



TAGORE GOVERNMENT ARTS AND SCIENCE COLLEGE
Lawspet, Puducherry - 605 008

TGASC Sponsored ONE DAY National Seminar on
“ENTREPRENEURSHIP”
(Opportunities, Challenges and Issues of the
Prospective Entrepreneurs)

Organising Secretary

Dr.R.KARUPPUSAMY, M.Com. M.Phil. M.B.A. Ph.D.
Associate Professor of Commerce & Research Supervisor,

Organised by

DEPARTMENT OF COMMERCE

25th April, 2023

NATIONAL SEMINAR – REPORT

One day National Seminar on “Entrepreneurship”
(Opportunities, Challenges and Issues of the
Prospective Entrepreneurs

Seminar Report

REPORT ON

Tagore Government Arts and Science College (TGA&SC)

Sponsored ONE DAY National Seminar on

“ENTREPRENEURSHIP”

(Opportunities, Challenges, and Issues of the Prospective Entrepreneurs)

Inaugural function on 25th April 2023 at 9.30 A.M.

The Department of commerce, Tagore Government Arts and Science College, Puducherry has organised one day (TGASC sponsored) National Seminar on “ENTREPRENEURSHIP” (Opportunities, Challenges, and Issues of the Prospective young Entrepreneurs) during 25th April 2023 at the Bharathiar Conference Hall, TGA&SC, Puducherry.

The objective of the seminar is to explore and discuss the issues of the entrepreneurial opportunities, challenges and the issues of the prospective entrepreneurs who are about to complete their graduation in the higher learning institutions across India in general and the Puducherry union territory in particular. The national seminar addressed the key issues of the entrepreneurship in the UT of Puducherry and the neighbouring states through academic deliberation by the academicians experts, industrialists, research scholars and the students across India.

Dr. M. Kamaraj Head of the Department of Commerce welcomed the gathering. **Dr.Sashi Kanta Dash** Principal of TAGS&C gave the presidential address. **Dr.R. Karuppusamy**, the Organising Secretary presented the need, importance and the Theme of the seminar. **Dr.S.Ramkumar**, founder Director, Entrepreneurial Cell, Government of Puducherry inaugurated the seminar and imparted a practical knowledge and the intricacies of entrepreneurship to the participants with regard to start-up of entrepreneurial ventures in the present day environment. **Dr.P. Natarajan**, Professor and Head, Department of Commerce, SOM, Pondicherry University, gave the key note address in which he has elaborately discussed about the entrepreneurial attitude and opportunities available for the students of the higher learning educational institutions across the country. **Mr,T.K Suresh Kumar** proposed vote of thanks.

Valedictory function on 25th April, 2023 at 3.30 P.M

Dr.V. Sougoumarin, Assistant Professor of Commerce welcomed the gathering. **Dr. Sasi Kanta Dash**, principal of TGASC gave the presidential address. In his address he insisted the participants to make use of the available resources and various schemes offered by the State and Central Governments. Principal also announced a financial assistance to the students who come with valid proposals to start small business ventures. **Mr. Sathish Kumar**, Chief Manager (Credit) Indian Bank, gave an elaborate discussion on various schemes available for the potential entrepreneurs those who are ready with the project

proposals. Many students and research scholars raised queries with the resource person with regard to the availability of finance from the financial institutions. **Dr. Elangovan**, Professor of Commerce and Principal Investigator, International Collaborative Project, Hertfordshire University, London, gave the valedictory address. In his address, he has listed out the nuances of entrepreneurship. **Dr.R. Karuppusamy**, Organising Secretary proposed vote of thanks.

The national seminar was well received and 44 research papers on the Main Theme and the Sub-Themes were obtained for discussion and more than 120 students/ research scholars/ faculty members have participated and presented their papers. National seminar certificate were issued to all the participants took part in the seminar.

Organising Committee

Name of the faculty	Nature of Assignment	Signature
1.Mr. T.K. Suresh Kumar	Students discipline and advisory	
2. Dr. Atulya Bhoi	Food management committee	
3. Dr.V. Sougoumarin	Technical Sessions in-charge	
4. Dr. Brinda Rani Das	Master of ceremony in-charge	
5.Dr. R. Sankaran @Murugadorai	VIP snacks	
6..Dr.R.Deepa	Research paper scrutiny, certificate	
7.Mrs. M. Latha	Reception committee & certificate	
8. Dr. Saba Mythili	Stage management and certificate	
9. Dr.R. Veluraj (Head, Co-op. Mgt.)	Photography, media and report	

Counter Signed

(Dr.M. Kamaraj)
HOD-Commerce, TGASC

(Dr.R.Karuppusamy)
Associate Professor of Commerce
TGA&S College
Puducherry - 605 008

Principal
(Authorized Signatory)

One day National Seminar on “**Entrepreneurship**”
(Opportunities, Challenges and Issues of the
Prospective Entrepreneurs

Seminar Proposal

PROPOSAL

“ENTREPRENEURSHIP”

(Opportunities, Challenges, and Issues of the Prospective young Entrepreneurs)

1. Need for the National Seminar

It's the fact that around 1,500 young Commerce Graduates are getting the graduation from the higher educational institutions in the UT of Puducherry every year. It is the big question in front of the social thinkers, policy makers and the government that how many young graduates will settle with suitable employment or pursuit of higher studies? The reply is indefinite. Therefore the best option of the pass out graduates will be starting their own business venture and mould their life of their own and comfortable. Moreover, the youngsters need not rely on others for begging for their daily bread and butter. Instead, it is necessary to transform them as providers of the employment for others.

In view of the above, it is evident that every young pass out graduates in the UT of Puducherry needs to be properly informed, educated and trained in the field of business entrepreneurship so as to enable him or herself to drive the way to start either a micro or small business by exploring the available opportunities and involve themselves to uplift their status in the society and also provide employment to the needy. Starting a venture with a new, innovative idea of a business activity will also pave the way to the self-development and the overall economic development of the nation as well.

