

**IMPORTANT DATES :**

Last date for submission of Abstract	15-12-2017
Last date for submission of Full paper	20-12-2017
Intimation of acceptance	20-12-2017

**Registration Fee**

Industrialists/corporate delegates/practitioners:	Rs. 500
Academicians/Faculty Members	: Rs. 300
Research Scholars/Students	: Rs. 200
Publications Charges	: Rs. 600

**Venue :** New Seminar Hall, M.V.S Govt. Degree & PG College(A), Mahabubnagar.

Delegates can register their names at seminar venue on the date of seminar by paying the prescribed fee. However the delegates submitting their papers in absentia should send their registration fee on or before 4th January, 2018 through a demand draft drawn in favour of **The Principal, M.V.S Govt. Arts & Science College Payable at Mahabubnagar.**

For further details. Please Contact:

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**Dr. G.YADAGIRI,** Principal

Chairperson & Director of the Seminar  
M.V.S Govt. Degree & PG College (Autonomous)

**Chief Advisors :**

**Prof. V.Appa Rao**

Principal, UCC & BM, O.U. Hyderabad

**Prof. V.Usha Kiran**

Director, Directorate Placement Services,  
Osmania University, Hyderabad

**Prof. D. Chennappa**

Principal, O.U.PG College, Secunderabad.

**Lt. Dr. M. Vijay Kumar**

Seminar Convener & organizing Secretary,  
Head, Department of Commerce.  
M.V.S Govt. Degree & PG College (Autonomous)

**Co-Convenors :**

N.Suresh Asst. Professor in commerce

Dr. E. Shankar, Asst. Professor in commerce

Mrs. J. Anitha Rani, Asst. Professor in commerce

Mrs. R. Vaishnavi, Asst. Professor in Commerce

**Organizing Committee Members :**

Shaik Shujath Ali, Asst. Professor in Commerce(CF)

R. Nagaraja Chary, Asst. Professor in Commerce(CF)

Mohd Arif, Asst. Professor in Commerce(CF)

Shareefa Maryam, Asst. Professor in Commerce(CF)

Shajahan Begum, Faculty in Commerce

Saritha, Faculty in Commerce

Ranga Reddy, Faculty of BBM

All the teaching and the non teaching staff of the college

**Advisory Committee:**

Dr. K.Padmavathi, HOD, Chemistry, Vice Principal

Dr. M.Nizamuddin, HOD, Urdu

Dr. G. VenkataLakshmi, HOD, Telugu

Mr. P. Naraharamurthy, HOD, English,

Mr. Vivek Kumar Dubey, HOD, Hindi

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Mr. Sreepathy Naidu, HOD, Pol. Science

Mr. Raghavendra Reddy, HOD, History

Mr. S. Suresh, HOD, Botany

Mr. B. Ravinder Rao, HOD, Zoology

Mrs. K.Manjula, HOD, Physics

Mr.K.B. Harinath, LEC in Eng

Mr. Srinivas, Administrative Officer

& HODs of other Departments

*You are cordially Invited*

**Dear Sir / Madam**

As a part of Co-curricular activities of the College the Department of Commerce, cordially invites you to participate in the ICSSR - New Delhi (Ministry of Human Resource Development) sponsored two day National Seminar on "Innovations and Entrepreneurship: A pathway for Sustainable Development of India". Eminent resource persons across universities and professionals have accepted our invitation for academic deliberations. These deliberations would certainly help us in disseminating the knowledge amongst industrialists, academicians, research scholars and more so particularly the student community.

