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Mr. Gase Motshewa, Director, Corporate Affairs, Millennium University, Blantyre, Malawi, Africa.
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Ms. K. Rajalakshmi, Vice President (Trade), State Bank of India, Park Avenue, New York.

ADVISORY COMMITTEE

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Prof. NRV Ramana Reddy, Dean of Arts
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Dr. T Veera Reddy, HOD
Dr. K Suneetha, HOD
Dr. R. Prabakar, HOD
Dr. M. Suseela, HOD

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Krishnapatnam Port Company Limited (KPCL)

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Director, SRICITY

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Senior GM, KPCL

Mrs. Aruna Mantena
Deputy Director,
Confederation of Indian Industry, Hyderabad.

Dr. K. Uday Gowrishankar
Director, Vgaint Capital, Tirupathi

CONFERENCE COMMITTEE

Prof. Suja S Nair	+91 970 452 1671	Ms. G Sai Sravanthi	+91 965 229 6374
Dr. J. Vijetha	+91 994 999 9110	Dr. T Vijay kumar	+91 916 033 5319
Dr. P.C. Reddy	+91 905 908 2462	Ms. M Gayathri Anupama	+91 798 143 5756

Registration Form

Name of the Participant :
Category of Participant : Student / Research Scholar / Academician / Industry Delegate
Designation and Organisation :
Address for communication :
Phone No :
Email Id :
Topic of Presentation :
Accommodation : Yes/No (Twin sharing on payment basis)
Registration Fee Payment Details:
Payable by bank transfer to Account: 38158555804, Bank : State Bank of India, Fathekhanpet Branch, Nellore, IFSC: SBIN0001344. (Bank Name, Branch, Transaction Id, Date and Amount to be given)
Hard copy of the Registration form signed by the participant or scanned copy with proof of fee details (Screenshot of fund transfer should be sent to the seminar mail id.)

Any Queries Contact:

Prof. Suja S Nair, Seminar Convener, ICMSME
Mobile : +91 970 452 1671
Email : icmsme2019@gmail.com

Industry Partners



Millennium
UNIVERSITY

VIKRAMA SIMHAPURI UNIVERSITY, INDIA

In Association with

MILLENNIUM UNIVERSITY, AFRICA

Presents

ICSSR - IMPRESS, New Delhi Sponsored

**INTERNATIONAL SEMINAR ON
IMPACT OF GLOBALIZATION ON MSMEs - PROSPECTS,
CHALLENGES AND POLICY IMPLICATIONS ON GROWTH**



ORGANIZED BY
DEPARTMENT OF BUSINESS MANAGEMENT
VIKRAMA SIMHAPURI UNIVERSITY, NELLORE

29th March to 31st March, 2019

Industry Partners



KRISHNAPATNAM
PORT

India's Largest Port on the Horizon



An Integrated Business City

VIKRAMA SIMHAPURI UNIVERSITY (VSU)

Vikrama Simhapuri University, Nellore came into being, fulfilling the long-cherished dream of the people of Nellore district, Andhra Pradesh, India, re-christened Potti Sriramulu Nellore District since 2008, by G.O.Ms. No. 89, Higher Education (U.E.II) Department, dated 25-06-2008. This GO makes history in the field of Higher Education in Andhra Pradesh since it paves the way for the establishment of six new Universities in six districts in Andhra Pradesh. Vikrama Simhapuri University (VSU), Nellore, in its seminal role as a higher institute is grooming the careers of the youth to create a think-tank of resourcefulness for macro stakes in nation-building. The University is currently offering eleven programmes keeping in view the resources of the region and the employability of the graduates. VSU has PG Programmes, placement linked certificate programmes and diploma programmes as per the needs of the industry. VSU has 145 affiliated colleges offering various Undergraduate and Postgraduate programmes. Also it offers research programmes in Sciences, Arts and Management. The university also has research funding from various research institutions.

MILLENNIUM UNIVERSITY, MALAWI, AFRICA

Millennium University is a multidisciplinary high quality tertiary education provider- registered with the Government of Malawi through the National Council of Higher Education- NCHE. Millennium University offers 13 Undergraduate Degree Programmes, and Post Graduate Programmes with a blend of academic and practical approaches in Business and Management, Electronic Commerce, Business Information Technology, Graphic Design and Di-gital Media, Economics, Social Work, and Education. Millennium University aims to become a leading multidisciplinary high quality tertiary education provider in Malawi.