The motivation and the drive on the start-up of the entrepreneurship by the youth or the young graduates belong to the UT of Puducherry will definitely lead a successful orientation, the dynamic energy and positive idea of knowledge of business and its strategies to be adopted while conduct the venture. Thus, it is immensely required to organise the informative seminar on ‘**Entrepreneurship**’ so as to impart a fundamental idea about innovation, risk bearing capacity, creating and managing resources, business oriented tendency, broad economic activity, producing results, and upgrade life styles.

Hence, this is the humble effort to conduct a **one day** National Seminar on **“ENTREPRENEURSHIP”** ***(Opportunities, Challenges, and Issues of the Prospective young Entrepreneurs)*** which will bring the light to the prospective young commerce graduates who thrive for the business endeavour and self-economic development and also contribute for the national economic development.

2. Main theme of the seminar

“Business Opportunities, Challenges, and Issues of the Prospective young Entrepreneurs”

3. Sub-themes

- ***Innovative Business Ideas and its Tactical Implementation***
- ***Management of Risk and Risk Tolerance***
- ***Mobilization of Resources and Finance***
- ***Fund Management and investment Channels***
- ***Management and regulation of Human Resources***
- ***Marketing and Marketing Strategies***
- ***Sustainability and Diversity***

4. Expected Participants

The national seminar will be organised in the premises of the Tagore Government Arts and Science College Central Conference Hall (A/C) which will accommodate a maximum of 100 participants. Therefore, the organisers are forced to limit the number of participants to 100 though there are more willing participants. Further, the organisers are planning to choose the students and faculty from Puducherry Government Arts and Science Colleges and the private/self-financing colleges across the UT of Puducherry and nearby states.

For that purpose, a simple tabulation is worked out for the details of the students and faculty participation in the seminar.

Table Showing the Number of Participants in the National Seminar

Sl. No.	Name of the College	Total strength of Commerce Students	Allowed Participants	Faculty	Total
1.	Tagore Govt. Arts and Science College	380 Each class only 5 (8X5)	40	11	51
2.	BGCW, Puducherry	Not specifically known	5	5	10
3.	KMGCPGSR	120	5	4	09
4.	Govt. Colleges from other Regions of UT of Puducherry	Not specifically known	10	5	15
5.	Outside participation other than UT of Puducherry	Not specifically known	10	5	15
Total			70	30	100*

***Note:** since the theme of the seminar is well defined and also considered as the need of the hour, the organisers are expecting more participation from the student's side as well as professors. Therefore, the organisers are planning to conduct the parallel sessions to accommodate the maximum participants to create awareness amongst them.

5. Date and the Venue

Tentative Date of the national seminar: **March 20th or 27th, 2023. (ONE DAY)**

Venue: **Bharathiar Conference Hall, Tagore Government Arts and Science College, Puducherry.**

Programme (March 20th or 27th, 2023.)

Registration : 9.30 a.m.
Inaugural function : 10.00 a.m. -11.30 a.m.
Tea break : 11.30-11.45 a.m.
Technical session I : 11.45 a.m. – 1.00 p.m.
Lunch break : 1.00 – 2.00 p.m.
Technical session II : 2.00 p.m. – 3.30 p.m.
Tea break : 3.30 p.m. – 3.45 p.m.
Valedictory function: 3.45 p.m. - 5.00 p.m.

6. Organizing Committee

Chief Patron: **Dr. Sasi Kanta Dash**, Principal, TGA&SC, Puducherry
Convenor: **Dr.M. Kamaraj**, HOD of Commerce, TGA&SC, Puducherry
Organizing Secretary: **Dr.R. Karuppusamy**, Associate Professor

Faculty of the Department / Co-ordinators of the Events

Prof. T.K. Suresh Kumar
Dr. Athulya Bhoi
Dr.V. Sougoumarin
Dr. Brinda Rani Dass
Dr.R. Deepa
Dr. Shankaran @ Murugadurai
Mrs.M. Latha
Dr. Saba Mythily and
Dr. R. Veluraj, HOD. (Co-op Mgt.)

7. Budget for the one-day National Seminar

Sl.no.	Details of expenditure	Required amount (Rs)
1.	Printing Brochures, designing and printing Digital banners Invitations and seminar certificates	2,500 800 7,500
2.	Seminar Kit and other materials photocopying, VIP snacks	8,000
3.	One day conference snacks 15X 100	2,000
4	One day seminar lunch +Water 100X75	10,000
5	Contingency expenses(shawl, memento, flower bouquet)	4,000
6.	Photography, media and decoration	3,000
	Total	37,800

A PLEA

A meticulous conduct of a seminar would be a tedious process and it involves a lot of mental and physical work with the co-ordination of others. Proper planning and execution of events during the seminar is possible only when sufficient finance is available. Hence, the above budget portrays about the minimum unavoidable and necessary expenses for the efficient conduct of the seminar and brings the quality output to the ultimate beneficiary. Therefore, the Organising committee is humbly requesting you sir to sanction the stated amount in the budget to make the seminar a grand success.

One day National Seminar on “**Entrepreneurship**”
(Opportunities, Challenges and Issues of the
Prospective Entrepreneurs)

Concept Note

“ENTREPRENEURSHIP”

(Opportunities, Challenges, and Issues of the Prospective young Entrepreneurs)

CONCEPT NOTE

1. Preamble:

The individual entrepreneur detects or creates business opportunities that he or she then exploits through micro or small firms, by participating in funding the capital for that firm, carries out the role of a creator of the business project. Regardless of our definition of success, there are number of common characteristics that are shared by successful business people. Most of them are learned with practice and by developing a winning attitude, especially if he/she set goals and applies himself/herself through strategic planning to reach those goals in incremental stages.

To legally operate a vehicle on public roadways, one must have a driver's license; to excel in sports, one must train and practice; to retire comfortably, one must become an informed investor and actively invest for retirement. If his goal is success in business, then the formula is no different. There are certain musts that have to be fully developed, implemented and managed for his business to succeed. There are many business musts, but the following are some of the more important musts that are required to be a successful entrepreneur.

