



Indian Council of
Social Science Research

75
Azadi Ka
Amrit Mahotsav



CELEBRATING THE INSPIRING
LIFE OF ARUTCHELVAR
Dr.N.MAHALINGAM
NM 100
1923 - 2014
CENTENARY CELEBRATIONS

INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH (ICSSR)

Sponsored

One Day National Level Seminar on
"CO-CREATION MODEL OF LEARNING, TEACHING & CURRICULUM -
STAFF & STUDENTS AS PARTNERS TOWARDS
NATIONAL EDUCATIONAL POLICY 2022"

on

3rd March 2023

at

Prof. Alkondan Hall

Organised by

DEPARTMENT OF COMMERCE - BUSINESS PROCESS SERVICES

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(Autonomous)

Pollachi, Tamil Nadu,

Re-Accredited by NAAC & ISO 9001:2015 Certified

NIRF Rank Band : 101-150

Affiliated to Bharathiar University, Coimbatore,

Phone: 04259-234870, 234868

Web : www.ngmc.org, Email : ngm@ngmc.org

Registration Link : <https://forms.gle/5XZBBsQKwy4v9ZzU7>

ABOUT THE ICSSR

Indian Council of Social Science Research (ICSSR) was established in the year of 1969 by the Government of India to promote research in social sciences in the country. ICSSR provide grants for projects, fellowships, international collaboration, capacity building, survey, publications etc. to promote research in social sciences in India. Documentation centre of ICSSR National Social Science Documentation Centre (NASSDOC) - provides library and information support services to researchers in social sciences. ICSSR has developed ICSSR Data Service to serve as a national data service for promoting powerful research environment through sharing and reuse of data among social science community in India.

ABOUT THE INSTITUTION

A nation's growth is in proportion to education and intelligence spread among the masses. Having this idealistic vision, two great philanthropists Late. S.P. Nallamuthu Gounder and Late. Arutchelver Padmabhushan Dr.N.Mahalingam formed an organization called Pollachi Kalvi Kazhagam, which started NGM College in 1957, to impart holistic education with an objective to cater to the Higher educational needs of those who wish to aspire for excellence in knowledge and values. The College has achieved greater academic distinctions with the introduction of Autonomous System from the academic year 1987-88. The College is offering Human Excellence as a part of curriculum. The college has been Re-Accredited by NAAC, ISO 9001: 2015 Certified Institution and NIRF Ranking: 101-150 band. The total student strength is around 6000. Having celebrated its Diamond Jubilee in 2017, the college has blossomed into a premier Post-Graduate and Research Institution, offering 29 UG, 11 PG, 14 MPhil. and 13 Ph.D. Programmes, apart from Diploma and Certificate Courses.

ABOUT THE DEPARTMENT

The U.G. Department of Commerce – Business Process Services has been established in the year 2014. The industry integrated, unique three years full time B.Com-BPS Degree programme focuses on developing proficiency in Commerce and Business Process. It has an intensive course work comprising of specialized subjects along with B.Com subjects. To enhance the employability by hosting a value added Certificate Programme in addition to Non-BPS students of Commerce Cluster, which is conducted during the post college hours.

ABOUT THE SEMINAR

NEP is a significant tool for providing quality education to all aspiring students - rich or poor, by ensuring a low dropout rate. The main motto of NEP - "Equitable and Inclusive Education", assures that no child should be denied access to a quality education because of their socio-cultural background. The idea of students co-creating the higher education curriculum has become popular because it is student-centered and promotes more active engagement of both students and staff in learning and teaching experience. Co-creation of the curriculum has helped them develop interpersonally within vibrant learning communities, as well as cognitively by causing them to reflect on and develop their professional practice, try new teaching methods, and receive critical feedback. In this context, the Seminar focuses on the following sub-themes:

- Achieving Generic Outcomes as Envisioned in NEP 2022 through Innovative Teaching, Learning Methodology
- National Educational Policy and Blended Learning
- Curriculum Structure & Credit based Marking Strategy in NEP
- Role of Teachers & Students in NEP

- Integrating Technology in Curriculum - Challenges & Strategies
- Learning / Teaching Methodologies & Assessment
- Time Management & Learning Flexibility
- Teacher Evaluation in the Azadi Ka Amrit Mahotsav
- Pedagogy Enhancement with E-Learning
- Azadi Ka Amrit Mahotsav : India 2.0; Vision for India in 2047
- Azadi Ka Amrit Mahotsav Skill India
- Critical Analysis of NEP & Its Implementation
- Future Perspective on Learning, Teaching in Curriculum Towards NEP

GUIDELINES FOR PAPER PRESENTATION & PUBLICATION

Those who are interested on the theme of the seminar are invited to send their abstracts and full papers as per the following guidelines and submit within the deadline through

- Send the full paper through E-mail : icssrseminarmarch2023@gmail.com
- What's app group link <https://chat.whatsapp.com/HJGsH9laam61H2LW9PTJvc>
- All submissions must be made in MS WORD (2007) format Font Style: Times New Roman, Font Size:12, Line Spacing:1.5
- Abstract : 200 to 250 words with Four to Five Keywords
- Author's affiliation, Contact address, Designation, Mobile Number and Email ID should be found in First Page
- The paper should neither exceed 12 pages nor less than 6 pages
- References in APA style, Plagiarism is strictly denounced
- Research articles will be accepted only if the level of plagiarism is below 10%
- Maximum three Author's will be permitted for a manuscript
- Author and Co-author has to register separately
- Any one of author has to present the paper on the day of seminar to get presentation certificate
- Academicians and Delegates from Industry / Research Scholars / PG & UG students of colleges & universities across India can participate.

IMPORTANT DATES

Last Date for Abstract Submission: 20.02.2023

Last date for full paper Submission: 28.02.2023

Date of Seminar : 3rd March 2023

REGISTRATION FEES - PARTICIPATION AND PRESENTATION

Students	:	Rs. 100
Research Scholars	:	Rs. 200
Academicians / Delegates from Industry	:	Rs. 300

(Registration fees include seminar kit, refreshment, lunch, publication in edited e-Book with ISBN and Hard copy of the certificate of presentation / participation)

PAYMENT GATEWAY

Account Details for IMPS, NEFT, RTGS

Name of the Account Holder : **Dr.T.MOHANA SUNDARI**

Account No. : 170101000007115,

IFSC No. : IOBA0001701

Name of the Branch : NGM College Branch, Pollachi

Google Pay : 80722 91119

RESOURCE PERSONS



Dr.M.Mahalakshmi Sankar
Assistant Professor
Albertian Institute of Management Studies,
Kerala



Dr.R.Tamil Selvan
Professor, Department of MBA
Sathyabama University,
Chennai



Dr.D.Vijendra Babu
Professor
School of Electronic Engineering,
Vellore Institute of Technology,
Vellore



Dr.M.Indira
Assistant Professor
P.K.R. Arts College for Women,
Gobichettipalayam

ORGANISING COMMITTEE

Chief Patron

Dr. B. K. Krishnaraj Vanavarayar, President, Nallamuthu Gounder Mahalingam College.

Patron

Sri. M. Balasubramaniam, Secretary, Nallamuthu Gounder Mahalingam College.

Seminar Chairman

Dr. R. Muthukumar, Principal, Nallamuthu Gounder Mahalingam College.

Advisors

Dr. S. Saravana Babu, Dean Academic, Nallamuthu Gounder Mahalingam College.

Dr. S. Umopathy, Dean Research, Nallamuthu Gounder Mahalingam College.

Dr. P. Bruntha, Head and Associate Professor, PG and Research Department of Commerce, Nallamuthu Gounder Mahalingam College.

Organizing Secretary / Convener

Dr.T.Mohanasundari, Assistant Professor, Department of Commerce (BPS), Nallamuthu Gounder Mahalingam College.

Organizing Committee Members

Dr.M.Akilanayaki, Assistant Professor, Department of Commerce (BPS)

Dr. P. Gurusamy, Assistant Professor, Department of Commerce (BPS)

Dr.V.Meera, Associate Professor, Department of Commerce (BPS)

Dr.R.Sivarajan, Assistant Professor, Department of Commerce (BPS)

Dr.T.Kiruthika, Assistant Professor, Department of Commerce (E-Commerce)

Dr.N.Giri, Assistant Professor, Department of Commerce

Student Co-ordinators

Mr. G.Pragashpathi

Mr.S.Krishnarajkumar

Mr.A.R.Gowtham

For Further Details Contact

Dr.T.Mohanasundari - 8072291119

Dr.M.Akilanayaki - 9688069888

Dr.P.Gurusamy - 9994526695

Dr.V.Meera - 9884920228

Dr.R.Sivarajan - 9600005516

One Day National Seminar on
**Women's Employment, Entrepreneurship
and Empowerment**

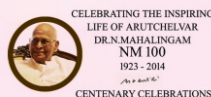
Date : 15.03.2023

Venue : Prof. Alkondon Hall

Mode : Offline



*When women moves forward, the family moves
the village moves and the nation moves
- Pandit Jawaharlal Nehru*



Organized By

**DEPARTMENT OF COMMERCE (E-COMMERCE)
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
(Autonomous)**

**An ISO 9001:2015 Certified Institution Re-Accredited by NAAC
Affiliated to Bharathiyar University, Coimbatore
Pollachi - 642001, Tamil Nadu, India**

Sponsored by



INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH (ICSSR)

Ministry of Education, New Delhi

**under the Theme
Women @75**

About ICSSR

Indian Council of Social Science Research (ICSSR) was established in the year of 1969 by the Government of India to promote research in social sciences in the country on the recommendation of Prof. V. K. R. V. Rao Committee. Indian Council of Social Science Research (ICSSR) is an autonomous organization established in 1969 on the recommendation of Prof. V. K. R. V. Rao Committee. The Council aims to:

- Review the progress of social science research and give advice to its users;
- Sponsor social science research programmes and projects and administer grants to institutions and individuals for research in social sciences;
- Institute and administer scholarships and fellowships for research in social sciences;
- Indicate areas in which social science research is to be promoted and adopt special measures for development of research in neglected or new areas;
- Give financial support to institutions, associations, and journals engaged in social science research

About the College

A nation's growth is in proportion to education and intelligence spread among the masses. Having this idealistic vision, two great philanthropists late. S.P. Nallamuthu Gounder and Late Arutchelver Padmabhushan Dr. N. Mahalingam formed an organization called Pollachi Kalvi Kazhagam, which started NGM College in 1957, to impart holistic education with an objective to cater to the higher educational needs of those who wish to aspire for excellence in knowledge and values. The College has achieved greater academic distinctions with the introduction of autonomous system from the academic year 1987-88. The college has been Re-Accredited by NAAC and it is ISO 9001:2015 Certified Institution. The total student strength is around 6000. Having celebrated its Diamond Jubilee in 2017, the college has blossomed into a premier Post Graduate and Research Institution, offering 26 UG, 12 PG, 13 M.Phil and 10 Ph.D Programmes, apart from Diploma and Certificate Courses.

About the Department

The UG department of Commerce with E-Commerce was established in the year June 2009. The department offers B.Com with E-Commerce (Bachelor of Commerce with Electronic Commerce) a three year degree programme. The main objective of the course is to integrate a balance between objective learning and practical learning. Our vision is to make the students well versed in the domain of electronic commerce and to enrich communicative ability of the students to increase the employability skills. Students can develop a strong E-Commerce foundation to apply and refine their knowledge in the 'Digital world'. The department has qualified and committed faculty with rich teaching and research experience. The department has organized National Seminars and Symposium on a number of emerging issues.

About the seminar

One of the most meaningful and famous quotes by the Former Prime Minister Smt. Indira Gandhi for Women Empowerment is "To Be Liberalized, Women must be Free to be themselves in the context of their capacity and personality. Any society cannot progress if half of its members, the women, do not have equal opportunities and their talents and capabilities are ignored." The changing economic and social conditions in the society due to forces of globalization present new challenges and opportunities for women. Due to the upliftment of educational facilities, women are seeking money – spinning employment in several fields with increasing awareness. Women are inflowing into entrepreneurship even while facing social – cultural, economic, technical, financial and managerial difficulties.

Women entrepreneurship movement can give drive by providing inspiration, appropriate consciousness, exercise, environment and provision. This would boost their socio-economic status, a prerequisite for women's empowerment. In this context, the National Seminar on “Women's Employment, Entrepreneurship and Empowerment” focus on the following sub-themes:

- Women empowerment in India and its importance
- Women empowerment principles
- Women empowerment through education
- Women empowerment through skill development
- Sector -wise women empowerment through employability/ entrepreneurship in India
- Policy measures for the promotion of Women's entrepreneurship
- Schemes available for rural and urban Women Empowerment
- Gender Disparities in service sector.
- Policies for women employment and entrepreneurship
- Linkage between education, employment and entrepreneurship
- Public and Private sector initiatives for empowerment of women
- Sustainable Pathways for women Empowerment

The topics considered may include, but are not limited to the above topics

Guidelines for Paper Presentation & Publication

Those who are interested on the theme of the seminar are invited to send their abstracts and full papers as per the following guidelines and submit within the deadline through

- E-mail to icssrecom15@gmail.com or
- Google form link for Full paper submission <https://forms.gle/WvS6HZAbRNzF9uPT9>
- All submissions must be made in MS WORD (2007) format Font Style: Times New Roman, Font Size:12, Line Spacing:1.5
- Four to Five Keywords
- Author's affiliation, Contact address, Designation, Mobile Number and Email ID should be found in First Page
- The paper should neither exceed 12 pages nor less than 6 pages
- References in APA style, Plagiarism is strictly denounced
- Research articles will be accepted only if the level of plagiarism is below 10%

Important Dates

Last date of Abstract Submission	:	5th March 2023
Last date of Full Paper Submission	:	10th March 2022
Date of Seminar	:	15th March 2023

Organizing Committee

Chief Patron

Dr. B.K. Krishnaraj Vanavarayar
President
Nallamuthu Gounder Mahalingam College

Patron

Shri. M. Balasubramaniam
Secretary
Nallamuthu Gounder Mahalingam College

Seminar Chairman

Dr. R. Muthukumar
Principal
Nallamuthu Gounder Mahalingam College

Advisors

Dr.S.Saravana Babu
Dean – Academic

Dr.S.Umapathy
Dean - Research

Dr.P.Bruntha

Associate Professor and Head
PG and Research Department of Commerce
Nallamuthu Gounder Mahalingam College

Organizing Secretary

Dr. M.V.Sathiyabama
Associate Proferssor and Head
Department of Commerce (E-Commerce)
Nallamuthu Gounder Mahalingam College

Seminar Convenor

Dr. T. Kiruthika
Assistant Professor
Department of Commerce (E-Commerce)
Nallamuthu Gounder Mahalingam College

Seminar Co-ordinators

Dr. R. Vidwakalyani,
Assistant Professor, Department of Commerce (E-Commerce)

Dr. B. Indira Priyadharshini,
Assistant Professor, Dept. of Commerce (E-Commerce)

Ms. M. Ragaprabha
Assistant Professor, Dept. of Commerce (E-Commerce)

Dr. N. Giri
Assistant Professor, Department of Commerce (SF)

Dr. T. Mohanasundari
Assistant Professor, Department of Commerce (BPS)

Student Co- Ordinator

Mr. Logeshkannan, II year B.Com (E.Commerce)
Ms. Indhirani. L, II year B.Com (E.Commerce)

For Further Details Contact

Dr. M.V. Sathiyabama
97900 16126

Dr.T.Kiruthika
9787904759

Programme Schedule

One – Day National Seminar on “Women's Employment, Entrepreneurship and Empowerment”

Day: Wednesday

Date: 15.03.2023

Inauguration (10.00 am – 11.00 am)	
Welcome Address by	Dr. M.V.Sathiyabama Associate Professor and Head Department of Commerce (E-Commerce)
Presidential Address by	Dr.R.Muthukumaran Principal
Felicitation by	Dr.P.Bruntha Associate Professor & Head Post Graduate and Research Department of Commerce
Inaugural Address and Technical Session – I Topic: “Women Empowerment through Employability Skills”	Dr.D.Kamalaveni Principal (Retd) Vellalar College for Women Erode
Vote of Thanks by	Dr. T.Kiruthika Assistant Professor Department of Commerce (E-Commerce)
Break (11.00 am - 11.15 am)	
Technical Session – II (11.15am – 12.15 pm)	
Resource Person: Dr.Anu George Associate Professor Vishwajothi College of Engineering and Technology Vazhakulam Kerala	Topic: “Policies for Women Entrepreneurship”
Technical Session – III (12.15 pm – 1.15 pm)	
Resource Person: Dr. P. RaviChandran Associate Professor & Head Department of Economics Coordinator- IPR and R&D cell GTN Arts College (A) Dindigul	Topic: “Enhancing Women’s Economic Empowerment”
Lunch (1.15 pm - 2.00 pm)	

Paper Presentation (2.00 pm - 3.30 pm)	
Session Chair Dr.R.Vidwakalyani Assistant Professor Department of Commerce (E-Commerce)	
Rapporteur Dr.B.IndiraPriyadharshini Assistant Professor Department of Commerce (E-Commerce)	
Valedictory (3.30 pm to 4.00 pm)	
Welcome Address by	Dr. M.V.Sathiyabama Associate Professor and Head Department of Commerce (E-Commerce)
Valedictory Address by	Dr.R.Muthukumaran Principal
Distribution of Certificates	
Vote of Thanks by	Dr.T.Kiruthika Assistant Professor Department of Commerce (E-Commerce)
National Anthem	



TWO DAY NATIONAL SEMINAR ON NATIONAL EDUCATION POLICY: 2020 CHALLENGES AND OPPORTUNITIES FOR HIGHER EDUCATIONAL INSTITUTION

16th & 17th March 2023 at Vivekanandar Arangam

Sponsored by



INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH (ICSSR)

Ministry of Education, New Delhi



Organized by

DEPARTMENT OF COMMERCE

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

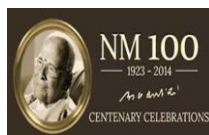
(Autonomous)

Re-Accredited by NAAC & ISO 9001:2015 Certified

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Pollachi - 642001, Tamil Nadu, India

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ABOUT THE DEPARTMENT

The Department of Commerce started in the year 1995 to offer quality education in commerce in this region. The department has crossed several milestones in achieving remarkable academic progress. The department caters to all around departments of the students both technically and professionally. The department involves itself in the tuning and development of curriculum through board of studies to the recent scenario of job market environment with cooperation and coordination of highly committed team of faculty members.

ABOUT THE SEMINAR

The NEP 2020 visionary document redesigned the education system in general and higher education to create accessible and inclusive environment. It proposes the revision and revamp of all aspects of education system. These new paradigm shifts of education enables the aspirants to access to the quality higher education and it develops individual competencies and capabilities which helps the students to compete in the globalised knowledgeable society. The Seminar will be held at Nallamuthu Gounder Mahalingam College, Pollachi on 16th & 17th March 2023.

OBJECTIVES OF THE SEMINAR

- Role of educational functionaries' for effective implementation of NEP 2020
- Familiarize the various aspects mentioned in the NEP 2020
- Challenges and Opportunities of higher educational Institutions under Azadi ka Amrit Mahotsav
- Status of Higher Education in Azadi ka Amrit Mahotsav

SUB THEMES

- Skills and Employability in Higher Education
- High Quality Research and Development
- Revamp Curriculum, Pedagogy and Assessment
- Professional Education and Adult Education
- Salient features of NEP 2020
- Equitable & inclusive Education
- Academic Bank of Credit (ABC) system
- Holistic Multidisciplinary Education
- Status of Higher Education in Azadi ka Amrit Mahotsav
- Challenges and Opportunities of higher educational Institutions under Azadi ka Amrit Mahotsav
- Role of Teachers and Professors after NEP 2020
- “Azadi ka Amrit Mahotsav - NEP 2020”
- Any other relevant topic or theme related to “NEP & Azadi ka Amrit Mahotsav”

CALL FOR PAPERS

We cordially invite the Researchers, Faculty and Academicians to present and publish their original unpublished papers in the two days National Level Seminar. The Selected papers will be published in the Seminar proceedings with ISBN.

GUIDELINES FOR THE SUBMISSION OF MANUSCRIPT

Articles should be in Times New Roman, size: 12, Line space: 1.5 and should submit only in MS Word 2003/2007 version. All papers must be in following discipline. The abstract must not be exceeding 250 words and the full paper should not exceed 2500 words, including tables and references. Authors should ensure that they use correct and complete references in their abstracts and presentation. Authors should submit manuscript through e-mail attachment to the review committee to icssrcommerceseminar2023@gmail.com

- Google form link for full paper submission <https://forms.gle/ttvys3gR7S9gnhFJ8>
- Whatsapp Group Link:-<https://chat.whatsapp.com/Bu9M6UTjVpYEy116EEAL7>

IMPORTANT DATES

Last Date for Abstract Submission	06.03.2023
Last date for full paper	13.03.2023
Date of Seminar	16 th & 17 th March 2023

REGISTRATION FEE

Students	:	Rs.100
Research Scholar	:	Rs.200
Faculty	:	Rs.300

(Registration Fee includes Seminar Kit, Lunch, and Publication in edited E Book with ISBN and Hardcopy of the Certificate for Presentation/Participation)

PAYMENT GATEWAY

Account Details for IMPS, NEFT, RTGS

Name of the Account Holder : N.GIRI
Account No : 170101000012063
IFSC No : IOBA0001701
Name of the Branch : NGM College Branch, Pollachi
G-Pay Number : **94883 69877**

ORGANISING COMMITTEE

Chief Patron

Dr. B.K. Krishnaraj Vanavarayar, President, Nallamuthu Gounder Mahalingam College

Patron

Sri. M. Balasubramaniam, Secretary, Nallamuthu Gounder Mahalingam College

Seminar Chairman

Dr. R. Muthukumar, Principal, Nallamuthu Gounder Mahalingam College

Advisors

Dr. S. Saravanababu, Dean Academic, Nallamuthu Gounder Mahalingam College

Dr. S. Umapathy, Dean Research, Nallamuthu Gounder Mahalingam College

Seminar - Guidance Counselor

Dr. P. Bruntha, Associate Professor and Head, PG and Research Department of Commerce

Seminar Director/ Convenor

Dr.N.Giri, Assistant Professor, Department of Commerce, NGM College

Organizing Secretary

Dr.N.Bagyalakshmi, Associate Professor and Head, Department of Commerce

Organizing Committee Members

Ms. G. Nithya, Assistant Professor, Department of Commerce

Ms. S. Kaleeswari, Assistant Professor, Department of Commerce

Dr. Ahila. D, Assistant Professor, Department of Commerce

Ms. V. Ruba, Assistant Professor, Department of Commerce

Dr. V. Sureshkumar, Associate Professor, Department of Commerce

Dr. T.S. Kavitha, Associate Professor, Department of Commerce

Dr. R. Senthilkumar, Assistant Professor, Department of Commerce

Dr. T. Kiruthika, Assistant Professor, Department of Commerce (E-Commerce)

Dr. T. Mohanasundari, Assistant Professor, Department of Commerce (BPS)

Technical Support

Ms.K.Gnanasundari, Research Scholar

Ms.B.Pavithra, Research Scholar

Student Co-ordinators

Mr. K. Sivaram, Mr. U.K.Pavithran, Ms. V.K. Meha, Ms. P. Kowshalya

For All Enquiries Contact

**Dr. N. Bagyalakshmi : +91 98430 20126, Dr. N. Giri : +91 94883 69877,
Ms.G. Nithya : +91 90472 76719, Dr. V. Suresh kumar : +91 98422 90512**

PROGRAMME SCHEDULE

Day-I (16.03.2023) THURSDAY	
Inaugural Session : (10.00 a.m. to 11.30 a.m.)	
Welcome Address	Dr. N. Bagyalakshmi Associate Professor & Head Department of Commerce
Presidential Address	Dr. R. Muthukumaran Principal
Felicitations	Dr. P. Bruntha Associate Professor & Head PG & Research Department of Commerce
Introduction to the Chief Guest	Ms. V. Ruba Assistant Professor Department of Commerce
Special Address - Indian Management Education: Time to Transform	Dr. S. Balusamy Professor & Chief Executive KPR College of Arts, Science & Research Coimbatore
Vote of Thanks	Dr. N. Giri Assistant Professor Department of Commerce
Tea Break (11.30 a.m. to 11.45 a.m.)	
Technical Session - I (11.45 a.m. to 01.00 p.m.)	
Welcome Address	Ms. S. Kaleeswari Assistant Professor, Department of Commerce
NEP 2020 – A Reformative Roadmap for a Paradigm Shift	Dr. E. Mythily Associate Professor & Head Department of Commerce with CMA PSG College of Arts & Science, Coimbatore
Vote of Thanks	Ms. S. Kaleeswari Assistant Professor Department of Commerce
Lunch Break (01.00 p.m. to 02.00 p.m.)	
Paper Presentation (02.00 p.m. to 04.00 p.m.)	
Chaired the Session by	Dr. R. Manikandan Assistant Professor PG & Research Department of Commerce & Dr. M. Chithirai Selvan Assistant Professor PG & Research Department of Commerce
Rappoteur	Dr. R. Senthil Kumar Assistant Professor Department of Commerce

Day-II (17.03.2023) FRIDAY

Welcome Address (10.00 a.m. to 10.15 a.m.)	Dr. Ahila D Assistant Professor, Department of Commerce
Technical Session - II (10.15 a.m. to 11.30 a.m.) Topic : Curriculum towards NEP 2020	Dr. R. Velmurugan Associate Professor Department of Commerce Karpagam Academy for Higher Education,Coimbatore.
Vote of Thanks	Dr. Ahila D Assistant Professor, Department of Commerce
TEA BREAK (11.30 a.m. to 11.45 a.m.)	
Technical Session - III (11.45 a.m. to 12.45 p.m.)	
Welcome Address	Dr. V. Suresh Kumar Associate Professor Department of Commerce
Topic : Application Based Learning Pedagogy through Design Thinking. Key Considerations, Challenges & Opportunities	Dr. Issac Joel Raj.S Head-School of Information Sciences Presidency University, Bengaluru
Vote of Thanks	Dr. V. Suresh Kumar Associate Professor Department of Commerce
Lunch Break (01.00 p.m. to 02.00 p.m.)	
Paper Presentation (02.00 p.m. to 03.00 p.m.)	
Chaired the Session by	Dr. G. Akilandeswari Associate Professor & Head Department of Commerce(Finance) & Dr. M. Jeeva Associate Professor & Head Department of Commerce (Banking & Insurance)
Rappoteur	Dr. T.S. Kavitha Associate Professor Department of Commerce
Valedictory Session (03.00 p.m. to 04.00 p.m.)	
Welcome Address	Ms. G. Nithya Assistant Professor Department of Commerce
Felicitatation & Certificate Distribution	Dr. R. Muthukumaran Principal
Rapporteurs Report and vote of thanks	Dr. N. Giri Assistant Professor, Department of Commerce
National Anthem	

Our Resource Persons



Dr. S. BALUSAMY
Professor & Chief Executive
KPR College of Arts, Science & Research
Coimbatore



Dr. E. MYTHILY
Associate Professor & Head
Department of Commerce with CMA
PSG College of Arts&Science,Coimbatore



Dr. R. VELMURUGAN
Associate Professor
Department of Commerce
Karpagam Academy for Higher Education,Coimbatore.