**OUR MAHABUBNAGAR**

Mahabubnagar is a southern district of Telangana State. The place was formerly known as Rukmammappeta and Palamooru. The name was changed to Mahabubnagar on 4th December 1890, in honor of Mir Mahabub Ali Khan Asif Jah VI, the Nizam of Hyderabad(1869-1911 AD). It has been the headquarters of the district since 1883 AD. The region Mahabubnagar was once known as Cholawadi or the land of the Cholas. It is said that "KOHINOOR" diamond came from Mahabubnagar district. 700 year old Pillalamarri the great Banyan Tree, Asia's second, spreads in ten acres of land in Mahabubnagar town. 500 years old Manyamkonda Venkateshwara Swamy Temple at Manyamkonda Hill is an ancient shrine dedicated to Lord Venkateshwara about 16 Kilometers from district head quarters. Mahabubnagar Town is located at a distance of 96 km from Hyderabad, Telangana state capital. It is well connected by road, rail and air facilities. Shamshabad International Airport is just 75 km to Mahabubnagar town.

**M.V.S GOVERNMENT ARTS & SCIENCE COLLEGE (Autonomous)**

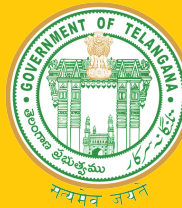
M.V.S Government Arts & Science College, a sterling landmark of higher education in the district of Mahabubnagar was established in the year 1965 by the peerless efforts of Sri.Pallerla Hanumantha rao and other elite of Mahabubnagar town with the prime motive of ensuring quality education within the reach of poor and down trodden rural students hailing from all the corners of the district. The college has been inculcating the most pragmatic and idealistic education to more than three thousand five hundred students in the wide spectrum of science, Arts and commerce, taught in English, Urdu and Telugu media. The college grew by leaps and bounds in the initial stages and successfully completed the journey of fifty three years. At present the college is with 27 under graduate, seven post graduate courses. Initially, it started operations as a private college acquired 2(f) status on 01 July 1965 and 12(b) status on 17 June 1972. The seamless public interest and local participation mooted the state government to take over the ownership of the college on 19 October 1979 and declared it as the government degree college. It was affiliated to Osmania University, Hyderabad for very long time and ultimately decided by the government of erstwhile Andhra Pradesh to shift the affiliation to Palamooru University, Mahabubnagar with effect from June 2012. M.V.S Government arts and science college in its journey of imparting higher education to the students of Mahabubnagar district for the last 5 decades, celebrated its golden jubilee in 2015. It got conferred autonomous status from the academic year 2015-2016.

**THE DEPARTMENT OF COMMERCE**

The Department of Commerce was established in the year 1965 and takes a great pride in celebrating its golden jubilee with fifteen faculty members, two with doctorates, 2 with NET and 1 M.Phil. meeting the needs of more than one thousand UG & PG students spread into B.Com (General & Computer Applications) Telugu, English and Urdu Media, BBM & M.Com. So far the department successfully completed one MRP and two National Seminars sponsored by UGC, one National Seminar sponsored by Ministry of Consumer Affairs, Government of India, offering 6 certificate courses, 80 research publications, 16 books with ISBN. The Department is well equipped with computer lab and commerce Lab.

**ABOUT THE SEMINAR**

Entrepreneurship development is a worthwhile subject of study for, academicians, scholar's professionals, potential entrepreneurs and Industrial experts. In India a change is being witnessed today as quoted by Prime Minister Sri Narendra Modi. The convergence of technology integration across diverse fields distributed architecture and people willing to back and have opened a new world for enterprise. The government has also come with a big way in promoting start-ups to simplify the regulatory framework, introduced the Ease of Doing Business wherein an MSME unit has to fill in a single one page self declaration online form called Udyog Aadhar, to give boost to the Make in India programme, the govt. launched the ASPIRE, MUDRA schemes for promotion of innovation & Rural Industry and Entrepreneurship to ease the credit availability requirements of start-ups. Atal innovation Mission (AIM) programme operated from NITI Aayog is about an innovation promotion platform involving academicians, entrepreneurs and researchers and drawn upon national and international experiences to foster a culture of innovation, R&D and scientific research in India. SETU-Electronics Development Fund, Digital India, Intellectual property Rights, India Aspiration Fund etc., were also initiated to promote entrepreneurial development in India.



