



# SRI VIDYA MANDIR ARTS AND SCIENCE COLLEGE

(Autonomous)

Affiliated to Periyar University, Salem -11

Accredited by NAAC with 'A' Grade [3.27]

Recognized 2(f) & 12(B) under UGC Act of 1956

Katteri, Uthangarai, Krishnagiri - 636 902



## A TWO DAY INTERNATIONAL CONFERENCE

ON

## Entrepreneurship Innovation and Smart Economy

Time: 9.30 am to 2.00 pm

Organized by  
PG & Research Department of Commerce &  
(CA)

Date: 11 & 12 March 2021

### About the College

The visionary Philanthropists of Sri Vidya Mandir Higher Educational Trust started Sri Vidya Mandir Arts and Science College in Uthangarai in the year of 2000 with a noble aim of uplifting the economically and educationally backward districts of Dharmapuri and Krishnagiri into the number one educational destination in TamilNadu. The College is surrounded by the culturally rich pilgrimage centers Hanumantheertham (2 Km) and Theerthamalai (15 Km) associated with the famous Epic, the Ramayana. The College is well connected with nearby cities and is located in the Salem - Vellore state highways. Currently the College has attained the strength of more than 3500 Students, 124 Faculty Members, 90 Non-Teaching staffs. Our College secured highest CGPA score in NAAC ('A' Grade, 3.27/4.00) among the Periyar University Affiliated Colleges in the first cycle and also recognized with the same till the year of 2025. Now our college has been accomplished with the status of Autonomous in the current academic year.

### About the Department

The Commerce department was started in the year 2000 signifying 19 years of its committed service in offering high quality education to the student community. The department was uplifted as the Post Graduate in the year 2007 and the Department was converted as Research Department of commerce in the year 2012; the regular Ph.D was started in the year of 2017 onwards.

Our department Students have clinched 69 university Ranks from the year 2010 to 2019 respectively in the Periyar University examinations. Every year students have been attending various State, National and International conferences organized by various reputed institutions from all over India. Our students attended Account Talent Exam conducted by the UGC every year and secured so many ranks in the examination.

The Faculties are well qualified in teaching, Training and Research in the commerce Field. The Department at present offers regular UG Courses Like B.Com., B.Com (CA), and PG and research courses like M.Com, M.Phil., Ph.D., Programmes. Our department conducted value added course of Tally ERP.9 for UG and PG Students for their Career.

### About the Conference

Entrepreneurship and economic growth conference is organized by the PG and Research Department of Commerce. This conference aims in creating awareness about the importance of entrepreneurship in economic growth of nation.

Entrepreneurship is important, as it has the ability to improve standards of living and create wealth not only for the entrepreneurs but also for related business.

Entrepreneurs also help drive change with innovation, where new and improved products enable new markets to be developed.

Smart Economy involves the digitalization process of economic activities. This heavily relies on the adoption of technology and intelligence for the prosperity of a nation. This takes one nation to the highest echelons in Economics and business the word.

### CONTACT FOR CORRESPONDENCE

**Dr. C. Gomathi**, Convenor, Asst. Professor & Head,  
Sri Vidya Mandir Arts & Science College, Katteri, Uthangarai,  
Mobile : +91 94893 35377

**Mr. C. BOOBALAN**, Co-Ordinator, Asst. Professor,  
Sri Vidya Mandir Arts & Science College, Katteri, Uthangarai,  
Mobile : 99940 35038

E-mail id : boomadal2012@gmail.com

### Chief Patron

**Thiru. V. Chandrasekaran**  
Founder, SVMC Group of Institutions

### Patron

**Thiru. R. P. Rajee**  
Secretary, SVMC

### Conference Chairmans

**Thiru. P. Venkatachalam**  
Additional Secretary, SVMC

**Dr. T. Balasubramanian**  
Principal, SVMC

**Dr. N. Gunasekaran**  
Vice Principal, SVMC

### Convenor

**Dr. C. Gomathi**  
Asst. Professor & Head  
Dept. of Commerce, SVMC

### Organizing Secretaries

**Mr. M. Mathi**  
Asst. Professor, Dept. of Commerce, SVMC

**Mr. K. Kannan**  
Asst. Professor, Dept. of Commerce, SVMC

### Coordinator

**Mr. C. Boobalan**  
Asst. Professor, Dept. of Commerce, SVMC

### Committee Members

**Mr. S. Parthipan**, Asst. Professor, Dept. of Commerce  
**Mrs. M. Agila**, Asst. Professor, Dept. of Commerce  
**Mr. S. Samappan**, Asst. Professor, Dept. of Commerce  
**Mrs. S. Savitha**, Asst. Professor, Dept. of Commerce  
**Mr. T. Prasath**, Asst. Professor, Dept. of Commerce  
**Mrs. J. Vahitha**, Asst. Professor, Dept. of Commerce

