



**8th and 9th March
2019**

**National Commission for Women (NCW), New Delhi
Sponsored**

Two Day National Seminar

Socio-Economic Transition of Women through Entrepreneurship: Problems and Prospects

Organized by

Department of Management Studies

**School of Management
Pondicherry University
Puducherry – 605 014**

Venue : School Of Management Auditorium

PONDICHERRY UNIVERSITY

Pondicherry University was established under the Act of Indian Parliament in 1985. The President of India is the Visitor and The Vice President is the Chancellor of Pondicherry University. It is a matter of pride that Pondicherry University has made steady progress in terms of expansion, equity and excellence with state of the art infrastructure and flexible academic programs, a few departments have created a niche in professional academics. The University has three campuses. The main campus is located at Puducherry with 800-acres of lush green Wi-Fi enabled area, housing 15 Schools, 51 Departments & Centers with over 6500 students, 158 PG & Research Programs. The other two campuses are located at Port Blair and Karaikal. The University has 97 affiliated colleges offering Under Graduate and Post Graduate courses in the Faculties of Arts, Science, Commerce, Engineering Technology, Fine Arts, Law, Management and Medicine. Pondicherry University has recently signed MoUs with leading foreign Universities from the U.S.A., France and South Korea along with leading Indian institutions for long term research and educational collaboration in fields which are compatible with the orientation of each institution.

Pondicherry University has entered the Top-350 Universities in Asia in the Times Higher Education and as per MHRD-NIRF Ranking – 59th Rank out of 2995 Institutions. Pondicherry University also ranked 6th among the best 10 Universities of India by India Today-Nielson. The University is a member of Association of Commonwealth Universities. The university has been accredited ‘A’ grade by NAAC (An autonomous Institute of University Grants Commission). The Intellectually stimulating milieu, good pedagogy and a multi-cultural environment makes the University very distinct and unique from other institutions in India. Pondicherry University is situated on the Chennai-Puducherry East Coast Road (ECR) at about 165 Km south of Chennai. It is well-connected by road, rail and air.



SCHOOL OF MANAGEMENT

It is a school of excellence, primarily focusing on business related courses since its inception in 1986. This is the most diversified school with eight departments catering to the needs of the business world under the different specialized courses. It is one of the largest schools in the University with more than 70 Faculty members and 225 Research Scholars and over a 1000 students.



DEPARTMENT OF MANAGEMENT STUDIES

The Department of Management Studies has a unique position by being a pioneer of the first MBA program of the University in 1986. For the past 31 years it has been offering professional MBA and Research programs. It is one of the major departments, fully funded and supported by the University Grants Commission (UGC).

The Department consistently ranks among India's Top B-Schools by reputed magazines and other ranking organizations, including STAR NEWS, Indian Express, Business India, India Today, CSR-GHRD and many others. It has signed several MOUs with leading International Universities from South Korea and France for student and faculty exchange.

ABOUT THE SEMINAR

The position of women in a society mirrors the civilization it has emerged from. Rightfully, women are equal contributors to the process of development. The progress of women is a barometer by which one can measure the progress of a nation. Women power is an existing reality with greater force than comprehended. It is a gigantic pool of untapped potential. The responsibility does not rely on social activists alone to recognize the vitality and significance of women's potential. Today in our country, the women are exploiting their potential and making best possible use of the opportunities in front of them. However, equal opportunities for both men and women, still remains a difficult goal.

There is a need to strengthen and streamline the role of women in the development of various sectors by harnessing their power towards nation building and to attain accelerated economic growth. Ample entrepreneurial opportunities are available in all the sectors, but there needs to be a more conducive environment for encouraging women entrepreneurs. Transition of women by economic independence will contribute a lot to the society and at the same time improve their standard of living and self-esteem, the effects of which will be evident in the future generations.

This seminar will be a platform for policy makers, corporate professionals, academicians, researchers and other stakeholders to share and address problems and prospects of women in their endeavor of Entrepreneurship. The seminar provides the opportunity for all the stakeholders in the society to be more involved in the process. It also creates the awareness about various central and state government schemes meant for the promotion of women entrepreneurship.

The main objectives of the seminar are the following:

- To assess socio-economic transition of women through entrepreneurship and to study recent programs meant for entrepreneurs.
- To provide a forum to the academicians, policy makers, experts representing the industry, banks and financial institutions to address problems and prospects of women in entrepreneurship.
- To identify the extent of government support provided for the promotion of women entrepreneurship.
- To examine the role played by the educational institutions in promoting entrepreneurial development.

