





National Conference & Paper Presentation Competition: February 14,15 2019

Registration Form - Praajnikam (Competition) Name of the College: _____ Phone Number (Dept): _____ HOD's Mob No: _____		 BASELIUS COLLEGE KOTTAYAM, KERALA (NAAC Re-Accredited @ A Grade with CGPA 3.11)
Name & Class of the Participants Team - 1 Participant 1: _____ Class: _____ Participant 2: _____ Class: _____ Title: _____		
Team - 2 Participant 1: _____ Class: _____ Participant 2: _____ Class: _____ Title: _____		National Conference & Paper Presentation Competition STRATEGIES FOR SCALABILITY & SUSTAINABILITY OF BUSINESS VENTURES Co-Sponsored by Mahatma Gandhi University, Kottayam, Kerala Organized by Postgraduate Department of Commerce & Management Date: 14 th & 15 th February, 2019 Venue: Dr. A.P. Mari Media Centre, Basilius College, Kottayam.
Team - 3 Participant 1: _____ Class: _____ Participant 2: _____ Class: _____ Title: _____		
Name, Seal & Signature (Head of the Department / Teacher-in-charge)		
Contact Details Prof. Tissy Eruthickal (HOD) - 94963 24241 Faculty Convener Prof. Ancy Sam - 80894 55606 Student Convener Ms. Sneha Elia Varughese - 90728 82518 Mr. Abhil Kumar A - 97466 70759 0481-2582002 baseliuscommerce@gmail.com kalidoscopebaselius@gmail.com Other Organizing Committee Members Prof. Resmi Annie Thomas (Faculty Member) Mr. Richu Matthew (Faculty Member) Ms. Vijayar V (Faculty Member) Mr. Ananthakrishnan K (Associate Secretary) Ms. Anu Rose Tom (P.G. Representative) Ms. Bibin Riky Elizabeth (P.G. Representative) Mr. Basil M Raju (P.G. Representative)		

<p>Dear Sir/Madam,</p> <p>The PG Department of Commerce and Management is conducting a National Conference titled "STRATEGIES FOR SCALABILITY AND SUSTAINABILITY OF BUSINESS VENTURES". We wholeheartedly welcome you all for the Conference.</p> <p>Prof. Tissy Eruthickal (Head of the Department) Prof. Ancy Sam (Convener)</p>	<p>Sub Themes Leadership & Strategic management practices Marketing management Regulation and compliance issues Data management & Data analytics Entrepreneurial issues Sustainable business management Logistics issues Artificial Intelligence related issues Corporate management Supply Chain Management Financial management & innovations in funding Work force management Brand management Performance analysis Customer Service /CRM Organizational Change Quality Management Other related areas</p> <p>Programme Schedule Day 1 - 14th Feb, 2019 (Thursday) Inaugural Ceremony - (10.00 am - 10.45 am) Guest of Honour - Sri. Abraham Varughese (Marketing Manager, LIC Kottayam Division)</p> <p>Technical Session 1: (11.00 am - 1.00 pm) Resource Person - Dr. Johnny Johnson (Professor, School of Management & Business Studies, MG University Kottayam) Topic - Strategic Decision Making in Organizations</p> <p>Technical Session 2: (1.45 pm - 4.00 pm) Interactive Session with successful entrepreneurs: 1) Sri. Mathewes Asathy (Founder, Avelity Publications) 2) Sri. Bibin Jacob Kochettu (Director & CEO, Abbas M/S Basitech Research Centre Ltd.) 3) Sri. Bavin Varughese (Co-Founder and CEO of Electric Automotive Drive Pvt. Ltd.)</p> <p>Paper Presentations Day 2 - 15th Feb, 2019 (Friday) Track 1 - Paper Presentation by Academicians Venue - Dr. A.P. Mari Media Centre (Room No. 108) Track 2 - Paper Presentation competition for Students (Praajnikam) Venue - Mrs. Mammen Mapplai Education Technology Centre (Room No. 013) Valedictory Session - 3.30pm</p>	<p>Registration Fee Academicians & Faculty - ₹ 350 Research Scholars - ₹ 200 Students - ₹ 150 Students Participating for Paper Presentation Competition only - ₹ 100</p> <p>GUIDELINES for Academicians 1. Abstract has to be sent by email on or before 10th February, 2019. Tissy baseliuscommerce@gmail.com kalidoscopebaselius@gmail.com 2. Selected papers will be intimated by 12th Feb, 2019 3. One hard copy & CD/Pendrive containing presentation has to be submitted at the time of registration.</p> <p>GUIDELINES for Competition 1. M.Com/MBA and other regular Postgraduates students from any of the social science discipline can participate. 2. Participants are required to bring an authorization letter from the department or college ID along with the entry form. 3. Abstract has to be sent by email on or before 10th February, 2019. Tissy baseliuscommerce@gmail.com kalidoscopebaselius@gmail.com 4. Selected papers will be intimated by 12th Feb, 2019 5. Full paper has to be sent by email on or before 13th February, 2019. 6. The time limit for final round of presentation will be 8 to 10 minutes. It will be followed by interactions and question round. The time for interaction will be decided by Judges. 7. Three hardcopies of the final paper shall be submitted on 15th February, 2019. 8. A CD/Pendrive containing presentation shall also be submitted at the time of registration. 9. Standard requirements for an academic/ research paper will be applicable. 10. The winners will be awarded cash prize and certificates. All the participants would be awarded a certificate of participation.</p>
<p>Objectives of the Conference</p> <p>Every business organisation should embrace strategic planning focused on their core strengths in order to build a solid foundation for their empire. Current business scenario in Indian economy is conducive for new entrepreneurial ventures. But not all these mushrooming business ventures have achieved success. One of the prime reasons for the doom of many of the start-ups is the lack of scalability. Entrepreneur's lack of leadership ability to scale ones business is one of the underlying reasons for this plight. Scalability is an exciting and challenging journey which calls for patience, wisdom and commitment. A leader exists in all entrepreneurs and the success of this leader gains new heights when he shifts his focus from mere profit making to scaling his business. Scalability paves the way for sustainable business ventures. Capital, Product and Marketing are the three key pillars through which a start up can become a sustainable company in the long run. This seminar provides a platform for discussions and presentation to disseminate information regarding various strategies for scalability and sustainability of business ventures.</p>	<p>Who can attend? Academicians, Industrialists, Business Executives, Economists, Professional Managers, Policy Makers, Government Officials, Research Scholars, Undergraduates and Postgraduate Students.</p>	