2. Concept of Entrepreneurship

Entrepreneurs are the people who are willing to take risks and who start and build successful businesses. The entrepreneurial instinct is the mental toughness that is required to make something from nothing. It is the mind-set that allows anyone to take smart risks, thrive in ambiguity and bounce back from failure. It is the reason why the team that looks good on paper does not always win and why the drop out becomes a billionaire. But, one thing is certain: becoming a successful entrepreneur is not easy. Therefore, personal characteristics, values, and beliefs play a vital role in the life of an entrepreneur. Typically, the mind-set of successful entrepreneurs should comprise the following requisites.

3. Requisites of Entrepreneur

- **Optimism:** Optimism is truly an asset. It will help to get through the tough times that many entrepreneurs experience as they try to find a business model that works for them. Optimism is an art that need to be nurtured.
- **Vision:** When the entrepreneur sees in his mind the area for further improvement. He must quickly grasp the "big picture," and explain this to others. He must create a compelling vision of the future, and then inspire other people to engage to fulfil that vision in his head.

- **Initiative:** He must be the one to initiate the start, or in a catchy way, it can be put as 'spark the rise' in the people around him to think outside the box and expand the horizons.
- **Desire for Control:** Being in charge and making decisions are Inevitable. The entrepreneurs must be motivated to lead others to that goal.
- **Drive and Persistence:** The entrepreneurs will encounter bumps in the road. He may lose big customers. Good employees may leave the company, and some may even become competitors. The government will change regulations, usually making things more complex. To succeed, he will have to be willing to persist through difficult times. Nothing can take the place of persistence and cannot succeed without it.
- **Risk Tolerance:** Understanding the physiology that drives motivation can go a long way in helping anyone become a better risk-taker. The key to taking risky bets is learning how to turn off the fear to light up the reward focus learning and pleasure motivated.

4. Interpersonal Skills

As successful entrepreneurs, one who have to work closely with people – this is where it is critical to be able to build great relationships with the team, customers, suppliers, shareholders, investors, and more. Some people are more gifted in this area than others, but, fortunately, can learn and improve these skills. The interpersonal skills which the entrepreneurs will need include:

- **Leadership and Motivation:** he should lead and motivate others to follow him and deliver his vision. Delegating work to others is essential because as a successful entrepreneur, will have to depend on others to get beyond a very early stage in his business – there's just too much to do all on his own!
- **Communication Skills:** he needs to be able to communicate well to sell his vision of the future to investors, potential clients, team members, and more.
- **Listening:** listening to what others are telling helps in analysing his actions. His ability to listen can make or break him as an entrepreneur. Make sure that he is skilled at active listening and empathetic listening .
- **Personal Relations:** To be emotionally intelligent means that he should be able to identify emotionally with the people around him and that should be able to feel what they are feeling, instead of standing detached. The higher his EI(emotional intelligence), the easier it will be for him to work with others. The good news is that he can improve his emotional intelligence.

5. Creative Thinking Skills

As an entrepreneur, he also needs to come up with fresh ideas, and make good decisions about opportunities and potential projects. Many people think that entrepreneurs are either born creative or not. However, creativity is a skill that he can develop if he invests the time and effort.

- **Creative Thinking:** seeing situations from a variety of perspectives and coming up with original ideas to improve, and solve them defines an entrepreneur.
- **Problem Solving:** he must be smart and quick at coming up with sound solutions to the problems he is facing.
- **Recognizing Opportunities:** Recognising potential opportunities in the mist of problems or situations, gives him the lead.

6. Practical Skills

The entrepreneurs also need the practical skills and knowledge needed to produce goods or services effectively, and run a company.

- **Goal Setting:** goals are deadlines without the force on the employees but still encourage and motivate others to accomplish tasks within a given amount of time.
- **Planning and Organizing:** Dedicating time to simply dreaming about what he wants for his business is his vision for it. He sets goals, and then develops an actionable plan to make them a reality.
- **Decision Making:** He must be good in making decisions. It is often essential as an entrepreneur to put others to think and decide important matters with caution and responsibility. They must be made based on relevant information and by weighing the potential consequences. He needs to be sure and confident of his situation.
- **Negotiation:** he ought to be a good negotiator. Not only does he need to negotiate keen prices, he should also be able to resolve differences between people in a positive, mutually beneficial way.
- **Ethics:** he deals with people based on respect, integrity, fairness, and truthfulness. he leads his business ethically.

7. Knowledge

An entrepreneur needs knowledge in several areas when starting or running a business.

- **Business knowledge:** He must have a good general knowledge of the main functional areas of a business (sales, marketing, finance, and operations), and must be able to operate or manage others in these areas with a reasonable degree of competence.
- **Entrepreneurial knowledge:** he must understand how entrepreneurs raise capital. He must understand the amount of experimentation and hard work that may be needed to find a business strategy that works for him.
- **Opportunity-specific knowledge:** He must understand the market that he is attempting to enter, and he must know what he needs to do to bring his product or service successfully to the market.

- **Venture-specific knowledge:** An entrepreneur must know what he needs to do to make his business a successful one. And he must understand the specifics of the business that he wants to start.
- **Finance;** to run a successful business, he should have a decent understanding of finances, profit margins, cash flow and funding. The more comfortable he is with all of these numbers, the more confident he will be, and the better decisions he will make.

8. Conclusion

*The famous inspirational quote states that, “**When going gets tough, the tough get going**” is the mantra for the robust, determined young entrepreneurs.*

Running a business is not for everyone’s cup of coffee. Whatever the choice, one should make sure that it feels right. Instinct is universal; it does not care where we come from but, it really matters that how best the potential entrepreneur understand the environment and other factors of production. If an entrepreneur wants to start a business, it is essential to learn the specific skills and also require a technical or technological expertise in key areas such as **creativity**, the **ability to keep going in the face of hardship**, and the **social skills needed to build great teams**.

One day National Seminar on “**Entrepreneurship**”
(Opportunities, Challenges and Issues of the
Prospective Entrepreneurs)

Technical Sessions

**TAGORE GOVERNMENT ARTS AND SCIENCE COLLEGE
PUDUCHERRY
One day National Seminar on
“ENTREPRENEURSHIP”
(Opportunities, Challenges & Issues of the Prospective Entrepreneurs)**

25th April, 2023

Venue: Bharathiar Conference Hall, TGASC

PROGRAMME

Registration : 9.30 am.
Inaugural Function : 10.00 am. – 11.30 am.
Tea : 11.30 am. – 11.45 am.

