A One Day
National Seminar On
MARKETING STRATEGIES FOR MAKE IN INDIA PRODUCTS AND SERVICES
24.01.2015, Saturday

Organized By
PG DEPARTMENT OF COMMERCE(SF)
JAMAL MOHAMED COLLEGE (AUTONOMOUS)
College with Potential for Excellence
Accredited with A Grade by NAAC - CGPA 3.6 out of 4.0
(Affiliated to Bharathidasan University)
TIRUCHIRAPPALLI-620 020
TAMIL NADU, INDIA

Hajee. K.A. KHALEEL AHAMED Sahib, Treasurer
Hajee. M.J. JAMAL MOHAMED Sahib, Assistant Secretary

DIRECTORS
Dr. K. ABDUS SAMAD, Director MBA & Bursar (SF)
Mr. K.N. ABDUL KADAR NIHAL, Director (SF) & Registrar of Attendance (SF)
Mr. K.N. MOHAMED FAZIL, Director - Hostel Administration
Mr. M. A. JAMAL MOHAMED YASEEN ZUBAIR
Director - Hostel Administration

CHAIRMAN
Dr. S. MOHAMED SALIQUE
Principal, Jamal Mohamed College, Thiruchirappalli-20

CONVENER
Hajee. CMA. Dr. M. SHEIK MOHAMED
Vice Principal (SF), Head PG Dept. of Commerce (SF)
Cell: 94433 41035 e-mail: drmsheikmd@yahoo.com

CO-ORDINATOR
Dr. A. ABDUL SUBHAN KHAN
Member In-Charge, PG Department of Commerce (SF)
Phone: 0431- 2332445. Cell: 9842288632

ORGANIZING SECRETARIES
Mr. P. ANWAR BASHA
Mr. P. ARIVAZHAGAN
Mrs. A. S. MINHAJ BEGUM
Mrs. A. NIFLOER

EXECUTIVE COMMITTEE MEMBERS
Mr. G. Pasupathi
Dr. P. L. Senthil
Dr. M. Balasubramanian
Mr. M. Habeebur Rahman
Mr. S. Gopi
Mr. S. Saleem
Mr. S. Ganapathi
Mr. A. Ansar Ali
Mr. S. Mohammed Safi
Mr. Y. Modyheen Sha
Mr. S. Basheer Ahamed
Mr. M. Shajahan
Mr. M.I. Mohamed Ibrahim
Mrs. K. Halimunnisa
Mrs. A. Sophia Alphonse
Mrs. D. Heena Kausar
Mrs. A. Mehatab Sherif
Mrs. K. Indumathi
Mrs. S. Jainab Bee
Mrs. F. Wahidha Begum
Mrs. N. Sabrin
Mrs. G. Philomine Joan of Arc
Mrs. Abi
Mrs. Hajeera Begum
Mrs. A. Avinash Begum
Mrs. S. Anusha
Miss. M. Thasneen Thehira
ABOUT THE COLLEGE

Jamali Mohamed College, a government aided first grade private college affiliated to Bharathidasan University, was founded in 1951 and situated in the heart of Tiruchirappalli city. The college provides an ideal atmosphere for higher education to all sections of the society. The college offers 19 UG and 21 PG courses and has research facilities in 14 departments. The college has student strength of 11400. Teaching faculty consists of 150 regular staff and 350 management staff.

The College celebrated its Silver Jubilee during 1979, Golden Jubilee during 2001 and Diamond Jubilee during 2011 in a grand manner. The college was awarded the coveted Five Star status by NAAC, and autonomous body of UGC, during the Golden Jubilee year. Autonomous status was conferred on the college during the Academic year 2004-2005. NAAC peer team visited the college during October 2008 for reaccreditation and the college was awarded "A" Grade with CGPA 3.6 out of 4.0. The UGC has conferred the status of "College with Potential for Excellence" during 2011-2012.

The institution is dedicated to the cause of higher education and has produced many administrators, Academicians, Scientists, Social works, Intellectuals, Computer Professionals and eminent Personalities in different walks of life.

The PG Department of Commerce (SF) is organizing a One-day National Seminar on 24th January 2015.

ABOUT THE DEPARTMENT

In 1999, in addition to aided section, the management of the college started exclusive women sections in Commerce (UG) in 2000 under self-financing stream. PG course in commerce was introduced for women students in 2002-2003 due to the growing needs. The management introduced additional self finance PG men sections in commerce during the year 2004-2005. Post Graduate course for self financing men in commerce was started during the year 2009-2010. At present, the Post Graduate Department of Commerce (SF) has 6 sections at UG level and 2 sections at PG level with strength of 697 students and 545 women students. To ensure high quality in education, the department has adequate number of qualified staff. Presently the department has a total strength of 17 men and 16 women staff.

THEME OF THE SEMINAR

Marketing implies production of goods as per the desires of the customers. It studies the pulse of the customers and companies react accordingly. Those companies which are able to do this process effectively grow fast and the images of such companies are in the minds of customers. Now all companies are pursuing policies based on total quality and recognition of the value of a customer.

The entry of MNC into India and entry of Indian companies in the global market have made sea change in the domestic as well as international business scenario. The companies have to follow the directions of the customer. The global market is becoming nearer and nearer to all. The IT revolution has converted Mother Earth into a Global Village. Today's customers are placing orders via internet. Now customers are occupying the centre stage and are given more prominence from a scientific and strategic way of approach to the challenge of marketing.

The term strategy implies long term look on policies and objectives of the organization. The past, present and future environment play a vital role in the formulation of marketing strategies suitable for an organization. The strategic marketing management suggests that the internal and external environment be considered first and only those people who fit into the environment are selected as members of the supply chain. Thus strategic marketing management stresses the need for giving a fresh look at the marketing strategies of the organization. Now a day the markets are becoming more and more complex.