Dr. ISAAC JOEL RAJ. S
Head - School of Information Sciences
Presidency University, Bengaluru.



CELEBRATING THE INSPIRING
LIFE OF ARUTHELVAR
Dr.N.MAHALINGAM
NM 100
1923 - 2014
CENTENARY CELEBRATIONS

INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH (ICSSR)

Sponsored

Two Days National Level Conference on

**“NOVEL MATERIALS FOR HARNESSING GREEN HYDROGEN
FOR ENERGY AND ENVIRONMENT APPLICATIONS
- A STEP FORWARD TOWARDS NATIONAL HYDROGEN MISSION”**

on

23rd and 24th March 2023

Organised by

PG DEPARTMENT OF CHEMISTRY

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(Autonomous)

Pollachi, Tamil Nadu,

Re-Accredited by NAAC & ISO 9001:2015 Certified

NIRF Rank Band : 101-150

Affiliated to Bharathiar University, Coimbatore,

Phone: 04259-234870, 234868

Web : www.ngmc.org, Email : ngm@ngmc.org

Registration Link : <https://forms.gle/hkKdJV4mL8FAQs636>

ABOUT THE ICSSR

Indian Council of Social Science Research (ICSSR) was established in the year of 1969 by the Government of India to promote research in social sciences in the country. ICSSR provide grants for projects, fellowships, international collaboration, capacity building, survey, publications etc. to promote research in social sciences in India. Documentation centre of ICSSR National Social Science Documentation Centre (NASSDOC) - provides library and information support services to researchers in social sciences. ICSSR has developed ICSSR Data Service to serve as a national data service for promoting powerful research environment through sharing and reuse of data among social science community in India.

ABOUT THE INSTITUTION

NGM College, an autonomous institution re-accredited by NAAC and ISO 9001:2015 certified was founded in 1957 offers a wide array of excellent academic programmes with a learning environment that fosters intellectual, social and personal development. The academic excellence, high research potential, noteworthy extension services and valuable placements are the outcome of the enlightened management, enriched faculty and energetic students.

ABOUT THE DEPARTMENT

Established in the year 2015 with a vision to develop Quality Chemists to meet the current needs in the emerging world of Research, education and Technology. The Department endeavors to educate the students to acquire knowledge in current science, to enable them to communicate and use their skills constructively for the benefit of the society. The Department has an excellent team of faculty promoting the students towards a proactive attitude to achieve team spirit, scientific, social and ethical values.

OBJECTIVE OF THE SEMINAR

Green hydrogen has the potential to significantly lower CO₂ emissions, combat global warming and put India on a road toward net-zero energy imports with proactive engagement between entrepreneurs, innovators, and the government. Furthermore, it will assist India in exporting high-value green goods, making it one of the first developed nations to industrialize without having to "carbonize."

India's energy landscape is at a turning point, and green hydrogen will be essential to making the country self-sufficient and energy-independent. A truly "made-in-India" energy molecule that can boost the nation's long-term economic competitiveness and energy security is hydrogen. India has a tremendous potential to take advantage of this revolutionary technology and develop itself as a global leader in the manufacture and use of environmentally sustainable hydrogen. We hope our conference will be much useful and essential to the future scientists to lead the world.

TOPICS OF INTEREST

- Hybrid composite materials
- Functional nanomaterials
- Role of Mxenes and Mbenes in Hydrogen Mission
- Newer materials for energy and environment applications
- Batteries – electrodes and sensors
- Super capacitor and water splitting materials
- Nano fibrous materials
- Gas sensors and Bio sensors
- Photo catalysis&Electro catalysis
- Surface chemistry
- Thermo electric materials

- Inorganic and organic synthetic materials
- photovoltaics
- Medicinal chemistry
- Nanophotonics
- Green chemistry

GUIDELINES FOR PAPER PRESENTATION & PUBLICATION

Those who are interested on the theme of the conference are invited to send their abstracts and their full length articles as per the following guidelines and submit within the deadline through

e-mail: icssrpgchem23@gmail.com

- All abstracts will be included in the conference proceedings with ISBN number
- Selected full papers will be published as book chapters after peer review in a edited book entitled "Novel Materials for Sustainable Future" with ISBN number.
- Selected high-quality articles will be published in a special issue of the Scopus journal (under negotiation).
- All submissions must be made in MS Word format, Font style: Times new roman, Font size-12, Line spacing:1.5
- Abstract: 200 to 250 words with 4-5 keywords.
- Authors affiliation, contact address, designation, mobile number and email id to be included in first page of the article.
- Responsibility of the contents rests upon the authors and not upon the Publisher or Editor, and the **plagiarism must be less than 10%**
- Paper should neither exceed 12 pages nor less than 6 pages.
- References in MLA style
- Maximum four authors are allowed for a manuscript
- Author and co-authors has to register separately
- Anyone of the author must present the paper for presentation certificate.

IMPORTANT DATES

Last Date for Receipt of Applications : 18.03.2023

Intimation of Selection : 20.03.2023

Confirmation of Participants : 3rd March 2023

REGISTRATION FEES - PARTICIPATION AND PRESENTATION

Students	:	Rs. 100
Research Scholars	:	Rs. 200
Academicians / Delegates from Industry	:	Rs. 300

PAYMENT GATEWAY

Account Details for IMPS, NEFT, RTGS

Name of the Account Holder : **K.POONKODI**

Account No. : 1228108073052,

IFSC No. : CNRB0001228

Name of the Branch : Canara Bank, New Scheme Road, Pollachi

RESOURCE PERSONS

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Dr. MUTHU SENTHIL PANDIAN

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SSN Research Centre, SSN Institutions,
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Assistant Professor, Department of Chemistry
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Dr. S. MOHANA ROOPAN

Associate Professor
Chemistry of Heterocycles and Natural Product Research Laboratory
Department of Chemistry, School of Advanced Sciences
Vellore Institute of technology, Vellore.

Dr. K. POONKODI

Assistant Professor and Head,
PG Department of Chemistry,
NGM College,
Pollachi.

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Nallamuthu Gounder Mahalingam College.

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Dr. V. Prabhu, Assistant Professor, PG Department of Chemistry, NGM College.

Ms. M. Anusuya, Assistant Professor, PG Department of Chemistry, NGM College.

Dr. M. Velayuthum Pillai, Assistant Professor, PG Department of Chemistry, NGM College.

Organizing Committee Members

Dr. R. Rakkimuthu, Assistant Professor and Head, PG Department of Botany, NGM College.

Dr. A. M. Anandakumar, Assistant Professor, PG Department of Botany, NGM College.

Dr. S. Sathish Kumar, Assistant Professor, PG Department of Botany, NGM College.

Ms. D. Sowmiya, Assistant Professor, PG Department of Botany, NGM College.

Student Co-ordinators

Mr. P. Yaswanth

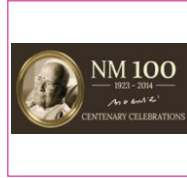
Ms. M. R. Shivya

Ms. P. Kavya

Mr. N. Kavianantham

For Further Details Contact

Mobile : 9842990353, 986522285, 7907923146



NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

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Coimbatore, Tamilnadu

ICSSR

Sponsored

**ONE - DAY NATIONAL
SEMINAR ON**

**RURAL WOMEN EMPOWERMENT
THROUGH SKILL DEVELOPMENT**

Organized by

**PG DEPARTMENT OF
COMMERCE WITH
COMPUTER APPLICATIONS**

Date : 2nd AUGUST 2023

Day : Wednesday

Venue: Prof. M. Alkondan Hall
(Offline Mode)

☎ : 99429 06687

🌐 : www.ngmc.org

✉ : ngm@ngmc.org



ABOUT ICSSR

Indian Council of Social Science Research (ICSSR) was established in the year 1969 by the Government of India to promote research in social sciences in the country. ICSSR provides grants for projects, fellowships, international collaboration, capacity building, survey, publications etc. to promote research in social sciences in India. Documentation centre of ICSSR - National Social Science Documentation Centre (NASSDOC) - provides library and information support services to researchers in social sciences. ICSSR has developed ICSSR Data Service to serve as a national data service for promoting powerful research environment through sharing and reuse of data among social science community in India.

ABOUT THE INSTITUTION

A nation's growth is in proportion to education and intelligence spread among the masses. Having this idealistic vision, two great philanthropists Late. S.P. Nallamuthu Gounder and Late. Arutchelver Padmabhusan Dr.N.Mahalingam formed an organization called Pollachi Kalvi Kazhagam, which started Nallamuthu Gounder Mahalingam College in 1957, to impart holistic education with an objective to cater to the higher educational needs of those who wish to aspire for excellence in knowledge and values. The College has achieved greater academic distinctions with the introduction of Autonomous System from the academic year 1987-88 by Introducing Human Excellence Course as a skill enhancement programme. The college has been Re-Accredited by NAAC and it is ISO 9001: 2015 Certified Institution. The total student strength is around 6000. Having celebrated its Diamond Jubilee in 2017, the college has blossomed into a premier Post-Graduate and Research Institution, offering 27 UG, 11 PG, 14 M.Phil and 13 Ph.D Programmes, apart from Diploma and Certificate Courses. The college has been ranked within Top 100 (95th Rank) in India by NIRF 2021.

ABOUT THE DEPARTMENT

The PG Department of Commerce (CA) has been introduced in the college during the academic year 2000 – '01 with the motto of providing quality education in commerce with immense computer background. The thirst for higher education in the field was also being fulfilled by introducing post-graduation programme – M.Com (CA). The department has been well equipped with essential computers with internet facility, smart board and with necessary updated software for its staff and students community to get use out of it. The department actively involves itself in various innovative academic enrichments, student care programmes and extension activities and thereby making itself to be one among the leading department in the campus. The department focuses on the recent trends prevailing in the environment and update its curriculum to match it with the industrial needs and enrich the students accordingly to meet out the challenges and get succeeded with the help of team work from the highly qualified faculties of the department.

ABOUT SEMINAR

The One Day ICSSR Sponsored National Seminar on “Rural Women Empowerment through Skill Development” aims to be a platform for the Academicians, Industrialists, Researchers, Scholars and Students to share and enrich their knowledge through their active participation which acts as a Knowledge sharing and gaining forum. The seminar is to be held at Nallamuthu Gounder Mahalingam College, Pollachi on 2nd August 2023.

THE SUB THEMES

- Women empowerment through skill development
- Skill development initiatives to promote women entrepreneurship
- Skill development schemes and its impact
- Skill development and self-employment
- Skill India: Challenges and issues
- Skilling youth for nation building
- Vocational education and its impact on Entrepreneurship
- Women, entrepreneurship: issues and challenges
- Skill development and rural youth empowerment

GUIDELINES FOR PAPER PRESENTATION AND PUBLICATION

Quality papers on the theme of the seminar are invited as per the following guidelines:

- All submissions must be in MS Word (2007), Font Style: Times New Roman, Font Size: 12 & Line Spacing: 1.5
- Abstract shall be for 250 words with 4-5 keywords
- Author's affiliation, Contact Address, Designation, E-Mail ID & Mobile Number are to be added in the first page.
- Paper should not exceed 3500 words including table of contents, references & reference style to be followed is APA style.
- Plagiarism should be less than 10%.
- Maximum authors per paper is limited to three and each author has to register separately.
- Anyone of the author has to present the paper in seminar to get presentation certificate.
- Academicians, Industrialists, Research Scholars, Post Graduate and Under Graduate Students of Colleges and Universities across India shall participate.

REVIEW PROCESS

Articles will be evaluated on parameters of originality, relevance, and contribution to the current academic scenario. They will be subject to a single-blind peer review.

PUBLICATION

Selected papers will be published in the Edited Book as Chapters with ISBN.

IMPORTANT DATES



Last Date for
Abstract Submission

19.07.2023



Notification of
Acceptance

22.07.2023



Last Date for
full paper

25.07.2023



Date of
Seminar

2nd August 2023

[Participation Certificate will be issued to every participant after Successful Completion of the Seminar]



Mail ID for Manuscript Submission:

icssrseminarbcomca23@gmail.com



Registration Link:

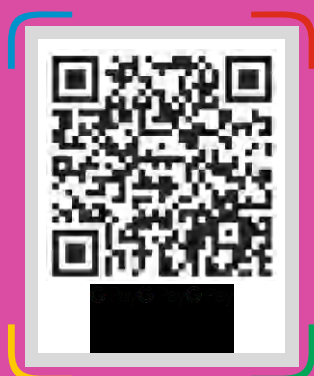
<https://forms.gle/eEHSxkiVbJXPhZYXA>



Whatsapp Link:

<https://chat.whatsapp.com/Cpb5QWeGXliHCAzScbQhnx>

PAYMENT GATEWAY



97885 52042

Account Details for
IMPS, NEFT, RTGS

A/c Holder : **Ramya R**

Account No : **170101000003837**

IFSC No : **IOBA0001701**

Bank Name : **Indian Overseas Bank**

Branch : **NGM College, Pollachi**

REGISTRATION FEE - PARTICIPATION AND PRESENTATION

Students - **Rs. 100**

Research Scholars - **Rs. 200**

Academicians /
Industrial Delegates - **Rs. 300**

(Registration fee includes Seminar Kit,
Refreshment, Working Lunch and
Publication in edited e- Book
with ISBN and Certificate
of Presentation /
Participation)

RESOURCE PERSONS



Ms. S. MAHALAKSHMI
CEO, Quantum Leap Solutions Chennai



Dr. P. ARUNACHALAM
Emeritus Professor, University of Cochin, Cochin



Dr. M. KANAGARATHINAM
Principal, Akshaya College of Arts and Science Kinathukadavu

ORGANIZING COMMITTEE

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Sri. M. BALASUBRAMANIAM, Secretary

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Dr. S. UMAPATHY, Dean Research

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Dr. P. BRUNTHA, Associate Professor & Head, PG & Research Department of Commerce

SEMINAR DIRECTOR & CONVENER

Dr. R. RAMYA, Assistant Professor, PG Department of Commerce (CA)

ORGANIZING SECRETARIES

Dr. P. ANITHA, Associate Professor & Head, PG Department of Commerce (CA)

Dr. P. ARCHANAA, Assistant Professor & Head, UG Department of Commerce (CA)

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Ms. M. KESAVY

Ms. D. SARANYA

Mr. S. RAJAGOPALAN

Ms. T. MUTHUKANNU

Ms. T. RAMYA

Dr. T. MOHANASUNDARI

Assistant Professors, PG Department of Commerce (CA)

STUDENT CO-ORDINATORS

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Ms. R. NAVANEETHA - 70925 62541

Mr. A. NAVANEETHA KRISHNAN - 63855 59771

Ms. V. NILAA - 73391 05621

For Further Details Contact :

Dr. R. RAMYA - ☎: 97885 52042



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LIFE OF ARUTHELVAR
Dr.N.MAHALINGAM
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CENTENARY CELEBRATIONS

INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH (ICSSR)

Sponsored

One Day National Level Seminar on
"IMPACT OF NEW EDUCATION POLICY
AMONG FUTURE GENERATION"

on

10th August 2023, Thursday

at

Prof. Alkondan Hall (Offline Mode)

Organised by

PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

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(Autonomous)

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ABOUT THE SEMINAR

The One Day ICSSR Sponsored National Seminar on "Impact of New Education Policy (NEP) among Future Generation" aims to be a platform for the Academicians, Industrialists, Researchers, Scholars and Students to share and enrich their knowledge through their active participation which acts as a Knowledge sharing and gaining forum. The seminar is to be held at Nallamuthu Gounder Mahalingam College, Pollachi on 10th August 2023.

OBJECTIVES OF THE SEMINAR

- Challenges and Opportunities of NEP in higher educational Institutions.
- Familiarize the various aspects mentioned in the New Education Policy.
- Role of Educational institutions in implementing New Education Policy.
- To identify the impact of new education policy among next generation.

THE SUB THEMES

- Salient features of New Education Policy.
- Impact of NEP among school and college students.
- Role of teachers and professor after implementing NEP.
- Opportunities and challenges -NEP & HEI.
- Role of Students in New education policy.
- NEP and multidisciplinary education.
- Strategy in New education Policy.
- NEP Digital Education & inclusion of HEI
- Adult Education and Lifelong Learning.
- Women empowerment through NEP.
- Any other related topics or theme related to "NEP"

GUIDELINES FOR PAPER PRESENTATION & PUBLICATION

Quality papers on the theme of the seminar are invited as per the following guidelines:

- All submissions must be in MS Word (2007), Font Style: Times New Roman, Font Size: 12 & Line Spacing: 1.5
- Abstract shall be for 250 words with 4-5 keywords
- Author's affiliation, Contact Address, Designation, E-Mail ID & Mobile Number are to be added in the first page.
- Paper should not exceed 3500 words including table of contents, references & reference style to be followed is APA style.
- Plagiarism should be less than 10%.
- Maximum authors per paper is limited to three and each author has to register separately.
- Anyone of the author has to present the paper in seminar to get presentation certificate.
- Academicians, Industrialists, Research Scholars, Post Graduate and Under Graduate Students of Colleges and Universities across India shall participate.

REVIEW PROCESS

Articles will be evaluated on parameters of originality, relevance, and contribution to the current academic scenario. They will be subject to a single-blind peer review.

PUBLICATION

Selected papers will be published in the Edited Book as Chapters with ISBN.

IMPORTANT DATES

Last Date for Abstract Submission: 31.07.2023

Notification of Acceptance : 01.08.2023

Last date for full paper Submission: 05.08.2023

Date of Seminar : 10.08.2023

REGISTRATION FEES - PARTICIPATION AND PRESENTATION

Students	:	Rs. 100
Research Scholars	:	Rs. 200
Academicians / Delegates from Industry	:	Rs. 300

(Registration fees include seminar kit, refreshment, lunch, publication in edited e-Book with ISBN and Hard copy of the certificate of presentation / participation)

PAYMENT GATEWAY

Account Details for IMPS, NEFT, RTGS

Name of the Account Holder : **DEEPA M**

Account No. : 170101000003827,

IFSC No. : IOBA0001701

Name of the Branch : NGM College Branch, Pollachi

(Participation Certificate will be issued to every participant after Successful Completion of the Seminar)

Mail ID for Manuscript Submission : bcomcaicssrseminar2@gmail.com

Registration Link : <https://forms.gle/Cdk8oXRZGJo2vVDj6>

WhatsApp Link : <https://chat.whatsapp.com/JkemjiTIS90GwszLfczACj>

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RESOURCE PERSONS



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Governor Nominee
Senate Member in Bharathiar University,
Chennai



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Coimbatore



Dr.K.Vanaja
Professor & Head, Department of B.Com. (Professional Accounting),
Dr. N.G.P. College of Arts and Science,
Coimbatore

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Ms. T. RAMYA

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Ms. M. KESAVY

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STUDENT CO-ORDINATORS

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Mr. A. NAVANEETHA KRISHNAN - 63855 59771

Ms. R. NAVANEETHA - 70925 62541

Ms. V. NILAA - 73391 05621

For Further Details Contact :

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PAYMENT GATEWAY

Account Details for IMPS, NEFT, RTGS

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(Participation Certificate will be issued to every participant after successful completion of the Seminar)

Mail ID for Manuscript Submission : Nqmbcomicsr2023@gmail.com
Registration link : <https://forms.gle/GeZ6AFqFmvTTkSg58>
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Dean Academic

Dr.S.Umapathy

Dean Research

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Assistant Professor, Department of Commerce

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RESOURCE PERSONS



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Associate Professor and Research Supervisor
Department of Management Studies and
Research Centre
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Bengaluru, Karnataka 560098



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Head-Department of Commerce (Finance) and
Commerce (GST) TIPS College of Arts and Science
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Mr.T.Arunvignesh - 9750006434

Ms.S.Kiruthika Kamatchi - 9500711826

FOR FURTHER DETAILS CONTACT:

Dr.T.S.KAVITHA-8883150371

One Day National Seminar on SUSTAINABLE DEVELOPMENTS THROUGH MSMEs: A PATHWAY TO SELF-RELIANT INDIA

Date: 06th October 2023 Venue: Vivekanandar Arangam Mode: Offline

Sponsored by



Indian Council of Social Science Research (ICSSR)
Ministry of Education, New Delhi



CELEBRATING THE INSPIRING
LIFE OF ARUTCHELVAR
DR.N.MAHALINGAM
NM 100
1923 - 2014
CENTENARY CELEBRATIONS



INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of HRD Initiatives)

Organized by

Department of Commerce
Nallamuthu Gounder Mahalingam College
(Autonomous), Pollachi - 642001

95th Rank in NIRF

Re-Accredited by NAAC & ISO 9001:2015 Certified
Affiliated to Bharathiar University, Coimbatore, Tamil Nadu, India
Website: www.ngmc.org Email: ngm@ngmc.org

ABOUT THE ICSSR

The Indian Council of Social Science Research (ICSSR) was set up by the Government of India in 1969 as an autonomous organization in order to review, promote, encourage, assist and coordinate social science research in the country. From its inception ICSSR was considered as one of the biggest achievements of Indian Democracy and it was conceived as premier national agency expanding social science research, improving its quality and attempting to increase its utilization in policy formulation.

ABOUT THE COLLEGE

A nation's growth is in proportion to education and intelligence spread among the masses. Having this idealistic vision, two great philanthropists Late. S.P. Nallamuthu Gounder and Late. Arutchelver Padmabhushan Dr.N.Mahalingam formed an organization called Pollachi Kalvi Kazhagam, which started Nallamuthu Gounder Mahalingam College in 1957, to impart holistic education with an objective to cater to the higher educational needs of those who wish to aspire for excellence in knowledge and values. The College has achieved greater academic distinctions with the introduction of Autonomous System from the academic year 1987-88 and by introducing Human Excellence Course as a skill enhancement programme to all semesters. The college has been Re-Accredited by NAAC and it is ISO 9001: 2015 Certified Institution. In the NIRF 2023 ranking, the college has achieved 95th position in India. The total student strength is around 6000. Having celebrated its Diamond Jubilee in 2017, the college has blossomed into a premier Post-Graduate and Research Institution, offering 27 UG, 11 PG, 14 M.Phil and 13 Ph.D Programmes, apart from Diploma and Certificate Courses.

ABOUT THE DEPARTMENT

The Department of Commerce came in to being in the year 1995 to offer quality education in commerce in the region. The department has crossed several milestones in achieving remarkable academic progress. The department caters to all around development of the students, both technically and professionally. The department involves itself in the tuning and development of curriculum related to the recent scenario of job market environment with cooperation and coordination of highly committed team of faculty members.

ABOUT THE SEMINAR

Micro, Small, and Medium Enterprises (MSMEs) have emerged as crucial drivers of economic growth, employment generation, and innovation in India. With the goal of achieving self-reliance, it is imperative to harness the potential of MSMEs to foster sustainable development. By integrating sustainable practices into their operations, MSMEs can contribute to economic, social, and environmental well-being, ultimately leading to a self-reliant India. The seminar will explore the country's sustainable developments through MSMEs and highlights its significance in building a resilient and inclusive economy.

OBJECTIVES OF THE SEMINAR

- ☆ Explore the significance of MSMEs in the Indian economy and their potential for sustainable development.
- ☆ Analyze the social dimensions of MSMEs, including inclusive employment practices, gender equality, and community development.
- ☆ Foster networking, collaboration, and knowledge-sharing among stakeholders, including policymakers, MSME owners, industry experts, and researchers.
- ☆ Formulate actionable recommendations and policy guidelines to support the growth and sustainability of MSMEs in India.

SUB THEMES

- ☆ Role of MSMEs in Economic Self-Reliance
- ☆ Digital India and Industry 4.0
- ☆ Green Manufacturing and Financing for Sustainable MSMEs
- ☆ Government Initiatives and Policy Reforms for sustainability
- ☆ Leveraging Digital Transformation for Sustainable MSMEs
- ☆ Financial Inclusion for MSMEs
- ☆ M-Commerce and Mobile Apps: Opportunities for MSMEs
- ☆ Export Competitiveness of India: The Role of MSMEs to play
- ☆ Significance of MSMEs in achieving the Sustainable Development Goals (SDGs)
- ☆ Sustainable Agriculture and Food Processing
- ☆ Poverty alleviation and Rural development through MSME
- ☆ Public-private partnerships and academia-industry linkages for MSME development
- ☆ Sustainable Business Practices in Start-ups
- ☆ SMEs and MSMEs in Make in India Initiative
- ☆ Entrepreneurship and Inclusive Growth through Standup India
- ☆ Any other related topics or theme related to Sustainable Developments through MSME

GUIDELINES FOR PAPER PRESENTATION AND PUBLICATION

Quality papers on the theme of the seminar are invited as per the following guidelines:

- ☆ All submissions must be in MS Word, Font Style: Times New Roman, Font Size: 12 & Line Spacing: 1.5
- ☆ Abstract shall be for 250 words with 4-5 keywords
- ☆ Author's affiliation, Contact Address, Designation, E-Mail ID & Mobile Number are to be added in the first page.
- ☆ Paper should not exceed 3500 words including table of contents, references & reference style to be followed is APA style.
- ☆ Plagiarism should be less than 10%.
- ☆ Maximum authors per paper are limited to three only.
- ☆ Anyone of the author has to present the paper in seminar to get presentation certificate.
- ☆ Academicians, Industrialists, Research Scholars, Post Graduate and Under Graduate Students of Colleges and Universities across India shall participate.

