

GUIDELINES

Abstracts of research paper as per seminar theme are invited. The abstract of the paper must be 300-500 words in MS word format with 12 font size times new roman style and the reference in the latest APA/MLA format. The full paper must be restricted to 5000 words, It comprises Abstract, key words, Introduction, Significance of the study, Results and discussions, Findings, Conclusion and References. Name of Author/Co-Author should be clearly mentioned. Send your paper through the mentioned mail id only. Certificate will be provided to all registered participants. Best paper presentation will be honored and awarded.

SUB THEMES

1. Women in rural entrepreneurship
2. Entrepreneurship and sustainable development
3. Risk tolerance on entrepreneurial success.
4. Digital marketing for new entrepreneurial venture.
5. Role of Technology in Women Entrepreneurial actives.
6. Government Programmes for the Development of Women Entrepreneur.
7. Women Entrepreneur in MSMEs sectors
8. Street vendors among various categories of Women.
9. Overcoming fear of failure in entrepreneurial ventures.
10. Financial boot strapping methods for rural startup.

REGISTRATION FEES

Author and Co- Author have to register separately.

UG & PG Students	- Rs. 150/-
Research Scholars	- Rs. 250/-
Faculty Members	- Rs. 300/-
Entrepreneur & Industrialist	- Rs. 400/-

CALL FOR PAPER

Selected paper will be published in the UGC Care listed Journals.

SEMINAR COORDINATORS

- Mrs. J. Rohini**, M.A., M.Phil., Ph.D., Vice Principal (Infra)
Dr. B. Jesintha, M.Com., M.Phil., Ph.D., Head (Commerce-CA)
Mrs. N. Shanthi, M.Com., B.Ed., M.Phil., Ph.D., Head (Commerce)
Dr. V. Uma Maheswari, MBA, Ph.D., Head (BBA)

CONTACT

9789516039

6383893212

9942105066

E-Mail Id : stantonyscompenny2425@gmail.com

Scan to pay with any UPI app



UPI ID: rohinijagatheesan-2@okicici



ST. ANTONY'S COLLEGE OF ARTS AND SCIENCES FOR WOMEN

(Affiliated to Mother Teresa Women's University, Madhavam) | (Recognized under 2(f) and 12B of UGC Act, 1956)
(An ISO 9001:2015 Certified Institution) | (Accredited with 'B' Grade in 1 Cycle by UAC)

AMALA ANNAI NAGAR, THAMARAIPADI, DINDIGUL - 5

DEPARTMENT OF COMMERCE

B.Com CA and BBA

Cordially invite you for the

SEMINAR ON INNOVATION AND SUSTAINABLE TRANSFORMATION OF RURAL WOMEN ENTREPRENEUR

Date: 14.02.2025

Venue: Amala Auditorium



ABOUT THE COLLEGE

St. Antony's College of Arts and Sciences for Women, Dindigul, is a minority, self-financing institution established in 2007 by the Congregation of the Sisters of the Immaculate Conception (C.I.C) with the blessings, guidance and moral support of the Most Rev. Dr. Antony Pappusamy, the Bishop of Dindigul. The Congregation has a vast experience in the field of secondary, Senior Secondary and teacher training education in addition to other types of social works.

The college now offers 12 UG and 7 PG courses. With the spirit of goodwill, it imparts quality higher education with creative, critical, and communication skills in addition to domain knowledge to women students, especially the poor, the needy and the underprivileged for their holistic development in response to the greatest commandment of love of our Lord Jesus Christ and for contribution to building a developed India. It provides opportunities for honing their employability skills through curricular and co-curricular training. It also motivates students to be responsible citizens and to be accountable for their time invested and competence acquired. In this context, it has signed functional MoUs with various universities, colleges and with other reputed industries/agencies.

In addition to certificate courses in Certificate in Accounting Technicians (CAT) and Cost and Management Accountants (CMA), the college offers various Skill Development Courses.

ABOUT THE SEMINAR

This seminar aims to connect key concepts: women empowerment, entrepreneurship, innovation, and sustainability. It emphasizes the interplay of individual, social, structural, and innovation factors as crucial determinants of entrepreneurial success.

The adoption of digital technologies and social innovations emerges as a vital factor, while traditional gender roles, poor infrastructure, and persistent discrimination remain significant barriers.

The seminar seeks to foster a deeper understanding of the dynamics that influence rural women entrepreneurs' success. It highlights the need for holistic approaches that promote skill development, ensure access to resources, and encourage innovation to empower rural women and support sustainable community development.

Chief Patrons



Rev. Sr. Arul Devi
Secretary, St. Antony's College



Rev. Sr. Dr. Mary Pramila Santhi
Principal, St. Antony's College

RESOURCE PERSONS

Session I

Dr. Shobana Nelasco

Economist, Gender Activist and Social Worker

Topic:

The Role of Resilience in Nurturing an Entrepreneurial mindset.



Session II

Dr. Nirmala

Assistant Professor,
Department of B.Com (Business Analytics),
Sree Saraswathi Thyagaraja College,
Thippampatti, Pollachi

Topic :

**The growth mindset :
The fuel for entrepreneurial innovations**



Session III

Mrs. Rajamaheswari

State President,
Women Entrepreneur Association
of Tamil Nadu, Tanjore.

Topic :

The key to an entrepreneur's continuous growth.

