

## Call for Papers

PG Department and Research Centre in Commerce invites original unpublished research papers from Academicians, Research Scholars and students on the thrust areas related to "Entrepreneurship and innovation"

Authors are requested to send the Abstract/ full paper on or before **22.04.2024** to the mail id:

[rrccommercel973@gmail.com](mailto:rrccommercel973@gmail.com)

Spot Registration Fees: Rs.150/-

Author and Co-authors must register their names separately

- Registration fee includes Lunch, Refreshment and Seminar kit.
- No TA and DA will be provided.
- Best Paper will be awarded.
- Participants List and accompanying Faculty details to be sent to the mail id on or before **23.04.2024**

[rrccommercel973@gmail.com](mailto:rrccommercel973@gmail.com)

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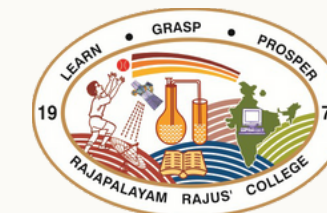
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## RAJAPALAYAM RAJUS' COLLEGE

(A Linguistic Minority Co-Educational Institution, Affiliated to Madurai Kamaraj University)  
(Re-Accredited with B++ (III Cycle) CGPA (2.93 /4.00) by NAAC)

RAJAPALAYAM - 626117

VIRUDHUNAGAR DISTRICT, TAMILNADU



NATIONAL SEMINAR  
ON  
ENTREPRENEURSHIP AND INNOVATION

Organised  
by

PG Department and Research Centre in Commerce

On  
**25.04.2024**

Time: **10.00 AM (IST)**

Alumni Association Auditorium  
Rajapalayam Rajus' College,  
Rajapalayam.

## About the Institution

Rajapalayam Rajus' College established in the year 1973 has successfully completed 50 years of service in the field of higher education in this cotton based Industrial Town Rajapalayam. It is the only Government Aided co-educational College in the radius of 30 kms catering to the needs of under privileged rural youth hailing from poor strata of society. Our Institution is located in sprawling campus of 52 acres of lush green land at the foot of the Western Ghats on Mudangiyar Road. The College is known for its academic excellence and is affiliated to the Madurai Kamaraj University Madurai. Our college has been recognized under section 2(f) and 12B Status of UGC Act, 1956 and Re-accredited 'B++' by NAAC (CGPA 2.93) in the third cycle.

## About the Department

The Department of Commerce (Aided) has its modest origin with B.Com course in the year 1975 and was upgraded as post graduate department in 1982. The department was elevated as full-time Research centre in 2013. It aims at imparting quality education and professional skills to meet the challenges in the field of Commerce.

## About the Seminar

Entrepreneurs are the essence of economic growth entrepreneurship based on innovation has immense growth potential. The National Seminar on 'Entrepreneurship and Innovation' will bring together Academicians, Scholars and students to exchange and share their knowledge, experience and research results in the field of entrepreneurship and innovation.

## Seminar Tracks

- ENTREPRENEURSHIP AS A PANACEA TO SUSTAINABLE DEVELOPMENT
- SOCIAL ENTREPRENEURSHIP
- GOVERNMENT SUPPORT AND ENTREPRENEURSHIP
- GREEN ENTREPRENEURSHIP
- ENTREPRENEURIAL FINANCE AND VENTURE CAPITAL
- FINTECH AND INNOVATION
- CROWDSOURCING
- AGROPRENEURSHIP - GROWTH AND OPPORTUNITIES
- TECHNOPRENEURSHIP AND DIGITAL INNOVATION

## Programme Details

**REGISTRATION : 9.30 AM**

**INAUGURATION : 10.30 AM**

**TEA BREAK : 11 AM**

**TECHNICAL SESSION I : 11.15 AM**



**RESOURCE PERSON**

**Dr. R. Sunderraj**  
Assistant Professor of Commerce  
ANJA College, Sivakasi, Tamil Nadu

**PAPER PRESENTATION : 12.15 PM**

**LUNCH BREAK : 1.00 PM**

**TECHNICAL SESSION II : 2.00 PM**



**RESOURCE PERSON**

**Dr. Bhavana Johri,**  
Assistant Professor,  
Department Of Applied Business Economics  
Dayalbagh Educational Institute (Deemed to be University)  
Dayalbagh, Agra, UP, India.