REVIEW PROCESS

Articles will be evaluated on parameters of originality, relevance, and contribution to the current academic scenario. They will be subject to a single-blind peer review.

PUBLICATION

Selected papers will be published in the Edited Book as Chapters with ISBN.

IMPORTANT DATES

Last date of Abstract Submission	: 25 th September 2023
Notification of Acceptance	: 30 th September 2023
Last date of Full Paper Submission	: 04 th October 2023
Date of Seminar	: 06 th October 2023

REGISTRATION FEES PARTICIPATION AND PRESENTATION

Students	: Rs.150
Research Scholars	: Rs.200
Academicians /Delegates from industry	: Rs.250

(Registration fees includes seminar kit, Refreshment, Lunch, Publication in edited e-Book with ISBN and Hardcopy of the certificate of presentation/Participation)

RESOURCE PERSONS



Dr.GURU SELVARAJ
Vice President.HR & IR.
Akshara Group of Companies.
Coimbatore



Dr.R. BALAMOUROGANE
Associate Dean,
Lead College of Management
Palakkad



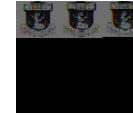
Mr. A. KHEERTHIGHIRI
Managing Director,
Shri Krishna Vidhyalaya Matric Hr.Sec School
Third Law Consultancy Services Pvt Ltd, Cbe



Dr.S. SETHURAMA SUBBHAIYAH
Professor of Social Work and
Controller of Examination
Apollo University
Chittoor, Andrapradesh



Mr.P.RAJESH
Training Coordinator
MSME Technology Development(CFTI)
Coimbatore



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NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)

Re-Accredited by NAAC & ISO 9001:2015 Certified
Affiliated to Bharathiar University, Coimbatore, Pollachi, Tamilnadu,
Phone: 04259-234870, 234868

Website: www.ngmc.org Email: ngm@ngmc.org

ICSSR-Sponsored Two-Day National Seminar on

Envisioning a Self-Reliant Rural India for Sustainable Economic Development

CHIEF PATRON

Dr. B. K. Krishnaraj Vanavarayar, President, Nallamuthu Gounder Mahalingam College
Shri. M. Balasubramaniam, Secretary, Nallamuthu Gounder Mahalingam College

PATRON

Dr. R. Muthukumar, Principal, Nallamuthu Gounder Mahalingam College

ADVISORY COMMITTEE

Dr. S. Saravana Babu, Dean - Academic, Nallamuthu Gounder Mahalingam College
Dr. S. Umopathy, Dean - Research, Nallamuthu Gounder Mahalingam College
Dr.P. Bruntha, Associate Professor & Head, PG & Research Department of Commerce

SEMINAR CONVENER

Dr. R. Gayathri, Associate Professor, UG Department of Commerce (IB),

ORGANIZING SECRETARY

Dr. G.Vignesh, Associate Professor & Head, PG Department of Commerce (IB)
Dr. N. Bhuvaneshkumar, Associate Professor & Head, UG Department of Commerce (IB)

SCRUTINIZING COMMITTEE – POSTER PRESENTATION

Dr.B. Rohini, Assistant Professor, PG Department of Commerce (IB)
Ms. S. Pratheepa, Assistant Professor, UG Department of Commerce (IB)

SCRUTINIZING COMMITTEE – PAPER PRESENTATION

Ms. D. Divya, Assistant Professor, PG Department of Commerce (IB)
Ms. R. Kalaiselvi, Assistant Professor, UG Department of Commerce (IB)

SCRUTINIZING COMMITTEE – PAPER PUBLICATION

Ms. M. Ragaprabha, Assistant Professor, PG Department of Commerce (IB)
Ms. P. Sudha, Assistant Professor, UG Department of Commerce (IB)

FOR FURTHER ASSISTANCE FEEL FREE TO CONTACT

Dr.P. Gayathri : 967773 0774 | Dr.G.Vignesh : 98941 57941 | Dr.N.Bhuvaneshkumar : 99426 03336

STUDENT COORDINATOR

Ms.Nandhini : 77086 02804 Mr. S. Shifan : 86670 18813
Ms. Indurekha : 99524 75316 Ms. S.Dharshinipriya : 93632 56546



Organized by
**PG DEPARTMENT OF COMMERCE WITH
INTERNATIONAL BUSINESS**

12th & 13th Oct 2023

ABOUT ICSSR

Indian Council of Social Science Research (ICSSR) was established in the year 1969 by the Government of India to promote research in social sciences in the country. ICSSR provides grants for projects, fellowships, international collaboration, capacity building, survey, publications etc. to promote research in social sciences in India. Documentation centre of ICSSR - National Social Science Documentation Centre (NASSDOC) - provides library and information support services to researchers in social sciences. ICSSR has developed ICSSR Data Service to serve as a national data service for promoting powerful research environment through sharing and reuse of data among social science community in India.

ABOUT THE INSTITUTION

Any Nation's growth is in proportion, to spread the education and intelligence among the rural masses. Having this idealistic vision, two great philanthropists of Pollachi, Late. Shri. S.P. Nallamuthu Gounder and Late. Arutchelver Padmabhushan Dr.N.Mahalingam formed an organization called Pollachi Kalvi Kazhagam, which started Nallamuthu Gounder Mahalingam College in 1957, to impart holistic education with an objective to cater to the higher educational needs of those who wish to aspire for excellence in knowledge and values. The College has achieved greater academic distinctions with the introduction of Autonomous System from the Academic year 1987-88. The college has been Re-Accredited by NAAC and it is an ISO 9001: 2015 Certified Institution. The total student strength is around 6000. Having celebrated its Diamond Jubilee in 2017, the college has blossomed into a premier Post-Graduate and Research Institution, offering 26 UG, 12 PG, 13 M.Phil and 10 Ph.D Programmes, apart from Diploma and Certificate Courses. The college has been ranked within Top 100 (72nd Rank) in India by NIRF 2021.

ABOUT THE DEPARTMENT

The PG Department of Commerce with International Business is established in the year 2002 with a prime motto to uplift the rural students to know the edge in the specialized field of International Business. The curricula is designed and developed at regular interval, once in a year. The PG programme is catering students from multidiscipline and the course is framed in-order to fulfil the needs and wants of the students and industry as well. The UG programme is initiated as a mark of the Diamond Jubilee Year of the College in 2017. The Department focuses on nurturing entrepreneurial skills, leadership qualities and preparing the students as leader of future.It involves the students in various Skill Development Programme, Orientation Programme, Workshop and Extension Activities. It keenly concentrates on the recent trends prevailing in the environment, update its curriculum to match it with the industrial needs and enrich the students accordingly, so as to get success with the help of Team Work. The Strength of the Department is its Qualified Faculty Team which always focuses on achieving the goals of Student and College as well.

ABOUT SEMINAR

India's survival truly is synonymous with the well-being of its villages. Villages that mirror its vision of prosperity with positive growth through various sectors like Agriculture, Education, Manufacturing Industry, Health Care,Tourism, Village and Cottage Industry, MSME, Sanitation Facility, Waste Management, etc. India, with its basic ethos of Vasudhaiva Kutumbakam i.e. the whole world is one family, strives to stand with the world. But, it is equally important for each of the family members to be in a position to support oneself and then the larger family. MSMEs, Farmers and labourers - The three pillars of the Indian economy with the support of the Government is providing financial assistances and opportunities for skilling. India is on the path to galvanize its economy to become a 'self-reliant' nation. This Two-Day conference will address the potentials of Indian Rural area, Technology, Food Production, Education, Health Care, Technology and Work Together with all the stakeholders to ensure a sustainable future for our citizens.

OBJECTIVES OF THE SEMINAR

- To strengthen the skill development and vocational educational ecosystem
- Opening up newer markets by adopting global technologies (from farmers to crafts people to factories).
- Training the youths on skill development, to construct a self-reliant nation.
- Providing opportunity to entrepreneurs and other stakeholders from diverse field, to put forwards their view and share the knowledge
- To formulate workable strategies for achieving self reliant Nation

SUB THEMES

- Manufacturing Industrial and Consumer Goods
- Information and Communication
- Professional, Scientific and Technical Activities
- Human Health and Social care activities
- Skill Development through Education
- Administrative and Support Service Activities
- Self sustainable in Agriculture and Fishing
- Food Production
- Village and Cottage Industry
- Role of MSME in Connecting society
- Effective utilization of Resources

POSTER PRESENTATION

Poster Presentation invited from students - Two participant per team

Sub theme for Poster Presentation

1. Self reliant India in Manufacturing Industrial and Consumer Goods
2. Self reliant India in Agriculture, fishing, food production, Village and Cottage industry
3. Self reliant India in Human health and social care activities
4. Self reliant India in utilisation of resources.

GUIDELINES FOR PAPER PRESENTATION AND PUBLICATION

We invite the article from Academicians, research scholars, industry participants on the themes and sub-themes of the seminar as per the following guidelines:

- All submissions must be in MS Word (2007)
- Font Style: Times New Roman, Font Size: 12 & Line Spacing: 1.5
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- Author's Affiliation, Contact Address, Designation, E-Mail ID & Mobile Number are to be added in the first page.
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- Plagiarism should be less than 10%.
- Maximum authors per paper is limited to three and each author has to register separately.
- Anyone of the author has to present the paper in seminar to get presentation certificate.
- Full paper shall be submitted in the prescribed format to the mailid: commerceicssrseminar@gmail.com
poster presentation to commerceicssrposter@gmail.com

PUBLICATION

All the accepted articles will be published in the Edited Book as Chapters with ISBN.

IMPORTANT DATES

Last Date for Abstract Submission : 22.09.2023

Notification of Acceptance : 27.09.2023

Last date for receiving the full paper : 03.10.2023

Date of Seminar : 12.10.2023 & 13.10.2023

RESOURCE PERSONS



CMA RAKESH SHANKAR

Member - Cost Accounting Standards Board
The Institute of Cost Accountants of India, Chennai



Dr. R. SUNDARI

Assistant Professor
PG & Research Department of Commerce
DG Vaishnav College, Chennai

ORGANIZING COMMITTEE

Chief Patron

Dr. B. K. Krishnaraj, Vanavarayar

President, Nallamuthu Gounder Mahalingam College

Shri. M. Balasubramaniam

Secretary, Nallamuthu Gounder Mahalingam College

Patron

Dr. R. Muthukumar

Principal, Nallamuthu Gounder Mahalingam College

Advisors

Dr. S. Saravana Babu

Dean - Academic, Nallamuthu Gounder Mahalingam College

Dr. S. Umapathy

Dean - Research, Nallamuthu Gounder Mahalingam College

Dr. P. Bruntha

Associate Professor & Head,
PG & Research Department of Commerce,
Nallamuthu Gounder Mahalingam College

Seminar Convener

Dr. B. Rohini

Assistant Professor, PG Department of Commerce (IB),
Nallamuthu Gounder Mahalingam College

Organizing Secretaries

Dr. G. Vignesh

Associate Professor & Head, PG Department of Commerce (IB),
Nallamuthu Gounder Mahalingam College

Dr. N. Bhuvaneshkumar

Associate Professor & Head, UG Department of Commerce (IB),
Nallamuthu Gounder Mahalingam College

Scrutinizing Committee – Paper Presentation

Mrs. D. Divya

Assistant Professor, PG Department of Commerce (IB),
Nallamuthu Gounder Mahalingam College

Mrs. M. Ragaprabha

Assistant Professor, PG Department of Commerce (IB),
Nallamuthu Gounder Mahalingam College

Mrs. R. Kalaiselvi

Assistant Professor, UG Department of Commerce (IB),
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Ms. P. Sudha

Assistant Professor, UG Department of Commerce (IB),
Nallamuthu Gounder Mahalingam College

Ms. S. Pratheepa

Assistant Professor, UG Department of Commerce (IB),
Nallamuthu Gounder Mahalingam College

Student Co-ordinators

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Mr. T. Gokul Prasanth - 9080476414

Ms. A. Anish Fathima - 9360442617

Ms. J. S. Pramila - 9578457734

Mr. A. Afnas - 8921020567

For Further Details Contact:

Dr. B. Rohini - 9884915659

Dr. G. Vignesh - 9894157941

Dr. N. Bhuvaneshkumar - 9942603336

PROGRAMME SCHEDULE

Inauguration &

Technical Session - I: 10.00 am to 11.30 am

Tea Break : 11.31 am to 11.45 am

Technical Session – II : 11.46 am to 1.15 pm

Lunch Break : 1.16 pm to 2.00 pm

Paper Presentations: 2.01 pm to 3.15 pm

Valedictory Session : 3.16 pm to 4.00 pm

One Day ICSSR Sponsored National Seminar

"INDIA 2.0 : VISION FOR INDIA 2047 - DIGITAL ECOSYSTEM & HARNESSING ARTIFICIAL INTELLIGENCE"

Date: 24th January 2024

Venue: Prof.M.Alkondan Hall



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**PG Department of Commerce with International Business
Nallamuthu Gounder Mahalingam College
(Autonomous), Pollachi - 642001**

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Website: www.ngmc.org Email: ngm@ngmc.org

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ABOUT THE DEPARTMENT

The PG Department of Commerce with International Business is established in the year 2002 with a prime motto to uplift the rural students to know the edge in the specialized field of International Business. The curricula is designed and developed at regular interval, once in a year. The PG programme is catering students from multidiscipline and the course is framed in-order to fulfill the needs and wants of the students and industry as well. The UG programme is initiated as a mark of the Diamond Jubilee Year of the College in 2017. The Department focuses on nurturing entrepreneurial skills, leadership qualities and preparing the students as leader of future. It involves the students in various Skill Development Programme, Orientation Programme, Workshop and Extension Activities. It keenly concentrates on the recent trends prevailing in the environment; update its curriculum to match it with the industrial needs and enrich the students accordingly, so as to get success with the help of Team Work. The Strength of the Department is its Qualified Faculty Team which always focuses on achieving the goals of Student and College as well.

ABOUT THE SEMINAR

In today's busiest life, every individual has to act smart and must have the access to all digital means, transact among themselves digitally through communications. In all walks of life, irrespective of fields - safety, security and trust is required as a predominant factor to withstand. Digital ecosystems help companies to interact with customers, business partners, unrelated companies, and even with some competitors, so as to become technology embedded companies. The best part is that successful digital ecosystem can lead to measurable gains, by automating routine tasks, analyzing data, and improving decision-making. Artificial Intelligence (AI) helps to increase productivity, reduce costs, and improve the quality of products and services. Humans contribute every industry through their creativity, strategy, and passion especially in Healthcare, Education, and other domain specified fields. Although humans work symbiotically with technology, advent of AI perform individuals to do more analysis, optimize regularities, and routine the work atmosphere much faster.

OBJECTIVES OF THE SEMINAR

- * To create more awareness about the safety and security by building a trust in Digital Economy
- * To reward the innovation by encouraging businesses through promotion of resilience
- * To inculcate the habit of search, reasoning, problem-solving, perception and learning, the economic development and artificial intelligence
- * To estimate the optimization, planning and do an analytical thinking on Digital Ecosystem and Economic Growth

SUB THEMES

- * Digital Public Infrastructure
- * Digital Safety
- * Digital Economy
- * Digital Innovation in Business
- * Digital Vision 2047
- * Digital Ecosystem and Economic Growth
- * Artificial Intelligence and Trade
- * Economic Development and Artificial Intelligence
- * Education System and Artificial Intelligence
- * Other related themes

GUIDELINES FOR PAPER PRESENTATION AND PUBLICATION

We invite the article from Academicians, Research Scholars, Industrialists, Post Graduate and Under Graduate Students of Colleges and Universities across India on the themes and sub-themes of the seminar as per the following guidelines:

- * All submissions must be in MS Word (2007)
- * Font Style: Times New Roman, Font Size: 12 & Line Spacing: 1.5
- * Abstract shall be for 250 words with 4-5 keywords
- * Author's Affiliation, Contact Address, Designation, E-Mail ID & Mobile Number are to be added in the first page.
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- * Plagiarism should be less than 10%.
- * Maximum authors per paper are limited to three and each author has to register separately.
- * A papers pertaining the above are eligible for publications in the Edited Books with ISBN.

IMPORTANT DATES

Last date of Abstract Submission	: 29 th December 2023
Notification of Acceptance	: 10 th January 2024
Last date of Full Paper Submission	: 19 st January 2024
Date of Seminar	: 24 st January 2024

REGISTRATION FEES - PARTICIPATION AND PRESENTATION

Students	: Rs.150
Research Scholars	: Rs.200
Academicians /Delegates from industry	: Rs.250

(Registration fees includes seminar kit, Refreshment, Lunch and Hardcopy of the certificate)

SCAN THE QR AND GO DIGITAL

Registration



UPI:rohini-mib-1@okicici
UPI No: 9884915659



Paper Submission



What's App



Two Days National Online Seminar on

Rural Students And Youth Embracing Digital Medium To Continue Learning During Covid-19

Date : 15th & 16th June, 2022

Sponsored by



INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH (ICSSR)

SOUTHERN REGIONAL CENTRE, HYDERABAD



Organized By

**DEPARTMENT OF COMMERCE (E-COMMERCE)
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE**

(Autonomous)

An ISO 9001:2015 Certified Institution, NIRF:72nd Rank, Re-Accredited by NAAC

Affiliated to Bharathiyar University, Coimbatore

Pollachi - 642 001, Tamil Nadu

About the College

A nation's growth is in proportion to education and intelligence spread among the masses. Having this idealistic vision, two great philanthropists late. S.P. Nallamuthu Gounder and Late Arutchelver Padmabhushan Dr.N Mahalingam formed an organization called Pollachi Kalvi Kazhagam, which started NGM College in 1957, to impart holistic education with an objective to cater to the higher educational needs of those who wish to aspire for excellence in knowledge and values. The College has achieved greater academic distinctions with the introduction of autonomous system from the academic year 1987-88. The college has been Re-Accredited by NAAC and it is ISO 9001:2015 Certified Institution. The total student strength is around 6000. Having celebrated its Diamond Jubilee in 2017, the college has blossomed into a premier Post Graduate and Research Institution, offering 26 UG, 12 PG, 13 M.Phil and 10 Ph.D Programmes, apart from Diploma and Certificate Courses. The college has been ranked within Top 100 (72nd Rank) in India by NIRF 2021.

About the Department

The UG department of Commerce with E-Commerce was established in the year June 2009. The department offers B.Com with E-Commerce (Bachelor of Commerce with Electronic Commerce) a three year degree programme. The main objective of the course is to integrate a balance between objective learning and practical learning. Our vision is to make the students well versed in the domain of electronic commerce and to enrich communicative ability of the students to increase the employability skills. Students can develop a strong E-Commerce foundation to apply and refine their knowledge in the 'Digital world'. The department has qualified and committed faculty with rich teaching and research experience. The department has organized National Symposium in 2018 and several seminars on a number of emerging issues.

About ICSSR – SRC

Indian Council of Social Science Research (ICSSR) was established in the year of 1969 by the Government of India to promote research in social sciences in the country on the recommendation of Prof. V. K. R. V. Rao Committee. Indian Council of Social Science Research (ICSSR) is an autonomous organization established in 1969 on the recommendation of Prof. V. K. R. V. Rao Committee. The Southern Regional Centre was established on 1st February 1973 in collaboration with the Osmania University and the Government of Andhra Pradesh. The founders of the Southern Regional Centre were Prof. Rasheeduddin Khan and Prof. G. Ram Reddy. The major role of the Southern Regional Centre is to act as an agent of the ICSSR within the southern region; to act as the representative of the social scientists of the region and to bring their ideas and problems to the ICSSR, New Delhi; to provide a platform for the social scientists of the southern region; to come together for the promotion of social science research and to serve as the link between the social scientists of the southern region, national and international community of social scientists.

About the Seminar

In today's time, education through digital medium has become new normal and is extensively used in urban areas for learning by students and youth. However, in rural areas particularly for underprivileged students continuing education had become a challenge. To address this digital technology was employed for imparting education. Rural communities have not only embraced digital medium but have innovated to make it more relevant. Even the National Education Policy (NEP) 2020 focuses on digital learning as a substitute to the traditional classroom model for interaction between teachers and students. While there are numerous benefits of digital education, the barriers are still manifold to make education a complete online phenomenon in rural areas. The present Covid-19 crisis has had a major impact on the digital divide in the country, particularly from the perspective of education with digital access. It has also brought into sharp focus the challenges that exist for digital representation of education in the rural areas of the country. This seminar aims to address the impact of e-Learning in rural areas during COVID-19 Pandemic.

In this context, the National Seminar on “Rural Students and Youth Embracing Digital Medium to Continue Learning During Covid-19” focus on the following sub-themes:

Sub-Themes

- ✓ E-learning and its impact on rural areas
- ✓ E-learning initiatives by the government
- ✓ Effects of digital gaps on E-Learning
- ✓ E-Learning services for rural communities
- ✓ E-Learning in Time of covid-19 pandemics: Issues& Challenges
- ✓ Education responses to Covid-19: Embracing digital learning and Online Collaboration
- ✓ E-Learning Vs Traditional Learning
- ✓ Online teaching –learning in higher education during lockdown period of Covid-19 Pandemic
- ✓ Online Learning : A Panacea in the Time of Covid -19 Crisis
- ✓ Informal education structures and its students in Lockdown
- ✓ Leadership in e-learning Delivery
- ✓ E-learning Research methods and Approaches
- ✓ Evaluation of e-learning Technologies
- ✓ Ethical issues in e-learning delivery
- ✓ Strategies and challenges in e-learning delivery
- ✓ E-learning curriculum Development issues
- ✓ E-learning pedagogical Strategies
- ✓ Developing e-learning for specific subject Domains
- ✓ Learning management system (LMS)
- ✓ Virtual Learning Environment (VLEs)
- ✓ E-Learning Delivery Issues
- ✓ Innovation in e-Assessment
- ✓ Participation and Motivation in e-learning

The topics considered may include, but are not limited to the above topics.

Guidelines for Paper Presentation & Publication

Those who are interested on the theme of the seminar are invited to send their abstracts and full papers as per the following guidelines and submit within the deadline through

- E-mail to ecomicsr@gmail.com or
- Google form link for abstract submission <https://forms.gle/P2tLdKeqYorTKBZL6>
- Google form link for Full paper submission <https://forms.gle/3dSoodu3zLbKW6ma6>
- All Submissions must be made in MS WORD (2007) format Font Style: Times New Roman, Font Size:12, Line Spacing : 1.5
- Abstract : 100 to 250 words with Four to Five Keywords
- Author's affiliation, Contact address, Designation, Mobile Number and Email ID should be found in First Page
- The paper should neither exceed 12 pages nor less than 6 pages
- References in APA style, Plagiarism is strictly denounced
- Research articles will be accepted only if the level of plagiarism is below 10%

Important Dates

Last date for Abstract Submission	:	31 st May 2022
Last date for Full Paper Submission	:	10 th June 2022
Date of Seminar	:	15 th and 16 th June 2022

Registration Fee

Students/Research Scholars	:	Rs. 200
Academicians/Delegates from Industry	:	Rs. 500

(Registration Fee includes Publication in Edited Book with ISBN and Hardcopy of the Certificate of Presentation/Participation)

Mode of Payments

• Bank Transfer

Name of the Account Holder	:	B. Indira Priyadharshini
Account No	:	170101000009575
IFSC No	:	IOBA0001701
Name of the Branch	:	NGM College, Extension Branch, Pollachi

• Google Pay Number : 74024 71598

Organizing Committee

Chief Patron

Dr. B.K. Krishnaraj Vanavarayar

President, Nallamuthu Gounder Mahalingam College

Advisor

Dr. P. Bruntha

Associate Professor and Head

PG and Research Department of Commerce

Seminar Director

Dr.B.Indira Priyadharshini

Assistant Professor, Department of Commerce (E-Commerce)

Seminar Co-ordinators

Dr. R. Vidwakalyani, Assistant Professor, Department of Commerce (E-Commerce)

Dr. T. Kiruthika, Assistant Professor, Department of Commerce (E-Commerce)

Ms. M. Ragaprabha, Assistant Professor, Department of Commerce (E-Commerce)

Technical support

Ms. P. Anu Shruthi, Research Scholar

Patron

Dr. R. Muthukumaran

Principal, Nallamuthu Gounder Mahalingam College

Organising Secretary

Dr.M.V.Sathiyabama

Associate Professor and Head

Department of Commerce (E-Commerce)

For Further Details Contact

Dr. M.V. Sathiyabama

Contact No. : 97900 16126

Dr. B. Indira Priyadharshini

Contact No. : 74024 71598



Our Resource Persons



Dr. Rajendra Baikady
URC Special Post Doctoral Fellow and
Senior Research Fellow
Department of Social Work
University of Johannesburg, South Africa



Dr. Sulthan Khalifa Haroon Al Rashid
Regional Project Officer for Asia-Pacific -
United Nations Sustainable Development Goals Students Program,
Sustainable Development Solutions Network – Youth,
New York, United States of America.



