

## Invitation

Sir/Madam

We are happy to invite you for one day National seminar on **"ROLE OF SUNRISE INDUSTRIES IN THE ECONOMIC DEVELOPMENT OF KERALA"** on 10<sup>th</sup> March 2017.

### Organising Committee

Sr. Ligy V.K  
Convenor

Dr. Jancy Davy  
Head of the  
department

Dr. Sr. Lilly P.L.  
Principal

### Co-ordinators

Ms. Elizabeth Paul. C  
Ms. Vijaya E.S  
Ms. Rejo Sebin

### Executive Members

Ms. Soumya Stephen A.  
Ms. Remya S.  
Ms. Anju P. A  
Ms. Jitha Johnson  
Mr. Siby Linson  
Mr. Michele Pinheiro

Contact numbers and Mail ID  
Department mail ID : [rdcms2012@gmail.com](mailto:rdcms2012@gmail.com)

Ms. Elizabeth Paul C. 9745401215  
Ms. Remya S. 9995217337

### About the College

St. Joseph's college has been imparting value based quality education since its foundation in the year 1964. The college has been re-credited with 'K' grade by NAAC in 2013 and was also elevated to autonomous status in 2016. The college was also granted the status of 'College with Potential for Excellence'.

### About the Department

The Research Department of Commerce and Management Studies is the single largest department in the college. The department was elevated to the status of a Research Centre by the University of Calicut in the year 2013. The department offers B.Com (Finance-3 batches), B.Com (Computer Applications), BBA, M.Com and Ph.D programmes. The department conducts seminars and workshops on a regular basis to cater to the needs of the ever-changing global business environment. It enables the students to bring out their talents and to mould a bright future for them.

### About the Seminar

In the current scenario it is extremely important to understand the role of sunrise industries in the economic development of Kerala. A sunrise industry is one that is new or relatively new, is growing fast and is expected to become important in the future. It is a colloquial term for a sector or business that is in its infancy, but is growing at a rapid pace. A sunrise industry is typically characterised by high growth rates, numerous start-ups and an abundance of venture capital funding. Sunrise industries generally have plenty of "buzz" surrounding them as public awareness about the sector is increasing and hence investors are getting attracted to its long-term growth prospects. A sunrise industry is often characterised by high degree of innovation, and its rapid emergence may threaten to push into obsolescence a competing industrial sector that is already in decline.

### Call for Paper :

Research Department of Commerce and Management Studies calls for research oriented papers. Those who are desirous of presenting papers in the seminar are requested to send an abstract not exceeding 150 words by e-mail on or before 8<sup>th</sup> March 2017 in MS Word, Times new roman, with font size 12 (1.5 line-spacing). Full paper not exceeding 10 pages should be submitted at the time of registration along with PPT. A soft copy of Full Paper must be sent by e-mail.

**e-mail ID :** [rdcms2012@gmail.com](mailto:rdcms2012@gmail.com)

**Theme of the seminar :** Role of Sunrise Industries in the Economic Development of Kerala

**Sub Themes for paper presentation:** Tourism and Hospitality Industry, New Generation Banks & Insurance Industry, Start Ups, ITES/BPO Industry, Pharmaceutical-Health and Beauty Care Industry, Automobile, Food and Beverages and other related areas.

# PROGRAMME

10<sup>th</sup> March, 2017

- 9.00 a.m : **Registration**
- 10.00 a.m : **Inaugural function**
- Presidential Address : **Dr. Sr. Lilly P.L.**  
Principal, St. Joseph's College, Irinjalakuda
- Inauguration : **Srl. Anand Menon C.**  
General Manager, KSE Ltd. Irinjalakuda,  
President, Trichur Management Association
- 11.00 a.m : **Tea Break**
- 11.15 a.m : **Technical Session I**  
**"Role of Sunrise Industries in the Economic Development of Kerala".**  
**Dr. Jayan Jose Thomas**  
Associate Professor in Economics, IIT Delhi
- 12.30 a.m : **Lunch Break**
- 1.30 a.m : **Technical Session II**  
**"Sunrise Industries in Kerala : Financing for Growth"**  
**P. Balagopala Kurup**  
Rtd. General Manager, Indian Overseas Bank
- 3.00 p.m : **Tea Break**
- 3.15 p.m : **Valedictory Function**  
**Distribution of Certificates**

## Registration Fees

	Academicians/ Industrialists	Research Scholars/ Students
<b>Participation only</b>	<b>200</b>	<b>100</b>
<b>Participation and Paper Presentation</b>	<b>300</b>	<b>150</b>



## ST. JOSEPH'S COLLEGE

(Autonomous)

Irinjalakuda, Thrissur Dist., Kerala. Pin 680121

(Reaccredited by NAAC with 'A' grade)

College with Potential for Excellence



Research Department of Commerce and Management Studies  
& Department of Business Administration

Jointly organises one day  
**National Seminar**  
on

**ROLE OF SUNRISE INDUSTRIES IN  
THE ECONOMIC DEVELOPMENT OF KERALA**

On 10<sup>th</sup> March 2017



**ST. JOSEPH'S COLLEGE (AUTONOMOUS) IRINJALAKUDA**  
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One Day National Seminar on  
**ROLE OF SUNRISE INDUSTRIES IN THE ECONOMIC DEVELOPMENT OF KERALA**  
In honour of retiring Head of the Department



March 2017      Dr. ANTONY DAVY      Venue: Auditorium  
Jointly organized by  
Department of Commerce and Management Studies & Department of Management Studies



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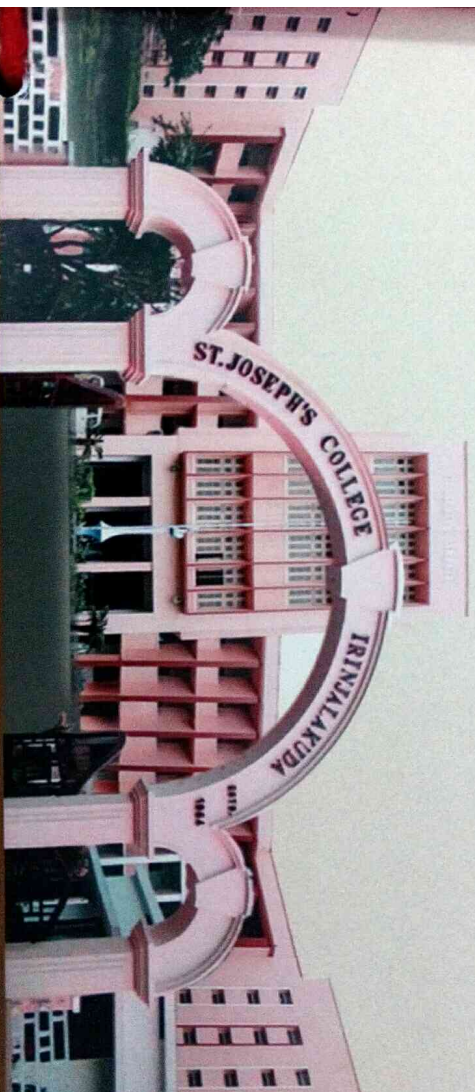
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