

GUEST SPEAKERS AND INVITEES.

NATIONAL

1. Dr.M.Govinda Rao, Member, Economic Advisory Council to Prime Minister, Govt. of India, New Delhi.
2. Dr.M.Veera Shamugha Moni, M.B.A, Ph.D, IAS, Commissioner, Treasuries & Accounts Department, Govt. of Tamilnadu.
3. Mr.S. Sivagnanam, Director, MSME Development Institute, Government of India, Chennai
4. Principal Secretary to Government, MSME Department, Govt. of Tamilnadu.
5. Commissioner and Director, Department of Industries and Commerce, Govt. of Tamilnadu.
6. Chairman and Managing Director, SIDCO Chennai.
7. Mr. M. Kandhaswami, President, CODISSIA, Coimbatore.
8. Dr. P.Saravanan, Professor, Rajiv Gandhi Indian Institute of Management, Shillong.
9. Dr. S.V.Shanmugam, Joint Managing Director, CMH Tools Ltd, Hyderabad.
10. Dr. S.R. Pujar, Director, Sardar Vallabhai Patel International School of Textile & Management, Cbe.
11. Dr. R. Nandagopal, Director, PSG Institute of Management, Cbe

INTERNATIONAL

1. Dr. Asif R.Chida, MDG and Private Sector Specialist, UNDP Pacific Centre, FIJI.
 2. Mr. James Paul, Group I T Manager, Al Hashar Group of Companies, Oman.
 3. Mr. S.Ibrahim Khan, Faculty, Dept. of Business, Salalah College of Technology, Salalah, Oman.
- (Awaiting acceptance from few other experts in industry and academia of India and abroad.)

CALL FOR PAPERS

Authors are invited to electronically submit abstracts with the full length of the paper of their unpublished original work written in English in the areas of themes of the conference. The abstract is to be of approximately 200 words and the full length of the paper should not exceed 6 pages with key figures and references. Abstract and the full length of the paper is to be submitted as an e-mail attachment to: stcmsme2012@gmail.com before the respective closing dates.

Also visit us at www.glocon2012.in

GUIDELINES FOR PAPERS SUBMISSION

The full paper should follow Ms Word, Times New Roman, 12 Font Sizes, 1.5 line spaces, with one inch margin in all sides.

The manuscript selection is subject to experts review and decision of the expert committee will be final. Selected papers will be published in an edited volume and released in the form of conference proceeding with (ISBN No.) during the conference.

Video conferencing will be arranged for presentations by foreign delegates.

The paper presenter in the conference shall use LCD for power point presentation.



IMPORTANT DATES

Abstract submission by soft copy : **3rd Feb 2012.**

Notification of Acceptance : **8th Feb 2012.**

Submission of Full Paper in hard copy along with registration fees on or before **13th Feb 2012.**

Conference Dates : **2nd & 3rd March 2012.**

Venue : **Auditorium, Sardar Vallabhbhai Patel International School of Textiles & Management, Ministry of Textiles, Government of India, 1483 Avanashi Road, Peelamedu, Coimbatore - 4.**

REGISTRATION FEE

| Category of Participants | Indian Participants in Rs. | Foreign Participants US \$ |
|--------------------------|----------------------------|----------------------------|
| Industry | Rs.1500 | 50 |
| Faculty Members | Rs.1000 | 30 |
| Research Scholars | Rs.750 | 25 |
| Students | Rs.500 | 20 |
| In absentia presentation | Rs.2000 | 60 |

- The fee should be paid in the form of Demand draft drawn in favour of **The Principal, Sree Saraswathi Thyagaraja College, Pollachi**, payable at **Pollachi**
- The registration fee covers the proceedings with ISBN No., Kit, Lunch, and Tea.
- Author and Co – Author should register separately.
- The participants are requested to make their own arrangement for travel and accommodation.

MEDIA PARTNERSHIP*



* Awaiting official confirmation

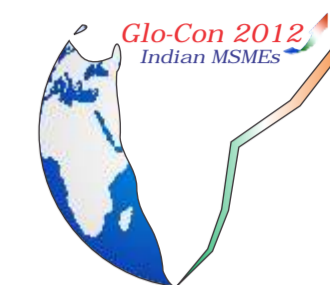
Contact us

Dr.A.VENKATACHALAM Ph.D

Chief Organizing Secretary, International Conference,
Dean - Commerce and International Business
Director - Centre for Entrepreneurial Development

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International Conference On

GLOBALISATION IS IRREVERSIBLE :

Need for Branding India Inc. & Making MSMEs Competitive

Date : **02.03.2012 & 03.03.2012**

Venue : Auditorium, **Sardar Vallabhbhai Patel International School of Textiles & Management, Ministry of Textiles, Government of India, 1483 Avanashi Road, Peelamedu, Coimbatore - 4.**

organized by

Department of Commerce & International Business

SREE SARASWATHI THYAGARAJA COLLEGE
An Autonomous, ISO 9001:2008 Certified and NAAC Accredited Institution & Affiliated to Bharathiar University, Coimbatore
Approved by AICTE for MBA/MCA and by UGC for 2(B) & 12(B) status
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in association with

