



MARUDHAR KESARI JAIN COLLEGE FOR WOMEN, VANIYAMBADI
(A Project of Sri Marudhar Kesari Jain Trust)



Recognized 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 AND RESEARCH DEPARTMENT OF COMMERCE &
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**

INVITATION

SRI MARUDHAR KESARI JAIN TRUST BOARD MEMBERS	
Sri. M. VIMMAL CHAND JAIN	- Ambur
Sri. C. LICKMICHAND JAIN	- Ambur
Sri. J. RATHANLAL JAIN	- Vaniyambadi
Sri. K. RAJESH KUMAR JAIN	- Vellore
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Sri. N. LALITH KUMAR JAIN	- Vaniyambadi
Sri. S. NAVEEN KUMAR JAIN	- Vaniyambadi
Sri. U. RISHAB JAIN	- Vaniyambadi

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

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Recognized under Sec. 2(f) & 12(B) of the UGC Act, 1956. Permanently Affiliated to Thiruvalluvar University
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&
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



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 Ms.V.Ramya Ms.G.Vishnupriya Ms.J.Durgadevi Ms.R.Bowyaidevi Ms.J.P.Prathiba Ms.J.Jayasheela Mary Ms.C.Rohini	Commerce CA Ms.P.Priyanka Ms.S.Girija Ms.D.Ambrisha Ms.A.K.Tasleem Anjum Ms.B.Jyothi Ms.M.S.Reethiswari	Economics Dr.A.Lakshmi Dr.S.Vijayalakshmi
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PRINCIPAL
Marudhar Kesari Jain College
for Women
Vaniyambadi - 635 751

About the College

Marudhar Kesari Jain College for Women (MKJC), Vaniyambadi (30 Years of Excellence) established in the year 1994, Recognized under Sec. 2(f) & 12(B) of the UGC Act 1956, approved by Govt. of Tamilnadu and Permanently Affiliated to Thiruvalluvar University. It has been Accredited with "A" grade by NAAC, Bengaluru (3rd Cycle) in the year 2019 and certified by BSI as an ISO 21001:2018 (EOMS) Certified Institution. The focus of the College is Rural Development by enhancing Women Education, especially those from inclusive society with RIGHT KNOWLEDGE and makes them self - sufficient to develop holistic personality and excellence in their walks of life. The College is offering 18 UG Courses, 15 PG Courses, 7 M.Phil Courses and 9 Ph.D Programme with 3000+ Students, 185 Teaching, 153 Non Teaching Staff and 11 Sports Coaches in the year 2023-2024. MKJC offers holistic education, which combines the qualitative aspects of academia and technical advancements of the industry. MKJC trains its students to get be equipped with knowledge and experience, which can be applied in real-time and help to make a significant difference. The Institution also believes Success is in creating tomorrow's leaders with industry readiness.

About the Department

The Department of Commerce was started in 1994 and became PG Department of Commerce in 1998. M.Phil course was commenced in the year 2012, Ph.D course was introduced in the year 2017. The focus is on creating a talent pool of accounting-centric professionals whose credentials also conceived that it equips the students with a wide range of managerial skills, while building competence in an area of business.

UG Department of Commerce (CA) was started in the year 2010 and became PG Department of Commerce (CA) in the year 2016. The Department aims at providing holistic and value based knowledge and guidance that students need to become worthy accounting and management professionals. This Programme is meant to strengthen technological know-how, to train students to become industry specialists and to encourage software development. The Programme offers courses which are a blend of management, commerce and computer applications. This course offers ample opportunities to students both in terms of job and higher education.

The Department of Economics established in 2022, focuses on developing a solid foundation in economics principles, a sharp understanding of global developments and a range of analytical, problem-solving and communication skills. The programme provides a good balance of broad-based economic fundamentals and practical real-industry knowledge. The department equips students with analytical tools of economics to understand the current economic reality with the perspective of problem solving and enhances economic welfare and promotes social justice. In the future, the department will offer Post-graduation and Ph.D. courses.

About the Conference

"Embracing Empowerment - Breaking Barriers" is a resounding call to recognize the transformative power of the entrepreneurs. Entrepreneurs have long played a key role in the growth of our economy, from designing, launching and running a new business to taking the initiative to grow an existing business while creating real value for customers and wider society. "Entrepreneurs struggle with many challenges such as gender bias, limited access to funding and resources and work-life balance, yet it is essential to learn from these experiences and stay focused on their goals".

The Conference aims to understand the barriers in entrepreneurship to empower changes & overcome the challenges in entrepreneurship also the trends & insights for embracing entrepreneurship tomorrow.

In this context, the conference on "Breaking Barriers and Empowering Changes in Entrepreneurship- Trends and Insights of Tomorrow" with the aim to bring together the researchers and business practitioners to present their views in different perspectives for discussion.

Theme of the Conference

The theme of the Conference is "Breaking Barriers and Empowering Changes in Entrepreneurship- Trends and Insights for Tomorrow" that will be discussed extensively under the following sub - themes:

- Business from Home
- Mobile Commerce
- Social Commerce
- Green Entrepreneurship
- Social Entrepreneurship
- Innovative Business Models
- Market Makers
- Inclusive Marketing
- Startup Entrepreneurship
- Women Entrepreneurship
- The Gig Economy
- Technology Entrepreneurship
- Entrepreneurship in the digital age
- ICT Entrepreneurship
- Entrepreneurship in Economics
- Technological Innovations in Entrepreneurship
- Youth Entrepreneurship
- Entrepreneurial Finance
- Other topics related to Commerce, Economic & Management are accepted

Who can participate ?

Professionals in the field of Commerce, Management, Industry, Entrepreneurs, Faculty, Research Scholars and Students of Commerce, Management and Economics Stream.

Registration Details

Ø Registration can be done on or before 27.02.2024

Ø Spot Registration will be allowed (Prior intimation should be given).

Ø Registration fee includes Note Kit, Certificate, Lunch and Refreshment.

Ø No TA & DA will be paid.

Ø RegistrationLink: <https://forms.gle/pWwZ7EPmj7KvN4pD7>

Fee Details

Presentation / Participation	Rs. 200
Book Chapter Publication with ISBN	Rs.500 Per Author

Payment Details

Account holder Name: C.NITHYA

Account Number : 8539101065347

IFSC Code: CNRB0008539

Branch : Islamiah College, Vaniyambadi.

Fee can also be paid through Google pay to 9789683142

Guidelines to be Followed for Submission of Article:

Ø 1.5 Line spacing with Times New Roman, Font Size -12 on A4 Sheet Paper & Total Page upto 6

Ø The First page should contain Title , Author & Co- Author Name, Designation, Mobile Number, Email Id, Abstract with keywords.

Ø Paper should be original and sent to icbbece@gmail.com on or before 23.02.2024

For Further Details Contact:

Dr.C.Nithya - 9597687544

Ms.N.Karpagam - 9488646262

Ms.M.Usha - 7200133239

Zoom Link:

Meeting ID: 817 303 8317

Passcode: 123456

YouTube Link: @mkjcofficial2332


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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)


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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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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

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PHOTOS



M. Anand
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