

RESOURCE PERSONS



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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. Umamathy, 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

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NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)

Re-Accredited by NAAC & ISO 9001:2015 Certified
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ICSSR-Sponsored Two-Day National Seminar on

Envisioning a Self-Reliant Rural India for Sustainable Economic Development



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
- 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.
- 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