

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
DR.N.MAHALINGAM
NM 100
— 1923 - 2023 —
Dr. N. Mahalingam
CENTENARY CELEBRATIONS



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 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)

ORGANIZING COMMITTEE

Chief Patron

Dr.B.K.Krishnaraj Vanavarayar
President

Patron

Sri.M.Balasubramaniam
Secretary

Seminar Chairman

Dr.R.Muthukumaran
Principal

Advisors

Dr.S.Saravana Babu
Dean Academic

Dr.S.Umapathy
Dean Research

Seminar – Guidance Counsellor

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

Organizing Secretary

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

Seminar Director/ Convenor

Dr.Ahila.D
Assistant Professor
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

Ms.V.Ruba
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.