TECHNICAL SESSION –I: 11.45 AM. – 1.00 PM.
(Opportunities and Challenges: Innovative Ideas Entrepreneurial Attitude / Motivation)

Chair Person: Dr. M. Kochadai
*Associate Professor
Head, Department of Commerce
Kanchi Mamunivar Government Institute for Post
graduate Studies and Research, Puducherry-
605008.*

Co-Chair Person: Dr. V. Sougoumarin
*Assistant Professor
Department of Commerce
Tagore Government Arts and Science College,
Puducherry – 605 008.*

1. **Mrs. Premgeetha**, Assistant Professor of Corporate Secretaryship, Saradha Gangadharan College, Puducherry and **Mr. C. Natarajan**, Ph.D Research Scholar, KMGIPSR, Lawspet, Puducherry. “ **Innovative Start Up Business Ideas**”.
2. **Dr. D. Silambarasan**, Assistant Professor and **R. Sabesh & S. Ramprasath**, B.Com II Year Students, Department of Commerce, Saradha Gangadharan College, Puducherry: “**Issues and Challenges Faced by Rural Women Entrepreneurs in India**”.
3. **Dr. R. Sridevi**, Assistant Professor, Department of Computer Science, Tagore Government Arts & Science College, Puducherry: “ **Emerging Trends in Artificial Intelligence for Business Challenges**”.
4. **D. Sundaralingam**, Department of Education, Theivaniammal College of Education, Villupuram: “**Business Ideas for Women Entrepreneurs in India**”.
5. **Dr. S. Suganthi**, Department of Computer Science, TGASC, Puducherry: “**Business Opportunities, Mitigating and Managing Risks of the Prospective Entrepreneurs**”.

6. **J. James Ebi, M. Jacon, B. Goutham**, III B.Com, TGASC, Puducherry: “**Impact of Education on Entrepreneurial Quality Among the College Students of Puducherry Region**”.
7. **S. Kishorrkumar, K. Nithiyashree, N. Prasanth, Marulneekiyar and R. Mugilan**, III B.Com, TGASC, Puducherry: “**A Study on Entrepreneurial Attitude among UG and PG students of Arts & Sciences Colleges of Puducherry Region**”.
8. **G. Mohanraj, V. Mohanraj and S. Ragul**, B.Com II, TGASC, Puducherry: “**Challenges & Issues Faced By the Small Vendors in Lawspet Puducherry**”.
9. **Velsokkanathan, Sanjay Renovior**, II B.Com, TGASC, Puducherry: “**Attitude of Engineering Students towards Entrepreneurship (with special reference to colleges in Puducherry region)**”.
10. **Dr. R. Veluraj**, Assistant Professor and HOD, Co- op. Mgt. TGASC “**A Study on students perspective on Entrepreneurship (with Special Reference to Govt. Colleges of Puducherry Region)**”.
11. **Dr. R. Deepa**, Assistant Professor of Commerce, TGASC, “**Economic Growth and Ease of Running a Small business (A Comparison between developed and developing nations)**”.

LUNCH BREAK 1.00 PM. – 1.45 PM.

TECHNICAL SESSION – II: 1.45 pm. – 2.30 pm.

(Mobilisation of Resource and Financial Management, Management of Risks and Risk Tolerance, artificial intelligence and digital marketing)

Chair Person: Dr. R. Azhagaiah Associate Professor of Commerce Department of Commerce, Kanchi Mamunivar Government Institute for Postgraduate Studies and Research, Puducherry-605008.	Co-Chair Person: Dr. Annamalai Murugan Head, Department of Tourism Study Tagore Government Arts and Science College, Puducherry
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1. **Dr. V. Vijayachandiran**, Faculty of Commerce, and R. Illakia, B-I year womens Engineering College, Puducherry: “**Financial Resources Mobilisation Management of Entrepreneurs in India**”.
2. **Dr.D.Raja Prabhu and Z. Hanan Farhana**, Department of Commerce & Department of Commerce (Corporate Secretaryship): “**Management of risk and Risk**”.

3. **A.Aadhiveeran, B. Ajithkumar V. Ashok and B. Balamurugan**, B.Com III Years Students, TGASC, Puducherry: **“A Study on Students Perspective on Entrepreneurship”**.
4. **Mr. Sudharsanam**, B.Com-II, TGASC, Puducherry: **“Economic Growth and Ease of running a Small business (A Comparison between Developed and Developing Nations)”**.
5. **Dr. I. Jothi**, Assistant Professor, Theivani Ammal College of Education, Villupuram: **“Digital Marketing Strategies in Education Sector with special reference to E-Learning Platform”**.
6. **S. Prasath Sivasubramanian**, Department of Computer Science, TGASC, Puducherry: **“Influence of Artificial Intelligence in Digital Marketing”**.
7. **P. Sugaina Rosy, M. Muthuraja and S. Sakthi**, II B.Com, TGASC, Puducherry: **“A Study on Entrepreneurial Attitude Amongst the Arts & Science Students of Puducherry Region (A Comparative Study)”**.
8. **Dr. T. Rajalakshmi**, Faculty of Commerce and K. Devika and E. Shameem Afrose (B.Com –I year) Women’s Engineering College, Puducherry: **“Challenges and Opportunities in Entrepreneurship Financing: the role of financial Institution in Promoting economic growth in India”**.
9. **Ms.M. Latha**, Assistant Professor of Commerce, TGASC, **“A study of entrepreneurial attitude amongst the arts and science students in Puducherry (A Comparative Study)”**.
10. **Dr. Saba Maithily**, Assistant professor of Commerce, TGASC, **“Challenges and Issues faced by the small vendors in Lawspet, Puducherry”**.