Dr. K. Thiyagu
Assistant Professor, Department of Education
Central University of Kerala, Kasaragod, Kerala



Mr. Parveen Kumar Sharma
Educator, Wisdom Wor Id School
Kurukshetra, Haryana



Dr. Vinu Sherimon
Faculty of Department of IT
University of Technology and Applied Sciences
Muscat Sultanate of Oman



Dr. M.V. Sathiyabama
Associate Professor and Head
Department of Commerce (E-Commerce)
Nallamuthu Gounder Mahalingam College, Pollachi, Tamilnadu

Day 1 : Wednesday 15.06.2022

Inauguration (10.00 am – 10.30 am)	
<i>Welcome Address</i>	Dr. M.V.Sathiyabama Associate Professor & Head Department of Commerce (E-Commerce)
<i>Presidential Address</i>	Dr. R. Muthukumaran Principal
<i>Felicitation</i>	Dr.P.Bruntha Associate Professor & Head Post Graduate and Research Department of Commerce
Session – I (10.30am – 12.00 pm)	
<i>Topic : Covid – 19 has changed education forever</i>	Dr.Sulthan Khalifa Haroon Al Rashid Regional Project Officer for Asia-Pacific - United Nations Sustainable Development Goals Students Program Sustainable Development Solutions Network – Youth New York, United States of America
Break (12.00 pm - 12.15 pm)	
Session – II (12.15 pm – 1.30 pm)	
<i>Topic : Quality Education in the post pandemic world : what are the challenges for achieving sustainable development goals?</i>	Dr.Rajendra Baikady URC Special Post Doctoral Fellow and Senior Research Fellow Department of Social Work University of Johannesburg South Africa
LUNCH BREAK-(1.30pm-2.00pm)	
Session – III (2.00 pm – 3.30 pm)	
<i>Topic: Making the best of the Not-So-New-Normal: How to WHY!</i>	Mr. Parveen Kumar Sharma Educator, Wisdom World School Kurukshetra, Haryana
<i>Paper Presentations</i>	3.30 pm-4.30 pm

Day 2 : Thursday 16.06.2022

Session- I (10.00 am - 11.30 am)	
<i>Topic: E – learning Models</i>	Dr. K. Thiyagu Assistant Professor, Department of Education Central University of Kerala, Kasaragod, Kerala
BREAK - (11.30 am-11.45 am)	
Session - II (11.45 am-1.30 pm)	
<i>Topic: Impact of covid-19 on education</i>	Dr. M.V. Sathiyabama Associate Professor and Head Department of Commerce (E-Commerce) Nallamuthu Gounder Mahalingam College, Pollachi, Tamilnadu
Lunch Break - (1.30 pm - 2.00 pm)	
Session- III (2.00 pm - 3.30 pm)	
<i>Topic: Utilization of E- resources and tools to enhances the research process</i>	Dr.Vinu Sherimon Faculty of Department of IT University of Technology and Applied Sciences Muscat Sultanate of Oman
<i>Paper Presentations</i>	3.30 pm - 4.30 pm
<i>Vote of Thanks</i>	Dr.R.Vidwakalyani Assistant Professor, Department of Commerce (E-Commerce)

One Day National Seminar on
**Implementation of ICT Skills for the Students
for their Employment in Skill based Jobs**

Date : 19th October, 2022

Mode : Offline

Venue : Vivekanandar Arangam

Sponsored by



INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH (ICSSR)

Ministry of Education
New Delhi.



Organizes

**DEPARTMENT OF COMMERCE (E-COMMERCE)
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE**

(Autonomous)

An ISO 9001:2015 Certified Institution, Re-Accredited by NAAC
Affiliated to Bharathiyar University, Coimbatore
Pollachi – 642 001 Tamilnadu.

About the College

A Nation's growth is in proportion to education and intelligence spread among the masses. Having this idealistic vision, two great philanthropists late. S.P. Nallamuthu Gounder and Late Arutchelver Padmabhushan Dr.N Mahalingam formed an organization called Pollachi Kalvi Kazhagam, which started NGM College in 1957, to impart holistic education with an objective to cater to the higher educational needs of those who wish to aspire for excellence in knowledge and values. The College has achieved greater academic distinctions with the introduction of autonomous system from the academic year 1987-88. The college has been Re-Accredited by NAAC and it is ISO 9001:2015 Certified Institution. The total student strength is around 6000. Having celebrated its Diamond Jubilee in 2017, the college has blossomed into a premier Post Graduate and Research Institution, offering 26 UG, 12 PG, 13 M.Phil and 10 Ph.D Programmes, apart from Diploma and Certificate Courses.

About the Department

The UG department of Commerce with E-Commerce was established in the year June 2009. The department offers B.Com with E-Commerce (Bachelor of Commerce with Electronic Commerce) a three year degree programme. The main objective of the course is to integrate a balance between objective learning and practical learning. Our vision is to make the students well versed in the domain of electronic commerce and to enrich communicative ability of the students to increase the employability skills. Students can develop a strong E-Commerce foundation to apply and refine their knowledge in the 'Digital world'. The department has qualified and committed faculty with rich teaching and research experience. The department has organized National Symposium in 2018 and several seminars on a number of emerging issues.

About ICSSR

Indian Council of Social Science Research (ICSSR) was established in the year of 1969 by the Government of India to promote research in social sciences in the country. ICSSR provide grants for projects, fellowships, international collaboration, capacity building, survey, publications etc. to promote research in social sciences in India. Documentation centre of ICSSR - National Social Science Documentation Centre (NASSDOC) - provides library and information support services to researchers in social sciences. ICSSR has developed ICSSR Data Service to serve as a national data service for promoting powerful research environment through sharing and reuse of data among social science community in India

About the Seminar

ICT skills are required by all businesses and educators in today's world. Information and Communication technology (ICT) has the potential to transform teaching and learning processes. According to a recent study in OECD countries, students are more sophisticated in their use of technology than teachers; an inherent discrepancy between student knowledge and usage of ICTs with the abilities of teacher to use ICTs. This suggests that teacher inexperience and skill deficiencies may often be a fundamental factor which prevents the effectiveness of ICT use in education. The same study reveals that the most effective uses of ICT are those in which the teacher, aided by ICTs, may challenge understanding and thinking of pupils and this can be done through whole-class discussions and/or individual/small group workshops using ICTs. Nowadays, it is widely accepted that the use of ICTs should not aim at completely transforming teacher practices in and of itself but rather enabling and supporting the move from traditional 'teacher-centric' teaching styles to more 'learner-centric' methods. In other words, making each one of the students active and fully engaged. The 'ICT skills for Educators' course is designed to enable participants to improve their teaching practices with the use of specific ICT tools, such as smart boards, web conferencing and webinars, among others, thus, creating a 'learner-centric' classroom. This is an ideal course for all teachers, educators & trainers interested in continuing professional development (CPD). In an effort to encourage the development of these skills among college students, a number of government organizations have participated to develop and promote the ICT profile.

This profile helps students and teachers identify many of the most important ICT skill. In this context, the National Seminar on "Implementation of ICT Skills for the Students for their Employment in Skill Based Jobs" focuses on the following sub-themes:

Sub-Themes

- ✓ Emerging Topics in ICT Integration-Multimedia
- ✓ ICT Skills for higher education
- ✓ Emerging trends of ICT Enabled teaching and learning
- ✓ Various Types of ICTs and their Applications in Teaching and Learning
- ✓ ICT Teaching aids which can be applied on active learning strategy
- ✓ Industry before ICT Vs Industry with ICT
- ✓ Commerce before ICT Vs Commerce with ICT
- ✓ Banking before ICT Vs Banking with ICT
- ✓ Education before ICT Vs Education with ICT
- ✓ Information and Communication Technology and Society (ICTS)
- ✓ ICT in our daily lives
- ✓ ICT skills in the workplace
- ✓ How to highlight ICT skills
- ✓ Adoption of ICT curriculum and innovation in the Azadi ka Amrit Mahotsav
- ✓ Need for new ICT programs
- ✓ Need of ICT Industry
- ✓ Impact of ICT on learning
- ✓ ICT Framework
- ✓ Role of ICT in effective curriculum transactions
- ✓ ICT Enhanced curriculum modelling
- ✓ Critical understanding of ICT syllabus
- ✓ ICT curriculum integration in modern-day classroom
- ✓ ICT Integrated curriculum contest
- ✓ ICT Integrated teaching strategies
- ✓ ICT competencies
- ✓ Frontiers/ Fostering ICT competencies in blended learning
- ✓ Role of curriculum content material & teaching strategies
- ✓ Intentional ICT curriculum, education and development
- ✓ ICT didactics (Theoretical foundation)
- ✓ ICT as practical subject
- ✓ ICT principles
- ✓ Importance of ICT in education
- ✓ ICT curriculum integration in the context of the teaching out coming project in Portugal
- ✓ Innovation in curriculum development integration ICT and Digital skills
- ✓ ICT curriculum and its implementation in higher education
- ✓ ICT policy planning in a content of curriculum reform in the Azadi ka Amrit Mahotsav
- ✓ Disentanglement of ICT policy domains and artificial
- ✓ Teaching ICT across the curriculum
- ✓ Digital Literacy and the new ICT curriculum
- ✓ ICT Skills Education for the Public Sector

The topics considered may include, but are not limited to the above topics.

Guidelines for Paper Presentation & Publication

Those who are interested on the theme of the seminar are invited to send their abstracts and full papers as per the following guidelines and submit within the deadline through

- ✓ E-mail to icssrseminar14@gmail.com or
- ✓ Google form link for Full paper submission <https://forms.gle/JmyxyHHMA2LXhZKx6>
- ✓ What's app group link <https://chat.whatsapp.com/DfZdUFbVrDbKWCzApDuAku>
- ✓ All Submissions must be made in MS WORD (2007) format Font Style: Times New Roman, Font Size: 12, Line Spacing: 1.5
- ✓ Abstract : 100 to 250 words with Four to Five Keywords
- ✓ Author's affiliation, Contact address, Designation, Mobile Number and Email ID should be found in First Page
- ✓ The paper should neither exceed 12 pages nor less than 6 pages
- ✓ References in APA style, Plagiarism is strictly denounced
- ✓ Research articles will be accepted only if the level of plagiarism is below 10%

Important Dates

Last date of Abstract Submission	:	05 th October, 2022
Last date of Full Paper Submission	:	15 th October, 2022
Date of Seminar	:	19 th October, 2022

Target Audience

Faculty/Corporate Persons
Students/Research Scholars

(Publication, Seminar Kit, Refreshment, Lunch, E-Book with ISBN and Hardcopy of the Certificate of Presentation/Participation)

No Registration Fee

Organizing Committee

Chief Patron

Dr. B.K. Krishnaraj Vanavarayar

President, Nallamuthu Gounder Mahalingam College

Patron

Dr. R. Muthukumar

Principal, Nallamuthu Gounder Mahalingam College

Advisors

Dr. S. Saravana Babu, Dean - Academic

Dr. S. Umapathi, Dean - Research

Dr. P. Bruntha

Associate Professor and Head

PG and Research Department of Commerce, NGMC

Organising Secretary

Dr. M.V. Sathiyabama

Associate Professor and Head

Department of Commerce (E-Commerce), NGMC.

Seminar Convenor

Dr.R.Vidwakalyani

Assistant Professor, Department of Commerce (E-Commerce), NGMC.

Seminar Co-ordinators

Dr. B. Indira Priyadharshini , Assistant Professor, Department of Commerce (E-Commerce)

Dr. T. Kiruthika, Assistant Professor, Department of Commerce (E- Commerce)

Ms. M. Ragaprabha, Assistant Professor, Department of Commerce (E-Commerce)

For Further Details Contact

Dr. M.V. Sathiyabama

Contact No. : 97900 16126

Dr.R.Vidwakalyani

Contact No. : 94862 39379



Our Resource Persons



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Assistant Professor, Department of Education
Central University of Kerala, Kasaragod, Kerala



Dr.S.Vijayalakshmi

Associate Professor & Head
Department of B.Com PA
PSGR Krishnammal College for Women,
Coimbatore



Dr.M.V.Sathiya Bama

Associate Professor & Head
Department of Commerce (E-Commerce)
Nallamuthu Gounder Mahalingam College
Pollachi



Dr. G. Ravindran

Assistant Professor
P. G and Research Department of Commerce
Chikkanna Government Arts College
Tirupur



Mr.Nadeesh Maharajan

Lecturer, Computer Engineering Department,
Nachimuthu Polytechnic College,
NPT and MCT Campus,
Pollachi

Day : **Wednesday**Date : **19.10.2022****PROGRAMME SCHEDULE**

Inauguration (9.00 am – 10.00 am)	
<i>Welcome Address</i>	Dr. M.V.Sathiyabama Associate Professor & Head Department of Commerce (E-Commerce)
<i>Presidential Address</i>	Dr. R. Muthukumaran , Principal
<i>Felicitation</i>	Dr.P.Bruntha Associate Professor & Head Post Graduate and Research Department of Commerce
Session I (10.00 a.m to 11.00 a.m)	
<i>Topic : ICT Curriculum integration in Modern Day Classroom</i>	Dr.K.Thiyagu Suriya Assistant Professor, Department of Education Central University of Kerala Kasaragod, Kerala
Session II (11.00 a.m to 12.00 p.m)	
<i>Topic : ICT and Everyday's Life</i>	Dr.S.Vijayalakshmi Associate Professor & Head Department of B.Com PA PSGR Krishnammal College for Women, Coimbatore
Tea Break (12.00 pm - 12.15 pm)	
Session III (12.15 p.m to 1.15 p.m)	
<i>Topic: Applications of ICT in Higher Education</i>	Dr.M.V.Sathiyabama Head and Associate Professor Department of Commerce (E-Commerce) Nallamuthu Gounder Mahalingam College Pollachi, Tamilnadu.
Lunch Break (1.15 pm - 2.00 pm)	
Session IV (2.00 p.m to 3.00 p.m)	
<i>Topic: Modern trends in ICT for Educational and Training</i>	Mr.Nadeesh Maharajan Lecturer, Computer Engineering Department, Nachi Muthu Polytechnique, MCT Campus, Pollachi.
Session – V : Paper Presentation(3.00 pm – 4.30 pm)	
<i>Topic: Impact of ICT on Society/Sessions chair</i>	Dr. G. Ravindran Assistant Professor P. G and Research Department of Commerce Chikkanna Government Arts College Tirupur
<i>Rapporteur</i>	Dr.B.Indira Priyadharshini Assistant Professor Department of Commerce (E-Commerce), NGM College, Pollachi.
Valedictory (4.30 pm – 5.00 pm)	
Distribution of Certificates	
<i>Vote of Thanks</i>	Dr.R.Vidwakalyani Assistant Professor Department of Commerce (E-Commerce), NGM College, Pollachi.
National Anthem	

Two Day National Seminar on
**RURAL WOMEN EMPOWERMENT
THROUGH ENTREPRENEURSHIP**

**on 19.01.2023 & 20.01.2023
at Vivekanandar Arangam**

Sponsored by ICSSR



INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH (ICSSR)

Ministry of Higher Education, New Delhi



CELEBRATING THE INSPIRING
LIFE OF ARUTCHELVAR
DR.N.MAHALINGAM
NM 100
1923 - 2014
Arutichelvar
CENTENARY CELEBRATIONS



Organized By

**DEPARTMENT OF COMMERCE (E-COMMERCE)
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
(Autonomous)**

**An ISO 9001:2015 Certified Institution Re-Accredited by NAAC
Affiliated to Bharathiyar University, Coimbatore
Pollachi - 642001, Tamil Nadu, India**

About ICSSR

Indian Council of Social Science Research (ICSSR) was established in the year of 1969 by the Government of India to promote research in social sciences in the country. ICSSR provide grants for projects, fellowships, international collaboration, capacity building, survey, publications etc. to promote research in social sciences in India. Documentation centre of ICSSR National Social Science Documentation Centre (NASSDOC) - provides library and information support services to researchers in social sciences. ICSSR has developed ICSSR Data Service to serve as a national data service for promoting powerful research environment through sharing and reuse of data among social science community in India.

About the College

A Nation's growth is in proportion to education and intelligence spread among the masses. Having this idealistic vision, two great philanthropists late. S.P. Nallamuthu Gounder and Late Arutchelver Padmabhushan Dr.N Mahalingam formed an organization called Pollachi Kalvi Kazhagam, which started NGM College in 1957, to impart holistic education with an objective to cater to the higher educational needs of those who wish to aspire for excellence in knowledge and values. The College has achieved greater academic distinctions with the introduction of autonomous system from the academic year 1987-88. The college has been Re-Accredited by NAAC and it is ISO 9001:2015 Certified Institution. The total student strength is around 6000. Having celebrated its Diamond Jubilee in 2017, the college has blossomed into a premier Post Graduate and Research Institution, offering 29 UG, 11 PG, 14 M.Phil and 13 Ph.D Programmes, apart from Diploma and Certificate Courses.

About the Department

The UG department of Commerce with E-Commerce was established in the year June 2009. The department offers B.Com with E-Commerce (Bachelor of Commerce with Electronic Commerce) a three year degree programme. The main objective of the course is to integrate a balance between objective learning and practical learning. Our vision is to make the students well versed in the domain of electronic commerce and to enrich communicative ability of the students to increase the employability skills. Students can develop a strong E-Commerce foundation to apply and refine their knowledge in the 'Digital world'. The department has qualified and committed faculty with rich teaching and research experience. The department has organized National Seminars and Symposium on a number of emerging issues.

About the Seminar

Women entrepreneurship has been recognized as an important source of economic growth. Generally women sharing common social values and responsibilities with their counterparts in their day to day lives. They create new jobs for themselves and others and also provide society with different solutions to management, organization and business problems. However, they still represent a minority of all entrepreneurs. This national seminar aims to identify the factors involved in rural women empowerment through entrepreneurship in economic development. Women- entrepreneurs have been making a considerable impact in all most all the segments of the economy. The main objective of this seminar is to understand the concept of women entrepreneurs and develop them socially, economically and to identify the major problems faced by women entrepreneurs in conducting their business. Most of the women entrepreneurs are of the opinion that lack of training is one of the major reason for survive in the market. Hence the government should conduct frequent training programmes and create awareness about theschemes introduced for women entrepreneurs. This seminar will suggest that the training should be made compulsory for women entrepreneurs. Women entrepreneurs often faced gender-based barriers to starting and growing their businesses, like discriminatory property, matrimonial and inheritance laws and/or cultural practices; lack of access to formal finance mechanisms; limited mobility and access to information and networks, etc. In this context, the two Day National Seminar on “**Rural Women Empowerment Through Entrepreneurship**” focuses on

the following sub-themes:

- Start - Ups and Innovative Entrepreneurship
- Rural Women Entrepreneurship
- Gender Gap in Entrepreneurial Leadership
- E-Entrepreneurship In Industrial Rural Market
- Significance of Entrepreneurship Education as a Strategic Approach
- Effects of Entrepreneurship Courses on Developing Startups
- Empowerment of Rural Women through Entrepreneurship
- Challenges and Opportunities of Women Entrepreneurs
- Women Empowerment through Self-help Group
- Micro Enterprise Development in Rural Women Entrepreneurship
- Women empowerment through education
- E-Entrepreneurship in Indian Rural Market
- Leadership and Entrepreneurship in Economic Growth
- Women empowerment in India and its Importance

The topics considered may include, but are not limited to the above topics.

Seminar Objective

The main objective of this seminar on Rural Women Empowerment Through Entrepreneurship is to identify the factors involved in empowerment of rural women through entrepreneurship for economic development and also identify the major opportunities and challenges faced by women entrepreneurs in conducting their business.

Guidelines for Paper Presentation & Publication

Those who are interested on the theme of the seminar are invited to send their abstracts and full papers as per the following guidelines and submit within the deadline through

- E-mail to icssrnationalseminar5@gmail.com or
- Google form link for Full paper submission <https://forms.gle/o65jF1KYMYMcnfBy9>
- What's app group link <https://chat.whatsapp.com/LUDE518UPjiCO2nbgllMKS>
- All submissions must be made in MS WORD (2007) format Font Style: Times New Roman, Font Size:12, Line Spacing:1.5
- Abstract : 100 to 250 words with Four to Five Keywords
- Author's affiliation, Contact address, Designation, Mobile Number and Email ID should be found in First Page
- The paper should neither exceed 12 pages nor less than 6 pages
- References in APA style, Plagiarism is strictly denounced
- Research articles will be accepted only if the level of plagiarism is below 10%
- **Maximum three Author's will be permitted for a manuscript**
- **Author and Co-author has to register separately**
- **Any one of author has to present the paper on the day of seminar to get presentation certificate**
- **Academicians and Delegates from Industry / Entrepreneurs / Research Scholars / PG&UG students can participate.**

Important Dates

Last date of Abstract Submission	:	31st December 2022
Last date of Full Paper Submission	:	10th January 2023
Date of Seminar	:	19th and 20th January 2023

Registration Fees - Participation and Presentation

Students	:	Rs. 100
Research Scholars/Entrepreneurs	:	Rs. 200
Academicians / Delegates from Industry	:	Rs. 300

(Registration fees include seminar kit, refreshment, lunch, publication in edited e-Book with ISBN and Hard copy of the certificate of presentation / participation)

Mode of Payments

- **Bank Transfer**

Name of the Account Holder	:	Dr. M.V. Sathiyabama
Account No	:	170101000000200
IFSC No	:	IOBA0001701
Name of the Branch	:	NGM College, Extension Branch, Pollachi
- **G Pay Number** : 9790016126

Organizing Committee

Chief Patron

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Dr.S.Saravana Babu
Dean – Academic

Dr.S.Umapathi
Dean - Research

Dr.P.Bruntha
Associate Professor and Head
PG and Research Department of Commerce
Nallamuthu Gounder Mahalingam College

Seminar Convenor

Dr.M.V.Sathiyabama
Associate Professor & Head
Department of Commerce (E-Commerce)
Nallamuthu Gounder Mahalingam College

Organizing Secretary

Dr.R.Vidwakalyani
Assistant Professor, Commerce (E-Commerce)
Department of Commerce (E-Commerce)
Nallamuthu Gounder Mahalingam College

Seminar Co-ordinators

Dr..B.Indira Priyadharshini,
Assistant Professor, Dept. of Commerce (E-Commerce)

Dr. T. Kiruthika
Assistant Professor, Dept. of Commerce (E-Commerce)

Ms. M. Ragaprabha
Assistant Professor, Dept. of Commerce (E-Commerce)

Dr. M. Akilanayaki
Assistant Professor, Department of Commerce (BPS)

Dr. V. Meera
Associate Professor, Department of Commerce (BPS)

Dr. V. Sureshkumar
Associate Professor, Department of Commerce (SF)

Technical Support

Ms.S.Megala
Research Scholar

For Further Details Contact

Dr. M.V. Sathiyabama
97900 16126

Dr. B. Indira Priyadharshini
74024 71598

Dr.R.Vidwakalyani
94862 39379

Programme Schedule

Date : 19.01.2023

Inauguration (10.00 a.m – 10.45 a.m)	
Welcome Address by	Dr. M.V. Sathiyabama Associate Professor & Head Department of Commerce(E-Commerce) NGM College, Pollachi
Inaugural Address by	Dr. R. Muthukumaran Principal, NGM College, Pollachi.
Felicitation Address by	Dr. P. Bruntha Associate Professor & Head PG and Research Department of Commerce NGM College, Pollachi
Special Address by	Shri. V. Saravana Krishnan Officer(Marketing) The National Small Industries Corporation Limited(NSIC), Under Ministry of MSME Coimbatore
Vote of Thanks by	Dr. R. Vidwakalyani Assistant Professor Department of Commerce (E-Commerce) NGM College, Pollachi
Session 1 (10.45 a.m to 11.45a.m) Topic : Ideas @ 75: Start - Ups and Innovative Entrepreneurship	Dr. R. Vanathi Assistant Professor(SS) & Head of Business Management, Erode Arts & Science College, Erode and Rural Entrepreneurship Cell State Coordinator of Mahatma Gandhi National Council of Rural Education,Hyderabad
Tea Break (11.45 a.m - 12.00 p.m)	
Session II (12.00 Noon to 1.00 p.m) Topic : Women @ 75 : Rural Women Entrepreneurship	Dr. N. Sridevi Associate Professor Department of Commerce Kumaraguru College of Liberal Arts & Science Coimbatore
Lunch (1.00 p.m - 2.00 p.m)	
Session III (2.00 p.m to 3.00 p.m) Topic : Gender Gap in Entrepreneurial Leadership	Dr. M. Prakash Assistant Professor Programme Co-Ordinator - Commerce Christ University, Bangalore
Session IV (3.00 p.m to 4.00 p.m) Topic : E-Entrepreneurship in Industrial Rural Market	Dr. B. Narasimhan Assistant Professor(SG) Department of Computer Science Dr.N.G.P Arts & Science College, Mentor-Entrepreneurship Development Cell Coimbatore

Date : 20.01.2023 Day: FRIDAY	
Welcome Address (10.00 a.m to 10.15 a.m)	Dr. B. Indira Priyadharshini Assistant Professor Department of Commerce (E-Commerce) NGM College, Pollachi
Session V (10.15 a.m to 11.15 a.m) Topic: Significance of Entrepreneurship Education as a Strategic Approach	Dr. N. Ramu Registrar i/c Associate Professor and Dean-Ranking, Accreditation and Quality, IFIM College, Bangalore
Tea Break(11.15 a.m to 11.30 a.m)	
Session VI (11.30 a.m to 1.00 p.m) Topic: Effects of Entrepreneurship Courses on Developing Startups	Dr. P. Bruntha Associate Professor & Head PG and Research Department of Commerce NGM College, Pollachi
Lunch Break (1.15 p.m to 2.00 p.m)	
Paper presentations (2.00 p.m to 3.30 p.m)	
Session Chair	Dr. N. Bagyalakshmi Associate Professor & Head Department of Commerce (SF) NGM College, Pollachi
Rapporteur	Dr. T. Kiruthika Assistant Professor Department of Commerce (E-Commerce) NGM College, Pollachi
Valedictory Session (3.30 p.m to 4.30 p.m)	
Welcome Address by	Ms. M. Ragaprabha Assistant Professor Department of Commerce, NGM College, Pollachi
Validictory Address	Dr. M. Dhanabhakym Professor, Department of Commerce Bharathiyar University, Coimbatore - 641 046
Feedback Session	Participants
Distribution of Certificates	
Vote of Thanks by	Dr. M.V. Sathiyabama Associate Professor & Head Department of Commerce (E-Commerce) NGM College, Pollachi
National Anthem	

Our Resource Persons



Dr. M. Dhanabhakym
Professor
Department of Commerce
Bharathiyar University
Coimbatore - 641 046



Dr. P. Bruntha
Associate Professor & Head
PG and Research Department of Commerce
NGM College, Pollachi



Dr. N. Sridevi
Associate Professor, Department of Commerce
Kumaraguru College of Liberal Arts & Science
Coimbatore



Dr. N. Ramu
Registrar i/c
Associate Professor and Dean-Ranking
Accreditation and Quality, IFIM College, Bangalore



Dr. R. Vanathi
Assistant Professor (SS) & Head of Business Management,
Erode Arts & Science College,
Erode and Rural Entrepreneurship Cell
State Coordinator of Mahatma Gandhi National Council of
Rural Education, Hyderabad



Dr. B. Narasimhan
Assistant Professor (SG)
Department of Computer Science
Dr.N.G.P Arts & Science College,
Mentor-Entrepreneurship Development Cell, Coimbatore



Shri. V. Saravana Krishnan
Officer(Marketing)
The National Small Industries Corporation Limited (NSIC)
Under Ministry of MSME
Coimbatore



Dr. M. Prakash
Assistant Professor
Programme Co-Ordinator
Commerce Christ University, Bangalore

Two Day National Level Seminar on "BLENDED MODE OF TEACHING AND LEARNING FOR TEACHERS COMMUNITY"

Day



30th & 31st JANUARY 2023 at Prof. ALKONDAN HALL
OFFLINE MODE

Organised by
DEPARTMENT OF COMMERCE - BUSINESS PROCESS SERVICES
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
(Autonomous)
POLLACHI, TAMIL NADU,

RE-ACCREDITED BY NAAC & ISO 9001:2015 CERTIFIED
AFFILIATED TO BHARATHIAR UNIVERSITY, COIMBATORE,
www.ngmc.org-Email:ngm@ngmc.org
PHONE: 99429 06687

In Association with
INSTITUTION'S INNOVATION COUNCIL

Registration Link: - <https://forms.gle/jP1AtXBAJWzXPX168>

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INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH (ICSSR)
NEW DELHI

ABOUT THE ICSSR

Indian Council of Social Science Research(ICSSR),New Delhi was established by the Government of India in the year of 1969 to promote research in Social sciences. ICSSR provide grants for projects, fellowships, international collaboration, capacity building, survey and publications etc. ICSSR – NASSDOC (National Social Science Documentation Centre) provides library and information support services to researchers in social sciences. ICSSR has developed national data service for promoting powerful research environment among social science community.

