



MARUDHAR KESARI JAIN COLLEGE FOR WOMEN, VANIYAMBADI

(A Project of Sri Marudhar Kesari Jain Trust)

Recognised u/s 2(f) & 12(B) by UGC Act, 1956 - Permanently Affiliated to Thiruvalluvar University
Accredited by NAAC with "A" Grade - An ISO 21001:2018 Certified Institution



PG DEPARTMENT OF COMMERCE (CA) ORGANIZED INTERNATIONAL CONFERENCE ON BREAKING BARRIERS AND EMPOWERING CHANGES IN ENTREPRENEURSHIP -TRENDS AND INSIGHTS FOR TOMORROW

ON 01.03.2024

INVITATION

SRI MARUDHAR KESARI JAIN TRUST BOARD MEMBERS

Sri. M. VIMMAL CHAND JAIN	- Ambur
Sri. C. LICKMICHAND JAIN	- Ambur
Sri. J. RATHANLAL JAIN	- Vaniyambadi
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Sri. S. NAVEEN KUMAR JAIN	- Vaniyambadi
Sri. U. RISHAB JAIN	- Vaniyambadi



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PG AND RESEARCH DEPARTMENT OF COMMERCE PG DEPARTMENT OF COMMERCE (CA) & DEPARTMENT OF ECONOMICS

ORGANISES

INTERNATIONAL CONFERENCE ON
"BREAKING BARRIERS AND EMPOWERING CHANGES IN
ENTREPRENEURSHIP"-TRENDS AND INSIGHTS FOR
TOMORROW

Date : 01.03.2024 @ 10.00 am

Venue: New Seminar Hall



Programme Schedule	
09.00 am	Registration
10.00 am Inaugural Session	Dr. M. Inbavalli, Principal, Marudhar Kesari Jain College for Women, Vaniyambadi
10:30 am Session I	Resource Person Dr. N. Abdul Nazar, Associate Professor, College of Economics & Business Administration-Oman Title: "Business Working Models for Budding Entrepreneurs"
11:30 am	Tea Break
11.45 am Session II	Resource Person Dr. K.Balanaga Gurunathan, Professor & Research Head, School of Commerce & Management, Jain (Deemed-to-be) University Title: "Turning Crisis into Opportunity Business Perspective"
01:00 pm	Lunch Break
02.00 pm Session III	Paper Presentation
03:15 pm	Valediction

Chief Patrons : Sri. M. VIMMAL CHAND JAIN
President

: Sri. C. LICKMICHAND JAIN
Secretary

Patron : Dr. M. INBAVALLI
Principal

Convenors : Dr. M.SRINIVASAN || Dr. C. NITHYA
PG & Research Department of
Commerce

Co-ordinators:

Ms.N.Karpagam- Assistant Professor

Dr.P.Anandi- Assistant Professor

Ms.M.Usha - Assistant Professor

Organising Committee:

Commerce

Ms.B.Vasanthi
Ms.M.Geetha
Ms.A.Kavitha
Ms.P.Priyanka
Dr.J.Jeevitha
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Ms.M.S.Reethiswari

Economics

Dr.A.Lakshmi
Dr.S.Vijayalakshmi

PRINCIPAL
Marudhar Kesari Jain College
for Women
Vaniyambadi - 635 751.



AGENDA



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PG & RESEARCH DEPARTMENT OF COMMERCE
PG DEPARTMENT OF COMMERCE (CA) & DEPARTMENT OF ECONOMICS

International Conference

on

**Breaking Barriers and Empowering Changes in
Entrepreneurship -Trends and Insights for Tomorrow**

01st March 2024

AGENDA

Prayer Song

Department Song

Lighting of Kutthu Vilakku

Welcome Address

: Ms. SHAZIYA SAMREEEN
III B.Com CA, MKJC

Felicitation

: Dr. M. INBAVALLI
PRINCIPAL, MKJC

SESSION 1 (10.30 AM)

Chief Guest Introduction

: Ms. SWETHA,
III B.Com, MKJC

Guest Speech

: Dr. N. ABDUL NAZAR,
Associate Professor
College of Economics & Business Administration
Oman
Title: “Business Working Models for Budding
Entrepreneurs”

TEA BREAK (11:30 AM)

SESSION II (11.45AM)

Chief Guest Introduction

: Ms.G. Harini

III B.Com CA , MKJC

Guest Speech

: Dr. K.BALANAGA GURUNATHAN

Professor & Research Head,
School of Commerce & Management Jain (Deemed-to-be)
University

Title: “Turning Crisis into Opportunity Business Perspective”

LUNCH BREAK (01:00 PM)

SESSION III (2.00 P.M)

PAPER PRESENTATION

VALEDICTION

: 03:15 p.m.

Certificate Distribution

Vote of Thanks

: Ms. AINE FATHIMA

III B.Com, MKJC

National Anthem


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PG DEPARTMENT OF COMMERCE (CA) & DEPARTMENT OF ECONOMICS
ORGANIZED INTERNATIONAL CONFERENCE ON "BREAKING BARRIERS AND
EMPOWERING CHANGES IN ENTREPRENEURSHIP" TRENDS AND INSIGHTS
FOR TOMORROW ON 01.03.2024**

REPORT

PG & Research Department of Commerce and PG Department of Commerce (CA) & Department of Economics of Marudhar Kesari Jain College for Women jointly organized International Conference on the topic "Breaking Barriers and Empowering Changes In Entrepreneurship" Trends and insights for tomorrow on 01.03.2024 Dr. A. Abdul Nazar, Associate Professor, College of Economics & Business Administration-Oman and Dr. K.Balanaga Gurunathan, Professor & Research Head, School of Commerce & Management, Jain (Deemed-to-be) University. The program started with the prayer song followed by the welcome address which was delivered by Ms.Shaziya Samreen III B.Com CA. The principal of Marudhar Kesari Jain College Dr.M.Inbavalli gave the inaugural address.

Then the introduction of the resource persons was given by Ms.S.Swetha III B.Com & Ms.G. Harini III B.Com CA. Then the resource person Dr. A. Abdul Nazar started addressing on the topic "Business Working Models for Budding Entrepreneurs" Sir has shared his knowledge how to earn a good income by being an affiliate marketing partners for business and brands that will create a good content of budding entrepreneurs. In session II the resource person Dr. K.Balanaga Gurunathan started his speech on the topic "Turning Crisis into Opportunity Business Perspective" Sir has discussed how to make a plan and learn from your experience and reframing the problem looking at the issues through lens and etc... The speech kindled the minds of the participants to understand the concepts of digitalization in commerce and management. Followed by the paper presentation was held in session III through online. There was a question, answer session where the doubts of the participants were cleared.

There were around 628 Participants in the program. The session ended by Ms.Aine Fathima III B.Com rendered her gratitude. Finally, Ms.C.B.Sumathi, Vice Principal, Head-Department of Mathematics Distributed the Certificates to all the Participants.


Head of the Department


HOD 3/11/2024


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PHOTOS



M. N. N.
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