

## PROGRAMME

Venue : **M.S. SUBHULAKSHIMI HALL**

Registration : 9.30 a.m. to 10.15 a.m., 14th May 2, 2022

Prayer Song

Welcome Address :

**Dr. B.T. SURESHKUMAR, M.Sc., M. Phil., Ph.D.,**  
Principal, VICAS.

Presidential Address :

“Vidhya Rathna”

**Prof. Dr. M. KARUNANITHI, B.Pharm., M.S., Ph.D., D.Litt.,**  
Chairman & Secretary,  
Vivekanandha Educational Institutions & Hospitals,  
Tiruchengode & Sankari.

Felicitation :

**Dr. V. KUMARAVEL, M. Sc., (IT), M. Com., M.B.A., M. Phil., Ph.D.,**  
Director - Academic, Arts and Science Colleges, VEI

**Dr. R. JAYAKUMAR, M.Sc., M.Phil., Ph.D.,**  
Principal I/c, VICAS.

**Dr. H. ABIRAMI, M.Sc., M.Phil., Ph.D.,**  
Vice Principal, VICAS.

Forenoon Session: Time : 11.15 a.m.

Special Address :

**Dr. K. JEYARAMAN, M.A., M. Phil., NET, Ph. D.,**  
Associate Professor and HOD  
Department of Economics,  
Periyar University, Salem - 636011.



Lunch Break : 1.00 p.m. to 2.00 p.m.

Afternoon Session : Time : 02:15 p.m.

Special Address by :

**Dr. P. SRINIVASAN, M.A., M. Phil., SET, Ph.D.,**  
Associate Professor of Economics,  
School of Management (SoM),  
Presidency University, Bangalore, Karnataka.



Vote of Thanks :

**Dr. S. IRULAPPAN, M.Com., M.B.A., M.Phil., PGDCA., PGDPM., Ph.D.,**  
Director Commerce and Management Studies, VICAS.

National Anthem



## ORGANIZING COMMITTEE

### CHIEF PATRON

“Vidhya Rathna”

**Prof. Dr. M. KARUNANITHI, B.Pharm., M.S., Ph.D., D.Litt.,**  
Chairman & Secretary,  
Vivekanandha Educational Institutions & Hospitals,  
Tiruchengode & Sankari.

### PATRONS

**Tmt. KRISHNAVENI KARUNANITHI, M.A.,**  
Managing Director,  
Vivekanandha Educational Institutions & Hospitals.

**Dr. S. ARTHANAREESWARAN, M.D., (General Medicine)**  
Joint Managing Director,  
Vivekanandha Educational Institutions & Hospitals.

**Dr. K. SREERAAGHANIDHI ARTHANAREESWARAN,**  
Joint Secretary,  
**M.S., (Ophthal)**  
Vivekanandha Educational Institutions & Hospitals.

**Dr. K. KRUPANIDHI, M.D., (Emergency Medicine)**  
Vice Chairman,  
Vivekanandha Educational Institutions & Hospitals.

**Dr. K.B. NIVETHANA KRUPANIDHI, M.S., (OG)**  
Executive Director,  
Vivekanandha Educational Institutions & Hospitals.

**Prof. Dr. S. KUPPUSWAMI, B.E., M.Sc(Engg)., Dr. Ing(France)**  
Executive Director, Vivekanandha Educational Institutions.

**Mr. M. CHOKKALINGAM, M.Sc., B.Ed.,**  
Chief Executive,  
Vivekanandha Educational Institutions & Hospitals.

### ADDITIONAL PATRONS

**Dr. V. KUMARAVEL, M.Com., MBA., M.Sc (Psy), M.Phil., Ph.D.,**  
Director-Academic Affairs,  
Vivekanandha College of Arts & Sciences for Women  
(Autonomous).

**Dr. B.T. SURESHKUMAR, M.Sc., M.Phil., Ph.D.,**  
Principal, Vivekanandha College of Arts & Sciences for Women  
(Autonomous).

**Dr. R. JAYAKUMAR, M.Sc., M.Phil., Ph.D.,**  
Principal (i/c),  
Vivekanandha College of Arts & Sciences for Women  
(Autonomous).

**Dr. H. ABIRAMI, M.Sc., M.Phil., Ph.D., SET,**  
Vice-Principal,  
Vivekanandha College of Arts & Sciences for Women  
(Autonomous).



## One Day National Conference on Re-thinking of India's Economic Strategy : Myth & Reality

Date : 14-05-2022 Saturday

VENUE : COMMERCE SEMINAR HALL



*Organized by:*

DEPARTMENT OF ECONOMICS

*In association with*

PG & RESEARCH DEPARTMENT OF COMMERCE

## VIVEKANANDHA COLLEGE OF ARTS AND SCIENCES FOR WOMEN (Autonomous)

(Affiliated to Periyar University,  
Recognized u/s 2(f), 12(B) UGC act of 1956,  
Approved by AICTE, Re-accredited with 'A' Grade by  
NAAC & An ISO 9001 : 2008 Certified Institution),  
Elayampalayam - 637 205, Tiruchengode, Namakkal Dt.,  
Tamil Nadu, India. [www.vicas.org](http://www.vicas.org)



