



# **E.M.G. Yadava Women's College, Madurai-14**

**(An Autonomous Institution – Affiliated to Madurai Kamaraj University)  
Re-accredited (3<sup>rd</sup> Cycle) with Grade A<sup>+</sup> with CGPA 3.51 by NAAC**



**ICSSR-SRC Sponsored**

**TWO DAY VIRTUAL NATIONAL CONFERENCE**

**on**

## **“RURAL WOMEN ENTREPRENEURSHIP – CHALLENGES AND OPPORTUNITIES”**



**10<sup>th</sup> & 11<sup>th</sup> May, 2021**

**Organized by  
DEPARTMENT OF COMMERCE**

## PROFILE OF THE INSTITUTION

E.M.Gopalakrishna Kone Yadava Women's College, Madurai was founded in the year 1974 by late Thiru.E.M.G.Soundararajan as President, being inspired by the philanthropic ideals of Thiru.E.M.Gopalakrishna Kone to provide education for the economically and socially backward women and to uplift them to a state of dignity through economic prosperity and societal recognition. The motto of the college is 'Anbum, Arivum, Panbum Yadhavam; Magalir Arivu, Kudumba Uyarvu'- which means "By educating a woman we educate the whole family". The college was started only with Pre-University Course at E.M.G. Kalyana Mandabam at Tallakulam, Madurai, in 1974. At present the college offers 14 UG Courses, 8 PG Courses & 4 M.Phil Courses. Re-accredited with 'A+' Grade with CGPA 3.51. Now another pride for the college is accruing the Extension of Autonomous Status for a period of Ten Years from 2019 to 2029.

## PROFILE OF THE DEPARTMENT

The Department of Commerce established in the year 1981 is offering B.Com., B.Com(CA)., M.Com(CA) and M.Phil. The department is functioning with strength of more than 1000 students and 27 faculty members. To make the students more employable the department offers career oriented add-on-course in Computerized Accounting using Tally package.

## OBJECTIVES OF THE SEMINAR

- To study the role of entrepreneurship in Rural development.
- To understand the challenges and opportunities faced by rural women entrepreneurs.
- To know the development of women as entrepreneurs will generate multifaceted socio-economic benefit to the country.

## THEME OF THE SEMINAR

**“Women are the largest untapped reservoir of talent in the world” Hilary Clinton.**

“Women Entrepreneur” is a person who denies the role of their personal needs to participate and be accepted economically independent strong desire to do something positive is a high-quality.” Women Entrepreneurship” is an act of business ownership and business creation that empower women economically increases their economic strength as well as position in society. Women entrepreneurs have been making a considerable impact in almost all the segments of the economy.

Today the role of women entrepreneur in economic development is inevitable because women are entering not only in selected professions but also in professions like trade, industry and engineering. Women are accepting entrepreneurship and are successfully leading businesses, facing and overcoming various challenges. They are properly utilizing various opportunities and prospects for accomplishing their own and their organizations goals and objectives. Women entrepreneurs should be supported by their male counter partner, colleagues, and family members. India has great entrepreneurial potential. Women Entrepreneur tend to be highly motivated, self disciplined and self directed. Women Entrepreneurship has gained momentum in last three decades with the increase in number of women enterprises and their contribution to economic growth. In this dynamic world woman entrepreneurs are an important part of economic development and social progress. In modern era, women are becoming socially and economically empowered through business ownership.