ABOUT THE INSTITUTION

A Nation's growth is in proportion to Education and Intelligence spread among the masses. Having this idealistic vision, two great philanthropist Late. S. P. Nallamuthu Gounder and Late. Arutchelvar Padmabhushan Dr.N.Mahalingam formed an organization called Pollachi Kalvi Kazhagam, which started NGM College in 1957, to impart holistic education with an objective to cater to the higher educational needs of those who wish to aspire for excellence in knowledge and values. The College has achieved greater academic distinctions with the introduction of autonomous system from the academic year 1987-88. The college has been Re-Accredited by NAAC and it is ISO 9001 : 2015 Certified Institution. The total student strength is around 6000. Having celebrated its Diamond Jubilee in 2017, the college has blossomed into a premier Post Graduate and Research Institution, offering 29 Under Graduate,11 Post Graduate,14 M.Phil and 13 Ph.D Programmes, apart from Diploma and Certificate Courses. The college has been ranked within Top 101 to 150 in India by NIRF 2022.

ABOUT THE DEPARTMENT

The U.G. Department of Commerce – Business Process Services has been established in the year 2014. The industry integrated, unique three years full time B.Com - BPS Degree programme focuses on developing proficiency in Commerce and Business Process.It has an intensive course work comprising of specialized subjects along with B.Com subjects. To enhance the employability by hosting a value added Certificate Programme in addition to Non-BPS students of Commerce Cluster, which is conducted during the post college hours.

ABOUT THE SEMINAR

Globally all the learning platforms have adopted the blended teaching as one of the best adopted learning tools to overcome any obstacles in the learning platform widely. The purpose of the seminar is to bring together Experts, Academicians, Scientists, Researchers and Scholars to share their knowledge, experience and research observations in the field of Teaching and Learning Methods. The Seminar will be held at Nallamuthu Gounder Mahalingam College, Pollachi between 30th & 31st January 2023.

SUB THEMES

- ☞ Transformation of Education
- ☞ Learning Responsibility
- ☞ Time management and learning flexibility
- ☞ Teacher's role in a blended learning environment
- ☞ Blended learning structures in education
- ☞ Blended learning scenario
- ☞ Technology infrastructure for the implementation of blended learning
- ☞ Blended learning models
- ☞ Blended learning tools
- ☞ "Azadi Ka Amrit Mahotsav: Digital India"
- ☞ Topics related to Azadi Ka Amrit Mahotsav

CALL FOR PAPERS

We cordially invite the Researchers, Faculty, Academicians to present and publish their original unpublished papers on the Two day National Level Seminar. The Selected papers will be published in the Seminar proceedings with ISBN.

GUIDELINES FOR THE SUBMISSION OF MANUSCRIPT

Articles should be in Times New Roman, size: 12, Line space: 1.5 and submitted only in MS Word 2003/ 2007 version. All papers must be in following discipline. The abstract must not be exceeding 250 words and the full paper should not exceed 2500 words, including tables and references. Authors should ensure that they use correct and complete references in their abstracts and presentation. Authors should submit manuscript through e-mail attachment to the review committee at icssrseminarbps@gmail.com A manuscript number will be emailed to the corresponding author.

IMPORTANT DATES

Last Date for Abstract Submission : 10.01.2023
Last date for full paper Submission : 20.01.2023
Date of Seminar : 30th & 31st January 2023

OUR SPEAKERS

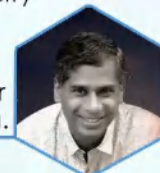
Dr.Arun Velayudhan Assistant Professor
Department of MBA, Farook Institute of Management Studies, Kozhikode,Kerala.



Dr.S.Sudalaimuthu Senior Professor,
Department of Banking Technology, School of Management, Pondicherry University, Puducherry



Dr.Thomas George.K Director
Lead College of Management, Dhoni, Palakkad, Kerala.



Dr.S.Prabakar Associate Professor,
Department of Finance and Accounting ISBR Business School Electronic City Phase I Bangalore



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Seminar Chairman

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Programme - Guidance Counsellor

Dr.P.Bruntha, Head and Associate Professor, PG and Research Department of Commerce

Convenor

Dr.M.Akilanayaki, Assistant Professor, Department of Commerce-BPS

Organizing Secretaries

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Dr.V.Meera, Associate Professor, Department of Commerce-BPS

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Dr.N.Bagyalakshmi, Head and Associate Professor, Department of Commerce

Dr.M.V.Sathiyabama, Head and Associate Professor, Department of E-Commerce

Dr.B.Indira Priyadharshini, Assistant Professor, Department of E-Commerce

Dr.V.Suresh Kumar, Associate Professor, Department of Commerce

Dr.G.Vignesh, Head and Associate Professor, Department of Commerce IB

Dr.S.B.Gayathri, Head and Associate Professor, Department of Commerce PA

Dr.G.Akilandeswari, Head and Associate Professor, Department of Commerce Finance

Dr.M.Jeeva, Head and Associate Professor, Department of Commerce B&I

Dr.P.Anitha, Head and Associate Professor, Department of Commerce CA

FOR ALL ENQUIRIES CONTACT

Dr.M.Akilanayaki - 96880 69888

Dr.T.Mohanasundari - 80722 91119

Dr.V.Meera - 98849 20228

Dr.P.Gurusamy - 99945 26695

Dr.R.Sivarajan - 96000 05516

One Day National Seminar on **WOMEN EMPOWERMENT THROUGH FINANCIAL INCLUSION**

 **3rd February, 2023**

 **Prof. Alkondan Hall**

“There are two powers in the world; one is the sword and the other is the pen.
There is a third power stronger than both, that of women.”

- Malala Yousafzai

Sponsored by



INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH (ICSSR)

Ministry of Higher Education, New Delhi

UNDER THE THEME
WOMEN @ 75



CELEBRATING THE INSPIRING
LIFE OF ARUTHELVAR
DR. N. MAHALINGAM
NM 100
1923 - 2014
As a result of
CENTENARY CELEBRATIONS

Organized By

**DEPARTMENT OF COMMERCE (E-COMMERCE)
NALLAMTHUGOUNDER MAHALINGAM COLLEGE**

(Autonomous)

An ISO 9001:2015 Certified Institution, Re-Accredited by NAAC
Affiliated to Bharathiar University, Coimbatore
Pollachi - 642 001, Tamil Nadu

About ICSSR

Indian Council of Social Science Research (ICSSR) was established in the year of 1969 by the Government of India to promote research in social sciences in the country on the recommendation of Prof. V. K. R. V. Rao Committee. Indian Council of Social Science Research (ICSSR) is an autonomous organization established in 1969 on the recommendation of Prof. V. K. R. V. Rao Committee. The Council aims to:

- Review the progress of social science research and give advice to its users;
- Sponsor social science research programmes and projects and administer grants to institutions and individuals for research in social sciences;
- Institute and administer scholarships and fellowships for research in social sciences;
- Indicate areas in which social science research is to be promoted and adopt special measures for development of research in neglected or new areas;
- Give financial support to institutions, associations, and journals engaged in social science research

About the College

A nation's growth is in proportion to education and intelligence spread among the masses. Having this idealistic vision, two great philanthropists late. S.P. Nallamuthu Gounder and Late Arutchelver Padmabhushan Dr.N Mahalingam formed an organization called Pollachi Kalvi Kazhagam, which started NGM College in 1957, to impart holistic education with an objective to cater to the higher educational needs of those who wish to aspire for excellence in knowledge and values. The College has achieved greater academic distinctions with the introduction of autonomous system from the academic year 1987-88. The college has been Re-Accredited by NAAC and it is ISO 9001:2015 Certified Institution. The total student strength is around 6000. Having celebrated its Diamond Jubilee in 2017, the college has blossomed into a premier Post Graduate and Research Institution, offering 29 UG, 11 PG, 14 M.Phil and 13 Ph.D Programmes, apart from Diploma and Certificate Courses. The college has been ranked within Top 100 (72nd Rank) in India by NIRF 2021.

About the Department

The UG department of Commerce with E-Commerce was established in the year June 2009. The department offers B.Com with E-Commerce (Bachelor of Commerce with Electronic Commerce) a three year degree programme. The main objective of the course is to integrate a balance between objective learning and practical learning. Our vision is to make the students well versed in the domain of electronic commerce and to enrich communicative ability of the students to increase the employability skills. Students can develop a strong E-Commerce foundation to apply and refine their knowledge in the 'Digital world'. The department has qualified and committed faculty with rich teaching and research experience. The department has organized National Seminars and Symposium on a number of emerging issues.

About the Seminar

Financial Inclusion is considered to be a critical indicator for development and well-being of the society around the globe. Providing inclusive financial services, that is, financial services affordable for all, has become a basic priority in many countries including India. G-20 Nations have emphasized on financial inclusion as a facilitator for achieving gender equality and other sustainable development goals. Women empowerment is a radical approach concerned with transforming power relations in favour of female gender and considered essential for global progress. Thus, an inclusive financial model is being adopted in developing nations to achieve fundamental to formative objectives. In this context, the National Seminar on “**WOMEN EMPOWERMENT THROUGH FINANCIAL INCLUSION**” focus on

the following sub-themes :

- Financial Inclusion in India
- Role of banks in financial inclusion
- Financial sustainability of women in India
- Women empowerment through microfinance
- Financial independence of Women through SHG
- Role of RBI in financial inclusion
- Challenges faced in financial inclusion
- Financial exclusion of women in unorganized workforce
- Women empowerment in India and its importance
- The topics considered may include, but are not limited to the above topics.

Guidelines for Paper Presentation & Publication

Those who are interested on the theme of the seminar are invited to send their abstracts and full papers as per the following guidelines and submit within the deadline through

- E-mail to ecomicsr@gmail.com or
- Google form link for Full paper submission <https://forms.gle/3dSoodu3zLbKW6ma6>
- All submissions must be made in MS WORD (2007) format Font Style: Times New Roman, Font Size:12, Line Spacing:1.5
- Four to Five Keywords
- Author's affiliation, Contact address, Designation, Mobile Number and Email ID should be found in First Page
- The paper should neither exceed 12 pages nor less than 6 pages
- References in APA style, Plagiarism is strictly denounced
- Research articles will be accepted only if the level of plagiarism is below 10%
- **Author and Co-author has to register separately**
- **Any one of author has to present the paper on the day of seminar to get presentation certificate**

Important Dates

Last date of Abstract Submission	: 10 th January 2023
Last date of Full Paper Submission	: 31 st January 2023
Date of Seminar	: 3 rd February 2023

Registration Fees – Participation and Presentation

Students	: Rs.100
Research Scholars	: Rs.200
Academics/Delegates from Industry	: Rs.500

(Registration Fee includes Seminar Kit, Refreshment, Lunch and Publication in Edited E-Book with ISBN)

Mode of Payments

• Bank Transfer

Name of the Account Holder : B.Indira Priyadarshini

Account No : 170101000009575

IFSC No : IOBA0001701

Name of the Branch : NGM College, Extension Branch, Pollachi

• G Pay Number : 7402471598

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President
Nallamuthu Gounder Mahalingam College

Patron

Dr. R. Muthukumaran
Principal
Nallamuthu Gounder Mahalingam College

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Dr.S.Saravana Babu
Dean - Academic

Dr.S.Umapathi
Dean - Research

Dr.P.Bruntha
Associate Professor and Head
PG and Research Department of Commerce
Nallamuthu Gounder Mahalingam College

Organizing Secretary

Dr. M.V. Sathiyabama
Associate Professor and Head
Department of Commerce (E-Commerce)
Nallamuthu Gounder Mahalingam College

Technical Support

Ms. P. Anu Shruthi
Research Scholar

Seminar Convenor

Dr. B. Indira Priyadarshini
Assitant Professor
Department of Commerce (E-Commerce)
Nallamuthu Gounder Mahalingam College

Seminar Co-ordinators

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Assistant Professor, Dept. of Commerce (E-Commerce)
Nallamuthu Gounder Mahalingam College

Dr. T. Kiruthika

Assistant Professor, Dept. of Commerce (E- Commerce)
Nallamuthu Gounder Mahalingam College

Ms. M. Ragaprabha

Assistant Professor, Dept. of Commerce (E-Commerce)
Nallamuthu Gounder Mahalingam College

Dr. M. Akilanayaki

Assistant Professor and Head (i/c),
Department of Commerce (BPS)
Nallamuthu Gounder Mahalingam College

Dr. V. Meera

Associate Professor, Department of Commerce (BPS)
Nallamuthu Gounder Mahalingam College

Dr. V. Sureshkumar

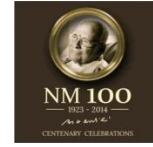
Associate Professor, Department of Commerce (SF)
Nallamuthu Gounder Mahalingam College

For Further Details Contact

Dr. M.V. Sathiyabama
97900 16126

Dr. B. Indira Priyadarshini
74024 71598





NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

Re-Accredited by NAAC & ISO 9001:2015 Certified

Affiliated to Bharathiar University, Coimbatore, Pollachi, Tamilnadu, Phone: 04259-234870, 234868

www: ngmc.org-Email:ngm@ngmc.org

REPORT ON SEMINAR

DEPARTMENT OF COMMERCE

Indian Council of Social Science Research (ICSSR)

sponsored



Two Day

National Level Seminar

On

**Impact of Digital Learning in Education Sector –
A Pandemic Perspective**

08th & 09th February 2023 - (Offline Mode)

CONTENTS

- Seminar invitation
- Program schedule
- Seminar report
- Actual participants of the seminar
- Exact title of the papers and paper presenter
- Contents of the seminar proceedings
- Contribution of the seminar to the existing body of research
- Photo Gallery

RESOURCE PERSONS

 <p>Dr. A. Saravanan Associate Professor Coimbatore Institute of Technology, Coimbatore.</p>	 <p>Dr. M. G. Prasanna kumar Assistant Professor Besant Evening College, Mangalore, Karnataka</p>
 <p>Dr. P. Balasubramanian Head & Associate Professor (SG), Department of Commerce & Management Amrita Vishwa Vidyapeetham, Kochi, Kerala</p>	 <p>Dr. Nanjan Balu Deputy Dean, School of Management Kumaraguru College of Liberal Arts & Science, Coimbatore</p>
 <p>Dr. S. Raja Soundara Pandian Assistant Prof of education (English) Government College of Education, Orathanad</p>	

ORGANISING COMMITTEE

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Dr. B. K. Krishnaraj Vanavarayar, President, Nallamuthu Gounder Mahalingam College.

Patron
Sri. M. Balasubramaniam, Secretary, Nallamuthu Gounder Mahalingam College.

Convenor
Dr. R. Muthukumar, Principal, Nallamuthu Gounder Mahalingam College.

Advisors
Dr. S. Saravana Babu, Dean Academic, Nallamuthu Gounder Mahalingam College.
Dr. S. Umopathy, Dean Research, Nallamuthu Gounder Mahalingam College.
Dr. P. Bruntha, Head and Associate Professor, PG and Research Department of Commerce, Nallamuthu Gounder Mahalingam College.

Seminar Director/ Convenor
Dr. V. Sureshkumar, Associate Professor, Department of Commerce, Nallamuthu Gounder Mahalingam College.

Organizing Secretary
Dr. N. Bagyalakshmi, Associate Professor & Head, Department of Commerce, Nallamuthu Gounder Mahalingam College.

Organizing Committee Members
Ms. G. Nithya, Assistant Professor, Department of Commerce
Ms. S. Kaleeswari, Assistant Professor, Department of Commerce
Dr. N. Giri, Assistant Professor, Department of Commerce
Dr. Ahila. D, Assistant Professor, Department of Commerce
Ms. V. Ruba, Assistant Professor, Department of Commerce
Dr. T. S. Kavitha, Associate Professor, Department of Commerce
Dr. R. Senthilkumar, Assistant Professor, Department of Commerce
Dr. M. V. Sathiyabama, Associate Professor & Head, Department of Commerce (E-Commerce)
Dr. M. Akilanayagi, Assistant Professor & Head /c, Department of Commerce (BPS)
Dr. B. Indira Priyadarshini, Assistant Professor, Department of Commerce (E-Commerce)
Dr. V. Meera, Associate Professor, Department of Commerce (BPS)

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Dr. V. Sureshkumar - 9842290512	Dr. N. Bagyalakshmi - 9843020126
Dr. N. Giri - 9488369877	Dr. T. S. Kavitha - 8883150371



**INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH
(ICSSR)**

Sponsored
Two Day National Level Seminar on

**"IMPACT OF DIGITAL LEARNING IN EDUCATION SECTOR -
A PANDEMIC PERSPECTIVE"**

on
8th & 9th February 2023

Organised by

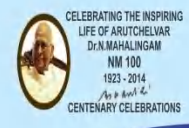
DEPARTMENT OF COMMERCE

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(Autonomous)
Pollachi, Tamil Nadu,

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Phone: 04259-234870, 234868
Web : www.ngmc.org, Email : ngm@ngmc.org

Registration Link : <https://forms.gle/jP1AtXBAJWzXPX168>



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A nation's growth is in proportion to education and intelligence spread among the masses. Having this idealistic vision, two great philanthropists Late. S.P. Nallamuthu Gounder and Late. Arutheveler Padmabhushan Dr.N.Mahalingam formed an organization called Pollachi Kalvi Kazhagam, which started NGM College in 1957, to impart holistic education with an objective to cater to the Higher educational needs of those who wish to aspire for excellence in knowledge and values. The College has achieved greater academic distinctions with the introduction of Autonomous System from the academic year 1987-88. The college has been Re-Accredited by NAAC and it is ISO 9001:2015 Certified Institution. The total student strength is around 6000. Having celebrated its Diamond Jubilee in 2017, the college has blossomed into a premier Post-Graduate and Research Institution, offering 29 UG, 11 PG, 14 MPhil. and 13 Ph.D. Programmes, apart from Diploma and Certificate Courses.

ABOUT THE DEPARTMENT

The Department of Commerce came in to being in the year 1995 to offer quality education in commerce in the region. The department has crossed several milestones in achieving remarkable academic progress. The department caters to all around department of the students, both technically and professionally. The department involves itself in the tuning and development of curriculum related to the recent scenario of job market environment with cooperation and coordination of highly committed team of faculty members.

ABOUT THE SEMINAR

Digital Education is generally also considered as e-learning or online learning or virtual learning also. It is a kind of education that makes learning much more individualized, productive and long lasting than ever before by making effective use of technology or technology aided electronic gadgets. The basic idea behind the digital education is not to replace the traditional educational system altogether, rather to enhance the learning experiences. It can be said that digital education has combined technology and learning and thus, has gone a long way on the behalf of learners in making learning more individualized on the one hand as well as has enabled them to come forward for teamwork on the other hand, if needed. ICSSR National Seminar on "Impact of Digital Learning in Education Sector – A Pandemic Perspective" to bring together Academicians, Scientists, Researchers and Scholars to exchange and share their knowledge, experience, and research results on the aspects of Digital Learning in education sector. In this context, the Seminar focuses on the following sub-themes:

- Collaborative & Interactive Learning
- Tools for 21st Century Learning
- Education Management Systems
- Education Policy and Leadership
- Business Education in the Azadi Ka Amrit Mahotsav
- Virtual and Remote Laboratories
- Pedagogy Enhancement with E-Learning
- Course Management Systems

- Integrating Technology in Curriculum: Challenges & Strategies
- Artificial Intelligence, Robotics and Human Computer Interaction in Education
- Web-based Tools for Education in the Azadi Ka Amrit Mahotsav
- Games and Simulations in Education
- Learning / Teaching Methodologies and Assessment
- Curriculum, Research and Development

SEMINAR OBJECTIVE

The main objective of the seminar is to observe the impact of digital learning on different Areas of Education sector during Azadi Ka Amrit Mahotsav. It provides greater insight into the channels through which digitalization affected the diverse areas of Education sector and to evaluate the innovative Digital Learning Practices adopted by Education sector.

GUIDELINES FOR PAPER PRESENTATION & PUBLICATION

Those who are interested on the theme of the seminar are invited to send their abstracts and full papers as per the following guidelines and submit within the deadline through

- E-mail to ngmcssrseminar2023@gmail.com or
- Google form link for Full paper submission <https://forms.gle/nFLa6ACWVHqsf6b6>
- What's app group link <https://chat.whatsapp.com/E5uwUxVkvam8ZQivVWtkv>
- All submissions must be made in MS WORD (2007) format. Font Style: Times New Roman, Font Size: 12, Line Spacing: 1.5
- Abstract: 200 to 250 words with Four to Five Keywords
- Author's affiliation, Contact address, Designation, Mobile Number and Email ID should be found in First Page
- The paper should neither exceed 12 pages nor less than 6 pages
- References in APA style, Plagiarism is strictly denounced
- Research articles will be accepted only if the level of plagiarism is below 10%
- Maximum three Author's will be permitted for a manuscript
- Author and Co-author has to register separately
- Any one of author has to present the paper on the day of seminar to get presentation certificate
- Academicians and Delegates from Industry / Research Scholars / PG & UG students of colleges & universities across India can participate.

