation systems;
- To understand stakeholders' perceptions, preferences, and factors influencing the adoption of electric vehicles in the Indian context; and
- To provide a collaborative platform for academicians, policy-makers, and industry experts to share insights and develop strategies for promoting sustainable mobility and green consumer practices.

THEME OF THE SEMINAR

The seminar emphasizes building an integrated, eco-friendly transportation ecosystem aligned with India's vision of low-carbon economic growth. It explores the intersection of policy, technology, infrastructure, business models, consumer behaviour, and environmental sustainability. By integrating academic research with industry and policy insights, the seminar aims to generate meaningful dialogue on creating resilient, affordable, consumer-centric, and sustainable transportation systems.

SUB-THEMES OF THE SEMINAR

Theme 1: Policy, Governance and Institutional Frameworks for Sustainable Mobility

- National, State, and Local Transport Policies for Sustainable Development
- FAME Scheme, PLI Incentives, and Government Support for EV Ecosystems
- Institutional Collaboration: Transport, Energy, and Urban Development Agencies
- Public–Private Partnerships (PPP) and Investment Models in EV Infrastructure
- Legal, Ethical, and Regulatory Issues in Electric Mobility
- Road Safety, Emission Standards, and Environmental Compliance
- Policy Gaps and Challenges in Implementation and Monitoring

Theme 2 : Technology, Infrastructure and Business Models for Electric Mobility

- Advances in Battery Technology, Charging Systems, and Energy Storage
- Renewable Energy Integration for Charging Infrastructure
- Vehicle-to-Grid (V2G) and Smart Charging Technologies
- Manufacturing Ecosystems and "Make in India" for EV Components
- Cost–Benefit Analysis and Life-Cycle Assessment of Electric Vehicles
- Innovative Business Models: Battery Leasing, Subscription, and Swapping
- Supply Chain Sustainability, Recycling, and Waste Management of EV Batteries

Theme 3 : Stakeholders' Perceptions, Market Adoption and Economic Aspects

- Consumer Awareness, Perception, and Willingness to Pay for EVs
- Behavioural Factors Influencing Purchase Decisions and Adoption Intentions
- Marketing, Branding, and Communication Strategies for EV Promotion
- Influence of Demographics, and Lifestyle on Adoption
- Role of Environmental Consciousness and Green Consumerism
- Economic and Financial Considerations: Ownership Costs, Incentives, and Subsidies
- Inclusivity and Accessibility: Gender, Income, and Regional Disparities in EV Usage

Theme 4 : Urban Mobility, Environmental Impact and Future Research Directions

- Integration of EVs with Public Transport Systems and Non-Motorised Mobility
- Smart Cities and Sustainable Urban Planning for Clean Transportation
- Role of E-Mobility in Freight and Logistics (Last-Mile Delivery Solutions)
- Environmental Impact Assessment and Carbon Footprint Reduction
- Circular Economy Approaches and Battery Recycling Technologies
- Digitalisation, Data Analytics, and AI Applications in Sustainable Transport
- Emerging Research Trends, Innovations, and Future Prospects for EV Adoption

EXPECTED OUTCOMES

- Enhanced understanding of India's sustainable mobility landscape
- Policy recommendations and actionable frameworks
- Identification of research gaps and future collaborations
- Strengthened academia–industry–government partnerships
- Publication of seminar proceedings
- Development of strategic roadmaps for EV adoption

TARGET PARTICIPANTS

- Academicians in Commerce, Economics, Management and Environmental Studies
- Government Officials and Transport Authorities
- Industry Professionals from EV and Renewable Energy sectors
- Post-Doc Scholars and Doctoral Scholars, Entrepreneurs, Start-ups and NGOs in Sustainable Mobility
- Development of strategic roadmaps for EV adoption

DATES TO REMEMBER

- Last date for an Abstract Submission : **9th March, 2026**
- Last date for the Full Paper Submission : **16th March, 2026**

PAPER SUBMISSION GUIDELINES

Authorship

- A maximum of three authors are permitted per paper.
- The names, affiliations, and contact details of all authors must be clearly mentioned below the title.

