

**REPORT ON NATIONAL SEMINAR ON**  
**'IMPACT OF GLOBAL ECONOMIC CRISIS ON ENTREPRENEURS AND**  
**REVIVAL STRATEGIES'**

On the 25th of May 2022, a one-day National level seminar was organized under the theme "**Impact of Global Economic Crisis on Entrepreneurs and Revival Strategies.**" The event took place at Kandaswami Kandar's College, Velur – Namakkal, setting the stage for a day of insightful discussions and knowledge exchange. and it featured distinguished speakers who shed light on various facets of the global economic crisis and potential strategies for revival. The three resource persons for the seminar were **Dr. K. Jayaraman, Dr. R. Asokan, and Dr. S. Parvathi**, each of whom brought valuable insights and expertise to the seminar.



The seminar commenced with a warm welcome by Dr.P. Loganathan, Head, PG & Research Department of Economics, Kandaswami Kandar's College, Velur – Namakkal, setting the stage for a day of insightful discussions and knowledge exchange. Dr,S, Parvathi Introduced the theme of the Seminar. Dr.N. SayiraBanu and Dr.M. ArunaRani of department of Economics introduced the Resource Persons. **Dr. K. Jayaraman** MA., M.Phil., PGDCA, MBA ,Ph.D, NET., Associate professor of Economics,Periyar University, PeriyarPalgalai Nagar, Salem -11, **Dr.R.Asokan**MA., M.Phil, Ph.D., Associate Professor, Department of Economics, Government Arts college ( Autonomous) Salem -7 and **Dr.S. Parvathi**, Assistant Professor, PG & Research Department of Economics, Kandaswami Kandar's College, Velur -Namakkal .

Dr. K. Jayaraman, Associate Professor of Economics at Periyar University, analyzed the "Impact of Global Economic Crisis on Entrepreneurs and Revival



Strategies." He discussed the crisis's effects on entrepreneurs, emphasizing reduced consumer confidence and disrupted supply chains. Dr. Jayaraman outlined revival strategies such as diversification, digital adaptation, strategic partnerships, resilience building, and ecosystem fostering. He stressed proactive measures to

navigate crises, highlighting innovation and adaptability as crucial for entrepreneurial sustainability.

Dr. A. Asokan spoke on "Entrepreneurship Development in the Digital Age," exploring the evolution of entrepreneurship amidst technological advancements. He emphasized the role of digital platforms in fostering innovation, enhancing market reach, and optimizing operations for entrepreneurs. Dr. Asokan highlighted the importance of digital literacy, access to resources, and supportive ecosystems in nurturing entrepreneurial endeavors. He underscored the need for continuous learning, adaptability, and collaboration to thrive in the dynamic landscape of the digital age.

The final presentation of the day was delivered by Dr. S. Parvathi, an Assistant Professor at Kandaswami Kandar's College, Velur, took the podium to elucidate the impact of the global economic crisis on the Indian economy. Her presentation was particularly illuminating, offering an in-depth analysis of how global economic dynamics affect India's economic stability and growth prospects. Dr. Parvathi's insights into the Indian context provided attendees with valuable perspectives on navigating economic challenges.

Throughout the seminar, the audience engaged actively in discussions and posed thought-provoking questions to the resource persons, enriching the intellectual exchange. The seminar




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concluded with a panel discussion in which the resource persons shared their perspectives on potential revival strategies for entrepreneurs and economies in crisis. Totally 33 papers were present in the technical session, Participants were distributed with Certificates.

Feedback from the students and participants was overwhelmingly positive. Many expressed their appreciation for the depth of knowledge shared by the resource persons and the relevance of the topics discussed. Attendees found the seminar to be both informative and inspirational, and they commended the organizers for their efforts in bringing together such esteemed experts in the field of economics. The seminar drew participation from 265 students hailing from diverse regions of the State, all of whom derived valuable benefits from the event..

The seminar on the "Impact of Global Economic Crisis on Entrepreneurs and Revival Strategies" was a resounding success, offering valuable insights and strategies to address the challenges posed by global economic uncertainties. The event not only enriched the knowledge of participants but also fostered collaboration and networking within the academic and entrepreneurial community. This seminar served as a testament to the importance of informed discussions and collaborative efforts in mitigating the impact of economic crises on society and entrepreneurship.