DEPARTMENT OF BUSINESS MANAGEMENT, VSU

The Department of Business management, VSU has been setting the learning stage for the budding managers' right from its inception in 2008. It provides the right environment for them with a blend of teaching and practical activities like group discussions, seminars, role-plays, case-studies, in-basket exercises etc. The students have bagged prizes in all the man meets conducted by other colleges. Also the students organise the events like internal man meet BIZGITA and external man meet - The MOUNTAINHEAD. The students of the department won prizes and appreciations of prominent leaders including the Chief Minister of Andhra Pradesh. The staff members are known for their research and publications.

ABOUT THE SEMINAR

Globalization is the process of integrating various economies and societies of the world without creating any hindrances for the free flow of goods and services, technology, capital and human capital. Globalisation along with information technology brought paradigm shifts in economic and social spheres particularly Medium, Small and Micro-Enterprises (MSMEs). Multi-perspective influence of globalisation on MSMEs includes intensified competition, greater awareness and reactions to customer need, economies of scale, location flexibility, access to bigger markets and associated cost advantages. The international seminar brings a common platform for academicians, practitioners, social scientists and policy makers to discuss various challenges posed by globalisation to and consequent threats and problems encountered by MSMEs, opportunities provided by globalisation to MSMEs, consequent implications, need for and the creation of avenues for redesigning existing policies and designing innovative policies in order to enable MSMEs to play their constructive role in the enhanced globalised environment for the greater good of the globe.

OBJECTIVES OF THE SEMINAR

The Seminar is an attempt to bring academicians, professionals and practitioners in the area to discuss and develop practical implications for the policy makers.

The main objectives of the Seminar are

- ❖ To study the impact of Globalization on MSMEs;
- ❖ To analyze the impact of globalization on challenges faced by and opportunities to MSMEs;
- ❖ To understand the enhanced role of MSMEs in global economic and social growth;
- ❖ To critically assess the existing policies related to MSMEs, and assess their policy implications for growth; and
- ❖ To suggest modifications to current and designing innovative policies that enable MSMEs to play enhanced role in the globalised environment for the greater good of the globe. Papers covering the above objectives are invited for presentations.

EXTENDED ABSTRACT

An Extended Abstract upto 1000-1500 words may be submitted on or before 20th March 2019. Submissions may be sent to icmsme2019@gmail.com. Full Paper Submissions can be sent to the same on or before 25th March, 2019. Seminar proceedings with full papers will be published with ISBN. The papers will be scrutinised by the committee and all submissions will be subjected to plagiarism check (15 % similarities allowed (Turnitin))

IMPORTANT DATES

20th March, 2019	Extended Abstract Submission
25th March, 2019	Full Paper Submission
Seminar Registration	On or before 27th March 2019
Spot Registrations for participation is also accepted with a late fee of Rs.200	

REGISTRATION FEE

Students	Rs 500 (Indians) or US\$ 75 (foreign nationals)
Research Scholars	Rs 750 (Indians) or US\$ 100 (foreign nationals)
Academicians	Rs 1500 (Indians) or US\$ 125 (foreign nationals)
Industry Delegates	Rs 2000 (Indians) or US\$ 150 (foreign nationals)

Registration fee includes seminar kit, lunch, tea, snacks on three days and a certificate of participation. Moderate accommodation will be provided with additional and reasonable payment.

ORGANIZING COMMITTEE

Chief Patron:	Prof. R Sudarsana Rao , Vice Chancellor, VSU
Co-Chief Patron	Prof. P. Subba Rao , Vice-Chancellor, Millennium University,
Patrons:	Prof. Anand Prasad , Registrar, VSU Prof. KVSJN Jawahar Babu , Principal I/C, VSU College
Seminar Convener	Prof. Suja.S.Nair , Head, Department of Business Management, VSU

SEMINAR CO-ORDINATORS:

Dr. J.Vijetha, Asst.Professor, Dept. of Business Management, VSU
Dr. P.C.Reddy, Asst.Professor, Dept. of Business Management, VSU
Ms. G.Sai Sravanthi, Asst.Professor, Dept. of Business Management, VSU

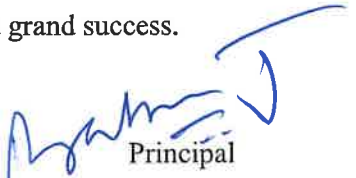


VIKARAMA SIMHAPURI UNIVERSITY:: NELLORE-524324, AP, INDIA

Date: 11-03-2019

CIRCULAR

I am by direction to inform all the faculty, research scholars and students that a two day International Seminar on "Impact of Globalization on MSMEs- Prospects, Challenges and Policy Implications on Growth." will be scheduled for two days i.e. from 29-03-2019 to 31-03-2019. Hence, all are cordially invited to attend the programme and make the event a grand success.


