

## PROLOGUE

Economic growth alone no longer defines human progress. While development is commonly mapped through GDP growth, expanding markets, and rising incomes, lived realities across nations reveal persistent inequality, social stress, and ecological strain. This conference reimagines development beyond GDP, situating it within the human landscape and placing citizens' wellbeing, happiness, and quality of life at the heart of policy, measurement, and sustainable global futures.

## ABOUT THE UNIVERSITY

Koneru Lakshmaiah Education Foundation (KLEF), popularly known as KL Deemed to be University, has evolved into a premier institution of higher education in India through four decades of academic excellence. Established in 1980–81 as KL College of Engineering, the institution steadily expanded its academic stature and was granted autonomous status by the University Grants Commission (UGC) in 2006 and conferred Deemed to be University status on KLEF in 2009. Further strengthening its national standing, KLEF was accorded the prestigious Category '1' Institution status in 2019. KLEF offers a diverse range of undergraduate, postgraduate, and doctoral programs across multiple disciplines. The university is supported by state-of-the-art infrastructure, advanced laboratories, digital learning resources, and a highly qualified and experienced faculty committed to mentoring students.

## ABOUT DEPARTMENT OF ARTS

The Department of Arts started its journey in 2016 by offering UG Programms in Economics & Political Science for undergraduate students approved by UGC with the objective of outcome-based education. The department follows the CBCS syllabus according to NEP 2020 guidelines, which is in line with all the premier institutions of India. Apart from the regular UG programme, the department offers integrated coaching for competitive examinations such as UPSC, State PSCs, SSC, Banking services, etc. The unique integrated coaching embedded in the academic programme is developed to refine their personality and make them future-ready.

## ABOUT CENTER FOR FIELD LEARNING

Centre for Field Learning is based on the conviction that a deep and thorough understanding of development processes and policies and its analysis can happen only by visiting the field. We undertake research on various topics that concern human welfare including health, environment, food and water security, income and livelihood. We also actively encourage other researchers in undertaking such research by guiding them or by enabling presentation of their research in our conferences. An additional goal of the Centre is to study in detail unique efforts of the individuals and organizations to address a social issue at the field level. And in this way, applaud the change makers.

## IMPORTANT DATES

Last Date of Submission of Abstract (Soft Copy)	31.03.2026
Intimation Of Acceptance	02.04.2026
Submission Of Full Paper	04.04.2026
Last Date For Registration	06.04.2026

Registration Link: <https://forms.gle/X82P8yYhGSi5HsSYA>

## SUBMISSION OF ABSTRACT

The Organising Committee invites submission of abstract(s) and full paper of original contributions on any topic related to the theme from the relevant field of social sciences and interdisciplinary subjects of the conference.

## ACCOMODATION

Accommodation and hospitality will be provided to the outstation participants during the conference dates based on the availability. However, separate charges need to pay for that.

## REGISTRATION FEES

The registration fee (non-refundable) is as follows:

Categories	Fees
International Participants	USD \$10.00
Faculties & Industrialists (Paper Presenters)	Rs. 750.00
Research Scholars and Students (Paper Presenters)	Rs. 500.00
Participants	Rs. 350.00
Participants from KLEF	Rs. 250.00

For Multiple authors, each author has to register separately to get certificate. The registration fees include conference kit, certificate, working lunch, and snacks for both the days.

## PAYMENT DETAILS

Name	: KL University
Bank	: State Bank of India
Account Number	: 62434363674
Branch	: Vaddeswaram
IFSC Code	: SBIN0021361

## For Further Details, Please Contact:

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45 YEARS OF  
EDUCATIONAL  
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nir NATIONAL  
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FRAMEWORK RANKED 26  
AMONG ALL  
UNIVERSITIES

INTERNATIONAL CONFERENCE ON

**GDP ≠ HAPPINESS**

RETHINKING DEVELOPMENT  
THROUGH CITIZENS' WELLBEING

08<sup>TH</sup>-09<sup>TH</sup> APRIL, 2026



Organised by

DEPARTMENT OF ARTS

**KONERU LAKSHMAIAH  
EDUCATION FOUNDATION (KLEF)**

(DEEMED TO BE UNIVERSITY)

Green Fields, Vaddeswaram, Guntur District, A.P, 522302

In Association with

**CENTER FOR FIELD LEARNING**

Memnagar, Ahmedabad, Gujarat, 380054

## ABOUT THE CONFERENCE

Dissatisfaction has been expressed time and again over GDP as the measure to evaluate a nation's progress. Human Development Index was born out of this dissatisfaction only. Although HDI added more depth into measuring a nation's progress to ensure the citizens' wellbeing, many aspects of wellbeing were missed out, like family support, job satisfaction, local environment, etc.