IMPORTANT DATES

Last Date for Abstract Submission: 24.01.2023

Last date for full paper Submission: 03.02.2023

Date of Seminar: 8th & 9th February 2023



(09.02.2023) Thursday

Venue: Vivekanandar Arangam

Technical Session-III (03.00 p.m to 04.00 p.m)

Welcome Address Cum Introduction of the Chairperson	Dr.N.Giri Assistant Professor, Department of Commerce
Paper Presentation by the participants	Chairperson: Dr.P.Bruntha Associate Professor & Head PG & Research Department of Commerce
Rapporteur Report	Dr.N.Giri Assistant Professor, Department of Commerce

Technical Session-IV (10.00 a.m to 11.30 a.m)

Welcome Address Cum Introduction of the Chief Guest	Dr.Ahila.D Assistant Professor, Department of Commerce
Digital Education In Recent Era	Dr.Nanjan Balu Deputy Dean, School of Management, Kumaraguru College of Liberal Arts & Science Coimbatore
Question & Answer Session	
Vote of thanks	Dr.Ahila.D Assistant Professor, Department of Commerce

Technical Session-V (11.45 a.m to 01.00 p.m)

Welcome Address Cum Introduction of the Chairperson	Ms.V.Ruba Assistant Professor, Department of Commerce
Paper Presentation by the participants	Chairperson: Dr.M.V.Sathiyabama Associate Professor & Head Department of E-Commerce
Rapporteur Report	Ms.V.Ruba Assistant Professor, Department of Commerce

Technical Session-VI (02.00 p.m to 03.00 p.m)

Welcome Address Cum Introduction of the Chief Guest	Dr.R.Senthilkumar Assistant Professor, Department of Commerce
Learning and Teaching Methodologies and Assessment	Dr.S.Raja Soundara Pandian Assistant Professor of education (English) Government College of Education, Orathanad
Question & Answer Session	
Vote of thanks	Dr.R.Senthilkumar Assistant Professor, Department of Commerce

Valedictory Session (03.00 p.m to 04.00 p.m)

Welcome Address	Dr.T.S.Kavitha Associate Professor, Department of Commerce
Valedictory Address	Dr.R.Muthukumaran Principal
Feedback Session by the participants & Certificate Distribution	
Rapporteurs Report and Vote of Thanks	Dr.V.Sureshkumar Associate Professor, Department of Commerce
National Anthem	

SEMINAR REPORT

ICSSR Sponsored Two Day National Level Seminar on Impact of Digital Learning in Education Sector - A Pandemic Perspective

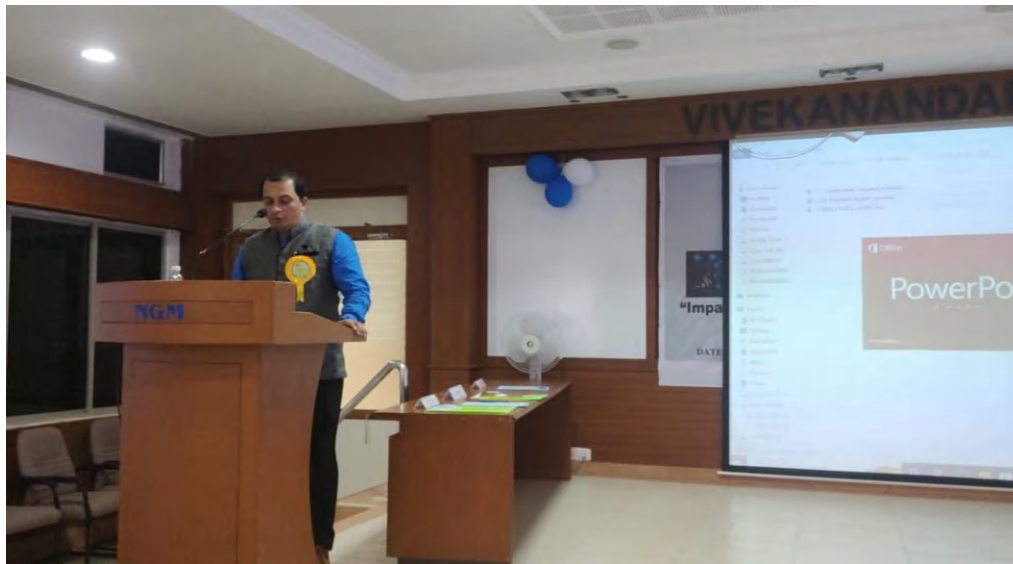
The two day national level seminar on Impact of Digital Learning in Education sector a pandemic perspective conducted by the Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi on 8th & 9th of February, 2023.



The program was inaugurated on 8th February 2023 by Dr.A.Saravanan, Associate Professor- Coimbatore Institute of Technology, Coimbatore. He addressed on the topic Introduction to Digital Learning in Azadi Ka Amrit Mahotsav. The session was started with a welcome address by Dr.N.Bagyalakshmi Associate Professor and Head, Department of Commerce and the session was presided over by Dr.R.Muthukumaran, Principal. Vote of thanks rendered by Dr.V.Sureshkumar, Associate Professor & Seminar Convener, Department of Commerce. The inaugural session was graced by a number of distinguished Invitees including Dr.S.Saravanababu, Dean- Academics, Dr.S.Umapathi Dean – Research, Dr.R.Manickachezian IQAC Coordinator and Controller of Examinations and Mr.P.Ragunathan Manager- Administration.

Technical session-I

The first technical session was addressed by Dr.M.G.Prasanna kumar Assistant Professor, Besant Evening college, Mangalore, Karnataka, The session was started with a welcome address by Ms.S.Kaleeswari Assistant Professor, Department of Commerce. The resource person addressed on the topic Ethical Issues in Digital Learning.

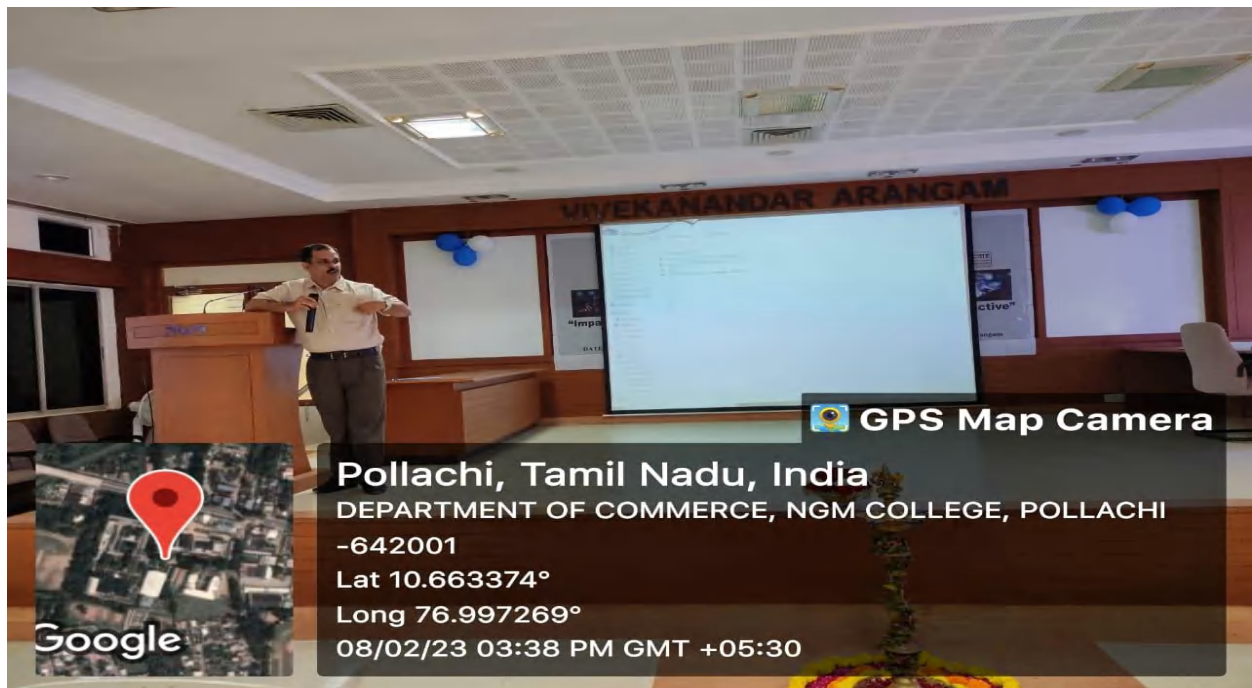


Highlighted points of the session are

- ✓ Relevance of ethical issues in digital learning
- ✓ Ethical issues in digital learning
- ✓ Digital competence for teachers and learners
- ✓ Quality of good digital learning
- ✓ Ethics for teachers
- ✓ Setting up adequate working environment
- ✓ Innovative & stimulate discussion
- ✓ Ethics for students

Technical session-II

The Second technical session was addressed by Dr.P.Balasubramanian Chairperson and Head Commerce and Management, Amrita Vishwa Vidyapeetham, Kochi, Kerala The session was started with a welcome address by Dr.N.Giri Assistant Professor, Department of Commerce. The resource person addressed on the topic Tools in E-Learning.



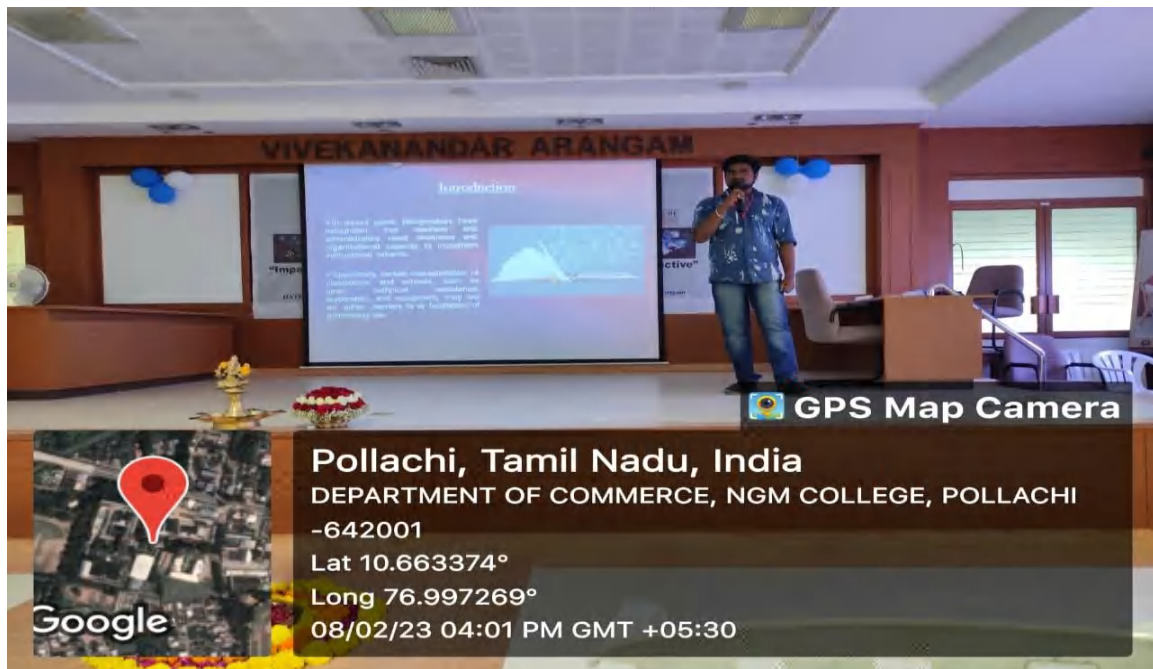
Highlighted points of the session are

- ✓ National sample survey 2017-18
- ✓ Advantages and disadvantages of e-learning
- ✓ Sources of e-learning
- ✓ E-learning in traditional classroom
- ✓ E-learning and new education policy
- ✓ Ten best e-learning tools
- ✓ E-learning resources of government of India

Technical session-II

The Third technical session was paper presentation by the participants. Following are the areas covered during the presentation by the participants

- Digital tools in teaching and learning
- Remote learning initiatives across India- an outlook
- Tools of 21st century learning
- Effectiveness of teaching through E-learning
- Information and Communication Technology in 21st century teaching and learning
- Educational leadership and policy studies
- A Recap of what we have learnt from online education



In this session 12 papers were presented by the students, research scholars, faculty members and the industrialists from various institutions.

Technical session-IV

The forth technical session was addressed by Dr.Nanjan Balu Deputy Dean, School of Management, Kumaraguru College of Liberal Arts & Science Coimbatore. The session was started with a welcome address by Dr.Ahila.D Assistant Professor, Department of Commerce. The resource person addressed on the topic Digital Education In Recent Era.



The highlighted points of the session are

- ✓ Evolution of e-learning
- ✓ E-learning platform
- ✓ Tools for e-learning
- ✓ Trends in e-learning
- ✓ LMS tools
- ✓ Online courses
- ✓ Digital poverty
- ✓ Up skilling online
- ✓ The way of learning

Technical session-V

The Fifth technical session was paper presentation by the participants. Following are the areas covered during the presentation by the participants



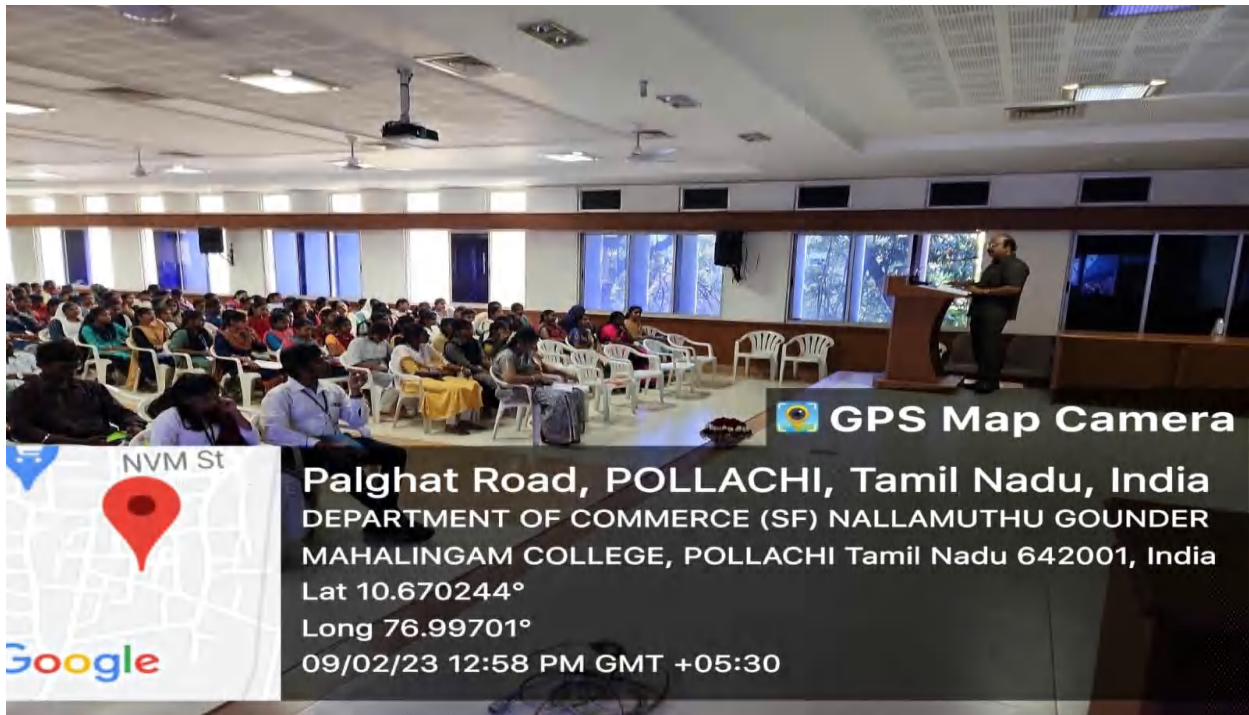
The session was chaired by Dr.M.V.Sathiya bama Associate Professor & Head Department of E-Commerce and Ms.V.Ruba Assistant Professor, Department of Commerce.

There were 11 participants presented their papers on the following topics

- ✓ A study on e-learning management system.
- ✓ Digital learning in education.
- ✓ Application of gamification and simulations in teaching and learning to create learning interest.
- ✓ Digital initiatives of government of India.
- ✓ Troubles faced by means of school students in online coaching class during covid-19 lock down.

Technical session-VI

The Sixth technical session was addressed by Dr.S.Raja Soundara Pandian Assistant Professor of education (English) Government College of Education Orathanad. The session was started with a welcome address by **Ms.G.Nithya** Assistant Professor, Department of Commerce. The resource person addressed on the topic Learning and Teaching Methodologies and Assessment.



The highlighted points discussed during the session are

- ✓ Importance of learning and its principles
- ✓ Concept of teaching
- ✓ Ethical principles in teaching
- ✓ Teaching learning methodology
- ✓ Pandemic pedagogy
- ✓ Effective teaching methods
- ✓ Learning teaching and assessment
- ✓ Benefits and methods of effective assessment

Valedictory Session

The valedictory session was started with a welcome address by Dr.T.S.Kavitha Associate Professor, Department of Commerce, and the valedictory address was delivered and certificate distributed by Dr.R.Muthukumaran, Principal, with a closing remark of rapporteur report by Dr.V.Sureshkumar, Associate professor and Seminar Convener. During the session the participants shared their valuable feedback



LIST OF PARTICIPANTS

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8.	Yogesh BA	Student	Sri Ramakrishna mission vidyalaya college of Arts & Science	9360243478	Tools for 21st century learning
9.	Sreeyash.M.R	Student	Sri Ramakrishna mission vidyalaya college of arts and science	7010192221	Virtual and remote laboratories
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11.	B.Naveen Kumar	Student	Sri Ramakrishna Mission Vidyalaya College of Arts and Science	9789956286	Integrating technology in curriculum, challenges and statergies
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29.	Dr A.Kanagaraj	Academicians	Nallamuthu Gounder Mahalingam College	9790554271	Significance of Differential Privacy Preservation in CPS Applications
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42.	Dr J Nithya	Academicians	Dr.N.G.P.Arts and Science College	8903219310	Imprint of digital learning in edification: a post-pandemic perspective
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					importance
54.	Dr. T. Velpandi and D. Saranya	Research Scholar	Tirunelveli Dhakshina Mara Nadar Sangam College in T. Kallikulam	9488474757	Faculties Perceptive About the Web-based Tools for Education in the Azadi Ka Amrit Mahotsav
55.	Dr. T. Velpandi and C. Pravindas	Research Scholar	Tirunelveli Dakshina Mara Nadar Sangam College T. Kallikulam	9488474757	Role of ICT in Professional Development of Teachers with Reference to Tirunelveli District
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73.	Dr.Revathi.S.V	Academicians	PPG COLLEGE OF ARTS AND SCIENCE	9894575884	Professional development for teachers in ICT tools
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					learning challenges and opportunities from the perspective of students and instructors
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90.	Srimahalakshmi. J	Student	Rathinam college of arts and science and	9994853446	E- Learning in time of
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98.	Divya. D	Academicians	Psgkrishnammal college for women	8838742968	A study on Application and Challenges Towards Artificial Intelligence and Human Computer Interaction
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203.	S.pradeep kumar	Student	Nallamuthu Gounder Mahalingam college	6379208243	
204.	Sandhiya.K	Student	Nallamuthu Gounder Mahalingam college	9597293307	
205.	Hemalatha.S	Student	Nallamuthu Gounder Mahalingam college	8838498135	
206.	T.raajaprasanth	Student	Nallamuthu Gounder Mahalingam college	8883862303	
207.	Mahalakshmi. M	Student	Nallamuthu Gounder Mahalingam college	9345680675	
208.	M Indhu mathi	Student	Nallamuthu Gounder Mahalingam college	9047514852	
209.	Karthikraj.K	Student	Nallamuthu Gounder Mahalingam college	6380775357	
210.	T.dhanalakshmi	Student	Nallamuthu Gounder Mahalingam college	7339529065	
211.	K.Sneha	Student	Nallamuthu Gounder Mahalingam college	7904770486	

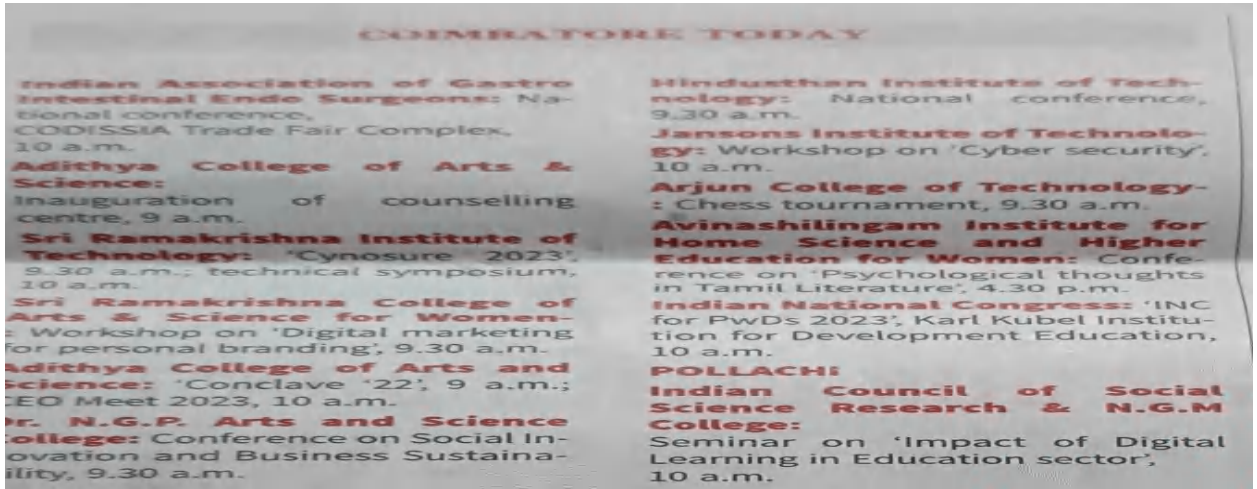
212.	S.Keerthana	Student	Nallamuthu Gounder Mahalingam college	8667473128	
213.	Kanimozhi M	Student	Nallamuthu Gounder Mahalingam college	9578468962	
214.	Madhankumar. M	Student	Nallamuthu Gounder Mahalingam college	8148324389	
215.	Yokeswar M V	Student	Nallamuthu Gounder Mahalingam college	9994413535	
216.	Subash. S	Student	Nallamuthu Gounder Mahalingam college	7418586713	
217.	M.Shifana parveen	Student	Nallamuthu Gounder Mahalingam college	7397501704	
218.	Sugumar.K	Student	Nallamuthu Gounder Mahalingam college	9345630535	
219.	Varsha RK	Student	Nallamuthu Gounder Mahalingam college	6379019494	
220.	Sangeetha.S	Student	Nallamuthu Gounder Mahalingam college	9385582271	
221.	M.Muthubharath	Student	Nallamuthu Gounder Mahalingam college	7200896384	
222.	Sarveshwar.S	Student	Nallamuthu Gounder Mahalingam college	6382310446	
223.	Sabitha.M	Student	Nallamuthu Gounder Mahalingam college	7603898158	
224.	T. Kiruthika	Student	Nallamuthu Gounder Mahalingam college	9500560157	
225.	Sridharan.R	Student	Nallamuthu Gounder Mahalingam college	6374076277	
226.	Nikas ram K	Student	Nallamuthu Gounder Mahalingam college	9344816530	
227.	Yogesh S	Student	Nallamuthu Gounder Mahalingam college	9025923564	
228.	Shajitha.C	Student	Nallamuthu Gounder Mahalingam college	6374916296	
229.	Gayathri	Student	Nallamuthu Gounder Mahalingam college	9940973226	
230.	M.Priyadharshini	Student	Nallamuthu Gounder Mahalingam college	9944731421	
231.	K.Saran Kannan	Student	Nallamuthu Gounder Mahalingam college	739758555	
232.	TM.Bavatarani	Student	Nallamuthu Gounder Mahalingam college	7806867134	
233.	Naseemabanu.A	Student	Nallamuthu Gounder Mahalingam college	7867031308	
234.	Praveen kumar J	Student	Nallamuthu Gounder Mahalingam college	8973869042	
235.	A.Gokulakannan	Student	Nallamuthu Gounder Mahalingam college	6374470938	
236.	Srikanchana devi V	Student	Nallamuthu Gounder Mahalingam college	7708292751	
237.	Gokul prasanth.S	Student	Nallamuthu Gounder Mahalingam college	6383219360	
238.	S.Kavin kumar	Student	Nallamuthu Gounder Mahalingam college	6382723478	

239.	Prabadevi. P	Student	Nallamuthu Gounder Mahalingam college	6383618983	
240.	M. Bhavathaarani	Student	Nallamuthu Gounder Mahalingam college	6369262575	
241.	Sahiya.s	Student	Nallamuthu Gounder Mahalingam college	9159816600	
242.	Hamsapriya.S	Student	Nallamuthu Gounder Mahalingam college	9487135242	
243.	Nithya priya.G	Student	Nallamuthu Gounder Mahalingam college	9500249630	
244.	Afrin fathima N	Student	Nallamuthu Gounder Mahalingam college	9788550978	
245.	S.Ramya	Student	Nallamuthu Gounder Mahalingam college	9361322853	
246.	Gowthamraja.M. K	Student	Nallamuthu Gounder Mahalingam college	9789591265	
247.	Madhusankar.T	Student	Nallamuthu Gounder Mahalingam college	6380191437	
248.	R. Sivashankar	Student	Nallamuthu Gounder Mahalingam college	6380462664	
249.	Pradeepa.C	Student	Nallamuthu Gounder Mahalingam college	6374020306	
250.	A.Hariharan	Student	Nallamuthu Gounder Mahalingam college	7010529283	
251.	K.Prakash	Student	Nallamuthu Gounder Mahalingam college	6383070525	
252.	Arun Prasanth.T	Student	Nallamuthu Gounder Mahalingam college	9345308951	
253.	Karthikeyani.E	Student	Nallamuthu Gounder Mahalingam college	93615 49096	
254.	K.V.Sathiya	Student	Nallamuthu Gounder Mahalingam college	9080503123	
255.	M.Gokila	Student	Nallamuthu Gounder Mahalingam college	8610723403	
256.	Lavanya .S	Student	Nallamuthu Gounder Mahalingam college	6374490561	
257.	M.Marimuthu	Student	Nallamuthu Gounder Mahalingam college	6380580348	
258.	Arjun SV	Student	Nallamuthu Gounder Mahalingam college	7373344450	
259.	S.Vijayabharathi	Student	Nallamuthu Gounder Mahalingam college	8489821775	
260.	G.Abirami	Student	Nallamuthu Gounder Mahalingam college	6385213679	
261.	Dharani E	Student	Nallamuthu Gounder Mahalingam college	9952594743	
262.	Selva priya .S	Student	Nallamuthu Gounder Mahalingam college	9342779890	
263.	Vanjipriya K	Student	Nallamuthu Gounder Mahalingam college	9750085940	
264.	Sugapriya. S	Student	Nallamuthu Gounder Mahalingam college	9003457743	
265.	P.Varshini	Student	Nallamuthu Gounder Mahalingam college	6374448477	

266.	Vedha vikash G	Student	Nallamuthu Gounder Mahalingam college	9524202795	
267.	T.Agalya	Student	Nallamuthu Gounder Mahalingam college	9043457779	
268.	S.Selvapriya	Student	Nallamuthu Gounder Mahalingam college	7708790205	
269.	Kaleeswari J	Student	Nallamuthu Gounder Mahalingam college	8870308793	
270.	Sanjeev.T	Student	Nallamuthu Gounder Mahalingam college	9345608088	
271.	Gukaneswaran .M	Student	Nallamuthu Gounder Mahalingam college	9345388836	
272.	M.Vidhya	Student	Nallamuthu Gounder Mahalingam college	7736838471	
273.	K. Dharshini	Student	Nallamuthu Gounder Mahalingam college	9042755354	
274.	Sujith.S	Student	Nallamuthu Gounder Mahalingam college	9361962060	
275.	Madhumitha.R	Student	Nallamuthu Gounder Mahalingam college	7397096600	
276.	A.k.Haroon sree	Student	Nallamuthu Gounder Mahalingam college	9940983012	
277.	A.Divyaprakash	Student	Nallamuthu Gounder Mahalingam college	9003691757	
278.	Devaprashadh	Student	Nallamuthu Gounder Mahalingam college	9342703388	
279.	V.S.Jeevika	Student	Nallamuthu Gounder Mahalingam college	9087640218	
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281.	A.K. Koushik bharani	Student	Nallamuthu Gounder Mahalingam college	9047835083	
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PHOTO GALLERY

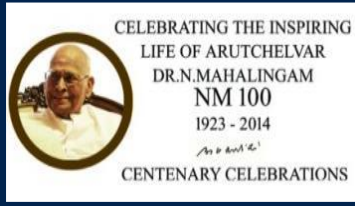












NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)

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Website: www.ngmc.org Email: ngm@ngmc.org



Sponsored by

Indian Council of Social Science Research (ICSSR)

Ministry of Higher Education, New Delhi

Two-Day National Seminar on

**THE STRATEGIES FOR PROGRESSION OF SMART VILLAGES AND
RURAL DIGITAL TRANSFORMATION PROCESS**

Organized by

PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

5th & 6th April 2023

Venue: Prof. M. Alkondan Hall

(Offline Mode)

ABOUT ICSSR

Indian Council of Social Science Research (ICSSR) was established in the year 1969 by the Government of India to promote research in social sciences in the country. ICSSR provides grants for projects, fellowships, international collaboration, capacity building, survey, publications etc. to promote research in social sciences in India. Documentation centre of ICSSR - National Social Science Documentation Centre (NASSDOC) - provides library and information support services to researchers in social sciences. ICSSR has developed ICSSR Data Service to serve as a national data service for promoting powerful research environment through sharing and reuse of data among social science community in India.