The Seminar Subthemes

- ❖ Status of Women Entrepreneurship
- ❖ Measures for the creation of Women Entrepreneurship
- ❖ Socio-economic and commercial dimensions of Women Entrepreneurs
- ❖ Entrepreneurship through educational institutions
- ❖ Role of banks & financial institutions in promoting entrepreneurship among women
- ❖ 'Make in India' - entrepreneurship opportunities
- ❖ 'Start up India' - support for entrepreneurs and women
- ❖ Technological Advancements and E-commerce as opportunity for Entrepreneurs
- ❖ 'Skill India' for development for Entrepreneurs and Women
- ❖ Digitalization and its impacts on Women Entrepreneurs
- ❖ SHGs and NGOs as promoting agents for women Entrepreneurship

- ❖ Government measures for the promotion of Women Entrepreneurship
- ❖ Problems of the micro, small and large entrepreneurs
- ❖ Constraints in accessing financial services in India
- ❖ Rural Entrepreneurs and Financial literacy
- ❖ Entrepreneurship Development programs for Women Entrepreneurs

Note: The sub – themes are not exhaustive

Manuscript Submission Details

Maximum length	5000 words excluding title, cover page & references
Margin	2.5 cm or 1 inch
Font	Times New Roman, 12 point
Spacing	1.5
Title page	Title, Author(s) affiliation and contact details
Abstract	Not more than 150 words
Keyword	Maximum 5

Publication Details

Accepted full-length papers with abstracts will undergo a double blind peer review process. Selected papers will be published in UGC-listed journal (Online) and the remaining papers will be published in an Edited Volume with ISBN No. The author and co-author of the selected papers have to pay an additional amount of Rs. 1000* as publication fee for journal and Rs.500 for the edited volume book.

*The amount may vary based on the nature of the journal.

Full papers are to be sent to the following e-mail id: gbmp.pu@gmail.com

General Guidelines

Registration fee should be paid online only. Fees once paid will not be refunded under any circumstances. Every participant shall be given a seminar certificate. However, only the participants present in the seminar will be provided with a seminar kit.

Working lunch and refreshments will be provided on seminar days. No TA/DA will be provided. Participants should make their own arrangements for accommodation, breakfast and dinner. On prior request and an additional payment, accommodation may be arranged on first come first serve basis subject to availability of rooms in the university guest house. The decision of the review committee and panel members is final and binding.

Registration Fee

Students	Rs.500
Research Scholars	Rs.1000
PU Student	Rs.350
PU Research Scholars	Rs.600
Academic and Corporate Delegates	Rs.1500

Payment Details

Payment can be made through NEFT and the details for online transfer are as follows:

Name : **DMS-GBMP CONFERENCE**, Department of Management Studies

Account No : **6625353931**, Saving Account

Bank : Indian Bank

IFSC Code : IDIB000P152

Branch : Pondicherry University

City : Puducherry

Hard copies of the registration form along with online payment receipt or transfer reference number has to be sent to the address mentioned for communication.

Key Dates

Submission of full paper with abstract deadline : **20th February, 2019**

Intimation of full paper acceptance : **22nd February, 2019**

Registration deadline : **25th February,2019**



Seminar Advisory and Review Committee

Dr. Chitra Sivasubramanian, Professor & Head

Dr. R. Paneerselvam, Professor

Dr. R.P.Raya, Professor

Dr. S. Hariharan, Professor

Dr. T. Nambirajan, Professor

Dr. B. Charumathi, Professor

Dr. S. Victor AnandKumar, Professor

Dr. Uma Chandrasekaran, Associate Professor

Dr. R. Kasilingam, Associate Professor

Dr. R. Venkatesakumar, Associate Professor

Dr. S. Riasudeen, Assistant Professor

Dr. B. Rajeswari, Assistant Professor

Dr. G. Madan Mohan, Assistant Professor

Organizing Committee

Patron : **Prof. Gurmeet Singh, Vice-Chancellor**

Chairman : **Prof. G. Anjaneya Swamy, Dean, School of Management**

Seminar Director : **Dr. Chitra Sivasubramanian, Professor & Head, Department of Management Studies**

Convener & Co-Convener : **Dr. K. Lavanya Latha & Dr. L. Mothilal**

Address for Communication

Dr. K. Lavanya Latha

Assistant Professor & Seminar
Convener

Department of Management Studies
Pondicherry University,
Puducherry- 605 014
Mobile No: 89031- 40150

Dr. L. Mothilal

Assistant Professor & Seminar Co-
Convener

Department of Management Studies
Pondicherry University,
Puducherry- 605 014
Mobile No: 99947-38415

For Further Details:

Mr.Jyotsna Gantepogu : 93843-05910

Mr.William Haokip : 75988-69978

Mrs. S. Mangaiarkarasi : 94881-48588