TECHNICAL SESSION –III: 2.30 pm. – 3.30 pm.
(Management of Human Resources and Marketing)

Chair Person: Dr. Balaji

*Assistant Professor,
Head, Department of Commerce
Thavalakuppam Government Arts and Science
College, Puducherry.*

Co-Chair Person: Dr. Deepa

*Assistant Professor
Department of Commerce
Tagore Government Arts and Science College,
Puducherry.*

1. **Dr. Pradeep Kumar Singh and Dr. K.P. Sivakumar** , Assistant Professor, Bharathidasan Government College For Women (Autonomous), Puducherry: **“Marketing Strategy for Services and Role of Intangibles in Contemporary Environment”**.

2. **K. Jayashree**, Assistant Professor, Department of Computer Science, TGASC, Puducherry: **“Online Risk Management Tools: for A Boon to the Online Entrepreneurs: Cyber Resilience to Entrepreneurs”**.
3. **S. Ushena Begam and S. Sweetha**, Achariya Arts and Science College, Puducherry: **“Management Regulation of Human Resource”**.
4. **Ushena Begam and Sakthivinayagam**, Achariya Arts and Science College, Puducherry: **“Marketing & Marketing Strategy”**.,
5. **Lily Arul Sharmila**, Department of English, TGASC, Puducherry: **“Safety concerns over the Employees of MSME through the Policies of Human Resource Management”**.
6. **Razia Sultana, and .A.Thirisha**, Department of Commerce, Achariya Arts and Science, College, Puducherry: **“Management and Regulation of Human Resources”**.
7. **S. Dharani and R. Ravindhar**, Theivani Ammal College of Education, Villupuram: **“Mobile Marketing: A Contemporary Strategy Perception in India”**.
8. **S. Hemamalini and S. Sridevi**, Department of Management Studies, Saradha Gangadharan College, Puducherry: **“Sustainability and Diversity”**.
9. **S. Dhilipkumar and B. Danush**, Saradha Gangadharan College, Puducherry: **“Marketing Strategy and Product Performance: A Comparative Study on selected Beverages and Fresh Juices Shops in Pondicherry”**.
10. **Dr. V. Sougoumarin**, Assistant Professor of Commerce, TGASC, **“A study on Entrepreneurial attitude among UG and PG students of Arts and Science Colleges of Puducherry region”**.
11. **Dr. Atulya Bhoi**, Assistant Professor of Commerce, TGASC, **“Impact of education on entrepreneurial quality among the college students of Puducherry region”**.

One day National Seminar on “**Entrepreneurship**”
(Opportunities, Challenges and Issues of the
Prospective Entrepreneurs

Brochure

MAIN THEME OF THE SEMINAR

- > "Business Opportunities, Challenges, and Issues of the Prospective Entrepreneurs"

SUB-THEMES

- > Innovative Business Ideas and its Technical Implementation
- > Mobilization of Resources and Finance
- > Fund Management and Investment Channels
- > Management of Risk and Risk Tolerance
- > Management and regulation of Human Resources
- > Marketing and Marketing Strategies
- > Sustainability and Diversity

CALL FOR PAPERS

The main theme and sub-theme can be addressed by the academicians, research scholars and the EDP activists collectively. Hence, we extend an invitation for presenting research papers on the main theme or any one of the sub-themes. The paper should be typed in A4 size, 1.5 space, font size 12 with Times New Roman. Need to submit the abstract of about 250 words & full paper not more than 10 pages. The soft copy of the paper should be sent to the Organising Secretary on or before 31st March 2023 through E-Mail. The selected papers will be published in the ISBN Journal. The papers can also be presented in absentia made by paying an additional fee of Rs. 300. Hard copy of the Certificate will be sent via speed post.

IMPORTANT DATES

Last date for Abstract 25th March 2023
Last date for full paper submission 31st March 2023
Last Date for Notification of acceptance 10th April 2023
Conference Date 25th April 2023



REGISTRATION FEES

For faculty : Rs.500
For Research Scholars : Rs.300
For Students (PG & above level): Rs.200

MODE OF PAYMENT

Payable by way of DD/ G Pay (9443468499) in favour of

Dr. R. Karuppusamy, Organising Secretary,
payable at Puducherry

Registration includes Seminar Kit, Lunch and Refreshment.

ORGANISING COMMITTEE

Patron

Dr. Sasi Kantia Dash
Principal, TQASC

Coevenor

Dr. M. Kamraj
HOD of Commerce, 944344858

Organising Secretary

Dr. R. KARUPPUSAMY, Ph.D
Associate Professor of Commerce & Research
Supervisor (+919441654499, 8778712805)

All Correspondence must be addressed to
Organising Secretary

Email ID: organisingsec@tqasc.com

Faculty

Mr. T.K. Suresh Kumar - 9443459623
Dr. Ananya Bhoi - 9787694244
Dr. V. Sougiamurthi - 9894756790
Dr. Bhisda Rani Das - 9894299105
Dr. R. Deepa - 9486972037
Dr. R. Santhara @Murugadurai - 9578177187
Mrs. M. Leitha - 9583036115
Dr. Sahanythillai and - 8218236094
Dr. R. Vetraraj (Co-Op. Mgt.) - 9443601531



GOVERNMENT OF PUDUCHERRY

ONE DAY NATIONAL SEMINAR

(RUSA Sponsored)

on

"ENTREPRENEURSHIP"
(Opportunities, Challenges, and Issues of the
Prospective Entrepreneurs)

25th April, 2023

Venue: Conference Hall (A/C)



Organized by

DEPARTMENT OF COMMERCE

TAGORE GOVERNMENT

ARTS & SCIENCE COLLEGE, PUDUCHERRY

PUDUCHERRY

REGISTRATION FORM

25th April 2023

Name.....

Designation.....

Address.....

Office Address.....

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Dr. R. KARUPPUSAMY, Ph.D

Associate Professor & Organising Secretary

Department of Commerce

Tagore Government Arts & Science College

Puducherry-605 008

Mobile: 09443468499, 87787112805

E-Mail: comfacs@tgsar23@gmail.com

Dear Sir/Madam,

We are pleased to invite you to participate in the academic deliberations of the National Seminar on "ENTREPRENEURSHIP" (Opportunities, challenges and issues of the prospective Entrepreneurs) organized by the Department of Commerce, TGASC, Puducherry on 25th April 2023.