ABOUT THE INSTITUTION

A nation's growth is in proportion to education and intelligence spread among the masses. Having this idealistic vision, two great philanthropists Late. S.P. Nallamuthu Gounder and Late. Arutchelver Padmabhushan Dr.N.Mahalingam formed an organization called Pollachi Kalvi Kazhagam, which started Nallamuthu Gounder Mahalingam College in 1957, to impart holistic education with an objective to cater to the higher educational needs of those who wish to aspire for excellence in knowledge and values. The College has achieved greater academic distinctions with the introduction of Autonomous System from the academic year 1987-88. The college has been Re-Accredited by NAAC and it is ISO 9001: 2015 Certified Institution. The total student strength is around 6000. Having celebrated its Diamond Jubilee in 2017, the college has blossomed into a premier Post-Graduate and Research Institution, offering 26 UG, 12 PG, 13 M.Phil and 10 Ph.D Programmes, apart from Diploma and Certificate Courses.

ABOUT THE DEPARTMENT

The PG Department of Commerce (CA) has been introduced in the college during the academic year 2000 – '01 with the motto of providing quality education in commerce with immense computer background. The thirst for higher education in the field was also being fulfilled by introducing post-graduation programme – M.Com (CA). The department has been well equipped with essential computers with internet facility, smart board and with necessary updated software for its staff and students community to get use out of it. The department focuses on the recent trends prevailing in the environment and update its curriculum to match it with the industrial needs and enrich the students accordingly to meet out the challenges and get succeeded with the help of team work from the highly qualified faculties of the department.

ABOUT SEMINAR

The Two Day ICSSR Sponsored National Seminar on “The Strategies for Progression of Smart Villages and Rural Digital Transformation Process” aims to be a platform for the Academicians, Industrialists, Researchers, Scholars and Students to share and enrich their knowledge through their active participation which acts as a Knowledge sharing and gaining forum. The seminar is to be held at Nallamuthu Gounder Mahalingam College, Pollachi on 05th & 06th April 2023.

OBJECTIVES OF THE SEMINAR

- ❖ Focus on the strategies for the Progression and Growth of Smart Village Process.
- ❖ Emphasis on the Impact of FPO Work through Digital Innovation
- ❖ Inculcate Ideas about India & Urban-Rural Matrix & Genealogical Analysis for Harmonious Reinvigoration
- ❖ Embrace New Opportunities through Digital Transformation & Innovation for Data-Driven Decision Making
- ❖ Assess the Impact in Implementing Digitalization among Rural Areas of the Nation.

THE SUB THEMES

- E-Services and Digital Transformation Process
- Digital Transformation's role in Education
- Financial Inclusion and Digitalization
- FPO Work through Digital Innovation
- Role of Public in Smart Village therapy
- Role of Smart Villages in Achieving Smart Cities
- Initiatives and Practices for Smart Villages
- Reforming Village Heritage through Smart Villages and Digitalization
- Digital Empowerment of Citizens
- Adoption of Strategies for Rural Upliftment
- Application of Digital Technology in Waste Management

- Domains of Digital Transformation
- Governance and Services on Demand
- New Opportunities through Digital Transformation
- Digital Innovation for Data-Driven Decision Making
- Urban-Rural Matrix's Reinvigoration through Digitalization

GUIDELINES FOR PAPER PRESENTATION AND PUBLICATION

Quality papers on the theme of the seminar are invited as per the following guidelines:

- All submissions must be in MS Word (2007), Font Style: Times New Roman, Font Size: 12 & Line Spacing: 1.5
- Abstract shall be for 250 words with 4-5 keywords
- Author's affiliation, Contact Address, Designation, E-Mail ID & Mobile Number are to be added in the first page.
- Paper should not exceed 3500 words including table of contents, references & reference style to be followed is APA style.
- Plagiarism should be less than 10%.
- Maximum authors per paper is limited to three and each author has to register separately.
- Anyone of the author has to present the paper in seminar to get presentation certificate.
- Academicians, Industrialists, Research Scholars, Post Graduate and Under Graduate Students of Colleges and Universities across India shall participate.

REVIEW PROCESS

Articles will be evaluated on parameters of originality, relevance, and contribution to the current academic scenario. They will be subject to a single-blind peer review.

PUBLICATION

Selected papers will be published in the Edited Book as Chapters with ISBN.

IMPORTANT DATES

Last Date for Abstract Submission	: 20.03.2023
Notification of Acceptance	: 25.03.2023
Last Date for Full Paper Submission	: 31.03.2023
Date of Seminar	: 5 th & 6 th April 2023

(Participation Certificate will be issued to every participant after Successful Completion of the Seminar)

Mail ID for Manuscript Submission: bcomcaicssrseminar23@gmail.com

Registration Link: <https://forms.gle/Druf3sJXYkKFsfJb6>

Whatsapp Link: <https://chat.whatsapp.com/EFrJSYwu8SEDjG648yGOS7>

REGISTRATION FEE – PARTICIPATION AND PRESENTATION

Students	Rs. 100
Research Scholars	Rs. 200
Academicians / Industrial Delegates	Rs. 300

(Registration fee includes Seminar Kit, Refreshment, Working Lunch and Publication in edited e-Book with ISBN and Certificate of Presentation/Participation)

PAYMENT GATEWAY

Account Details for IMPS, NEFT, RTGS

Name of the A/c Holder	: Vijaya Chitra T
Account No	: 170101000003223
IFSC No	: IOBA0001701
Bank Name	: Indian Overseas Bank
Branch	: NGM College, Pollachi



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Project Manager
Maritime Anti-Corruption Network
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KPR IAS Academy
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Dr. NITHYA K
Assistant Professor
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Assistant Professors, PG Department of Commerce (CA), Nallamuthu Gounder Mahalingam College, Pollachi

For Further Details Contact:

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Dr. P. Archanaa – 9788329976

Dr. T. Vijaya Chithra – 9944183963

Mr. S. Rajagopalan - 9994432558

One Day National Seminar on

VISION FOR VISHWA GURU INDIA: INITIATIVES FOR GLOBAL LEADERSHIP BY 2047

Date: 21st July 2023

Venue: Vivekanandar Arangam

Mode: Offline

Sponsored by



Indian Council of Social Science Research (ICSSR)
Ministry of Education, New Delhi



CELEBRATING THE INSPIRING
LIFE OF ARUTHELVAR
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Organized by

Department of Commerce
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Affiliated to Bharathiar University, Coimbatore, Tamil Nadu, India
Website: www.ngmc.org Email: ngm@ngmc.org

ABOUT THE ICSSR

The Indian Council of Social Science Research (ICSSR) was set up by the Government of India in 1969 as an autonomous organization in order to review, promote, encourage, assist and coordinate social science research in the country. From its inception ICSSR was considered as one of the biggest achievements of Indian Democracy and it was conceived as premier national agency expanding social science research, improving its quality and attempting to increase its utilization in policy formulation.

ABOUT THE COLLEGE

A nation's growth is in proportion to education and intelligence spread among the masses. Having this idealistic vision, two great philanthropists Late. S.P.Nallamuthu Gounder and Late. Arutchelver Padmabhushan Dr.N.Mahalingam formed an organization called Pollachi Kalvi Kazhagam, which started Nallamuthu Gounder Mahalingam College in 1957, to impart holistic education with an objective to cater to the higher educational needs of those who wish to aspire for excellence in knowledge and values. The College has achieved greater academic distinctions with the introduction of Autonomous System from the academic year 1987-88 and by introducing Human Excellence Course as a skill enhancement programme to all semesters. The college has been Re-Accredited by NAAC and it is ISO 9001: 2015 Certified Institution. In the NIRF 2023 ranking, the college has achieved 95th position in India. The total student strength is around 6000. Having celebrated its Diamond Jubilee in 2017, the college has blossomed into a premier Post-Graduate and Research Institution, offering 27 UG, 11 PG, 14 M.Phil and 13 Ph.D Programmes, apart from Diploma and Certificate Courses.

ABOUT THE DEPARTMENT

The Department of Commerce came in to being in the year 1995 to offer quality education in commerce in the region. The department has crossed several milestones in achieving remarkable academic progress. The department caters to all around department of the students, both technically and professionally. The department involves itself in the tuning and development of curriculum related to the recent scenario of job market environment with cooperation and coordination of highly committed team of faculty members.

ABOUT THE SEMINAR

India has set an ambitious goal of becoming a global leader by 2047, the 100th year of its independence. The 21st century presents India with a unique opportunity to emerge as a global leader. To fulfil this vision, India needs to embark on a journey of transformation and development that leverages the strengths of its people, institutions, and resources. The seminar will examine the key components of India's path to becoming a Vishwa Guru, with a focus on the New Education Policy 2020, Make in India, Digital India, and Entrepreneurship Initiatives.

OBJECTIVES OF THE SEMINAR

- ★ Provide a detailed overview of the initiatives and programs that are propelling India towards its goal of becoming a Vishwa Guru (a global leader).
- ★ Primarily focus on education, innovation, technology, and entrepreneurship.
- ★ Give valuable insights into the strategies and best practices being employed to help India achieve its vision by 2047.

SUB THEMES

- * Role of Technology in NEP 2020
- * Experiential Learning and Skill Development in NEP 2020
- * Make in India: Promoting Manufacturing and Growth
- * Ease of Doing Business
- * Digital India: Transforming India through Technology and Connectivity
- * Digital Payments and Financial Inclusion
- * Gender Equality and Women's Empowerment
- * Women Entrepreneurship
- * Technology Start-ups: Innovation, and Growth
- * Agricultural Reforms: Need and Scope
- * Technological Reforms in Agriculture: Digitalization and Automation
- * Government Support Mechanisms: Subsidies, Insurance, and Market Interventions
- * Cyber security and Data Privacy in the Digital Era
- * Artificial Intelligence and Machine Learning: Implications and Applications
- * Blockchain Technology: Innovations, Opportunities, and Challenges
- * Internet of Things (IoT): Transforming Industries and Enabling Connectivity
- * Cloud Computing: Benefits, Risks, and Adoption Strategies
- * Digital Skills and up skilling: Bridging the Digital Divide

The topics considered may include, but are not limited to the above topics

GUIDELINES FOR PAPER PRESENTATION AND PUBLICATION

Quality papers on the theme of the seminar are invited as per the following guidelines:

- * All submissions must be in MS Word, Font Style: Times New Roman, Font Size: 12 & Line Spacing: 1.5
- * Abstract shall be for 250 words with 4-5 keywords
- * Author's affiliation, Contact Address, Designation, E-Mail ID & Mobile Number are to be added in the first page.
- * Paper should not exceed 3500 words including table of contents, references & reference style to be followed is APA style.
- * Plagiarism should be less than 10%.
- * Maximum authors per paper are limited to three only.
- * Anyone of the author has to present the paper in seminar to get presentation certificate.
- * Academicians, Industrialists, Research Scholars, Post Graduate and Under Graduate Students of Colleges and Universities across India shall participate.
- * Authors should submit manuscript through e-mail attachment to the review committee at ngmicssr2023@gmail.com.

(Participation Certificate will be issued to every participant after successful completion of the seminar)

REVIEW PROCESS

Articles will be evaluated on parameters of originality, relevance, and contribution to the current academic scenario. They will be subject to a single-blind peer review.

PLAGIARISM ALERT DISCLAIMER

Contributors are advised to be strict in academic ethics with respect to acknowledgment of the original ideas borrowed from others. The Seminar team & editors will not be held responsible for any such lapse of the contributor regarding plagiarism. All submissions should be original and must be accompanied by a declaration stating the research paper as an original work and it has not been published anywhere else.

PUBLICATION

Selected papers will be published in the Seminar proceedings with ISBN.

IMPORTANT DATES

Last date of Abstract Submission	:	07 th July 2023
Notification of Acceptance	:	12 th July 2023
Last date of Full Paper Submission	:	19 th July 2023
Date of Seminar	:	21 st July 2023

No Registration fee for Participation and Presentation
(The entire participant will get Certificate after Successful Completion of the Seminar)

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Assistant Professor

Department of Commerce

Dr.V.Meera

Associate Professor

Department of Commerce

Dr.V.Suresh Kumar

Associate Professor

Department of Commerce

Dr.T.S.Kavitha

Associate Professor

Department of Commerce

PROGRAMME SCHEDULE

Day: Friday - Date: 21.07.2023

Inauguration Session : (10.00 a.m to 11.15 a.m)

Prayer Song

Welcome Address	Dr. N. Bagyalakshmi Associate Professor and Head, Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi.
Presidential Address	Dr.R.Muthukumaran Principal, Nallamuthu Gounder Mahalingam College, Pollachi.
Felicitation	Dr.P.Bruntha Associate Professor and Head, Post Graduate and Research Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi.
Inaugural Address on “Indian Start-ups in the Recent Times: Issues, Challenges, and Opportunities (Roadmap for Starting a Successful Venture)”.	Resource Person: Dr.Dhanabalan Thangam Assistant Professor, Presidency Business School, Presidency College, Bengaluru, Karnataka, India.
Vote of Thanks	Dr.Ahila.D Assistant Professor, Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi.

Tea Break (11.15 a.m to 11.30 a.m)

Technical Session - I : (11.30 a.m to 12.30 p.m)

Welcome Address Cum Introduction of the Chief Guest	Dr.S.Kaleeswari Assistant Professor, Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi.
Special Address on “Carbon Credit”	Resource Person: Dr.K.Prabakar Professor in MBA, Hindusthan College of Arts and Science, Coimbatore, Tamilnadu, India.
Vote of Thanks	Dr.N.Giri Assistant Professor, Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi

Technical Session – II (12.30 p.m to 1.30 p.m)

Welcome Address Cum Introduction of the Chief Guest	Ms.V.Ruba Assistant Professor, Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi
Special Address on “Promoting Creativity, Critical Thinking, and Problem-Solving Skills in NEP 2020”	Resource Person: Dr.R.Selvakumari Course Co-ordinator of Management Studies, SRM Trichy Arts and Science College, Trichy, Tamilnadu, India.
Vote of Thanks	Dr.V.Meera Associate Professor, Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi

Lunch Break (1.30 p.m to 2.15 p.m)

Paper Presentations (2.15 p.m to 3.30 p.m)

Welcome Address Cum Introduction of the Chairperson	Dr.T.S.Kavitha Associate Professor, Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi.
Chaired the Session by	Dr.R.Manikandan Assistant Professor, PG & Research Department of Commerce Nallamuthu Gounder Mahalingam College, Pollachi. and Dr.M.Chithirai Selvan Assistant Professor, PG & Research Department of Commerce Nallamuthu Gounder Mahalingam College, Pollachi.
Rapporteur	Dr.T.S.Kavitha Associate Professor, Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi.

Valedictory Session (3.30 p.m to 4.00 p.m)

Welcome Address	Ms.G.Nithya Assistant Professor, Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi.
Felicitation and Certificate Distribution	Dr.R.Muthukumaran Principal, Nallamuthu Gounder Mahalingam College, Pollachi

Participants Feedback

Rapporteurs Report and Vote of Thanks	Dr.Ahila.D Assistant Professor, Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi
---------------------------------------	--

National Anthem

RESOURCE PERSONS



Dr. Dhanabalan Thangam

Assistant Professor,
Presidency Business School,
Presidency College,
Bengaluru - 560024,
Karnataka.



Dr. K. Prabakar

Professor in MBA,
Hindusthan College of Arts and Science,
Coimbatore - 641028,
Tamilnadu.



Dr. R. Selvakumari

Course Co-ordinator of
Management Studies,
SRM Trichy Arts and Science College,
Trichy - 621105,
Tamilnadu.

One Day National Seminar on **PERSPECTIVE OF ICT TOOLS IN EDUCATION**

Date: 4th August 2023

Venue: Vivekanandar Hall

Mode: Offline

Sponsored by



Indian Council of Social Science Research (ICSSR)
Ministry of Education, New Delhi



CELEBRATING THE INSPIRING
LIFE OF ARUTHELVAR
DR.N.MAHALINGAM
NM 100
1923 - 2014
CENTENARY CELEBRATIONS



Organized by

Department of Commerce (BPS)
Nallamuthu Gounder Mahalingam College
(Autonomous), Pollachi - 642001

Re-Accredited by NAAC & ISO 9001:2015 Certified
Affiliated to Bharathiar University, Coimbatore, Tamil Nadu, India
Website: www.ngmc.org Email: ngm@ngmc.org

ABOUT THE ICSSR

The Indian Council of Social Science Research (ICSSR) was set up by the Government of India in 1969 as an autonomous organization in order to review, promote, encourage, assist and coordinate social science research in the country. From its inception ICSSR was considered as one of the biggest achievements of Indian Democracy and it was conceived as premier national agency expanding social science research, improving its quality and attempting to increase its utilization in policy formulation.

ABOUT THE COLLEGE

A nation's growth is in proportion to education and intelligence spread among the masses. Having this idealistic vision, two great philanthropists Late. S.P. Nallamuthu Gounder and Late.Arutchelver Padmabhushan Dr.N.Mahalingam formed an organization called Pollachi Kalvi Kazhagam, which started Nallamuthu Gounder Mahalingam College in 1957, to impart holistic education with an objective to cater to the higher educational needs of those who wish to aspire for excellence in knowledge and values. The College has achieved greater academic distinctions with the introduction of Autonomous System from the academic year 1987-88 and also Human Excellence course has been introduced as life skill. The college has been Re-Accredited by NAAC and it is ISO 9001: 2015 Certified Institution. The total student strength is around 6000. Having celebrated its Diamond Jubilee in 2017, the college has blossomed into a premier Post-Graduate and Research Institution, offering 26 UG, 12 PG, 13 M.Phil., and 10 Ph.D., Programmes, apart from Diploma and Certificate Courses. The college has been ranked within Top 100 (95th Rank) in India by NIRF 2023.

ABOUT THE DEPARTMENT

The U.G. Department of Commerce – Business Process Services has been established in the year 2014. The industry integrated, unique three years full time B.Com.BPS degree programme focuses on developing proficiency in Commerce and Business Processes. It has an intensive course work comprising of specialized subjects along with B.Com subjects. To enhance the employability of Non-BPS students of Commerce Cluster, the department hosts a value added Certificate Programme, which is conducted during post college hours.

ABOUT THE SEMINAR

In contemporary era society essential of Information and communication Technologies globalize trends for communication among people, accessibility and storage across the globe. Technological advancement imparts education ICT effective new role and virtual learning platforms in new methods to access of wide range. ICT tools perceived equitable quality education and promote learning opportunities to everyone which equity pertains to access, participation, transition, educational survival and completion. The scenario creates an enabling environment that learning space expand in widespread sustainable enhancing quality and efficiency. Technology tool also allow the education for exploit potential and autonomous learning.

Technology promotes the environments, system to interacting with widely desires, prosperity and needs of humanity. Education triggers an important perspective in the society. New technologies exploiting the effective impact on learning outcomes in educating with integration of ICT tools. Opting for significantly feasible digital conceivable scenarios sustainable and effective with sound pedagogical ICT tools embraced in education sound pedagogies and education goals bears a great potential foreseeing within globalization education system shift in society towards an information based society from industrialization. The functionality of ICT tools, ease of usage, growth of global access and resilience turned dynamic and flexible in education system. The trend possess ubiquitous education infrastructure involved in communication prior education address in teaching and learning styles. Nowadays realized educational use of ICT tools are necessary for modern educational practice in differentiated instruction and explore extent of ICT use.

OBJECTIVES OF THE SEMINAR

- * Effective Teaching-learning process.
- * Diagnostic Testing and Remedial teaching to assess and optimize learning outcomes.
- * Evaluation activities to assess the learning outcomes.
- * Psychological analysis of learners
- * Development of reasoning and thinking abilities among students
- * Instructional material development

SUB THEMES

- * ICT tools in Teaching-Learning Process
- * Innovative ICT pedagogies
- * Emerging disruptive technologies in Education
- * ICT for professional development
- * Perspective Tools used for Brain storm
- * Women Empowerment

The topics considered may include, but are not limited to the above topics

GUIDELINES FOR PAPER PRESENTATION AND PUBLICATION

Quality papers on the theme of the seminar are invited as per the following guidelines:

- * All submissions must be in MS Word (2007), Font Style: Times New Roman, Font Size: 12 & Line Spacing: 1.5
- * Abstract shall be for 250 words with 4-5 keywords
- * Author' affiliation, Contact Address, Designation, E-Mail ID & Mobile Number are to be added in the first page.
- * Paper should not exceed 3500 words including table of contents, references & reference style to be followed is APA style.
- * Plagiarism should be less than 10%.
- * Maximum authors per paper are limited to three and each author has to register separately.
- * Anyone of the author has to present the paper in seminar to get presentation certificate.
- * Academicians, Industrialists, Research Scholars, Post Graduate and Under Graduate Students of Colleges and Universities across India shall participate.
- * Authors should submit manuscript through e-mail attachment to the review committee at icssrseminaraug23@gmail.com.

(Participation Certificate will be issued to every participant after successful completion of the seminar)

REVIEW PROCESS

Articles will be evaluated on parameters of originality, relevance, and contribution to the current academic scenario. They will be subject to a single-blind peer review.

PLAGIARISM ALERT DISCLAIMER

Contributors are advised to be strict in academic ethics with respect to acknowledgment of the original ideas borrowed from others. The Seminar team & editors will not be held responsible for any such lapse of the contributor regarding plagiarism. All submissions should be original and must be accompanied by a declaration stating the research paper as an original work and it has not been published anywhere else.

PUBLICATION

Selected papers will be published in the Seminar proceedings with ISBN.

IMPORTANT DATES

Last date of Abstract Submission	:	15 th July 2023
Notification of Acceptance	:	20 th July 2023
Last date of Full Paper Submission	:	31 st July 2023
Date of Seminar	:	04 th August 2023

REGISTRATION FEES

Students	:	Rs.150
Research Scholars	:	Rs.200
Academicians /Delegates from Industry	:	Rs.250

(Registration Fee includes Seminar Kit, Lunch, and Publication in edited E Book with ISBN and Hardcopy of the Certificate for Presentation/Participation)

MODE OF PAYMENT

Bank Transfer

Name of the Account Holder	:	MEERA V
Account No	:	170101000010696
IFSC No	:	IOBA0001701
Name of the Branch	:	NGM College Branch, Pollachi
Google Pay Number	:	9884920228

ORGANIZING COMMITTEE

Chief Patron

Dr. B. K. Krishnaraj Vanavarayar
President

Patron

Sri. M. Balasubramaniam
Secretary

Seminar Chairman

Dr. R. Muthukumar
Principal

Advisors

Dr. S. Saravana Babu
Dean Academic

Dr. S. Umapathy

Dean Research

Seminar – Guidance Counsellor

Dr.P.Bruntha
Associate Professor and Head
PG & Research Department of Commerce

Seminar Director/ Convener

Dr.V.Meera
Associate Professor
Department of Commerce (BPS)

Organizing Secretary

Dr.N.Bagyalakshmi
Associate Professor and Head
Department of Commerce

Organizing Committee Members

Ms.G.Nithya
Assistant Professor
Department of Commerce

Dr.S.Kaleeswari

Assistant Professor
Department of Commerce

Dr.N.Giri

Assistant Professor
Department of Commerce

Dr.Ahila.D

Assistant Professor
Department of Commerce

Ms.V.Ruba

Assistant Professor
Department of Commerce

Dr.T.S.Kavitha

Associate Professor
Department of Commerce

RESOURCE PERSONS



Dr. R. BALAMURALI
Assistant Professor,
Department of CSE,
The ICFAI Foundation for Higher Education.(IFHE)
Hyderabad, Andhra Pradesh



Dr.G.V.SAM KUMAR
Associate Professor,
Department of CSE,
Koneru Lakshmaiah Education Foundation
Vijayawada, Andhra Pradesh



Ms.Priya Senthil
Founder / Director
S2 Personality Development Academy P Ltd
Founder / Director
RP FOUNDATION, Coimbatore

INVITATION



NGM COLLEGE - AUTONOMOUS

Re-Accredited by NAAC and ISO 9001 - 2015 Certified Institution

95th Rank in NIRF, Affiliated to Bharathiar University

Pollachi-642001, Coimbatore(Dist.)



