

GOVERNMENT COLLEGE, MOKERI
DEPARTMENT OF COMMERCE

TWO DAY NATIONAL SEMINAR ON

**“INCLUSIVE GROWTH THROUGH ENTREPRENEURSHIP –
EMERGING PERSPECTIVES”**

Department of Commerce, Govt. College, Mokeri conducted its fourth national conference on the topic “Inclusive Growth through Entrepreneurship – Emerging perspectives” on 15th and 16th December 2016. Faculties, Research scholars, PG students and all other stakeholders were invited to participate in the seminar. A nation cannot aspire to become a developed one without having an entrepreneurial environment. It requires the continuous supply of innovative, creative and enterprising people. In fact everyone has potentially to excel but only some are able to do while many not and this leads to many socio-economic problems such as poverty, illiteracy and unemployment. Therefore, there is an urgent need to create an environment of entrepreneurship, self-employment and enterprise creation providing solution to unemployment and blocking sustainable economic growth.

Assumption that individuals from few nations/communities/castes only could turn out to be the entrepreneurs is challenged today and it is possible to inculcate entrepreneurial competencies on anyone. Time has come to realise by all the need of creating and developing an entrepreneurial organisation, where business starts with ideas of people incubated to define products/services matching market realities through effective implementation. Developing professional entrepreneurial management is possible through an enterprising attitude, where family society, social institutions, governance and leadership could play a responsive role enabling individuals as well as the small medium enterprises, which are the very vital segment of the economy, to gear up their business operations professionally for rebuilding nations. The seminar was intended to provide the development of academic work in entrepreneurial field and to help in identifying management strategies to effectively inculcate entrepreneurial competencies, including self-confidence, goal setting, planning, information seeking, problem solving and risk taking among all entrepreneurs say, prospective and real.

The participants of the seminar were encouraged to contribute new ideas, concepts and opinions in the form of papers containing original empirical or theoretical work. Papers were invited dealing with, but not limited to, the following topics:-

- Economic development through entrepreneurship
- The role of START UP and STAND up in economic development
- The role of incubation centres in entrepreneurship development
- Rural entrepreneurship
- Social entrepreneurship
- The role of technology in entrepreneurship development
- Strategy VS entrepreneurship
- Entrepreneurship in volatile conditions
- Entrepreneurship in SMEs
- Women entrepreneurship

- Project entrepreneurship
- Strategic Business Units
- Entrepreneurship in education field

The programme was formally inaugurated by the Dr. Anandhakuttan B Unnithan, Professor of Indian Institute of Management, Kozhikode by planting a sapling as a tribute to Haritha Keralam Project of Govt. of Kerala. The function was presided over by the honourable Principal of the college Dr.Meera K P and Sri.Vineesh A K, Head of the Department of Commerce delivered the welcome address. Dr.Sivaramakrishnan (HOD of Mathematics and Vice-Principal), Dr.Yusuf A K (HOD of English), Prof. Ashraf Koyilothan kandiyil(HOD of History), Dr.Lineesh M (HOD of Language). Kumari.Navya (College Union Chairman) were also spoke on the occasion.Ms.Shameena (Faculty of commerce) proposed the vote of thanks.

The details of the Technical sessions are given below:-

15-12-2016(Day –I)

TECHNICAL SESSION – I(10.15AM TO 11.45 AM)

Welcome: Sri.Prajith M(Faculty of Commerce)

Topic:- “Business modeling for entrepreneurs”

Resource Person:- Dr.Anandhakuttan B Unnithan(Professor,IIM Kozhikode)

TECHNICAL SESSION – II (11.45AM TO 1.15 PM)

Welcome : Ms.Saritha N P (Faculty of Commerce)

Topic: - “Social entrepreneurship-issues and challenges”

Resource Person:- Dr.Vijayachandran Pillai(Professor and Head,DCMS,University of Calicut)

Lunch Break (1.15 to 2.15PM)

TECHNICAL SESSION – III (2.15 PM TO 3.45 PM)

Welcome : Ms.Shameena M (Faculty of Commerce)

Topic: -“Innovative entrepreneurship – the role of incubation centres”

Resource Person :- Sri.Afsal Chandrankandy(Senior consultant,Inculab Business Incubation centre,Palayad campus,Kannur University)

16-12-2016(Day -2)

TECHNICAL SESSION – IV(10 AM TO11.30AM)

Welcome : Sri.Vineesh A K (Head,Department of Commerce)

Topic: -“Global reach through social entrepreneurship-emerging perspectives ”

