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With the divine blessings of

Theivathiru Lion.Dr.K.S.Rangasamy, MJF

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For further details contact

Dr.M.Rajamanickam
Cell No: 89031 91283

Dr.Samuel Augustina Lata Jeyaraj
Cell No: 77081 41684



K.S.Rangasamy College of Arts and Science
(AUTONOMOUS)

Affiliated to Periyar University, Salem, Approved by AICTE, New Delhi,
Reaccredited with "A" Grade (Third Cycle) by NAAC & Included under 2(f) & 12(B) of UGC Act 1956,
K.S.R. Kalvi Nagar, Tiruchengode – 637 215, Namakkal Dt., Tamil Nadu, India
Tel: 04288 274741-4 (4 lines) | E-mail: contact@ksrcas.edu | Website: www.ksrcas.edu

Indian Council of Social Science Research
(ICSSR), New Delhi

Sponsored

Two Day National Seminar
on

INNOVATIVE START-UPS FOR YOUNG
ENTREPRENEURS IN DIGITALIZED ERA

23rd and 24th February, 2023

Venue: Silver Jubilee Hall

Organized by
Department of Management Studies



ICSSR SPONSORED TWO DAY NATIONAL SEMINAR ON
INNOVATIVE START-UPS FOR YOUNG ENTREPRENEURS IN DIGITALIZED ERA

Schedule of the Seminar

DATE: 23.02.2023 & 24.02.2023

DAY - I

THEME-I

ADMANIRBHAR BHARAT-GROWTH OF YOUNG ENTREPRENEURS
AND COMPETITIVENESS

Forenoon: 10.30 AM to 12.30 PM

Resource Person

Dr.Amit Verma

Assistant Professor, Department of Commerce, Kalicharan PG College, Lucknow.

THEME-II

INDEPENDENCE 2.0- SCHEMES FOR START - UP'S

Afternoon : 1.30 PM to 04.00 PM

Resource Person

Dr.Ramesh Kumar

Senior Manager, Product Management, Conduent India, Bangalore.

DAY - II

THEME-III

INNOVATIVE TECHNOLOGIES IN DIGITALIZED BUSINESS ERA

Forenoon : 10.00 AM to 01.00 PM

Resource Person

Dr.B.Giri Murugan

Assistant Professor, KL Business School, KL University, Andhra Pradesh.

THEME-IV

INTERNATIONAL ENTREPRENEURSHIP

Afternoon : 1.30 PM to 04.00 PM

Resource Person

Dr.D.Muruganandham

Professor and Head,
Department of Management,
Bharathiar University PG Extension and Research Centre,
PG Block, Palanisamy Arts College, Perundurai, Erode.

ABOUT THE INSTITUTION

K.S.Rangasamy College of Arts and Science (Autonomous) strives to provide quality education by imparting discipline, value, knowledge and skills. We provide a vast array of courses in Life Sciences, Humanities and Management Studies with Co-curricular activities to enhance the soft skills of the students and created an excellent learning environment with positive support and direction for the growth of our students. The College is known for its academic excellence and character building, providing learner-centred education with high integrity, ethics, professional and societal commitments.

ABOUT THE DEPARTMENT

The Management Studies at K.S.Rangasamy College of Arts and Science was established in the year 1996. The year of commencement of Bachelor of Business Administration (BBA) and Master of Business Administration (MBA) in 1996, (M.Phil) in 2008, and Doctor of Philosophy (PhD) in 2008. The objectives of our programmes are to link the institution-industry gap by providing excellent Management experts with tough technical skills and with an insight to handle a business by the chunks of upcoming technology based industries. The students from other state and other country. Joined in MBA to develop their potential excellence and to enrich their efficiency. The programme blends theoretical learning with experimental learning by giving internship training to the students. To explore wide industrial knowledge students are taken to industrial visits. Various Activities are given to the students for developing Leadership trait and Managerial skill in the working environment.

THEME OF THE SEMINAR

In the past, Entrepreneurship was considered to be an innate trait of a person and it was believed that entrepreneurs are born and are not made but today it is accepted that it is possible to plan and develop entrepreneurial skills by identifying opportunities, extending amenities offering incentives and instilling team spirit among the young generation. India is about to enter the era of the best entrepreneurs and the pinnacle of the business. Government of India and the Ministry of MSME have launched several schemes and programs to empower start ups. Innovation through Digital entrepreneurship has led to an increase in the business net profit. Digitalization has widespread in all the sectors of the economy. This digital transformation has brought the reformation among the young entrepreneurs for innovative start ups to meet the competitiveness and to promote the growth of the nation.

SUB THEMES

Atmanirbhar Bharat - Entrepreneurship, Growth and Competitiveness
Innovative technologies in digitalized business era
International entrepreneurship
Entrepreneurship and Ethnic Culture
Skills required for an entrepreneur
Entrepreneurship and regional development
Corporate and Strategic Entrepreneurship
Entrepreneurship and governmental support
Traditional Vs Digitalized entrepreneurs
Universities/higher educational institutions role in fostering startups
Entrepreneurship and gender
Entrepreneurship and Institution
E-Entrepreneurship
Independence 2.0
Social and community entrepreneurship
Green entrepreneurship
Start-ups, Incubators and Accelerators
Entrepreneurship Finance
Government's Initiatives on Entrepreneurship Development
Digital MSMEs and Technological Upgradation
Globalizing MSMEs
Digitalization Entrepreneurship

PUBLICATION OF SEMINAR PROCEEDING

Seminar Proceedings will be published with ISBN Number and released during the Inaugural function.

REGISTRATION FEE

Corporate/ Industry executives & Entrepreneurs - **Rs.500/**
Academicians - **Rs.300/**
Research Scholars - **Rs.300/**
Students - **Rs.250/**

Registration fee include :

Seminar Proceedings, Certificate, Kit, Refreshment and Lunch.

Registration Link - <https://forms.gle/X7sZ68ajQmcFfjio8>

For Registration Contact

Mr.S.Sundaraprakash
94881 76179

Mrs.M.Nithya
97897 20994

GUIDELINES FOR PAPER SUBMISSION

- Manuscripts of the Papers: The text of the paper must be typed in 12-size font, Times New Roman, in single-space (on one side of A4 paper in case of hard copy) with left and right margins of 0.4" and 0.3", respectively. Ideally, the length of the paper should not exceed ten pages, including tables, references, etc.
- Cover Page: The paper should have a cover page providing the title of the article, the name(s), address (es), phone, e-mail of all the author(s), and acknowledgement if any.
- Abstract: Following the cover page, an abstract containing a summary of the paper not exceeding 200 words must be provided. The main text of the article should start from the next page.
- The soft copy of the full paper in the prescribed format along with duly filled registration form should be e-mailed to the organizing committee at icssrsem1@gmail.com

DATES TO BE REMEMBERED

Last Date for Submitting full Article : **10.02.2023**
Last Date for Registration : **18.02.2023**
Seminar Date : **23.02.2023 & 24.02.2023**

PAYMENT MODE

Account name : M.Rajamanickam
Account number : 0751326000003823
Account type : Savings Account
Bank name : DBS Bank India Ltd.
Branch : Thokkavadi
IFSC : DBSS0IN0751
Gpay : 8903191283

QR Code