Abstract Submission

- The abstract should not exceed 300 words.
- It must be typed in Times New Roman, font size 12.
- The abstract should clearly indicate the objective, methodology, key findings, and implications of the study.

Formatting Specifications

- The Title of the Paper should be in Times New Roman, font size 16.
- Headings and Sub-headings should be in font size 14.
- The main text (body of the paper) should be in font size 12.
- The manuscript must be prepared on A4 size paper.
- The entire document should be formatted with 1.5 line spacing and justified alignment.

Tables, Figures, and Referencing

- All tables and figures must be properly numbered and clearly titled as Table No. and Figure No.
- The paper must be well-structured and strictly follow APA 7th Edition style for citations, references, and indexing.

Length of the Paper

- The full-length paper should not exceed either 3000 words or 10 pages.

Originality and Plagiarism Policy

- All submissions will be screened for plagiarism and AI-generated content.
- The permissible similarity index is up to 15% only.
- Papers exceeding the permissible limit will be rejected without review.

Submission Process

- Both the abstract and the full-length paper must be submitted in MS-Word format only. The manuscript should be emailed to:

  drvenkateswarlumidasala@gmail.com
- Authors are advised to ensure originality, academic integrity, and adherence to all formatting guidelines before submission.

PUBLICATION

- A maximum of three authors are permitted per seminar paper.
- All submitted papers will be scrutinized by the Editorial Board. Only selected and approved papers will be considered for publication, and the authors of selected papers will be duly informed.
- Selected papers will be published in an edited book with an ISBN number.
- Overhead Projector (OHP) facility will be available for paper presenters during the technical sessions.
- Authors are advised to ensure adherence to submission guidelines and academic standards to facilitate smooth review and publication.

REGISTRATION & PARTICIPANT BENEFITS

- All registered participants will be provided with a Seminar Kit consisting of a folder, pen, notepad, and ID card.
- Registered participants will be provided working lunch, tea, and snacks during the seminar.
- If the paper is selected for publication, a copy of the edited book with ISBN will be provided to the first author of the paper.
- All authors must register separately to receive certificates and to avail themselves of all seminar benefits, including participation kit, meals, and other facilities.
- Participants are requested to complete registration within the stipulated time to ensure smooth coordination and arrangements.

ORGANIZING COMMITTEE

Chief Patron	:	**Prof. Tata Narasinga Rao,** Hon'ble Vice-Chancellor, Sri Venkateswara University
Patrons	:	**Prof.Ch. Appa Rao,** Rector, Sri Venkateswara University
		Prof. M. Bhupathi Naidu, Registrar, Sri Venkateswara University
Seminar Director	:	**Prof. M. Venkateswarlu** Director - National Seminar, Principal - SVU College of CM & CS Sri Venkateswara University
Exe. Committee Members	:	**Prof. P. Mohan Reddy** Dean - Faculty of Commerce and Management Studies, Chairman-BoS Commerce PG
		Prof. P.V. Narasaiah
		Prof. K. Jayachandra Reddy, Head - Department of Commerce

Venue: Senate Hall, Neelam Sanjeeva Reddi Bhavan (Administrative Building), Sri Venkateswara University, Tirupati.

Registration Fee

Academicians & Professionals	:	₹ 500
Post-Doc & Doctoral Scholars	:	₹ 300
Spot Registration	:	₹ 800

Bank Details

Account Name	:	Director, National Seminar
Bank Name	:	Union Bank of India
A/C No.	:	103210100053975
IFS Code	:	UBIN0810321
Branch	:	SVU Campus, Sri Venkateswara University, Tirupati.

Registration

Contact : +91 - 94911 52135; +91 - 95530 63860