

GUIDELINES PAPER SUBMISSION

We Invite the article from Academicians, Research Scholars, Industrialists, Post Graduate and Under Graduate students of colleges and Universities across National and International on the themes and Sub Themes of the seminar as per the following Guidelines:

- All Submissions must be in MS word Format.
- Font Style: Times New Roman, Font Size: 12 & Line Spacing: 1.5
- Abstract shall be for 250 words with 3-5 Keywords.
- Authors Affiliation, Contact Address, Designation, E-Mail Id & Mobile Number are to be added in the first page.
- Paper should not exceed 3500 words including table of contents, references & reference style to be followed is APA style 7th edition.
- Plagiarism should be less than 15%.
- Maximum authors per paper are limited to four and each author has to register separately.
- All full paper submissions will undergo a blind review process and evaluated based on originality, technical and/or research depth, accuracy and relevance to Seminar theme and topics.

Author must submit their full-length research paper to Email Id: empwomen2047@gmail.com

PUBLICATION OPPORTUNITY

All the papers will be published in the seminar proceedings with an ISBN number. The cost of the seminar proceedings will be borne by the authors in addition to the registration fee.

REGISTRATION DETAILS

Students : Rs.200/-
Researcher Scholars : Rs.300/-
Faculty Members & Industrialist : Rs.500/-
Fee Includes Seminar Kit, Certificate, Lunch & Tea
Each author has to pay registration fee separately

IMPORTANT DATES

Full Paper Submission : 30th January 2025
Notification of Acceptance : 5th February 2025
Last Date of Registration : 10th February 2025

ACCOUNT DETAILS

Account Number : 7937091574
IFSC Code : IDIB000A008
Bank Name : Indian Bank
Account Name : Empowering Women
UPI ID : empwomen@indianbk
Registration Link : <https://forms.gle/obAyvtLnRMN85Z66A>



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For Communication

Mobile No: 8825596031, 9600816146

Mail: empwomen2047@gmail.com



ALAGAPPA UNIVERSITY

(A State University Established in 1985)



Karaikudi - 630003, Tamil Nadu, India

www.alagappauniversity.ac.in

Two Day National Seminar
on

**EMPOWERING WOMEN: BRIDGING THE
GAP THROUGH ENTREPRENEURSHIP**

Vision Viksit Bharat @ 2047

Sponsored by



ICSSR - SRC

Indian Council for Social Science Research

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Hyderabad

Date :13th & 14th February 2025

Organized by

**ALAGAPPA INSTITUTE OF
MANAGEMENT**

Karaikudi - 630003, Tamil Nadu, India

ANOTE ON ALAGAPPA UNIVERSITY

Alagappa University has emerged from the galaxy of institutions initially founded during 1950's by the Padma Bhushan Dr. R.M. Alagappa Chettiar (06.04.1909 - 05.04.1957). Alagappa University is a State Government University established by an Act of the Tamil Nadu State Legislature in 1985 as Unitary type; later became Affiliating type during 2002. The University is situated at Karaikudi, in the District of Sivaganga, in the State of Tamil Nadu. Alagappa University's campus sprawls across 435.98 Acres of lush land, (428.15 acres in Main Campus and 7.83 acres in Thondi Campus) creating a highly secure, eco conscious and student friendly learning ambience. Alagappa University was brought into existence by a Special Act of the Government of Tamil Nadu in May 1985 with the objective of fostering research, development and dissemination of knowledge in various branches of learning. Alagappa University is recognized by the University Grants Commission (UGC) of India. The University has 44 Departments, 3 Academic Centres and 2 Constituent Colleges (AUCE, AUCPE) on its campus. 45 Colleges located in the districts of Sivaganga and Ramanathapuram are Affiliated to the University. The University is offering UG & PG programmes in the four Faculties (Arts, Science, Education, Management). The University is having International Collaborations with Universities / Institutions of Higher Learning in countries like U.S.A, UK, Australia, Singapore, China, Malaysia and South Korea. The University's motto is "Excellence in Action" and the University keeps before it the vision of excellence in all spheres of its action.

