

*One Day National Seminar on*  
**Women's Employment, Entrepreneurship  
and Empowerment**

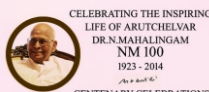
**Date : 15.03.2023**

**Venue : Prof. Alkondon Hall**

**Mode : Offline**



*When women moves forward, the family moves  
the village moves and the nation moves  
- Pandit Jawaharlal Nehru*



*Organized By*

**DEPARTMENT OF COMMERCE (E-COMMERCE)  
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE  
(Autonomous)**

**An ISO 9001:2015 Certified Institution Re-Accredited by NAAC  
Affiliated to Bharathiyar University, Coimbatore  
Pollachi - 642001, Tamil Nadu, India**

*Sponsored by*



**INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH (ICSSR)**

**Ministry of Education, New Delhi**

**under the Theme  
Women @75**

### About ICSSR

Indian Council of Social Science Research (ICSSR) was established in the year of 1969 by the Government of India to promote research in social sciences in the country on the recommendation of Prof. V. K. R. V. Rao Committee. Indian Council of Social Science Research (ICSSR) is an autonomous organization established in 1969 on the recommendation of Prof. V. K. R. V. Rao Committee. The Council aims to:

- Review the progress of social science research and give advice to its users;
- Sponsor social science research programmes and projects and administer grants to institutions and individuals for research in social sciences;
- Institute and administer scholarships and fellowships for research in social sciences;
- Indicate areas in which social science research is to be promoted and adopt special measures for development of research in neglected or new areas;
- Give financial support to institutions, associations, and journals engaged in social science research

### 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 NGM 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. The college has been Re-Accredited by NAAC and it is ISO 9001:2015 Certified Institution. 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 26 UG, 12 PG, 13 M.Phil and 10 Ph.D Programmes, apart from Diploma and Certificate Courses.

### About the Department

The UG department of Commerce with E-Commerce was established in the year June 2009. The department offers B.Com with E-Commerce (Bachelor of Commerce with Electronic Commerce) a three year degree programme. The main objective of the course is to integrate a balance between objective learning and practical learning. Our vision is to make the students well versed in the domain of electronic commerce and to enrich communicative ability of the students to increase the employability skills. Students can develop a strong E-Commerce foundation to apply and refine their knowledge in the 'Digital world'. The department has qualified and committed faculty with rich teaching and research experience. The department has organized National Seminars and Symposium on a number of emerging issues.

### About the seminar

One of the most meaningful and famous quotes by the Former Prime Minister Smt. Indira Gandhi for Women Empowerment is "To Be Liberalized, Women must be Free to be themselves in the context of their capacity and personality. Any society cannot progress if half of its members, the women, do not have equal opportunities and their talents and capabilities are ignored." The changing economic and social conditions in the society due to forces of globalization present new challenges and opportunities for women. Due to the upliftment of educational facilities, women are seeking money – spinning employment in several fields with increasing awareness. Women are inflowing into entrepreneurship even while facing social – cultural, economic, technical, financial and managerial difficulties.

Women entrepreneurship movement can give drive by providing inspiration, appropriate consciousness, exercise, environment and provision. This would boost their socio-economic status, a prerequisite for women's empowerment. In this context, the National Seminar on “Women's Employment, Entrepreneurship and Empowerment” focus on the following sub-themes:

- Women empowerment in India and its importance
- Women empowerment principles
- Women empowerment through education
- Women empowerment through skill development
- Sector -wise women empowerment through employability/ entrepreneurship in India
- Policy measures for the promotion of Women's entrepreneurship
- Schemes available for rural and urban Women Empowerment
- Gender Disparities in service sector.
- Policies for women employment and entrepreneurship
- Linkage between education, employment and entrepreneurship
- Public and Private sector initiatives for empowerment of women
- Sustainable Pathways for women Empowerment

The topics considered may include, but are not limited to the above topics

### **Guidelines for Paper Presentation & Publication**

Those who are interested on the theme of the seminar are invited to send their abstracts and full papers as per the following guidelines and submit within the deadline through

- E-mail to [icssrecom15@gmail.com](mailto:icssrecom15@gmail.com) or
- Google form link for Full paper submission <https://forms.gle/WvS6HZAbRNzF9uPT9>
- All submissions must be made in MS WORD (2007) format Font Style: Times New Roman, Font Size:12, Line Spacing:1.5
- Four to Five Keywords
- Author's affiliation, Contact address, Designation, Mobile Number and Email ID should be found in First Page
- The paper should neither exceed 12 pages nor less than 6 pages
- References in APA style, Plagiarism is strictly denounced
- Research articles will be accepted only if the level of plagiarism is below 10%