### International Advisory Committee

**Dr. Mujtaba Momin**, Kuwait  
**Dr. Meithaiana Indrasari**, Indonesia  
**Dr. B. Nimalathan**, Sri Lanka  
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**Dr. Mohammed Aref Abdul Rasheed**, Oman  
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### National Advisory Committee

**Dr. K. Jayaraman**, Salem  
**Dr. R. Balaguru**, Chennai  
**Dr. K. Soniya**, Bangalore  
**Dr. Devendiran Munivel**, Chennai  
**Dr. P. Chennakrishnan**, Vellore  
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**Dr. K.P. Balakrishnan**, Tirupur.  
**Dr. M. Suguna**, Salem  
**Dr. M. Babu**, Trichy  
**Dr. Saravannan**, Pondicherry  
**Dr. V. Shanthi**, Chennai

FOR FREE REGISTRATION



**A TWO DAY INTERNATIONAL CONFERENCE ON  
Entrepreneurship Innovation and Smart Economy  
WELCOMING EMINENT SPEAKERS**

11 & 12 March 2021, Start 10.00 am



**Dr. K. JAYARAMAN**  
Associate Professor & Head i/c  
Periyar University – Salem.



**Dr. MUJTABA M. MOMIN**  
Assistant Professor – HRM  
At the American University of Middle-East,  
Kuwait.



**Dr. MEITHIANA INDRASARI, ST., MM**  
Vice Rector of Dr Soetomo University  
Surabaya, Indonesia.



**Dr. SONIYA.K**  
Associate Professor & Head  
St. Francis College,  
Bangalore.



**Dr. R. ASOKAN**  
Associate Professor  
Department of Economics  
Govt.Arts College for Women  
Salem.



**Dr. M. SUGUNA**  
Assistant Professor of Commerce  
Periyar University – Salem.



**Dr. S. SIVASANKARI**  
Assistant Professor  
Alliance School of Business  
Alliance University, Bangalore.



**Prof. S. BHARATH**  
Faculty of Digital Entrepreneurship  
School of Management  
Presidency University Bangalore.



**Dr. M. DEVENDRAN**  
Assistant professor  
Department of Visual Communication  
Dr. Ambedkar Government Arts College  
Chennai.

For more details :

**Mr. C. BOOBALAN**

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E Mail id : boomadal2012@gmail.com





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Katteri – 636 902, Uthangarai, Krishnagiri District



## A Two Day International Conference on Entrepreneurship Innovation and Smart Economy

(ICEISE – 2021)

Organized by

PG & Research Department of Commerce with Computer Application

Sri Vidya Mandir Arts & Science College, Uthangarai.

Day – I ( 11.03.2021)	
TIME	PROGRAMME SCHEDULE
09.30 To 10.00 am	INAUGURAL FUNCTION
	Prayer Song
Welcome Address & Theme of the Conference	Dr. C. GOMATHI, Convener, ICEISE – 2021, Head, PG & Research Department of Commerce & CA, Sri Vidya Mandir Arts and Science College, Uthangarai, Tamil Nadu.
Felicitations	Thiru. V. CHANDRASEKARAN, Founder, Sri Vidya Mandir Educational Institutions, Uthangarai, Tamil Nadu.
	Dr. T. BALASUBRAMANIAN, Principal, Sri Vidya Mandir Arts and Science College, Uthangarai, Tamil Nadu.
	Dr. N. GUNASEKARAN, Vice Principal, Sri Vidya Mandir Arts and Science College, Uthangarai, Tamil Nadu.
Presidential Address	Thiru. R. P. RAJEE, Secretary, Sri Vidya Mandir Arts and Science College, Uthangarai, Tamil Nadu.
	Thiru. P. VENKATACHALM, Joint Secretary, Sri Vidya Mandir Arts and Science College, Uthangarai, Tamil Nadu.
TIME	Session - I
10.00 am to 11.00 am	Dr. MEITHIANA INDRASARI Topic: Millenial Digital Entrepreneur
11.00 am to 11.10 am	BREAK
11.10 am to 12.00 Pm	Dr. K. JAYARAMAN Topic: Smart Economy for Prosperity
TIME	Session – II
12.00 Pm to 12.45 Pm	Dr. R. ASOKAN Topic: Accidental Success through Entrepreneurship
12.45 Pm to 01.10 Pm	LUNCH BREAK
01.10 Pm to 02.00 Pm	Dr. SIVASANKARI Topic: Disruptive Financial Technology (fin Tech) and Entrepreneurship

