



**ICSSR - New Delhi
&
Pondicherry University
Sponsored**



**Two Days National Seminar on
Maximising Manufacturing Competency of MSMEs
through “MAKE IN INDIA” Programme
11th and 12th February 2016**



**Organised by
Department of International Business
School of Management
Pondicherry University
Puducherry - 605014**

Pondicherry University



Pondicherry University, established under an Act of Parliament in the year 1985, has grown from strength to strength in all possible ways all these years and has become a place on the educational hub of the country. It has all the state-of-the-art facilities in all the Schools and Departments paving the way for the students to have a student-friendly, result-oriented academic environment with green ambience. The thrust areas of the University will be Research and Innovations both in Sciences and Social Sciences. It has already got visibility with respect to Science and Social Sciences with MHRD and UGC. The intellectually stimulating milieu, good pedagogy and a multi-cultural environment make the University very instinct and unique from the other institutions in India.

Department of International Business

The process of globalization has enabled India to emerge as economic super power thus attracting investments from giant global business players of multi-nations. At the same time, a sizable number of Indian MNCs are also gearing up their international business operations across the world. In this emerging and transforming scenario, Pondicherry University has established the Department of International Business (DIB) during the academic year 2006-07, under the School of Management to offer a specialized two-year fulltime Post-Graduate Degree in MBA-International Business for the students to have a thorough understanding of those aspects of business which are trans-boundary in nature. The DIB has designed the MBA-International Business Programme with a special focus on imparting training and moulding aspirants to acquire necessary core competencies, which are specifically required to manage global business operations.

Conference Overview

The government of India has taken several initiatives for growth of the manufacturing sector in the country, the most notable being its “Make in India” programme. Under “Make in India” the country being projected as one of the most attractive destination in the world to setup manufacturing. It is reported that the government has an ambitious plan to locally manufacture as many as 181 products India currently imports. A brief look at the existing state of manufacturing in India reveals that although going steady, the sector has not moved much and that there is enormous untapped potential. ‘Make in India’ campaign to get Indian companies as well as global firms to invest and partner in the manufacturing sector is a well-drawn out concept and is the most relevant for India's MSMEs. The MSME sector in India is diverse in terms of its size, levels of technology employed and range of products and services produced. Starting from grass root village Industries, the products from the sector spans to auto components, micro-processors, electronic components and electro-medical devices. MSMEs have shown constant growth rate of over 10% in recent years much ahead of the large-scale corporate sector. This sector contributes 8% of the country's GDP, 45% of the manufactured output and 40% of its exports. In view of the significance of the sector, the government had announced a number of measures in its first budget. Some of the significant initiatives were setting up of Rs. 10,000 crore of venture capital fund, policy on procurement, and establishing a nationwide, district-level incubation and accelerator programme for encouraging manufacturing and entrepreneurship.

The ICSSR Sponsored National Seminar deliberate the following:

- How MEMEs Manufacturing sector boost itself through “Make in India” programme?
- What are the precautions to be adopted before implementing “Make in India” to protect MSMEs?
- What kind of advantages can we derive between Corporates and MSMEs through “Make in India” programme?
- How best MSMEs can make use foreign collaboration of Indian companies for its favour?
- What are the hurdles faced by MSMEs Manufacturing sector?





Sub-themes for the Seminar

- Lean Manufacturing Competitiveness (LMC) for MSMEs
- Design Clinics for design expertise to MSMEs manufacturing sector
- Marketing Assistance and Technology Up-gradation for MSMEs
- Enabling MSME's manufacturing to be competitive through Quality Management Standards (QMS) and Quality Technology Tools (QTS)
- Technology of Quality Up-gradation Support for MSMEs
- Promotion of Information and Communication Technology (ICT) in MSME sector
- Entrepreneurial and Managerial Developments of SMEs through Incubators
- Industrial Corridors and Smart Cities to boost Manufacturing
- National Investment and Manufacturing Zones
- MSE-Cluster Development Programme
- Foreign alliance to boost manufacturing
- Adoption of Six Sigma Practices
- Total quality management(TQM)
- Automation and inter operatability of all automation components
- Virtual integration
- Need for Law to MSMEs Manufacturing
- Awareness on Intellectual Property Rights (IPRs)
- Cluster Development and enhancement of productivity
- Green technology practices
- National Competitiveness Programme
- Quality Certification
- Nurturing of business ideas for MSMEs manufacturing
- Capital Goods for Manufacturing
- Environmental issues and handling of waste
- Data management

Copies of abstracts and full papers are to be sent to the following e-mail id: arulsomibm@gmail.com

Manuscript Submission

| | |
|-----------------------|---|
| Maximum length | 4000 words excluded title, cover page & references |
| Margin | 2.5 cm or 1 inch |
| Font | Times New Roman, 12 point |
| Line Spacing | 1.5 |
| Title page | Title, Author(s) affiliation and Contact details |
| Synopsis | Not more than 150 words |
| Keywords | Maximum 5 |



key Dates

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|-------------------------------------|------------|
| Submission of abstracts | 11.12.2015 |
| Intimation of abstract acceptance | 15.12.2015 |
| Submission of full paper | 15.01.2016 |
| Intimation of full paper acceptance | 16.01.2016 |
| Registration | 20.01.2016 |



Publication

Full length papers of accepted abstracts will undergo a double blind peer review process. Selected papers will be published in the Edited Book Volume with an ISBN No. Only original research contributions will be entertained after carrying out plagiarism check through TURNITIN®

Registration Fee (Per head)

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| Students & Scholars | ₹ 500 |
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Payment should be made through NEFT and the details for online transfer are as follows

Name : Head, Department of International Business
Bank : Indian Bank
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Organizing Committee

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Vice-Chancellor i/c

Chairman : Prof. R. Prabakara Raya
Dean, School of Management

Seminar Director : Dr. P. Sridharan
Associate Prof & Head,
Dept. of International Business

Convener : Dr. P.G. Arul
Assistant Professor
Dept. of International Business

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