Prof.M.C Jacob Memorial Lectures – Feb 4


POSTGRADUATE DEPARTMENT OF COMMERCE
BASELIUS COLLEGE, KOTTAYAM
NAAC Re-Accredited @ A Grade



PROF. M.C. JACOB
MEMORIAL LECTURE

at 2.00 p.m. on Monday 04th February, 2019
@ Dr. A.P. Mani Media Centre

Dear Sir/Madam,

The faculty and students of the Postgraduate Department of Commerce, Baselius College have immense pleasure to invite you to the 8th Memorial Lecture in honour of Prof. M.C. Jacob, the founder head of this department who was the doyen among the commerce teachers of Kerala. **Sri. Santhosh George Kulangara** has kindly consented to deliver this year's Keynote Address at 2.00 p.m. on Monday, 4th February 2019 at Dr. A P Mani Media Centre. **Rev Fr. Mathai OIC**, will reminisce the departed Professor's great contributions. We look forward to the honour of your presence on this auspicious occasion.

PROF. RESMI ANNIE THOMAS **PROF. TISSY ERUTHICKAL** **SNEHA ELSA VARUGHESE**
Convener HOD Commerce Student Convener

Organizing Committee
MR. RICHU MATHEW, ANANTHAKRISHNAN K, ANN ROSE TOM,
VIBIN JACOB, AKHIL KUMAR A, VIJIMOL V V

PROGRAMME	Prayer	:	
	Welcome	:	Prof. Resmi Annie Thomas (Convener)
	Keynote address	:	Sri. Santhosh George Kulangara <i>Topic: New Horizons of Tourism: Experiences and Expectations</i>
	Reminiscences	:	Rev. Fr. Mathai OIC
	Vote of thanks	:	Kum. Sneha Elsa Varughese

PROF. M C JACOB

The illustrious and eminent professor, M C Jacob took the helm of department in 1969. Under his stewardship the department was hailed as one of the best Commerce Departments in the erstwhile Kerala University. The milestones of this department often coincided with that of the college itself. It is with the launch of M.Com programme in the Department, in 1981 that the college was elevated to the level of first grade College.

Professor M C Jacob was born on the 23rd of September 1932 as the son of Late Sri M.M.Chandy and Late Smt. Susamma Chandy. He did his schooling from CMS College High School and completed his graduation from S.D College Alappuzha. He obtained his Post Graduation from the Dept. of Commerce, Banaras Hindu University and started his career as a lecturer in the Department of Commerce, Fathima Matha College, Kollam and later on served as a faculty of Dept. of Commerce, S D College Alappuzha. Our Department of Commerce had been fortunate to have his eminent and motivating presence from 1967 to 1988.



SANTHOSH GEORGE KULANGARA is the founder and chief explorer of Safari TV, the first and only exploration channel in India. He started his career in television media at the age of 17 and recognized well with production of a number of tele films, tele serials and documentaries for Doordarshan, Thiruvananthapuram. His most important contribution to the visual media is Sancharam - the first visual travelogue in Malayalam. He has already completed his journey to more than 100 countries in Asian, African, Australian, American, European continents and Antarctica during last 19 years. After 16 years since he had started travelling, Sancharam has turned out to be an exclusive, round-the-clock exploration channel Safari. Santhosh George Kulangara has written six books related to his travels and experiences around the world. He won the Kerala Sahithya Accademi Award for the travelogue Baltic Diary (2014), Rapa National Award for the director of the best non-fiction TV programme (2003), The Kamal Patra award of Junior Chamber International for young businessmen (2002), Akshaya' National Award (2003), Film Critics Association Award (2003, 2006), National Film Academy Award (2005), The Rapa National Award for the best director (2003, 2004), Rotary Star of The Year Award (2007), The Outstanding Young Indian Award of Indian Junior Chamber. (2005, 2010), Vivekananda Puraskaram (2007), Chancellor live mini screen award, K R Narayanan media award (2007), Youth Hostels Association award (2007), Asian Television award (2009). Sancharam has entered into the Limca Book of Records for being a visual travelogue prepared by a person travelling solo to various nations (2007).



FR. MATHAI OIC is an alumnus of the Department of Commerce, Basellius College Kottayam. He did his Pre-degree and B.Com during the year 1970-75. He secured his BD from Orthodox Theological College, Kottayam, B.Ed from Jabalpur and Diploma in Law from Annamalai University, Tamil Nadu. He served as a Principal for 23 years in Bethany - St. John's English Higher Secondary School, Kunnamkulam, Manager of Bethany Asram and has been the superior of Bethany Asram twice. At present, he is the secretary of Bethany Asram and patron of Chaitanya Special school Kunnamkulam and Sukarma pain and palliative charity society, Ranni, Perunadu.