## **ABOUT THE INSTITUTION**

Vivekanandha College of Arts & Sciences for Women (Autonomous) was established and hailed into women's educational service in the year 1995. This is one of the premier institutions in this region & re-accredited with 'A' grade by NAAC & part of 28 Vivekanandha Educational Institutions. Angammal Educational Trust chaired by the great Educationalist & Industrialist 'Vidhya Rathna' **Prof. Dr. M. KARUNANITHI, B.Pharm., M.S., Ph.D., D.Litt.**, sponsors this college and other institutions under the name of the great saint Vivekanandha. This is one of the largest women's college in India which accommodate 5500 girl students in 19 various departments. The strength of the college was just 65 at the time of its establishment. With the dedication, hard work, sacrifice and long vision of the Chairman, this Institution has grown into a unique reputed institution. Autonomous status is concerted to the college by UGC from 2015 onwards.

## **ABOUT THE DEPARTMENT**

The Department of Economics was established in the year 2021. The main objective of our Department is to inculcate women students to becoming independent earner, think tank, wise decision maker in their family as well as to the society. Our faculty members have contributed and participated various national and international conference, symposium, seminar and workshop etc., published reputed journals and also having professional bodies membership like IEA, AET and WEA etc.,

## **OBJECTIVES OF THE CONFERENCE**

India has diversified 29 states with a goods and services-including in education, agriculture, energy, resources, tourism, healthcare, financial services, infrastructure, sciences and technology, innovate practices and sports etc., The development strategies are taking account of employment creation, local authority with public private partnership. India has embarked numerous economic strategies which have influenced different sectors of Indian economy in

different magnitude. The national conference is expected to create awareness among the budding scholars and students about the economic strategy with overall economy of India. In addition to this, this conference also helps the scholars and students to interact with the resource persons, who have sufficient exposure and rich research experience in the subject.

## **SUBTHEME**

- ICT enabled Agricultural Production
- Economic Crisis : Productivity, Unemployment, Inflation.
- Breaking of Supply Chain during Covid-19
- De-marketing
- Women Empowerment
- Professional Self Employment
- Digital Marketing, Payments, Currencies & Services etc.,
- Healthcare Advancements
- Economics of infrastructure
- Tourism Development
- Public Private Partnership
- New Education Policy
- Millennium Development Goals
- Sustainable Development
- Self sufficient economy
- Foreign Trade Policy in India
- Gender Inequality

Welcome to policy intervention and strategies of students, scholars, faculty members, and industrialists and innovate entrepreneurs to promote the GDP ratio in India.

## **REGISTRATION**

Students UG / PG : Rs. 150  
Research Scholars : Rs. 200  
Faculty Members / Industrialist : Rs. 300

## **ADVISORY COMMITTEE**

**Dr. S. IRULAPPAN**, M.Com., M.B.A. M. Phil., PGDCA, PGDPM, Ph.D.  
Director Commerce and Management Studies, VICAS.

## **COORDINATOR**

**Dr. P. ARUNACHALAM**, M.A., M. Phil, SET, Ph.D.,  
Assistant Professor of Economics & Head, VICAS.

## **CONVENER**

**Dr. S. PRAKASH**, MBA., M. Phil., Ph.D.,  
Associate Professor & Head (B.Com A&F, B&I, BPS & PA)

## **ORGANIZING COMMITTEE**

**Dr. G. SUMITHRA**, M.A., M. Phil., Ph.D,

**Dr. A. VADIVELU**, M.A., M. Phil., Ph.D,

**Mr. N. PERIYAMAYAN**, M.A. M. Phil. SET, (Ph.D),

## **REGISTRATION FORM**

Name in Block Letters :  
Designation :  
Institution :  
Address for Communication :  
Mobile Number :  
Email :  
IMPS/RTGS / Ref. No. and Date :  
Amount :  
Name of the Bank :  
Place :  
Date :

Signature

(Photo copies of this form may also be used)

The last date for registration is 12th May 2022. Working lunch, workshop kit and certificates will be provided to the participants, No TA/DA will be paid to the participants. The selected papers which is less than 10 per cent plagiarism will be published UGC Care list, or Scopus indexed journals, or blind peer reviewed journals with prior intimation to you,

## **FOR REGISTRATION**

<https://forms.gle/BcuoSNZFP4hyH3DB9>  
and other details of the conference please contact



## **THE CONFERENCE COORDINATOR**

**Dr. P. ARUNACHALAM**, M.A., M. Phil, SET Ph. D,

Assistant Professor & Head, Department of Economics,  
Vivekanandha College of Arts & Sciences for Women  
(Autonomous),  
Elayampalayam – 635 207. Cell: 9025993877 / 9655823977  
E-mail: drarunachalam@vicas.org

## **BANK DETAILS FOR PAYMENT**

**Bank Name** : Indian Overseas Bank  
**Account Holder Name** : The Organising Secretary,  
Department of Commerce, VICAS.  
**Current Account No.** : 182701000017805  
**IFSC Code** : IOBA0001827  
**Branch** : Vivekanandha College Campus  
Elayampalayam.