Resource Person: - Sri.Ramesan Paleri(President,ULCCLtd. Vatakara)

Tea Break

TECHNICAL SESSION – V (12 AM TO1.30 PM)

Welcome : Sri.Prajith M (Faculty,Department of Commerce)

Topic:- “Start-up Culture and Campus ”

Resource Person:- Prof.Ahammed Rias K(Associate Professor,FIMS,Frooq college ,Calicut

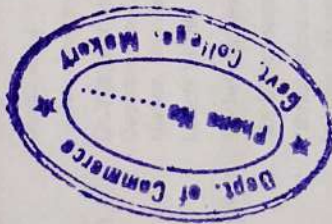
Lunch Break (1.30 to 2.30 PM)


TECHNICAL SESSION – VI (2.30 TO 4 PM)

Paper Presentations

Valedictory Function (4PM onwards)

A total number of 90 students participated in the seminar. The programme concluded with a valedictory session. The departments also plan to publish the seminar proceedings in the form of a book with ISBN.




The Head Department of Commerce
Govt College Mokeri
Calicut Dt. Kerala



GOVERNMENT COLLEGE MOKERI
DEPARTMENT OF COMMERCE

Two Day National Seminar On
December 15th & 16th

**Inclusive Growth Through Entrepreneurship-Emerging
Perspective**



INAGUARATION

Dr. ANANDAKUTTAN B UNNITHAN
Professor IIM, Kozhikode

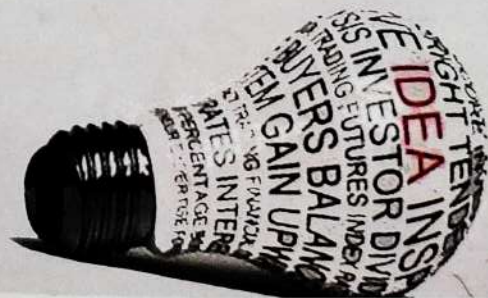
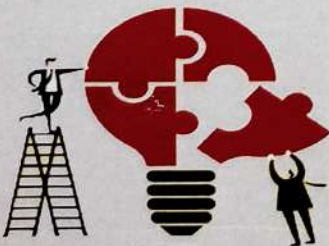
Resource Persons

Day 1

1. Dr. Anandakuttan B Unnithan
(Professor IIM, Kozhikode)
2. Dr. Vijayachandran Pillai
(Prof and DCMS, University of Calicut)
3. Sri. Afsal Chandrakandy
(senior consultant, inculab business Incubation Centre
Palayad Campus, Kannur University)

Day 2

1. Sri. Rameshan Paleri
(President, ULCCS Ventures)
2. Dr. Rias Ahammed
(Associate Prof. Farooq Institute of Management, Feroke)



10.15 am to 11.45 am : **Technical Session I**
 Welcome : **Sri.Prajith M** (Faculty, Department of Commerce)
 Topic : "Business modelling for entrepreneurs"
 Resource person : **Dr.Anandakuttan B Unnithan** (Professor, Indian Institute of Management, Kozhikode)

11.45 am to 1.15 pm : **Technical Session II**
 Welcome : **Ms.Saritha N P** (Faculty, Department of Commerce)
 Topic : "Rural entrepreneurship-issues and challenges"
 Resource person : **Dr.Vijayachandran Pillai** (Professor and Head, Department of Commerce and Management studies, University of Calicut)

1.15 to 2.15pm : Lunch Break

2.15 pm to 3.45 pm : **Technical Session III**
 Welcome : **Ms.Shameena M** (Faculty, Department of Commerce)
 Topic : "Innovative entrepreneurship – the role of incubation centres"
 Resource person : **Sri.Afsal Chandrankandy** (Senior consultant, Incubator Business incubation centre, Palayad Campus, Kannur University)

Day Two (16-12-2016)

10.00am to 11.30am : **Technical Session IV**
 Welcome : **Sri.Vineesh A K** (Head, Department of Commerce)
 Topic : "Global reach through Social entrepreneurship-emerging perspectives"
 Resource person : **Sri.Rameshan Paleri** (President IALCC Ltd Vadakara)

11.30am to 11.45am : Tea Break

12.00 pm to 1.30 pm : **Technical Session VI**
 Welcome : **Sri. Prajith M** (faculty, Department of Commerce)
 Topic : "Start up culture and campus"
 Resource person : **Prof. Ahammed Rias K** (Associate Professor, FIMS, Farook college, Calicut)