REGISTRATION FORM

Name: -----  
Category: (Tick) Faculty / Research scholar/  
PG and UG student  
Institution name:-----  
-----  
Mobile No. :-----  
Email ID: -----  
Amount Rs.: -----  
Date: -----  
Signature: -----

ONLINE REGISTRATION LINK

<https://forms.gle/fsyvbrNNxaZWq7K6>

**Organising Committee**

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Velur- Namakkal

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6. Dr.K.Rajendran



Nanjai Edayar Sankara  
**KANDASWAMI KANDAR'S COLLEGE**  
(Est. 1962)  
Reaccredited (Third Cycle) with "B" Grade by NAAC  
(Affiliated to Periyar University)  
Velur – Namakkal - 638 182  
Tamilnadu, India



**SEMINAR ON  
GLOBAL ECONOMIC CRISIS ON  
ENTREPRENEUR AND  
REVIVAL STRATEGIES**

25<sup>th</sup> May 2022

Organized by  
**PG & Research Department of Economics**  
Velur – Namakkal - 638 182

Venue  
**Mr. K. Kanagasabapathi Seminar Hall**

## ABOUT THE COLLEGE

Kandaswami Kandar's College is an Arts and Science College located at Paramathi Velur, Namakkal district. From the best tradition of the founder Sri Kandaswami Kandar, the college was established in Paramathi Velur in the year 1962 to provide higher education to the students of the rural area in and around Paramathi Velur, affiliated to Madras University. It has celebrated its golden jubilee in 2013. Since 1998 it has been affiliated to Periyar University, Salem and offers 31 Arts and Science programs at UG and PG level besides M. Phil and Ph.D programs. The College is established with well equipped infrastructure like Library, Lab, Greenhouse and play grounds. The college IQAC ensures quality in every aspect. Well qualified and dedicated teachers impart quality and value based education through innovative teaching and learning methods. Every year the college produces gold medalist in the university level. It conducts seminars workshops and conferences and also publishes research articles in the reputed journals. In total the educational requirements of the economically poor, down trodden people of this region have been abundantly fulfilled.

### About the Department

The Department Economics was started in the year 1964-65 and paves way for acquirement of degree in Economics at the under graduate, post graduate, M. Phil and Ph.D levels. It is the renowned department in Periyar University affiliated colleges. The under graduate program in Economics was started in the year 1964-65 and later it is promoted as PG and Research Department. ICSSR also recognized and sanctioned Research fellowship to our Scholars. The Department has completed more than 8 Research Projects funded by UGC. This is an added feather to its crown. The faculty members have published many research articles in the National and International UGC care listed journals and Scopus indexed journals to their credits. It has the credit of producing gold medalist in the Periyar University Examinations. The Department has a tradition in conducting seminars, conferences, workshops and symposium regularly.

## SEMINAR THEME

The ongoing conflict between Russia and Ukraine will reportedly have major ramifications. The war against Ukraine and sanctions on Russia are hitting economies around the globe, with emerging market and developing countries in the Europe and Central Asia region expected to bear the brunt. The region's economy is now forecast to shrink by 4.1 percent this year, compared with the pre-war forecast of 3 percent growth, as the economic shocks from the war compound the ongoing impacts of the COVID-19 pandemic.

This would be the second contraction in as many years, and twice as large as the pandemic-induced contraction in 2020.s for the global economy, which is just recovering from the stress of the coronavirus pandemic. The war has added to mounting concerns of a sharp global slowdown, surging inflation and debt, and a spike in poverty levels. The economic impact has reverberated through multiple channels, including commodity and financial markets, trade and migration links, and adverse impact on confidence. Hence present seminar on "Global economic crisis and Revival Strategy" aims to discuss the crisis and find a strategy to revival.

### NOTE

- Spot registration also available
- Lunch will provide
- Certificate will be provided to all the participants

### Category of Participants

Faculty/ Research Scholar - 200  
Students (UG,PG) - 150

### For Further Details Contact:

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Dr. N.Saira Banu : 9600832653

## Resource Persons



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