Organised by

DEPARTMENT OF HISTORY - HISTORIA 23



INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH (ICSSR)

Sponsored

ONE DAY NATIONAL LEVEL SEMINAR ON

“UNsung FREEDOM FIGHTERS OF KONGU REGION”

15-12-2023 9.30 am Prof. M. Alkondan Hall



REACH THE UNREACHED

PROGRAMME

Registration : 9.00 am to 9.30 am

INAUGURAL SESSION

9.30 am to 11.00 am

Invocation

Welcome Address : **Prof. Dr. R. Muthukumaran**

Principal
NGM College, Pollachi

Inaugural Address : **Prof. Dr. S. Krishnaswamy**

Member Secretary
TamilNadu State Council for Higher Education, Chennai

Key note Address : **Prof. Dr. N. Rajendran**

Former Vice-Chancellor
Alagappa University, Karaikudi

Vote of Thanks : **Mr. G. Ramanathan**

Assistant Professor of History
NGM College, Pollachi

Tea Break 11.00 am to 11.15 am

PLENARY SESSION I

11.15 am to 12.00 pm

Topic : **ORDEALS UNDERGONE BY THE FREEDOM FIGHTERS**

Chairperson : **Dr. R. Manikachezhian**

Associate Professor & Head
Department of Computer Science
NGM College, Pollachi

Resource Person : **Dr. P. Govindarajan**

DIG of Prisons (Retd.), Coimbatore Region

Rapporteur : **Dr. R. Seethalakshmi**

Associate Professor, Department of History
Government Arts College, Coimbatore

Paper Presentation

PLENARY SESSION II

12.00 pm to 1.00 pm

- Topic : **FREEDOM FIGHTERS FROM COIMBATORE**
- Chairperson : **Mr. K. Srinivasan**
Associate Professor, Department of Computer Science
NGM College, Pollachi
- Resource Person : **Mr. Rajesh Govindarajulu**
Jeweler, Columnist & Heritage Enthusiast
Coimbatore
- Rapporteur : **Dr. S. Shenbagavalli**
Associate Professor & Head, Department of History
GVG College for Women, Udumalpet
- Paper Presentation

Lunch Break 1.00 pm to 2.00 pm

PLENARY SESSION III

2.00 pm to 3.00 pm

- Topic : **GREAT LEADERS OF KONGU REGION**
- Chairperson : **Dr. P. Krishna Thulasimani**
Associate Professor & Head, Department of Economics
NGM College, Pollachi
- Resource Person : **Prof. Dr. P. Balagurusamy**
Principal
G.T.N.College, Dindigul
- Rapporteur : **Dr. S. Mathiyalagan**
Associate Professor, Department of History
Government Arts College, Udumalpet
- Paper Presentation

PLENARY SESSION IV

3.00 pm to 4.00 pm


- Topic : **REVOLUTIONARY NATIONALISM IN COIMBATORE REGION**
- Chairperson : **Dr. V. Inthumathi**
Associate Professor & Head, Department of Mathematics
NGM College, Pollachi
- Resource Person : **Dr. M. Senthurpandiyan**
Associate Professor
Bharathiar University, Coimbatore
- Rapporteur : **Dr. P. Bruntha**
Associate Professor & Head, Department of Commerce
NGM College, Pollachi
- Paper Presentation

VALEDICTORY SESSION

4.00 pm to 4.30 pm

- Welcome Address : **Ms. P. Gayathri**
Assistant Professor, Department of History
NGM College, Pollachi
- Presidential Address: **Prof. Dr. R. Muthukumaran**
Principal
NGM College, Pollachi
- Valedictory Address : **Dr. S. Saravanababu**
Dean - Academic
NGM College, Pollachi
- Felicitation : **Dr. S. Umapathy**
Dean - Research
NGM College, Pollachi
- Distribution of Certificates
- Vote of Thanks : **Dr. R. Somasundaram**
Organising Secretary
Assistant Professor, Department of History
NGM College, Pollachi

Event ID: IQAC/2023-24/DEC/158

	<p>Nallamuthu Gounder Mahalingam College (Autonomous) Re-Accredited by NAAC and ISO 9001:2015 Certified Institution Affiliated to Bharathiar University, Coimbatore Pollachi – 642 001</p>	
Name of the Seminar: ‘Celebrating Millets Legacy and Contribution to Agriculture’		
Department : Department of Botany, NGM college		
Name of the Organizing Secretary : Dr. A. Sarvalingam, Assistant Professor, Department of Botany		
Category : National Seminar		
Date : 11 th – 13 th December, 2023	No. of Days : Three	
Day 1 No. of Staff Participants: 19	Day 2 No. of Staff Participants: 16	Day 3 No. of Staff Participants: 26
Day 1 No. of Students Participants: 49	Day 2 No. of Students Participants: 88	Day 3 No. of Students Participants: 250
Day 1 No. of farmers Participants: 15	Day 2 No. of farmers Participants: 20	Day 3 No. of farmers Participants: 10
In Collaboration with : Indian Council of Social Science Research (ICSSR)		
Target Audience : Students, Research Scholars & Farmers	Beneficiaries of the Event : Students, Research Scholars & Farmers	
Link to the Activity report on the website :		

Enclosure:

1. Circular / Brochure
2. Detailed Report
3. Geo Tagged photo with Date and Captions (Name of the event, Place, etc.)
4. Attendance link

Details of the Resource Person

1. Brochure



RESOURCE PERSONS

Day-1

Dr. T. Parimelazhagan
Professor & Head
Department of Botany
Bharathiar University-
Coimbatore.

Dr. P. Alagesan
Senior Scientist and Head
ICAR-KVK MYRADA
Erode.

Mr. V. S. Arunachalam
Organic Farmer & Trainer
Elunkathir Organic Farms
Gobichettipalayam.

Dr. V. Dhaarani
Assistant Professor
C.V. Raman Global University
Bhubaneswar, Odisha.

Day-2

Dr. K. Vasanth
Associate Professor
Department of Botany
Bharathiar University
Coimbatore.

Mr. R. Sivalingam
MD- Minor Millet Farmer
Producer Company Limited
Dharmapuri.

Mr. Maran G
Chief Executive Officer
Thai Vazhi Iyarkai Unavagam
Sivakasi.

Dr. V. S. Ramachandran
Professor of Botany (Rtd.)
Bharathiar University
Coimbatore.

Day-3- EXPO

Dr. P. Mahendramani
Professor of Botany (Rtd.)
Govt. Arts College
Coimbatore.

Mr. E. Senthil
Organic Farmer & Trainer
Sencholai Integrated Farms
Sulur, Coimbatore.

"Cure with Miracle Millets"

Address for Correspondence
For any queries regarding participation you are
welcome to contact:
Dr. A. Sarvalingam
Organizing Secretary- CMLCA-2023
Department of Botany
NGM College (Autonomous)
Pollachi - 642 001, Coimbatore, Tamil Nadu
Ph: 04259-234154, Email: botanyactivities@gmail.com
Mobile: +91-90474 10293; +91 - 95663 31605



CHIEF PATRON
Dr. B.K. Krishnaraj Vanavarayar
President

PATRON
Shri M. Balasubramaniam
Secretary

CHAIRMAN
Dr. R. Muthukumaran
Principal

CONVENER
Dr. A. Logamadevi
Associate Professor & Head

ORGANIZING SECRETARY
Dr. A. Sarvalingam
Assistant Professor

ORGANIZING COMMITTEE

Dr. K. Rajalakshmi
Associate Professor

Dr. E. Neelamathi
Assistant Professor

Dr. A. Vignesh
Assistant Professor

EXECUTIVE COMMITTEE

Dr. R. Rakkimuthu
Assistant Professor & Head

Dr. P. Sathishkumar
Assistant Professor

Dr. A.M. Ananda kumar
Assistant Professor

Ms. D. Sowmiya
Assistant Professor

PG Department of Botany



Event ID: IQAC/2023-24/DEC/158

**NATIONAL SEMINAR
ON
"CELEBRATING MILLETS LEGACY &
CONTRIBUTION TO AGRICULTURE-
CMLCA-2023"
(From Farm to Fork)**

11th to 13th December 2023



ORGANIZED BY
**DEPARTMENT OF BOTANY
NGM COLLEGE (AUTONOMOUS)**
95th Rank in NIRF,
Re-accredited with NAACISO 9001:2015 Certified,
Affiliated to Bharathiar University, 91, Palghat Road,
Pollachi - 642 001, Coimbatore, Tamil Nadu
Phone No: (04259) 234868, 234870
Fax: 04259-234869
Email: ngm@ngmc.org, principal@ngmc.org
Website: www.ngmc.org
VENUE: PROF. M. ALKONDAN HALL
TIME: 9:00 AM - 5:00 PM

ABOUT THE COLLEGE

Nallamuthu Gounder Mahalingam (NGM) College, Pollachi was established in the year 1957 and it is an autonomous institution affiliated to Bharathiar University, Coimbatore. The college has been spreading its wings far and wide to provide a variety of educational programmes under one roof for around 65 years. Over the years, the College has been developed into a premier teaching and research Institution, offering 41 different programmes including UG, PG and research. The College has 250 staff members and 6000+ students. The benevolence of the beloved Patron Arutchelvar Dr. N. Mahalingam, the President Dr. B.K. Krishnaraj Vanavarayar and the Secretary Shri M. Balasubramaniam has transformed the College into a Centre of Excellence in higher learning and active research. The academic excellence, expert faculty, state-of-the-art research facilities, commendable ISR activities and promising placements are the strength of the college. The NAAC has awarded 'A' grade twice and it is also an ISO 9001:2008 certified institution since 2002.

ABOUT THE DEPARTMENT

The Department of Botany was established during the year 1972 with an undergraduate course in botany and the post graduate course was introduced during the year 2015. The course is highly integrative in nature in order to ensure vertical and horizontal mobility of students. Curricular contents range from the Classical Botany to Applied Botany including Plant Biotechnology, Molecular Biology, and Bioinformatics and Bio nanotechnology. The infrastructure and the expertise available in the department have elevated it into a recognized research centre of Bharathiar University to carry out research in both fundamental and applied fields of Botany to award M.Phil (full time/part time) and Ph.D. degrees.

ABOUT THE CONFERENCE

Millets dominate India's agriculture, constituting 80% of Asia's Sorghum and millet production. With an annual output of 15.53 million tons on 12.45 million hectares, they contribute 10% to India's food grain basket. Millets are climate-resilient "famine reserves" with a short growing season and extended shelf-life. These superfoods are rich in minerals and dietary fiber.

Combating iron deficiency and surpassing rice and wheat in calcium, iron, and beta-carotene content. Gluten-free and low glycemic, millets are ideal for celiac patients and diabetics. Thus, promotion of millets farming can help in fighting malnutrition. With the aim to create awareness and to increase production & consumption of millets, the United Nations, at the behest of the Government of India, declared 2023 as the **International Year of Millets**. Hence, we believe that the National seminar on "CELEBRATING MILLETS LEGACY & CONTRIBUTION TO AGRICULTURE" would bring new insights into the millet revolution for a healthier, sustainable future. Furthermore, the aim is to establish a shared platform that brings together academics, research scholars, and students to explore and discuss cutting-edge advancements in future food sources. The lectures will also enlighten the young minds and budding research scholars to focus on the latest trends and updates in the nutritional benefits of millets for better health.

OBJECTIVES

1. Encourage local farmers to grow millets to diversify agriculture and income sources.
2. Support small-scale millet producers and empower rural communities.
3. Educate consumers on the nutritional benefits of millets for better health.
4. Raise awareness about the wide variety of dishes that can be prepared from millets.
5. Promote millet-based snacks as a healthier alternative to processed foods.
6. Work with schools and colleges to include millets in their meal plans.
7. Collaborate with chefs to create innovative millet recipes.

SEMINAR THEMES

- Breeding climate resilient millets for global food security
- Insect pest and diseases in the millet agro-ecosystem.
- Pharmacological and nutraceutical properties in Millet grain.
- Millet in nutrition, health & value added products.
- Development of early maturing & high yielding varieties in millets.
- Advances in millet genetic improvement, molecular biology & genomics.
- Molecular marker assisted selection for biotic & abiotic stress-tolerance.
- Genome-wide association studies & genomic selection of agronomic traits in millets.
- Nanotechnology applications in millets propagation.

ABSTRACT SUBMISSION GUIDELINES

- Abstract should be within 250 words and the title of the abstract should be relevant to the theme of the conference.
- Abstract should be typed in the MS-Word with Times New Roman font, font size 12 & Line Spacing of 1.5.
- Abstracts are invited via e-mail botanyactivities@gmail.com on or before 03.12.2023.

FULL PAPER SUBMISSION GUIDELINES

Authors are requested to prepare their abstract and paper submissions and send a soft copy through email at botanyactivities@gmail.com. The abstracts and research papers will undergo a peer-review process by experts in the field. The review process may consider criteria such as originality, relevance, methodology, results, and overall quality of the submission. Authors will receive feedback and notifications regarding the acceptance or rejection of their research paper. Accepted full length research articles will be published in the **PHYTOSPECTRUM** (A Bi-Annual Magazine) with ISBN number. For Authors whose papers has been accepted will be published in PHYTOSPECTRUM journal. Separate guidelines will be communicated for paper formatting.

POSTER PRESENTATION DETAILS

The poster should be 4x3 feet, neatly prepared and can be read from distance of 3 feet. The poster content should include introduction, objectives, materials & methods, results & discussion and conclusion.

REGISTRATION DETAILS

Delegates are requested to register their participation by filling the registration link <https://forms.gle/wp21Fb4aQ55sjYpZ8>

CERTIFICATE OF MERIT

The participants will be honoured with appreciation certificate for his/her best oral and poster presentation.

REGISTRATION DETAILS

Registration FEE Details for Participation:
* Students : Rs. 250
* Research Scholars : Rs. 300
* Faculties : Rs. 500
* Industrial experts & others : Rs. 500
* School Students & Farmers : Free
Spot Registration Extra Rs. 100
Registration fee includes Kit, Lunch, Refreshment and Certificate.

BANK DETAILS

Bank Name : Indian Overseas Bank
Account Number : 170101000011993
Branch Name : NGM College Pollachi
IFSC Code : IOBA0001701
Kindly fill the transaction details and upload the transaction proof during registration.

ACCOMMODATION

Participants shall make their own arrangements for stay, however, accommodation assistance will be provided by the organizing committee on request. The registration fee does not include accommodation charges.

JOIN FOR EXPO

- Millet Foods
- Millet Products
- Fun with Millets
- Millet Kitchen
- Millet Bank
- Millet Jewels



Detailed Report of the Event

Department of Botany, NGM College

Title of the Seminar: “Celebrating Millets Legacy and Contribution to Agriculture”

Convener:

Dr. A. Logamadevi, Associate Professor & Head of Botany

Organizing secretary:

Dr. A. Sarvalingam, Assistant Professor of Botany

Organizing committee:

Staff members of Department of Botany, NGM College

Dr. K. Rajalakshmi

Dr. E. Neelamathi

Dr. A. Vignesh

Executive committee:

Staff members of PG and Research Department of Botany, NGM College

Dr. R. Rakkimuthu

Dr. P. Sathishkumar

Dr.A.M.Ananda kumar

Mrs. D. Sowmiya

Objectives:

- Encourage neighbourhood agriculturists to develop millets to broaden agribusiness and pay sources.
- Support small-scale millet producers and empower rural communities
- Educate consumers on the nutritional benefits of millets for better health
- Raise awareness about the wide variety of dishes that can be prepared from millets
- Promote millet-based snacks as a healthier alternative to processed foods
- Work with schools and colleges to include millets in their meal plans
- Collaborate with chefs to create innovative millet recipes

2. INAUGURATION

A warm welcome was given to the principal, **convenor**, coordinator, heads of the various departments, professors, resource persons, and participants by the M.O.C. team. PG final year botany students sang the state song. The lamp was lit by all the dignitaries on the dais. The welcome address was delivered by Dr. A. Logamadevi, Associate Professor and Head, Department of Botany. She gave a warm welcome to our resource person and Chief Guest of this workshop, Dr. K. Dharmar. She extended her welcome to the principal and staff members of our own department, PG and Research Department of Botany, Chemistry, Zoology, Yoga, and Commerce, the deans of various departments, managers, research scholars, and students. Felicitations were made with a shawl and memento.

Principal Dr. R. Muthukumaran felicitated the three-day national-level seminar on Celebrating Millets Legacy and Contribution to Agriculture by emphasizing the need to understand the importance of millets. He mentioned the role of millet and millet products. Dr. K. Dharmar, the chief guest of this seminar and expo, elaborated on the role of ICSSR in spreading **the message of millet importance across society**. He also highlighted the role of the chief guest in disseminating scientific knowledge among the farmers, students, research scholars, and faculty.

TECHNICAL SESSIONS

TECHNICAL SESSION 1

The first lecture was delivered by Dr. K. Dharmar. He delivered an excellent lecture and shared information on the necessity of millet's contribution to agriculture. He extended his lecture on how millets act as an alternative source of macronutrients.

Key points addressed in this lecture are:

The International Year of Millets stands as a pivotal moment, drawing global attention to the vital role of these small-seeded, resilient grains in nourishing both people and the planet. This designated year serves as a platform to raise awareness, celebrate diversity, and promote the sustainable production and consumption of millets worldwide. Finally, he concluded the speech by saying that this year of small grains serves as a platform to promote sustainable production and consumption of small grains worldwide to create awareness and diversity.

TECHNICAL SESSION 2

The second lecture was delivered by Mr. V.S. Arunachalam. He explained about millet production. He added that millets are one of the oldest food grains known to mankind and possibly the first cereal grain used for domestic purposes. **He also mentioned that:**

For centuries, millets have been a prized crop in India and are the staple diet of nearly 1/3 of the world's population. They can adapt themselves to marginal soils and varied environmental conditions. Millets are tasty grains that have a mildly sweet, nut-like flavor. Millets are rich sources of protein, dietary fiber, energy, and minerals when compared to rice.

He explained the production methods of food products made from small grains and how to market them.

TECHNICAL SESSION 3

Mr. R. Mahendramani gave his lecture. He enthusiastically shared information about wild millet varieties and clearly explained the types of small grains, their detection methods, **and their cultivable locations.**

The valid points of his special talk are:

Small millets are more than just finger millet (*Eleusine coracana* (L.) Gaertn.) and include kodo millet (*Paspalum scrobiculatum* L.), little millet (*Panicum sumatrense* Roth. Ex Roemer and Schultes), foxtail millet (*Setaria italica* L.), proso millet (*Panicum miliaceum* L.), and barnyard millet (*Echinochloa frumentacea* Link). Millets are most commonly available in the form of pearled and hulled kinds. Millets are a group of small-seeded grasses that have been cultivated for centuries. They are highly resilient and well-adapted to diverse climates, making them a reliable source of nutrition in challenging agricultural conditions. In the face of climate change and unpredictable weather patterns, millets emerge as a resilient and sustainable option for food production. Finally, in his speech, he said that it is very important to identify small grains and protect them.

TECHNICAL SESSION 4

The last session of the first-day seminar was handled by Mr. E. Senthil Kumar. **He** explained about organic farm management practices. He extended **his** lecture on crop rotation, which is used to maintain soil fertility and improve crop protection from various pests. **His speech included:**

Organic nutrient management is based on the improvement of soil organic matter through manuring, composting, and mulching. Growing cover crops with beneficial practices for controlling insect pests and weeds, preventing soil erosion, and improving the nutrient content in the soil. Preventive crop protection measures, choosing resistant varieties, adoption of planting or sowing, and harvesting time. Recycling material and Relying on renewable resources. He also mentioned the cultivation methods, which are characterized by low investment and high yield.

TECHNICAL SESSION 5

The first session of the second day was handled by the resource person, Dr. M. Kirija. She mentioned that the key advantage of millets is their nutritional value. **She also elaborated the following points in the lecture:**

These grains are rich in nutrients such as fiber, vitamins, and minerals. Introducing millet into our diets can contribute to a more balanced and healthier nutrition profile, addressing malnutrition and related health issues. In conclusion, recognizing the importance of millet in the context of food security is crucial. Embracing these resilient grains can lead to a more sustainable and nutritionally diverse food system. As individuals, communities, and nations, let us join hands in promoting the cultivation and consumption of millets to ensure a more secure future.

She concluded her speech by saying that it ensures a sustainable future and gave some ideas regarding.

TECHNICAL SESSION 6

The next session was continued by the resource person, Mr. G. Maren. He explained the importance of millets and consumption methods.

The point he emphasised in his talk are:

They are also glycemic index-low and gluten-free, making them perfect for anyone with diabetes or celiac disease. Throughout the world, they are being promoted as alternatives to regular cereals to deal with lifestyle-based common diseases such as diabetes, heart disease, etc. He concluded the speech by saying that grains are the best food in the world.

TECHNICAL SESSION 7

This session was handled by Mr. M. Chandrasekar. He briefly explained the advantages of organic millet cultivation.

He explained the following key points in his lecture:

Organic farming helps to prevent environmental degradation and can be used to regenerate degraded areas. Organic farming helps to avoid chain reactions in the environment from chemical sprays and dust. Organically grown crops are believed to provide healthier and nutritionally superior food for humans and animals than those grown with commercial fertilizers. Organically grown crops are more resistant to diseases and insects, so only a few chemical sprays or other protective treatments are required. There is an increasing consumer demand for agricultural products that are free of toxic chemical residues. Organically grown products gain importance because of their high quality and premium price, in addition to being free from toxic residues. Organic fertilizers are considered complete plant food. Organic matter restores the pH of the soil, which may become acidic due to the continuous application of chemical fertilizers. As a whole, the adoption of organic farming provides a better and more balanced environment, better products, and better living conditions for human beings.

TECHNICAL SESSION 8

The session was handled by Dr. V. S. Ramachadran. He explained about climate change and biodiversity loss in millets.

The key points of his lecture were:

Human activity has already altered over 70 percent of all ice-free land. When land is converted for agriculture, some animal and plant species may lose their habitat and face extinction. But it is playing an increasingly important role in the decline of biodiversity. Climate change has altered marine, terrestrial, and freshwater ecosystems around the world. It has caused the loss of local species, increased diseases, and driven mass mortality of plants and animals, resulting in the first climate-driven extinctions. The threat posed by climate change to biodiversity is expected to increase, yet thriving ecosystems can also help reduce the impacts of climate change. If current rates of warming continue, by 2030 global temperatures could increase by more than 1.5°C (2.7°F) compared to before the Industrial Revolution. A major impact of climate change on biodiversity is the increase in the intensity and frequency of fires, storms, or periods of drought.

DAY -3:

Millets Expo

On the third day, Millets exhibition was held. In this exhibition, students of the botany department exhibited more than 25 millet exhibits. More than 20 types of small-grain dishes

were also prepared by the students and they explained the importance of small grains to other department students and farmers at this special expo. More than 300 students, teachers, and farmers visited this expo and enjoyed it.

Valedictory session

The valedictory address was given by the former principal, Dr. N. Rajakumar. He exclaimed the arrangement of the seminar and expo and appreciated the faculty, Department of Botany, their academic innovation, and student empowerment. He advised the students that they should be like an ascending cell sap and be self-confident.

Vote of thanks

The vote of thanks was proposed by Dr. A. Sarvalingam Assistant Professor of botany. He conveyed his gratitude to the ICSSR and IOB, NGM College branch, the principal, management, head of the department, participants from other colleges, staff members of the UG and PG Department of Botany, Department of Zoology and Chemistry, scholars and students of UG and PG departments, photographers, technical and non-teaching staff.

3. Geo Tagged photo with Date, Caption and screenshots



Tamil Nadu, India
Lat 10.652209°
Long 76.994031°
12/12/23 10:34 AM GMT +05:30

GPS Map Camera



Bodipalayam village, Tamil Nadu, India
78, SH78A, Palaghat, Bodipalayam village, Tamil Nadu 642001, India
Lat 10.663975°
Long 76.997098°
11/12/23 10:00 AM GMT +05:30
IQAC Meeting regarding Consolidation of report

GPS Map Camera



Pollachi, Tamil Nadu, India
MX7W+FV3, Palaghat, Pollachi, Tamil Nadu 642001, India
Lat 10.663286°
Long 76.996799°
11/12/23 10:24 AM GMT +05:30

GPS Map Camera





4. Attendance (Name, Designation / Roll No, Signature)

5. Details of the Resource Persons

1. Dr. P. Alagesan
Senior Scientist and Head
ICAR-KVK MYRADA
Erode, Tamil Nadu
2. Mr. V. S. Arunachalam
Organic Farmer & Trainer
Elunkathir Organic Farms
Gobichettipalayam, Tamil Nadu
3. Dr. P. Mahendramani
Professor (Rtd.)
Department of Botany
Govt. Arts College
Coimbatore, Tamil Nadu
4. Mr. Senthil Kumar
Organic Farmer & Trainer
Senchulai Integrated Farms
Sulur, Coimbatore, Tamil Nadu
5. Dr. S. Girija
Associate Professor
Department of Biotechnology
Bharathiar University, Coimbatore, Tamil Nadu
6. Mr. M. Chandra Sekar
VAO & Organic Farmer, Tirunelveli, Tamil Nadu.
7. Mr. G. Maren
CEO- Thai Vazhi Iyarkai Unavagam, Sivakasi, Tamil Nadu
8. Dr. V. S. Ramachandran
Professor (Rtd.) Department of Botany
Bharathiar University, Coimbatore, Tamil Nadu