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VIVEKANANDA COLLEGE

College with Potential for Excellence
Residential & Autonomous – A Gurukula Institute of Life Training
Re-accredited (4th Cycle) With 'A+' Grade (3.33 out of 4.00) By NAAC
DBT Star College Scheme Funded
Affiliated to Madurai Kamaraj University
Managed by Sri Ramakrishna Tapovanam, Tirupparaitturai, Trichy
Tiruvedakam West, Madurai District, Tamil Nadu – 625 234.

National Conference
on
Emerging Trends in Entrepreneurship Development

Organised by

DEPARTMENT OF COMMERCE
(Computer Applications)

23rd JANUARY, 2025

ABOUT OUR COLLEGE

Vivekananda College, a Gurukula Institute of Life-training, commenced its dedicated service in the field of Higher Education in June 1971, with the blessings of Swami Chidbhavanandaji Maharaj, Founder President. The institution is located in the sprawling area of 100 acres at Tiruvedakam West in ideal rural surroundings amidst bounteous natural scenery all around on the northern bank of the river Vaigai. It is just 22 kms away from Madurai. The College was conferred with the status of Autonomy in 1987. DBT Star College Scheme Funded It has been reaccredited with "A+" Grade (CGPA 3.33out of 4.00) by NAAC.

ABOUT OUR DEPARTMENT

The Department of Commerce (Computer Applications) was started in 2007-08 with 30 students and 2 staff members. The department offers one UG course – B.Com. (Computer Applications) and 12 Certificate courses namely, E-Commerce, Accounting Practice, Computation of Income-Tax, E-Filling and XBRL, Web Designing, Photoshop, PHP with MYSQL, Computer Awareness for Competitive Examinations, Internet Applications, Soft skill and Personality Development, Artificial Intelligence in Marketing and Applied Fintech for Business. The department conducts Personality Development Programme for the students every week to develop soft skills among the students. The department is also publishing 'ARISE'- a Quarterly E-Magazine for circulation among the staff and students through email. Dr. S. Chandrasekaran, Assistant Professor of Commerce, is the Coordinator. The department has a well equipped library and computer lab with internet facility. The Department is also organising Workshops, Seminars and Guest Lectures on current developments in the subjects periodically. Factory visits and educational tours are arranged by the departments regularly to provide exposure and experience. Group Discussion, Newspaper Reading Forum, ICT in Commerce Education, Commerce Quality Circle, etc. are salient features of the department. Real time Software Projects are done by the final year students.

ABOUT OUR CONFERENCE

Entrepreneurship is all about the readiness to take risks, create structures and handle a business with a dynamic mindset. In India, entrepreneurship and start-up activities have grown immensely over the last two decades Not only there is a huge advancement in the technology and innovation sector but the ease of finding source for funds and capital has encouraged people to take to start-ups. Entrepreneurship is certainly creating an atmosphere of excitement in the world. From family businesses to innovative start-ups and social enterprises, entrepreneurship has come a long way. Research in the area has been a major factor that has brought the trends and nuances to the fore and has ensured interventions in the right areas. Since Indian economy is one of the fastest growing economies in the world, it provides tremendous scope for the growth of entrepreneurs. However, due to the lack of awareness and non-accessibility of resources that can greatly be attributed to the prevailing social structure of our country, many social and sectoral groups have not fully realized the fruits of globalization and did not foray into Entrepreneurship. Hence, there is a need to follow a dynamic and pragmatic approach to motivate and create trained entrepreneurs at the government as well as at the educational level by a balanced approach through public-private partnership and a host of other arrangements for the growth and development of India.Against this backdrop, this seminar aims at providing a platform to share the ideas and research results & obtain feedback on this emerging and contemporary topic in order to explore the best practices and alternatives for the entrepreneurship development among individuals and groups, which in turn leads to the development.

OBJECTIVES OF THE CONFERENCE

- Finding out various new avenues, challenges, opportunities and the emerging trends in Entrepreneurship
- To create an environment conducive to Entrepreneurship by knitting together all relevant players viz. support system institutions, governments and potential and existing entrepreneurs.
- Begin a dialogue on the challenges and opportunities of the digital era for entrepreneurs in high-potential economies today
- Reaching out to the young minds, aspiring for Entrepreneurship both at the micro and macro level.
- Facilitating interaction among academicians and existing pool of entrepreneurs.
- Generate policy, program, and institutional recommendations which will encourage innovations in entrepreneurial research and practice

THEME

Emerging Trends in Entrepreneurship Development

SUB THEMES

- Startup in India – Initiatives and Challenges
- Innovations, Challenges and Opportunities in Entrepreneurship
- The Digital Revolution: Entrepreneurial Risks and Opportunities
- The Entrepreneur and the Enterprise in the Digital Era
- Social Enterprises in the 21st Century
- Innovation and Creativity in the Entrepreneurial Life cycle (Start-up, Growth, and Corporatization)
- Design Thinking for Sustainable Entrepreneurship
- Government and Entrepreneurship: Partnerships, Support, and Regulation
- Digital Entrepreneurship outside the Service Sector/Digital Awareness
- Digital Platforms and/or Sustainability in Rural Entrepreneurship.
- Social and Women Entrepreneurship
- Emerging trends in Entrepreneurship
- Entrepreneurship Development Through Make in India
- Role of Digital India in Entrepreneurship Development
- Role of Banks and Institutions in Promoting Entrepreneurship
- Skill Development for Entrepreneurship in India
- Government Programmes for Entrepreneurs
- Business Environment & Entrepreneurial Environment
- Role of Entrepreneurship in economic development
- Risk taking and Entrepreneurs and Rise of Artificial Intelligence in business
- Initiatives and Challenges for Small and Medium Entrepreneurs
- Empowering Women through Entrepreneurship Development

ONLINE REGISTRATION FORM

To click the following Google Form link for Registration:

https://forms.gle/2MPqDeyRagM2HS7Y6

CALL FOR PAPERS & GUIDELINES

- Papers with Abstracts should be original and unpublished on the above themes.
- Papers will be edited and published in a book with ISBN Code.
- Papers should be formatted with A4 size, font size 12 (Times New Roman), 1.5 line spacing not exceeding 5 pages in WORD file.
- Papers should be submitted only through e-mail. **commerce_ca@vivekanandacollege.ac.in**
- Participants and Paper Presenters must register through Google Form for the seminar and there is no spot registration. Last Date for Registration, Abstract & Full Paper Submission is **15.01.2025.**
- All the papers are subject to PLAGIARISM Check.
- Spot registration is permitted only for participation.
- Author and co-author should register separately.

REGISTRATION FEES

	For Presentation Only	For Presentation & Publications
Research Scholar	₹ 200	₹ 700
Faculty	₹ 200	₹ 700
Industrialist	₹ 200	₹ 700
In Absentia	₹ 200	₹ 700

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- Account Name: Principal, Vivekananda College
- Bank Name & Branch: Canara Bank, Tiruvedakam
- Account Number: 8629101102540
- **IFSC Code: CNRB0008629**

DETAILS FOR ONLINE PAYMENT:

- Account Holder Name: PREMANANTHAM M
- UPI ID: **premanantham1984@okhdfcbank**
- **Google Pay: +91-95783 02472**

SCAN TO PAY

DATE TO REMEMBER

The last date for submission of full paper along with Abstract and Registration Fee is on or before **15.01.2025.**