Indian Council of  
Social Science Research

## A TWO DAY NATIONAL SEMINAR ON **INNOVATIONS AND ENTREPRENEURSHIP**

**A Pathway for Sustainable Development of India**

**On 4th & 5th January, 2018**



*Organized by*

**Department of Commerce**  
**M.V.S Govt. Degree & PG College (Autonomous)**  
**Christianpally, MAHABUBNAGAR, Telangana State - 509001**

*Sponsored by*

**Indian Council of Social Science Research**  
**(Ministry of Human Resource Development**  
**Government of India)**  
**NEW DELHI**

**OBJECTIVES OF THE NATIONAL SEMINAR:**

- To focus the issues related to Innovative Enterprises Development - Opportunities and Challenges in the era of globalisation.
- To analyse the nexus between Innovations, Entrepreneurship and Sustainable Development.
- To study the different dimensions of economic development through Innovations and entrepreneurship and its emerging need.
- To examine the Business Environment in India and Government Policy towards Enterprise Development.
- To discuss the Entrepreneurship Development in Post Liberalization growth and in the context of Globalised era and how innovations, start-ups can increase the velocity of inclusive Growth, through capacity building of youth in India.
- To study about the Women Entrepreneurship Development-Issues and Challenges.
- To review the progress and evaluate the performance of various programmes introduced by Govt. of India for Innovations & Entrepreneurship Development.
- To examine the role of innovations and entrepreneurship in socio-economic development of India.
- To study recent trends in Innovations & Entrepreneurship Development in all sectors of Economy.
- To study the Dynamics of Entrepreneurship Development and Management.
- To suggest remedial measures to improve successive enterprises and Start-ups.

**SUB- THEMES :**

- Ease of doing business / Make in India policy.
- Start ups and incubators for Innovations & Entrepreneurship Development.
- Entrepreneurship development in reduction of poverty in India.
- Atal Innovative Mission (AIM) - Prospects and Challenges.
- Establishment of MSMEs Development in India- Prospects and Challenges.
- Innovations & Entrepreneurship Development: Opportunities & Challenges in different sectors/areas.
- Entrepreneurship- Social and Economical inclusion and exclusion issues.
- Cultural favouritism towards successful entrepreneurship.
- Intellectual property Rights & entrepreneurship.
- Innovative marketing for modern enterprises.
- (PMKVY) Pradhan Manthri Kouwshal Vikas Yojana-Critical Analysis.
- National Skill Development Corporation (NSDC) in enhancing the skilled work force.
- Government policy towards development of Agri-entrepreneurship, Manufacturing hubs, Export hubs, SEZs, EEZs, etc.
- Enhancing service sector entrepreneurship competencies: issues and challenges.
- Role of Higher Education Institutions in promoting Entrepreneurship Development & Reforms in Indian Education System for Entrepreneurship Development.
- Role of Science and technology in entrepreneurship development.
- Project Management for successful enterprises.
- First Generation Entrepreneurs: Problems and Prospects.
- Entrepreneurship development in India-Weaker Sections and Reservations.
- Entrepreneurship abilities in economic backward communities Youth in India.
- GST implications on Innovations and Entrepreneurship Development.
- Rural entrepreneurship- Prospects and Challenges.
- Other relevant topics related to the theme of the title.

**CALL FOR PAPERS :**

The academicians, research scholars, industrialists, professionals, voluntary organisations and other interested persons are invited to present original unpublished papers which will cover various tracks in the field of innovations and entrepreneurship development. The papers may be on the main theme or on the sub themes of the seminar brochure. The abstract and full paper will undergo blind review before selection. Selected papers will be published in **ISBN Edited Book No. 978-93-85101-98-4.**

**GUIDELINES FOR ABSTRACT AND FULL PAPER SUBMISSION :**

The author(s) are requested to submit their abstract not exceeding 300 words. The paper should be in MS Word, "Times New Roman" Font Style, 12 font size for text with 1.5 line spacing and APA style for references. All Correspondence should be done through Email ID : mvscommerceseminar17@gmail.com, mvjayk33@gmail.com