When the Happiness Index and Happy Planet index were introduced, they talked about citizens' wellbeing as the central focus to measure a nation's progress or success. But these indices were dismissed by many scholars as methodologically weak. However, we believe that these indices are on the right path. They assess the citizens' wellbeing by asking the citizens themselves about it. And it is a simple question: on the scale of 1-10, how satisfied are you with your life overall?

There can be many factors that affect the answer to this question. No one has studied such issues in detail. Some are talked about in the annual reports of Happiness Index like security and age. Some are mentioned in the e-book "Not GDP, Happiness!". We need to think of many other factors that affect people's life contentment, add them to this discussion on happiness and make the concept more widely accepted.

We invite papers that explore such factors. This is a multi-disciplinary conference, cutting across many social science fields like economics, sociology, rural development, psychology, health, and such. We invite researchers from varied backgrounds to explore the factors that affect people's life satisfaction.

We will give preference to the researchers who have talked to at least some people about the factors that they discuss in their paper. Such field investigation will corroborate the arguments given in the paper. At least a small survey is recommended.

This conference is inspired by the ebook, "Not GDP, Happiness" by Alka Parikh and Aisha Nazrana. We recommend that the paper submitters refer to this book to understand the concept of the conference properly.

### Conference Themes:

- Basic needs and life satisfaction
- Sense of psychological security and life satisfaction
- Gender and life satisfaction
- Health services and life satisfaction
- Age and life satisfaction
- Social factors like household size, caste, class, local culture and traditions and life satisfaction
- Life satisfaction in urban Vs rural areas
- Fulfilment in profession or work and life satisfaction

These are just indicative topics. You can think of other factors too that can affect the overall satisfaction of life.

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## LAYOUT OF THE ABSTRACT & FULL PAPER

Abstract with a suitable title must be written in English within 250 words alongwith maximum five keywords.

**Title :** A good title within 15 words is suggested.

**Author(s) :** Author's affiliation should be mentioned. In case of multiple authors, corresponding author should be mentioned properly.

**Text :** Normal, Times New Roman Font & 12 point indent (Compatible Mode). must clearly indicate the problem, methodology, result of the work.

**Reference :** Author (s) should follow the latest APA style of referencing system. Word Limit of the Full Paper: Full paper should be written within 5000 word limit, maximum 15 A4 size pages with 1.5 line spacing.

## Other Information

1. If confirmation e-mail is not received within 48 hours after submission, please contact the Convener  
e-mail: [kluartsconference2026@gmail.com](mailto:kluartsconference2026@gmail.com)

2. Acceptance letters will be issued to the corresponding author on or before 20th March, 2026 by e-mail only.

## BEST PAPER PRESENTATION AWARD

*One best paper will be selected from all the technical sessions. The winners will be felicitated with the 'Best Paper Presentation Award.'*

## PUBLICATION PROCESS

- All accepted manuscript will be published in KLU index journal.
- The manuscript will be accepted with less than 10% plagiarism.
- Once paper is submitted to the conference it shall not be sent to any other conference or journal for publication.
- The publication fee for the selected manuscript charged separately.

## How to Reach KLEF

Koneru Lakshmaiah Education Foundation (KLEF), Vijayawada, is well connected by road, rail, and air, ensuring convenient access for delegates from across India and abroad.

**By Bus:** KLEF is easily accessible from Vijayawada city by frequent APSRTC and TSRTC bus services. The campus is located near Vaddeswaram, along National Highway-16, and can be reached from major bus terminals such as Pandit Nehru Bus Station (PNBS) within 30-40 minutes by city buses, taxis, or auto-rickshaws.

**By Train:** Vijayawada Junction, one of the busiest railway hubs in South India, is well connected to all major cities. From the railway station, KLEF is approximately 20 km away and can be reached by taxi, app-based cabs, or local transport via

**By Flight:** Vijayawada International Airport (Gannavaram) connects the city with major domestic destinations and select international routes. The campus is about 35 km from the airport and can be conveniently accessed by prepaid taxis or app-based cab services.