ABOUT THE ALAGAPPA INSTITUTE OF MANAGEMENT

In the year 1993, aiming at the contribution for nation's economic growth and prosperity through high quality business education, research and training that are relevant and useful to industry and economy, government and other institutions and to promote entrepreneurship Alagappa Institute of Management (AIM) was established. AIM has received approval from University Grants Commission, New Delhi, and Tamil Nadu Government for its MBA programme. Besides MBA programme it also offers Ph.D degree in Management. The institute has been ranked and acclaimed as one among the top 100 business schools in India through various surveys conducted by agencies and magazines, from time to time. AIM with fervour encourages its students to build up a great sense of solidarity tangled with vital skills and talents through the curriculum and innovative pedagogy. The students undergo a two-year full time course work embraced with rigorous live projects, student-led events, quizzes and challenging assignments to sustain in any vibrant and dynamic environments. The pedagogy in AIM is highly interactive, inimitable and is commended by industrialists and academicians. Its uniqueness rests with the methods of urging the

students to apt entrepreneurship as their way of life. It envisages substantial participation and applied learning process. Teaching method includes lectures, mentoring, cases, seminars, group discussions, business games and exercises, structures and unstructured group works, field visits, individual and group projects and Comprehensive Viva.

ABOUT THE SEMINAR

The Two-Day National Seminar on "Empowering Women: Bridging the Gap through Entrepreneurship" aims to address the multifaceted aspects of empowering women in contemporary society. Women's empowerment is crucial for achieving sustainable development and fostering inclusive growth. This seminar brings together academia, policymakers, entrepreneurs, activists, and students to explore the dynamic interplay between empowerment and entrepreneurship, highlighting the significance of both in transforming women's lives. The seminar seeks to create a platform for discussing the challenges and opportunities that women face in entrepreneurial ventures. It will delve into topics such as access to education, financial independence, leadership roles, and the impact of socio-cultural norms on women's entrepreneurship. The discussions will underscore the importance of creating an enabling environment where women can thrive as entrepreneurs and leaders. In addition to academic presentations, the seminar will feature interactive workshops, panel discussions, and networking sessions to foster collaboration and innovation. By sharing success stories and best practices, the seminar aims to inspire and motivate women to pursue entrepreneurial paths and contribute to economic growth. The event will highlight the collective responsibility of society to support and uplift women, ensuring their active participation in the economic, social, and political spheres.

SEMINAR OBJECTIVES

- To analyze and discuss the current state of women empowerment and entrepreneurship in India.
- To identify challenges faced by women entrepreneurs and propose viable solutions.
- To exchange of ideas, strategies, and best practices among researchers, practitioners, and policymakers.
- To build a platform for networking and collaboration among academics, business leaders, entrepreneurs, and students.
- To develop recommendations to inform and influence public policy on women empowerment and entrepreneurship.

MAIN THEME

The main theme of the seminar, "Empowering Women: Bridging the Gap through Entrepreneurship," emphasizes the crucial role of entrepreneurship in empowering women and driving societal progress. It

explores the challenges women face in starting and sustaining businesses, such as access to education, financial resources, and overcoming socio-cultural barriers. The seminar aims to highlight the importance of creating an enabling environment for women entrepreneurs, showcasing success stories and best practices. By fostering a supportive ecosystem, the seminar seeks to inspire women to take on leadership roles, promote economic independence, and contribute significantly to sustainable development and inclusive growth.

CALL FOR PAPERS AND SUGGESTED THEMES

- Policy and Legal Frameworks: Examining existing policies and laws affecting women entrepreneurs.
- Access to Finance: Exploring financial barriers and solutions for women entrepreneurs.
- Education and Skill Development: Identifying educational needs and training programs to support women in business.
- Social and Cultural Barriers: Understanding and addressing societal norms and cultural practices that hinder women's entrepreneurial activities.
- Technology and Innovation: Leveraging technology to support women entrepreneurs.
- Success Stories and Case Studies: Sharing inspiring stories of successful women entrepreneurs.
- Mentorship and Networking: The role of mentorship programs and professional networks in supporting women entrepreneurs.
- Marketing and Branding: Strategies for women entrepreneurs to effectively market and brand their businesses.
- Work-Life Balance: Addressing the challenges of balancing entrepreneurship with family and personal responsibilities.
- Rural Women Entrepreneurship: Exploring the unique challenges and opportunities for women entrepreneurs in rural areas.
- Impact of COVID-19: Analyzing the impact of the COVID-19 pandemic on women entrepreneurs.
- Sustainability and Social Responsibility: Encouraging sustainable business practices and social responsibility among women entrepreneurs.
- Digital Entrepreneurship: Opportunities and challenges for women in digital and e-commerce businesses.
- Access to Markets: Strategies to improve market access for women-owned businesses.
- International Perspectives: Learning from global best practices and policies to support women entrepreneurship.
- The topics considered may include, but are not limited to the above topics.