Principal
Principal
(Prof. Jawahar Reddy)
Vikrama Simhapuri University College
Kakuturu - 524 320.
SPS Nellore District. A.P.

Brief Report

During the seminar i.e. on the first day (29-03-2019), Principal, Prof. K. V.S. N. Jawaharbabu addressed the gathering and invited all the guests. The organizing secretary highlighted the objectives of the seminar. Prof. R. Sudarsana Rao and Prof. K. Rama Mohan Rao mentioned about the perspectives of Micro, Small & Medium Enterprises (MSMEs) and its impact on globalization. During the seminar, Prof. K. Rama Mohan Rao said that the “MSMEs are constant endeavor of the State as well as Central Government to promote a conducive ecosystem for the growth and development of entrepreneurship in India. MSME is the growth engine for the state as well as national economy, contributing significantly to the GDP, employment creation and wealth – both capital and social”. On the second day (30-03-2019) of the seminar, Prof. R. Sudarsana Rao addressed the gathering and said that the “Micro Small and Medium Enterprises (MSMEs) sector is a major contributor to the socioeconomic development of the country and youth should utilize the government schemes to become entrepreneurs”



Dr. Upendra Choudhury
Director (Research)
In-Charge IMPRESS (Imp.)
Tel: 011-26716694
E-mail: impresspro2019@gmail.com

Indian Council of Social Science Research
(Ministry of Human Resource Development)
Post Box No. 10528, Aruna Asaf Ali Marg
New Delhi- 110067
EPABX: 26741849-51 Fax: 91-11-26741836
Website: www.icssr.org

F. No: 11-28/IMPRESS/SWC/ICSSR/2018-19

Date: 11.03.2019

Dear Dr. Nair,

This is with reference to your proposal seeking financial assistance for organizing the International Seminar on "**Impact of Globalization on MSMEs- Prospects, Challenges and Policy Implications on Growth**". Your application has been considered by the Expert Committee and I am pleased to inform you that the Committee has recommended an amount of **₹ 3,00,000.00 (Rs. Three lakh only)** for organizing the International Seminar.

You are therefore, requested to kindly submit the following:

- Exact schedule/programme of the National Conference. Please ensure that it should not be changed in any case.
- Confirmed/Final list of participants with their e-mail confirmations from outside India, if it is International Seminar/ Workshop/Conference.
- Publication Plan (200 words)
- PFMS Registration details of your University/Institution (Form enclosed)
- Plan of seminar coverage (200 words)

The formal sanction letter will be released only after the receipt of the above mentioned documents. You are required to do the needful at the earliest.

Yours sincerely

(Dr. Upendra Choudhury)

Prof. Suja S. Nair
Head
Department of Business Management
Vikrama Simhapuri University
S.P.S, Kakatur, Dist- Nellore
Andhra Pradesh- 524 320
Contact No.: +91 9704521671
E-mail ID: sujavsu@yahoo.in

Hon'ble Vice Chancellor, Prof. R. Sudarsana Rao along with the Chief Guests, Organizing secretary and the Principal during the Millenium



Lightening of the lamp: Hon'ble Vice Chancellor, Prof. R. Sudarsana Rao along with the Chief Guests, Organizing secretary and the Principal during the Millenium




REGISTRAR
VIKRAMA SIMHAPURI UNIVERSITY
NELLORE - 524 324.