ABOUT TAGORE GOVERNMENT ARTS AND SCIENCE COLLEGE

Tagore Arts College is one of the premier institutions of higher education in the Union Territory of Puducherry. It was established in 1961 by the Government of Puducherry. This college offered bachelor degree with different courses. Added one more Reader on its cap with the introduction of B.Com degree course in the academic year 1968-69. The institution had then been affiliated to the erstwhile University of Madras. Department of Commerce was started with a initial student strength of 30 and with staff of two Assistant Professors. Students had been achieving academic excellence and career success right from its inception. The Pondicherry University came into existence in the year 1985-86 and thereafter the college is affiliated to the Pondicherry University.

The year 1986-87 was also a milestone in the history of the Department of Commerce with the starting of postgraduate course in commerce (M.Com) with student strength of 20. In 1989-90, the Government of Puducherry sponsored out all postgraduate courses from various colleges of the Union Territory of Pondicherry by starting Kanchi Mamuniam Government Institute for Postgraduate Studies and Research in the same campus. Since then, the Department of Commerce offers only B.Com degree course like any other discipline. Presently there are three sections consisting of 60 students per section of each year.

NEED FOR THE SEMINAR

It is a fact that more than Nine Lakh young commerce graduates are getting graduation from the higher educational institutions across the country every year (Source: All India Survey on HR Education, 2019).

In this connection, it is a big question in front of the social thinkers, policy makers and the government that how many young graduates will settle with suitable employment or pursue of higher studies? The reply is indefinite. Therefore, the best option of the pass out graduates will be starting their own business venture and mould their life of their own and comfortable. Moreover, the youngsters need not rely on others for begging for their daily bread and butter. Instead, it is necessary to transform them as providers of the employment for others.

In view of the above, it is evident that every young pass out graduates in the UT of Puducherry as well as from the other state of India needs to be properly informed, educated and trained in the field of business entrepreneurship so as to enable him or herself to drive the way to start either a micro or small business by exploiting the available opportunities and involve themselves to uplift their status in the society and also provide employment to the needy. Starting a venture with a new, innovative idea of a business activity will also pave the way to the self-development and the overall economic development of the nation as well.

The motivation and the drive on the start-up of entrepreneurship by the youth or the young graduates belong to the UT of Puducherry and other states of India will definitely lead a successful orientation, the dynamic energy and positive idea of knowledge of business and its strategies to be adopted while conduct the venture. Thus, it is immensely required to organise the informative seminar on "ENTREPRENEURSHIP" So as to impart a fundamental idea about innovation, risk bearing capacity, creating and managing resources, business oriented tendency, broad economic activity, producing results, and upgrade life style. Hence, this is the humble effort to conduct one day National level Seminar on "ENTREPRENEURSHIP" (Opportunities, challenges, and issues of the prospective Entrepreneurs) which bring the light to the prospective young commerce graduates who thrive for the business endeavour and self-economic development and also contribute for the national economic development.

One day National Seminar on “**Entrepreneurship**”
(Opportunities, Challenges and Issues of the
Prospective Entrepreneurs)

Inaugural Invitation



The Principal, Staff and Students of the Department of Commerce,
Tagore Government Arts and Science College, Puducherry,

Cordially Invite you to the Inaugural Function of the RUSA
Sponsored One Day National Seminar on

“ENTREPRENEURSHIP”

(Opportunities, Challenges, and Issues of the Prospective Entrepreneurs)

INAUGURAL FUNCTION

Venue	: Bharathiar Conference Hall, TGASC, Puducherry.
Date	: 25th April, 2023
Time	: 9.30 a.m
	Invocation Lighting of the Lamp
Welcome Address	: Dr. M. Kamaraj Head, Department of Commerce TGASC., Puducherry.
Theme of the Seminar	: Dr. R. Karuppusamy Associate Professor of Commerce & Organising Secretary of the Seminar TGASC., Puducherry.
Presidential Address	: Dr. Sasi Kanta Dash Principal, TGASC., Puducherry.
Inaugural Address	: Shri. P. Jawahar, IAS Secretary (Education), Govt. of Puducherry.
Felicitation	: Shri. Aman Sharma Director, Directorate of Higher & Technical Education, Govt. of Puducherry.
Felicitation	: Dr. S. Ramkumar : Founder Director ED - Cell, Govt. of Puducherry.
Key Note Address	: Dr. P. Natarajan Professor & Head, Dept. of Commerce, SOM Pondicherry University.
Vote of Thanks	: Mr. T.K. Suresh Kumar Associate Professor, Department of Commerce TGASC., Puducherry.



One day National Seminar on “**Entrepreneurship**”
(Opportunities, Challenges and Issues of the
Prospective Entrepreneurs)

Valedictory Invitation



The Principal, Staff and Students of the Department of Commerce,
Tagore Government Arts and Science College, Puducherry.

Cordially Invite you to the Valedictory Function of the RUSA
Sponsored One Day National Seminar on

"ENTREPRENEURSHIP"

(Opportunities, Challenges, and Issues of the Prospective Entrepreneurs)

VALEDICTORY FUNCTION

Venue	: Bharathiar Conference Hall TGASC, Puducherry.
Date	: 25th April, 2023
Time	: 3.30 p.m
Welcome Address	: Dr. V. Sougoumarin Assistant Professor, Dept. of Commerce TGASC., Puducherry.
Presidential Address	: Dr. Sasi Kanta Dash Principal, TGASC., Puducherry.
Key Note Address	: Mr. Sathish Kumar Chief Manager (Credit) Indian Bank, Zonal Office, Puducherry.
Valedictory Address	: Prof. A. Elangovan Principal Investigator, International Collaborative Project Heartfordshine University, London.
Feedback	: Delegates

CERTIFICATE DISTRIBUTION

Vote of Thanks	: Dr. R. Karuppusamy, Ph.D Associate Professor of Commerce & Organising Secretary of the Seminar TGASC., Puducherry.
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NATIONAL ANTHEM

One day National Seminar on “**Entrepreneurship**”
(Opportunities, Challenges and Issues of the
Prospective Entrepreneurs)

**Seminar Certificate &
Best Paper Certificate**





Government of Puducherry

TAGORE GOVERNMENT ARTS AND SCIENCE COLLEGE

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One Day National Seminar (RUSA Sponsored) on
“ENTREPRENEURSHIP”
 (Opportunities, Challenges, and Issues of the Prospective Entrepreneurs)
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DEPARTMENT OF COMMERCE
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This is to certify that (Dr./Mr./Ms.) has

Participated/CHAIRED in the National Seminar held on 25.04.2023 and presented a paper entitled

Organised by the Department of Commerce, Tagore Government Arts & Science College, Puducherry.

