

## TECHNICAL SESSIONS

**Technical Session 1**  
India an Emerging Market-  
Opportunities and the Way Ahead

**Technical Session 2**  
Planned Growth Initiatives-  
Perspectives on Govt. Policies for  
Entrepreneurship and Economic  
Growth

**Technical Session 3**  
Ease of Doing Business in India

**Technical Session 4**  
Infrastructure Development and  
Indian Industry

## TARGET GROUP

The seminar would target  
academicians, researchers,  
government officials, policy  
makers and representatives from  
trade and Industry both from  
India and abroad

## THEMES IDENTIFIED

- BRICS, ASEAN, SAARC and India
- Growth Opportunities for Exports-Sectors tapped and untapped
- Role of Industry and Trade Associations-FICCI, CII
- Make in India
- MSMEs-MUDRA Banks
- Start up and Stand up projects
- Exchange Rate Volatility
- Financial Market and Services
- Role of Regulators and Facilitators
- Infrastructure Development and Financing

Allied themes may be included

## PAPER PRESENTATION



Registered delegates would have an opportunity to present papers on the themes identified.

An abstract of the paper in 500 words is to be submitted initially and the full paper not exceeding 3000 words (excluding tables, charts and figures) to be submitted latest by **21<sup>st</sup> Feb. 2016**

Papers should be sent to  
[isebokerala@gmail.com](mailto:isebokerala@gmail.com)

Selected papers will be published in the forthcoming issue of Commerce and Business Researcher, Journal published by the Researchers' Forum, Department of Commerce, University of Kerala.

## IMPORTANT DATES

Last date for submission of  
abstracts of papers : 15<sup>th</sup> Feb. 2016

Last date for submission  
of full paper : 21<sup>st</sup> Feb. 2016

Last date for registration : 24<sup>th</sup> Feb. 2016

## REGISTRATION FEES

Foreign Delegates	: \$ 50
Teachers/Professionals	: ₹1000
Research Scholars	: ₹600
M.Com, M.Phil Scholars	: ₹400

Registration fee would cover seminar kit, food and seminar materials. Accommodation would be arranged on payment basis. Total number of delegates would be restricted to 100 on a first-come-first-served basis. Registration fees can be remitted in Cash or through DD, drawn in favour of **Organizing Secretary, International Seminar on Emerging Business Opportunities**, payable at Thiruvananthapuram or through Electronic Fund Transfer. For details see attached registration form.

For Registration and more details contact:

Organising Secretary

**Prof. G. Simon Thattil**

Department of Commerce, School of Business Management and Legal Studies,  
University of Kerala, Thiruvananthapuram-695 581

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# EMERGING BUSINESS OPPORTUNITIES - GLOBAL MARKETS - AND THE INDIAN POTENTIAL

Two day  
International Seminar

February 24- 25, 2016

Senate Chamber, Senate House Campus  
Palayam, Thiruvananthapuram

Organized by

Department of Commerce, School of Business  
Management and Legal Studies, University of Kerala  
(Re-accredited by NAAC with 'A' Grade)  
Thiruvananthapuram, Kerala, India



# EMERGING BUSINESS OPPORTUNITIES - GLOBAL MARKETS AND THE INDIAN POTENTIAL

Two day International Seminar

Dear Sir/ Madam,

India is turning out to be one of the fastest growing nations of the world. This is evidenced by her 7 to 8 per cent economic growth rate, nation with highest flow of FDI and a vibrant population with demographic dividend. The Government has initiated several steps towards attracting investment and in promoting industrial development through policy measures like Make in India, MUDRA, Start up and Stand up projects , Digital India, Skill India and so on. As part of BRICS, India has emerged as a destination for investment and centre of global attraction. We at the Department of Commerce, School of Business Management and Legal Studies, University of Kerala, take immense pleasure in hosting an International Seminar entitled '**Emerging Business Opportunities- Global Markets and The Indian Potential**' during Feb.24-25 of 2016 and do invite you to enrich the proceedings through your scholarly inputs on the themes identified.

**Prof. Dr. Resia Beegam S.**  
*Professor and Head*



## DEPARTMENT OF COMMERCE

The Department of Commerce was established in 1985 as a teaching and research department of the University of Kerala. We offer post graduate level programmes in commerce-viz M.Com, M.Phil and Doctoral programmes leading to Ph.D and are actively involved in research, consultancy and extension services as witnessed by the outcomes in terms of projects completed and those which are in the pipeline. The teaching- learning processes of the Department have found excellent placement and research opportunities for our students.

## RELEVANCE OF THE SEMINAR

The Seminar intends to deliberate on the Indian potential to take advantage of unfolding global business opportunities. It is significant in the backdrop of India being part of an emerging market and strong policy initiatives being launched to exploit our potential. Our economy is fast catching up with the most developed nations of the world. We have been able to empower organizations and enterprises across the globe. Our professionals and policy makers have transformed institutions that have supported nation building in several other countries. We are now looking at our potential to develop our own nation through globally integrated operations. An attempt is also made to examine and deliberate on government interventions in the form of MUDRA and Make in India. The interventions of trade associations like FICCI (Federation of Indian Chamber of Commerce and Industry), CII (Confederation of Indian Industry), in transforming India through its trade and Industry are also examined.

## OBJECTIVES OF THE SEMINAR

- 1 To identify global business opportunities emerging through India's involvement in BRICS, ASEAN and SAARC
- 2 To assess the challenges and opportunities for MSMEs in India in the backdrop of Government policy initiatives like 'MUDRA and Make in India'.
- 3 To deliberate on untapped opportunities for exports and import substitution.
- 4 To take stock of India's infrastructure and status on Ease of Doing Business.