## **AREAS TO BE FOCUSED**

- **Women entrepreneurs and innovation.**
- **Women and sustainable development**
- **Self Help Group and women empowerment.**
- **Leadership and competencies in women.**
- **Women Entrepreneurship, the emerging trend.**
- **Self employment.**
- **Rural women entrepreneurship.**



## **RESOURCE PERSONS**

**Mrs.HARINI RAMARATHNAM**

Founder, Personal Information Coach & Trainer,  
Vibha Education Services Corp, Bengaluru, Karnataka

**Dr.UMARANI PURUSOTHAMAN**

Mahatma Gandhi National Council of Rural Education,  
Ministry of Higher Education



## REGISTRATION & PUBLICATION CHARGES

- ✓ Free registration for participation .
- ✓ Registration Fee for Presentation/Publication : Rs. 1500/- (Scopus indexed journal)
- ✓ Pay the fee via NEFT/IMPS/UPI to the following account:

**Name : Principal**

**Bank : Karur Vysya Bank**

**Account Number : 1666135000001692**

**Branch : Thiruppalai**

**IFSC Code : KVBL0001666**

- ✓ Note : Fee is Non-Refundable .
- ✓ E - Certificate will be provided.

## GUIDELINES FOR RESEARCH PAPERS

- ✓ Send soft copy of Abstract (500 words), or Full Paper, Word format, Times New Roman, Font size 12, 1.5 space to this e-mail Id: **emgcommerce2020@gmail.com**
- ✓ Abstract / Papers will be accepted with maximum of 10 percent plagiarism to publish in Conference Proceedings with Scopus Index.
- ✓ Pre-registration to the Conference is through online mode only.
- ✓ Paper presenters please ensure that you have payment proof before filling up registration form.
- ✓ The Last date for registration is **28<sup>th</sup> April, 2021**.
- ✓ The Last date for paper submission is **30<sup>th</sup> April, 2021**.
- ✓ Further details will be communicated to the registered participants through Telegram group.

**Telegram Link : <https://t.me/EMGYWC>**

**Contact Coordinators : Dr.(Mrs.)K.Padmavathy - 9790246027**

**Dr.(Mrs.)G.Karthika - 9003855332**

**Registration Link : <https://forms.gle/py3NDvPdyvXNa59o7>**

# ORGANIZING COMMITTEE

## Patron

**Tmt. E.M.G.S.Indirani**  
Secretary & Correspondent

**Thiru.E.M.G.S.Pothiraja**  
President

## Board of Director

**Thiru.E.M.G.S.Pothi Gopalakrishnan**  
Governing Council Member

**Thiru.E.M.G.S.Arun Pothiraj**  
Governing Council Member

## Chairman & Convenor

**Dr.(Mrs.)V.Pushpalatha**  
Principal (i/c)  
Head, Department of Commerce

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Vice - Principal  
Head, Department of English

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Director of  
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Dean of Academic Affairs,  
Associate Professor, Head, Department of Zoology

**Mrs.C.Kamala**  
Controller of Examinations,  
Associate Professor, Head, Department of Chemistry



# PROGRAMME SCHEDULE

Session	Time	Name of the Speaker
<b><u>Day -1 (10.05.2021)</u></b>		
<b>Inauguration</b>	<b>11.00 to 11.10 a.m.</b>	
<b>Welcome Address</b>	<b>11.10 to 11.30 a.m.</b>	<b>Dr.(Mrs.)V.PUSHPALATHA</b> Principal (i/c) Head, Department of Commerce E.M.G.Yadava Women's College, Madurai
<b>Keynote Address</b>	<b>11.30 to 12.30 p.m.</b>	<b>Ms.HARINI RAMARATHNAM</b> Founder, Personal Information Coach & Trainer, Vibha Education ServicesCorp, Bengaluru
<b>Paper Presentation</b>	<b>2.00 to 3.00 p.m.</b>	
<b><u>Day -2 (11.05.2021)</u></b>		
<b>Welcome Address</b>	<b>10.30 to 10.45 a.m.</b>	<b>Dr.(Mrs.)V.PUSHPALATHA</b> Principal (i/c)
<b>Paper Presentation</b>	<b>11.00 to 12.00 p.m.</b>	
<b>Keynote Address</b>	<b>01.00 to 2.30 p.m.</b>	<b>Dr.UMARANI PURUSOTHAMAN</b> MGNCRE, Ministry of Higher Education
<b>Valedictory Function</b>	<b>2.30 to 3.00 p.m.</b>	