Organising Secretary
(Dr. R. KARUPPUSAMY)

Convener
(Dr. M. KAMARAJ)

Principal
(Dr. SASI KANTA DASH)









Government of Puducherry

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One Day National Seminar (RUSA Sponsored) on
“ENTREPRENEURSHIP”
 (Opportunities, Challenges, and Issues of the Prospective Entrepreneurs)
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and adjudged his / her paper as the BEST PAPER. Organised by the Department of Commerce, Tagore Government Arts & Science College, Puducherry.

Organising Secretary
(Dr. R. KARUPPUSAMY)

Convener
(Dr. M. KAMARAJ)

Principal
(Dr. SASI KANTA DASH)





One day National Seminar on “**Entrepreneurship**”
(Opportunities, Challenges and Issues of the
Prospective Entrepreneurs)

Memories – Photographs

NATIONAL SEMINAR ON ENTREPRENEURSHIP



WELCOME ADDRESS BY DR. M. KAMARAJ, HOD - COMMERCE



THEME OF THE SEMINAR BY **DR.R.KARUPPUSAMY**, ORGANISING SECRETARY



AUDIENCE IN THE SEMINAR HALL





PRESIDENTIAL ADDRESS BY PRINCIPAL DR.SASI KANTA DASH





GUESTS ON THE DIAS WITH PRINCIPAL



INAUGURAL ADDRESS BY DR. S.RAMKUMAR, DIRECTOR, ED-CELL



AUDIENCE ARE SERIOUS IN LISTENING THE KEYNOTE ADDRESS



KEYNOTE ADDRESS BY DR.P.NATARAJAN, PROF. AND HEAD, SOM, PU



VOTE OF THANKS



PAPER PRESENTATION – TECHNICAL SESSION – I



PAPER PRESENTATION BY II BCOM STUDENTS OF TAGSC



PROF.DR.A.ELANGO VAN, GREETED BY THE ORGANISING SECRETARY



PRINCIPAL'S PRESIDENTIAL ADDRESS IN VALEDICTORY FUNCTION



MR. SATHISH KUMAR, CHIEF MANAGER (CREDIT) IS GREETED BY THE OS



BEST PAPER AWARD WON BY A TEAM OF STUDENTS FROM III BCOM TGASC



BEST PAPER AWARD TO THE CS FACULTY K.JAYASHREE OF TAGSC



CERTIFICATE DISTRIBUTION TO THE PAPER PRESENTERS



FEED BACK FROM A STUDENT



STUDENT FROM OUTSIDE STATE RECEIVING CERTIFICATE WITH HER PARENT



VOTE OF THANKS BY THE ORGANISING SECRETARY **DR.R.KARUPPUSAMY**



One day National Seminar on “**Entrepreneurship**”
(Opportunities, Challenges and Issues of the
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தொழில் முனைவு குறித்த தேசிய கருத்தரங்கம்

**புதுச்சேரி தாசுவர் அரசு கலை மற்றும்
அறிவியல் கல்லூரி வணிகவியல் துறை
சார்பில் ஒரு நாள் தொழில் முனைவு
குறித்த தேசிய கருத்தரங்கம் பாரதியார்
கருத்தரங்கில் நடைபெற்றது**

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NEWS PAPER NAME: PUDUCHERRY KING MAKER



புதுவை தாகுர் அரசு கலை மற்றும் அறிவியல் கல்லூரியில் தொழில்முனைவோர் குறித்த தேசிய கருத்தரங்கு

புதுச்சேரி, ஏப்.27

புதுவை தாகுர் அரசு கலை மற்றும் அறிவியல் கல்லூரியில் தொழில் முனைவோர் குறித்த தேசிய கருத்தரங்கு நடைபெற்றது.

புதுவை தாகுர் அரசு கலை மற்றும் அறிவியல் கல்லூரியில் தொழில் முனைவோர் குறித்த தேசிய கருத்தரங்கு நடைபெற்றது. வணிகவியல் துறை தலைவர் காமராஜ் வரவேற்று பேசினார்.

பேராசிரியர் கருப்பசாமி நோக்க உரையாற்றினார்.

கருத்தரங்கினை கல்லூரி முதல்வர் சசிகாந்ததாஸ் தலைமை தாங்கி தொடங்கி வைத்து பேசுகையில், மாணவர்கள் உத்வேகத்துடன் தொழில் தொடங்க வருவது மட்டுமல்லாமல் புதிய தொழில்நுட்பங்களை புகுத்தி சமுதாய நலனில் அக்கறை கொண்டு தங்களின் தொழிலை உயர்த்தித் வேண்டும்

என்று கேட்டுக்கொண்டார்.

புதுவை அரசின் தொழில் முனைவோர் வளர்ச்சி மைய இயக்குனர் ராம்குமார் சிறப்பு விருந்தினராக கலந்துகொண்டு பேசினார்.

புதுவை பல்கலைக்கழக வணிகவியல் துறை தலைவர் நடராஜன், கருத்தரங்கின் முக்கியத்துவம் குறித்து விளக்கினார். முடிவில் இணை பேராசிரியர் கரேஞ்சுமார் நன்றி அறினார்.

கிங் மேக்கரில் உங்கள் செய்தி இடம் பெற

வாட்ஸ்-அப் எண்: 99446 82023

**தொடர்புக்கு: அ.நாகதேவன், ஆசிரியர்
99446 82023**

தினமலர் கல்வாரி சனிவாரியம்
துறா தினமலர் பேராசிரியர்
கவிஞர் கல்வாரி கல்வாரி கல்வாரி.