### **Important Dates**

Last date of Abstract Submission	:	<b>5<sup>th</sup> March 2023</b>
Last date of Full Paper Submission	:	<b>10<sup>th</sup> March 2022</b>
Date of Seminar	:	<b>15<sup>th</sup> March 2023</b>

## Organizing Committee

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President  
Nallamuthu Gounder Mahalingam College

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### Dr.P.Bruntha

Associate Professor and Head  
PG and Research Department of Commerce  
Nallamuthu Gounder Mahalingam College

### Organizing Secretary

**Dr. M.V.Sathiyabama**  
Associate Proferssor and Head  
Department of Commerce (E-Commerce)  
Nallamuthu Gounder Mahalingam College

### Seminar Convenor

**Dr. T. Kiruthika**  
Assistant Professor  
Department of Commerce (E-Commerce)  
Nallamuthu Gounder Mahalingam College

### Seminar Co-ordinators

**Dr. R. Vidwakalyani,**  
Assistant Professor, Department of Commerce (E-Commerce)

**Dr. B. Indira Priyadharshini,**  
Assistant Professor, Dept. of Commerce (E-Commerce)

**Ms. M. Ragaprabha**  
Assistant Professor, Dept. of Commerce (E-Commerce)

**Dr. N. Giri**  
Assistant Professor, Department of Commerce (SF)

**Dr. T. Mohanasundari**  
Assistant Professor, Department of Commerce (BPS)

### Student Co- Ordinator

**Mr. Logeshkannan,** II year B.Com (E.Commerce)

**Ms. Indhirani. L,** II year B.Com (E.Commerce)

*For Further Details Contact*

**Dr. M.V. Sathiyabama**  
97900 16126

**Dr.T.Kiruthika**  
9787904759

## Programme Schedule

### One – Day National Seminar on “Women's Employment, Entrepreneurship and Empowerment”

**Day: Wednesday**

**Date: 15.03.2023**

Inauguration (10.00 am – 11.00 am)	
<b>Welcome Address by</b>	<b>Dr. M.V.Sathiyabama</b> Associate Professor and Head Department of Commerce (E-Commerce)
<b>Presidential Address by</b>	<b>Dr.R.Muthukumaran</b> Principal
<b>Felicitation by</b>	<b>Dr.P.Bruntha</b> Associate Professor & Head Post Graduate and Research Department of Commerce
<b>Inaugural Address and Technical Session – I</b> <b>Topic: “Women Empowerment through Employability Skills”</b>	<b>Dr.D.Kamalaveni</b> Principal (Retd) Vellalar College for Women Erode
<b>Vote of Thanks by</b>	<b>Dr. T.Kiruthika</b> Assistant Professor Department of Commerce (E-Commerce)
Break (11.00 am - 11.15 am)	
Technical Session – II (11.15am – 12.15 pm)	
Resource Person: <b>Dr.Anu George</b> Associate Professor Vishwajothi College of Engineering and Technology Vazhakulam Kerala	Topic: <b>“Policies for Women Entrepreneurship”</b>
Technical Session – III (12.15 pm – 1.15 pm)	
Resource Person: <b>Dr. P. RaviChandran</b> Associate Professor & Head Department of Economics Coordinator- IPR and R&D cell GTN Arts College (A) Dindigul	Topic: <b>“Enhancing Women’s Economic Empowerment”</b>
Lunch (1.15 pm - 2.00 pm)	

<b>Paper Presentation (2.00 pm - 3.30 pm)</b>	
Session Chair <b>Dr.R.Vidwakalyani</b> Assistant Professor Department of Commerce (E-Commerce)	
Rapporteur <b>Dr.B.IndiraPriyadharshini</b> Assistant Professor Department of Commerce (E-Commerce)	
<b>Valedictory (3.30 pm to 4.00 pm)</b>	
Welcome Address by	<b>Dr. M.V.Sathiyabama</b> Associate Professor and Head Department of Commerce (E-Commerce)
Valedictory Address by	<b>Dr.R.Muthukumaran</b> Principal
<b>Distribution of Certificates</b>	
Vote of Thanks by	<b>Dr.T.Kiruthika</b> Assistant Professor Department of Commerce (E-Commerce)
<b>National Anthem</b>	