In the context of promoting the Prime Minister's Make in India slogan, in a short period India will become a global manufacturing hub with foreign investment to make use of our large domestic market and low cost skilled and unskilled manpower. Unless the scientific marketing strategies for the products and services made in India are properly designed it is not possible to attract the foreign investment in India as visualized by the Prime Minster.

The one day national seminar on the Marketing Strategies for Make in India Products and Services organized by PG Department of Commerce (SF) will be a timely discussion on this emerging subject.

The Sub themes of the seminar topics may include
i) Retail Marketing and FDI
ii) Marketing Strategies for
   ▶ Agro Products
   ▶ Industrial Goods
   ▶ Products of Medium & Small Scale Industries
   ▶ Products of Heavy Industries
   ▶ Services like Banking, Insurance, Tourism, Hospitality, Health care, Logistics, Communication, etc
iii) Social Marketing
iv) Brand management
v) Creating value in the Supply chain
REGISTRATION
Duly filled in registration forms along with necessary fee and abstract of the papers should be sent on or before 17.11.2014 to:

Dr. A. ABDUL SUBHAN KHAN
Seminar Co-ordinator, Member In-Charge
PG Department of Commerce (Self-Finance)
Jamal Mohamed College (Autonomous), Tiruchirappalli - 620 020
E-mail id: jmccomsem2015@gmail.com

REFRESHMENT
Tea and working lunch will be provided to all participants. The participants are requested to make their own arrangements for accommodation.

For Further Details Contact
Mr. PANWAR BASHA 89737 30786
Mr. PARIVAZHAGAN 96594 74400
Mrs. A.S. MINHAI BEGUM 96295 30987
Mrs. A.NILOHER 97882 02454

RESOURCE PERSONS
Dr. K. S. CHANDRA SEKAR
Professor and Head, School of Business Management and Legal Studies, University of Kerala, Kariyavattom, Thiruvananthapuram - 695581.

Dr. IYYAMPILLAI
Chair person, School of Economics and Commerce, Bharathidasan University, Trichy - 24.

Dr. A. MOHAMED JAFFAR
Professor of Commerce, Tamilnadu Open University, Chennai-15

Dr. Mrs. U. JERINABi
Professor and Head, Department of Commerce, Avinashilingam University, Coimbatore -43.

Dr. R. SUBRAMANIAN
Professor, Bharathidasan Institute of Management, Trichy - 14

Dr. S. SEKAR
Principal, Urmu Dhanalakshmi College, Trichy -19.

Dr. V. SELVARAJ
HOD of Commerce, Nehru Memorial College, Puthanampatty

MANAGEMENT COMMITTEE
Janab. M.J. JAMAL MOHAMED BILAL Sahib, President
Janab. Dr. A.K. KHAJA NAZEEMUDEEN, D.Litt (USA) Sahib
Secretary & Correspondent

vi) Consumer Behaviour in emerging markets
vii) Market Penetration

This seminar will provide platform for sharing and exchanging experiences and insight on Emerging Markets for Make in India Products and Services.

SUBMISSION OF PAPERS
1. Papers should be original and unpublished.
2. One author and one co-author can be included in the paper.
3. Papers must be presented either by the author or co-author.
4. Two Copies of the full Paper and abstract along with soft copy (CD only: Font: "Times New Roman", Size: 12) should be submitted before the deadline.
5. All papers are subject to scrutiny by an expert committee and only the selected papers may be presented in the seminar.
7. Paper must be enclosed with separate registration form and DD for each paper.
8. Certificate will be given to all registered participants.
9. The Abstract and full papers should have the detail of author(s) along with e-mail id and contact number.
10. Papers may be forwarded through e-mail.
11. No TA/DA will be paid
12. A fee for publication is Rs.500 per article Per Book with one or two authors contributing an article. If two books are needed for two authors Rs. 1000 shall be paid.

Qualified papers identified by the expert committee will be published in the form of edited volumes with ISSN Number: 0973-0303

IMPORTANT DATES
Receipt of abstract paper : 17.11.2014
Receipt of full-length paper : 01.12.2014
Notification of the acceptance of the paper (e-mail) : 15.12.2014
Date of the Seminar : 24.01.2015

REGISTRATION FEE
The Registration fee is Rs. 200 per participant and fee for publishing the article is Rs. 500 per book with one or two authors. The Seminar Fee shall be paid by means of a DD only favoring "Dr. A. ABDUL SUBHAN KHAN", PG Department of Commerce (SF) Jamal Mohamed College payable at Tiruchirappalli.
JAMAL MOHAMED COLLEGE (AUTONOMOUS),
TIRUCHIRAPPALLI - 620 020
PG Department of Commerce (SF)
A One Day National Seminar on
MARKETING STRATEGIES FOR MAKE IN INDIA PRODUCTS AND SERVICES
24th January 2015
REGISTRATION FORM FOR ONLY ATTENDING OR
ATTENDING AND PRESENTING PAPERS

Name :
Designation / Class :
Institution :
Address for Communication :

E-mail :
Telephone / Mobile :
Participating only : Yes / No
Presenting a Paper : Yes / No
Title of the Paper :

Amount Paid : Rs. 200/-
Cash / D.D :
D. D. No. :
Name of the Bank :
Date :

For Publication in ISSN Book (Maximum Two Authors per Article)
Amount Paid : Rs.500/- (Per Article per Book)
Cash / D.D :
D. D. No. :
Name of the Bank :
Date :

(Signature)

(Photostat copies of this form can be used)