தாசுர் கலைக் கல்லூரியில்
தொழில் முனைவோர் கருத்தரங்கம்



► தாசுர் கலைக்கல்லூரி வணிகவியல் துறை சார்பில் நடந்த கருத்தரங்கில் தொழில் முனைவோர் மைய இயக்குநர் ராம்குமார் பேசினார்.

புதுச்சேரி, ஏப். 26: புதுச்சேரி லாஸ் பேட்டை தாசுர் கலை மற்றும் அறிவியல் கல்லூரியில் உள்ள வணிகவியல் துறை சார்பில் தொழில் முனைவோர் கருத்தரங்கு நடந்தது. வணிகவியல் துறை தலைவர் காமராஜ் வரவேற்றார். கல்லூரி முதல்வர் சசிகாந்ததாஸ் தலைமை தாங்கினார். புதுவை தொழில்முனைவோர் மையத்தின் இயக்குநர் ராம்குமார், புதுவை பல்கலைக்கழக வணிகவியல் துறை பேராசிரியர் நடராஜன் ஆகியோர் சிறப்பு விருந்தினர்களாக கலந்து கொண்டு சிறப்புரைபாற்றினர். இதில் மாணவர்கள் கல்லூரி

படிப்பை முடித்துவிட்டு படிப்பு சம்பந்தமாக என்னென்ன தொழில்களை செய்ய வேண்டும். கய தொழில் தொடங்கமானவர்கள் முன்வரவேண்டும். தொழில் தொடங்குவதற்கு வங்கிகளில் கடன் பெறுவதற்கான வழிமுறைகள் என்னென்ன என்பது குறித்து எடுத்துரைக்கப்பட்டது.

ஏற்பாடுகளை கருத்தரங்கின் ஒருங்கிணைப்பாளர் கருப்பசாமி செய்திருந்தார். வணிகவியல் துறை பேராசிரியர் கரேஷ் குமார் நன்றி கூறினார். இதில் பேராசிரியர்கள், மாணவ, மாணவிகள் உட்பட பலர் கலந்து கொண்டனர்.

தாசுர் அரசு கல்லூரியில் தொழில் முனைவு கருத்தரங்கு

● புதுச்சேரி

புதுச்சேரி லாஸ்பேட்டை தாசுர் அரசு கலை அறிவியல் கல்லூரியில் வணிகவியல் துறை சார்பில் தொழில்முனைவு குறித்த தேசிய கருத்தரங்கு நடைபெற்றது. துறைத் தலைவர் காமராஜ் வரவேற்றார். கருத்தரங்கின் செயலர் கருப்புச்சாமி இதன் நோக்கம் குறித்து பேசினார்.

கல்லூரி முதல்வர் சசிகாந்ததாஸ் தலைமை தாங்கி கருத்தரங்கை தொடங்கி வைத்து பேசும்போது, "இன்றைய கால சூழ்நிலையில் மாணவர்கள் உத்வேகத்துடன் தொழில் தொடங்க முன்வர வேண்டும்.

புதிய தொழில் நடப்பங்களை உட்புகுத்தி, தங்களின் தொழிலை உயர்த்தி கொள்ள வேண்டும். சமுதாய நலனில் அக்கறைக் கொண்டு இத்தொழிலை எடுத்துச் செல்ல வேண்டும்" என்றார்.

புதுச்சேரி அரசின் தொழில்முனைவோர் வளர்ச்சி

மைமய இயக்குநர் ராம்குமார் சிறப்புரையாற்றி பேசும்போது, "மாணவர்கள் வகுப்பறையில் தொழில் முனைவு குறித்து அறிந்து கொள்வது மட்டுமின்றி, அவர்கள் நேரடியாக தொழில் கூடங்களுக்கு சென்று தொழில் முனைவு மற்றும் அதுசார்ந்த அறிவு தளங்களை அறிந்து கொள்வது அவசியம்" என்று தெரிவித்தார்.

தொடர்ந்து புதுச்சேரி பல் கலைக்கழக வணிகவியல் துறைத் தலைவர் பேராசிரியர் நடராஜன் இந்த கருத்தரங்கின் முக்கியத்துவம் குறித்து விரிவாக பேசினார்.

இக்கருத்தரங்கில் நாடு முழுவதும் இருந்து 35 தொழில் முனைவு ஆராய்ச்சியாளர்கள் மற்றும் மாணவர்கள் கலந்து கொண்டனர். சிறந்த கருத்தருவாளர்களுக்கு நினைவுப் பரிசு வழங்கப்பட்டது.

கல்லூரி வணிகவியல் துறை இணைப் பேராசிரியர் கரேஷ்மாமர் நன்றி கூறினார்.

One day National Seminar on “Entrepreneurship”
(Opportunities, Challenges and Issues of the
Prospective Entrepreneurs”

Income & Expenditure Statement

INCOME AND EXPENDITURE STATEMENT

Sl.no.	Details of expenditure	Required amount(Rs.)	Remarks/ actual Expenditure (Rs.)
1.	Printing Brochures, designing and printing Digital banners Invitations and seminar certificates	2,500 800 7,500	4,700 1,600 8,600
2.	Seminar Kit and other materials photocopying, VIP snacks	8,000	10,100
3.	One day conference snacks 15X 100	2,000	3,000
4	One day seminar lunch +Water 100X75	10,000	12,200
5	Contingency expenses (shawl, memento, flower bouquet, carriage etc.)	4,000	5,000
6.	Photography, media and decoration	3,000	3,500
7.	Report- Printing & Execution	1,600	1,600
	Total	37,800	50,300

Details	Amount in Rs.
Total amount Approved	35,000
Receipts from Registration	5,700
Total Receipts	40,700
Total Expenditure	50,300
Expenditure in Excess of Income	9,600

*****Resource person's accommodation and other expenses were not accounted***

Counter Signed by the HOD
(Dr.M. Kamaraj)

Organising Secretary
(Dr.R. Karuppusamy)

Principal
(Authorized Signatory)