MSME Department, Commissionerate of Industries And Commerce,
Government of Tamilnadu and CODISSIA, COIMBATORE

International Conference on

GLOBALISATION IS IRREVERSIBLE :

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ABOUT THE ORGANISERS

Sree Saraswathi Thyagaraja College started in 1997 with the mantra of no donation and no capitation fee with 4 UG programmes and 37 students has now made stupendous progress offering 8 UG and 8 PG courses with a total strength of around 2800 students in various disciplines like Commerce, International Business, Management, Social Work, Mathematics, Information Technology and Computer Science. STC was recognized as the 2nd Best College (overall) by Bharathiar University (amongst 150 Colleges affiliated to it) in the year 2008-09. STC has emerged as a research centre to offer M.Phil Programmes in Management, Commerce, Computer Science, Tamil, English and Mathematics, whereas the Commerce department offers Full-time and Part-time Ph.D. approved by Bharathiar University, Coimbatore.

PHILOSOPHY

"When an institution becomes very important to the society, it no longer belongs only to its founders, but to the whole society"

ABOUT POLLACHI

Pollachi is geographically located in the Coimbatore district of Tamil Nadu State in South India. It is in the midst of Western Ghats surrounded by hill stations like Valparai, Topslip, Thirumoorthi hills and it is also closer to Ooty, Munnar and Kodaikanal. Dams like Aliyar, Solayar and Amaravathi are also nearer to Pollachi. Anamalai Wild life sanctuary, Crocodile Farm, Monkey Falls are some other important places of tourist interest. Masaniamman temple and Palani Dhandayuthapani temple are some important pilgrim centres in and around Pollachi.

GLOBALISATION: A SNAP SHOT

Globalisation is a term that is often used but seldom understood in terms of its true definition. The term refers to the process of a recognised increase in the split or share of economic wealth and activity taking place across countries or national boundaries. Some of the key indicators of increased globalisation within certain countries include, an increase in multinational enterprises and direct foreign investment, the financial market becoming more mature and internationalised. Driven by the wonders of microchip technology and the efficiency of container shipping, the intensity of globalisation debate has increased. Contemporary globalisation is also linked with widening global inequality. Many people would argue that the overall effect of globalisation on the nation is to widen the gap of prosperity between the rich and the poor.

INDIA Inc: NEED FOR BRAND CONSOLIDATION

The emergence of India as a future superpower might have been the talk of countless summits and conferences in recent years, For India to truly live up to its economic potential in the 21st-century, it needs to do two critical issues. First, spend more money on infrastructure, remove government control, and address governance deficits. Secondly, and much more importantly, build India Inc as a global brand. For example some of the Indian companies though ranked high in the country are emotively way behind in global rankings.

MAKING INDIAN MSMEs COMPETITIVE

The MSMEs today constitute a very important segment of Indian economy. Micro Small and Medium Enterprises Development Act 2006 was enacted by the government enacting the institution for the promotion and development of MSMEs and enhance to their competitiveness. The MSMEs sector has shown consistent growth of output, exports and employment generation over the last few years. The MSMEs sector as per the 4th all India census, contributes 45% of industrial output, 40% of export, employing over 60 million people, create 1.3 million jobs every year and produce more than 8000 quality products for India and international markets.

Besides this , the MSMEs has enormous growth potential such as low capital cost, extensive promotion and support by government funding, finance for machinery and raw material requirements, man power training etc., In addition to the above advantages the MSMEs also possess the following unique features such as, labour-intensive, short gestation period, lowest administrative cost, maximum potential for employment generation, assist decentralization of power, and ensuring balanced regional development which will make MSMEs to become an emerging global player and to achieve the milestone.



CONFERENCE THEMES

Four Sessions in this two day conference will focus on

1. Is India ready to lead the world stage on globalisation debate?
2. Branding India Inc.
3. Making Indian MSMEs competitive to access Global Private Sector Value chains
4. Technology entrepreneurship, competitiveness, corporate governance, Business Ethics and knowledge revolution.

Key issues

- What is required for India to lead?
- Where are Indian brands on the global Stage? How is it that the fastest growing free market democracy has not produced a global brand to rank among the top 100 brands of the world?
- What are the MSMEs doing to support the trade capacity of the India in which they invest? How can we systematically access this experience and knowledge? What lessons can be drawn on good practice?
- What is the role of MSMEs in practicing corporate governance and Business ethics?
- How can public agencies work with the MSMEs in support of trade capacity building processes? What obstacles stand in the way of enhancing such cooperation? How can public-private dialogue be improved?
- What entry barriers (e.g. soft and hard infrastructure) must India and suppliers overcome to break into value chains?
- Is India's education system catering for the global market?
- What are the key reforms to drive competitiveness and higher levels of innovation?
- Is India a source of know-how for other emerging markets?
- Is outward migration detracting from or contributing to India's pool of skills?
- What is India's role in international cooperation and exchange in good practice in science and technology, education, health and other wealth creating sectors?
- How important is the integration of women into the labour market in increasing India's competitiveness?
- How will India impact on the digital divide?
- What is the role of key industries – including pharmaceuticals, IT and space technology - in India's development?



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