VIKRAMA SIMHAPURI UNIVERSITY , NELLORE

**IMPACT OF GLOBALIZATION ON MSME's - PROSPECTS,CHALLENGES
AND IMPLICATIONS ON GROWTH**

DATE :29-03-2019 to 31-03-2019

S.No	Student Name
1	Araveti Manisha
2	Gonipaka Bhanu Chander
3	Kudumala Ashok
4	Renuka Pallolu
5	Erragudla Sravya Suhitha
6	Mekala Visaladevi
7	Poludasu Lavanya
8	Ummadisetty Harish
9	Avula Vekatesh
10	Golla Naveen
11	Gummadi Sai Bhavana
12	Nellore Jayalakshmi
13	Patta Akshaya
14	Shaik Rasheed
15	Shaik Sayeeda Khathun
16	Yadala Babu Rao
17	Dandu Harikrishna
18	Embeti Vamsidhar
19	Gudipati Padmatulasi
20	Kanneluri Harish
21	Kovuru Anusha
22	Matcha Penchalaiah
23	Thoguru Sandhya
24	Yarnimgari Venkateswarlu
25	Ashalatha Bandila
26	Mallapu Archana Baby
27	Srivani P
28	Bandi Sisindri
29	Chilakuru Pravallika
30	Elaganuru Sreenivasulu
31	Kaku Koteswari
32	Kande Sahan
33	Mamanduru Pavani
34	Mangalapuri Venkata Subbaiah
35	Nellipudi Prasannakumar
36	Paturu Kavyasree
37	Tammisetty Ravindra

38	Thirumalasetty Suresh
39	Didla Asha Latha
40	Duvvuru Tirumalesh
41	Shaik Uppaluru Jigni
42	Sophi Mary Wilson
43	Avula Manisha
44	Gajula Ahammadhussain
45	Jamalla Madhavi
46	Kasi Boina Bheemesh
47	Matra Ravi Teja
48	Polu Aparna
49	Putluru Kumar Reddy
50	Sagili Revathi
51	Vadlapudi Jashuva
52	Yeddula Surendra
53	Battala Udaykumar
54	Kande Ephraim
55	Madduluru Vengala Rao
56	Shaik Hattumiyagari Ashraf Hussain
57	G. Guru Bhaskar
58	K. Sailesh
59	P. Rajitha
60	Arunamma Neerupaka
61	Konna Jyothi
62	Andena Arundhathi Devi
63	Kannambakam Purandhar
64	Kuncham Indravathi
65	P Lily
66	Chalikicharla Nagarjuna
67	Gudishela Janardan Reddy
68	Karnati Venkaiah
69	Mallu Rohith
70	Matla Praveen Kumar
71	Nannam Puja
72	Solleti Kondala Rao
73	Yanati Sravani
74	Bodagala Vamsi Krishna
75	Gudur Prasanth
76	Kandikattu Kalyani
77	Revathi Prathipati
78	Guthikonda Sravani
79	Kotha Naresh
80	Marripudi Mahesh
81	Shaik Reena
82	Annem Penchalaiah
83	E Sudhakar
84	K Suriyakanth
85	Shaik Salman Baba

86	Thupakula Bharathi
87	Amuluri Mamatha
88	Gollapalli Beulah
89	K Phanivenkatakumar
90	Oruganti Sridivya
91	Shaik Naziya
92	D Siva Kumar
93	Goda Mercy
94	Jyothi Chanmohan
95	Koppolu Samanth Kumar
96	Mekhala Denni
97	Patchala Indu
98	Tallapaka Hiranya
99	Uppula Lingamallu
100	Anam Pravallika
101	Bathala Ravathi
102	Ch Nagendra
103	G Suneel Kumar
104	Kaduru Varalakshmi
105	Pittaboyina Vijayalakshmi
106	Thirupathi Mounika
107	Veta Ashok
108	Darla Narendra
109	Deepthi Bandari
110	Goda Naveen Kumar
111	M Kishore
112	Sk Shabana
113	Avula Lokeswara
114	Daddala Ramakrishna
115	Gonji Rajasekhar
116	K Purnarao
117	Kaniyampati Manoj Kumar
118	Mosa Ganesh
119	Mummadi Yaswanth
120	Panchakatla Jyothi
121	Paricharla Masthanamma
122	Pusala Pavan Kishor
123	S Sivasankar
124	Syed Shahanaz
125	Kagollu Ramakrishna
126	Mule Manohar
127	Telaprolu Ajay Kumar
128	A Ragini
129	Angadi Ganesh
130	Bheemavarapu Venkateswarlu
131	Cheemaladinne Supriya
132	Chemudugunta Suma Chandra
133	Gadikal Nagaraju

134	Ithadi Srinivasulu
135	Kanji Sreelekha
136	Momin Sameer
137	Peramsetty Lakshmaiah
138	Shaik Ansar
139	Telugu Mahesh
140	Yannam Devipriya
141	Achi Pavankalyan
142	D Nagooramma
143	Guntakani Sankara Bhavani
144	Manda Sandhya
145	Thiruvalluru Supriya
146	Bellamkonda Murali Krishna
147	Dega Venkata Hrudeesh
148	Hampi Ramanna
149	Ravuri Venu
150	Kamepalli Naresh
151	Katta Sivaji
152	Mandru Rajesh
153	Nayakanti Suresh


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