**Day – II ( 12.03.2021)**

<b>TIME</b>	<b>Session - I</b>
<b>09.30 am to 10.20 am</b>	<b>Dr. M. DEVENDRAN</b> <b>Topic: Carrier Opportunities in Media Industry</b>
<b>10.20 am to 11.10 am</b>	<b>Dr. SONIYA</b> <b>Topic: Digital Entrepreneurship</b>
<b>11.10 am to 11.30 am</b>	<b>BREAK</b>
<b>TIME</b>	<b>Session – II</b>
<b>11.30 Pm to 12.45 Pm</b>	<b>Dr. SUGUNA</b> <b>Topic: Entrepreneurs Drive smart Economy</b>
<b>01.00 Pm to 02.00 Pm</b>	<b>Dr. MUJTABA M. MOMIN</b> <b>Topic: Pursuit of Professional Excellence for Post – COVID</b> <b>Economic Recovery</b>
<b>02.00 Pm to 02.30 Pm</b>	<b>VALEDICTORY FUNCTION</b>



# VALEDICTORY FUNCTION

Time : 2.00 pm – 2.30 pm

Day : Friday

Invocation :

Welcome Address

: Mr. C. BOOBALAN

Coordinator (ICEISE-2021), Assistant Professor

Conference Report

: Dr. C. GOMATHI

Convener, (ICEISE-2021), Head & Assistant Professor

Valedictory Address

: Thiru. V. CHANDRASEKARAN

Founder

Sri Vidya Mandir Higher Educational Trust,

Uthangarai, Krishnagiri.

Felicitation

: Thiru. R. P. RAJEE

Sri Vidya Mandir Arts & Science College (Autonomous)

Thiru.K.VENKATACHALM

Joint Secretary, SVM Arts & Science College (Autonomous)

Dr. T. BALASUBRAMANIAN

Principal, SVM Arts & Science College (Autonomous)

Dr. N. GUNASEKARAN

Vice-Principal, SVM Arts & Science College (Autonomous)

Feedback

Vote of Thanks

: Mr. M. MATHI

Assistant Professor of Commerce

SVM Arts & Science College (Autonomous)

**National Anthem**







## Conference Report

Good evening to one and all present over here, we PG and Research department of commerce organized a two day international conference on Entrepreneurship innovation and smart economy held on 11<sup>th</sup> and 12<sup>th</sup> March 2021. The delegates from all over country participated in the conference.

The session was started with prayer song followed by welcome address theme of the conference and felicitation. To technical session was conducted an each day with the 9 eminent speakers.

In the first day

I session was taken by Dr. Meithiana Indrasari vice rector taken on the topic millennial digital entrepreneur followed by Dr. K. Jayaraman. Associate professor and Head, Periyar University in the topic Smart Economy for prosperity.

II Session was took over by Dr. R. Ashokan, Associate professor of economics, Gove. Arts college for Women, Salem in the topic – Accidental success through Entrepreneurship.

Dr. S. Shivashankari, Assistant professor, alliance School of Business, Alliance University, Bangalore in the topic disruptive financial Technology and Entrepreneurship.

On the day II

First Session Was Handled BY Dr. M. Devendiran was handled by visual communication, Dr. Ambedkar Govt. Arts and SCIENCE College Chennai on the Topic carrier opportunities in media industry.

Dr. K. Soniya, Associate professor and Head St. Francis college, Bangalore on the topic digital Entrepreneurship.

Second session was presided by DR. M. Suguna Assit. Professor of commerce, Periyar university, Salem on Entrepreneurs Drive Smart Economy.

Professor S. Bharath, Faulty of Digital Entrepreneurship, school of management, presidency university, Bangalore on value engineering and design thinking.

Finally br Dr. Mujtaba M. Monin, Assistant Professor, HRM, American university of middle East, Kuwait on the topic pursuit of professional excellence for post Covid economic recovery.

All the speakers shared their knowledge with our participated in the topic given to them.

A Total of 516 people registered for this conference including eminent professional business people, professor and Asst. professor, scholars and students from various parts of the country.