2.30 pm to 3.30 pm : **Technical Session VII**

Paper Presentations

3.45 pm onwards : **Valedictory Function**

Contact Numbers:

Prof. Vineesh A.K. 9946351360, Sri. Prajith M. 9645564683
 Ms. Shameena M. 9895094110, Ms. Saritha N.P. 9539491187

TWO DAY NATIONAL SEMINAR ON
INCLUSIVE GROWTH THROUGH ENTREPRENEURSHIP
EMERGING PERSPECTIVES
 On 15th and 16th December 2016



GOVT.COLLEGE MOKERI

(NAAC Accredited, affiliated to University of Calicut)
 Mokeri (PO) Kakkattil (via), Kozhikode - 673507.
 Ph: 0496 2587215
 mokericollege@yahoo.co.in

Venue:

College Seminar Hall

Organised by
DEPARTMENT OF COMMERCE
 Govt. College Mokeri

Sponsored by



Directorate of Collegiate Education
 Govt. of Kerala

Dear Sir/Madam,

We have great pleasure to inform you that the Department of Commerce, Govt.College Mokeri is organising a two day national seminar on the topic "Inclusive growth through entrepreneurship – Emerging perspectives" on 15th and 16th December 2016. Faculties, Research scholars and PG students are invited to participate in the seminar.

Yours sincerely

Dr. Meera P K.
 (Principal)

Prof.Vineesh A K
 (HOD of Commerce)

About the Seminar

Assumption that individuals from few nations/communities/castes only could turn out to be the entrepreneurs is challenged today and it is possible to inculcate entrepreneurial competencies on anyone. Time has come to realize by all the need of creating and developing an entrepreneurial organization, where business starts with ideas of people incubated to define products/services matching market realities through effective implementation. Developing professional entrepreneurial management is possible through an enterprising attitude, where family, society, social institutions, governance, and leadership could play a responsive role enabling individuals as well as the small/medium enterprises, which are a very vital segment of economy, to gear up their business operations professionally for rebuilding nations. Above all, educational institutions can play a very good role to create, develop and mould the entrepreneurial talents on the aspirants. The objective of the seminar is to create an in depth awareness about the emerging trends of entrepreneurship, support systems, govt.roles, Start-up projects etc. to the stake holders.

Call for Research Papers

Research papers that may insight the seminar theme more precisely and provide a desk of Discussion on the same, are invited from academicians, researchers, corporate delegates and Students. The subthemes are,

1. Economic development through Entrepreneurship
2. The role of START UPS in economic development
3. The role of incubation centres in entrepreneurship development
4. Rural entrepreneurship
5. Social entrepreneurship

6. The role of technology in entrepreneurship development
7. Strategy VS entrepreneurship
8. Entrepreneurship in volatile economic conditions.
9. Entrepreneurship in SMEs
10. Woman Entrepreneurship
11. Project Entrepreneurship
12. Strategic Business Units
13. Entrepreneurship in education field

Faculty members, Research scholars and students can present their research paper related with emerging perspectives in Entrepreneurship. The participants should send soft copy of their abstract and full paper to the following email id

gcmcommerce2020@gmail.com, vineeshckd@yahoo.com. The selected papers will be included in the conference proceedings.

Paper presentation Guidelines

Abstract : Maximum 250 words Full paper : maximum 2500 words
 Format : PA Font : Times New Roman size – 12

Important dates:

Abstract Submission: 09-12-2016 Full paper submission: 13-12-2016

Selected papers will be intimated immediately after submission

PROGRAMME SCHEDULE

Day One (15-12-2016)

9.30 am to 10. am : Registration
 9.30 am to 10. am : **Inaugural Session**
 Prayer :
 Welcome Address : **Prof. Vineesh A K** (HOD of commerce)
 Presidential Address : **Dr. Meera K P** (Principal, Govt.college Mokeri)
 Inaugural Address : **Dr. Anandakuttan B Unnithan** (Professor, Indian Institute of Management, Kozhikode)
 Felicitations : **Dr.Sivaramakrishnan** (Vice-Principal and HOD of Mathematics)
 Dr.Yousuf AK (HOD of English)
 Prof.Ashraf Koyilothankandiyil (HOD of History)
 Dr.Arjunial V K (IQAC Co-ordinator)
 Dr.Lineesh (HOD of Language)
 Ms.Navya (Chairperson, College Union)
 Vote of Thanks : **Ms. Shameena M** (Faculty, Department of Commerce)
 10.00 am to 10.15 am : Tea Break