

11.45 am – 1 pm - Technical session I
“E-COMMERCE AND ENTRY OF CORPORATE RETAILERS”

- Resource Person** - **Dr.J.Rajan**
 (Professor, IMK,
 University of Kerala)
- Chair** - **Dr.Biju. T**
 (Asst. Professor,
 BJM Govt. College, Chavara)
- 1pm - Lunch Break

1.45pm – 3.15 pm - Technical session II
“ROLE OF ICT IN PROMOTING RURAL TOURISM ENTERPRISES”

- Resource Person** - **Dr.Yadly Venkata Rao**
 (Head, Department of Tourism
 Studies, Pondicherry
 University, Puducherry)
- Chair** - **Dr. Nimi Dev**
 (Asst. Professor, Govt. College,
 Nedumangadu)
- 3.15pm - Tea Break
- 3.30pm - Paper presentations
 by delegates
- Chair** - **Dr. Raju.G.**
 (Asst. Professor, Govt.College,
 Thripunithura)

16th March, 2012

9.30 am - 11am - Technical Session III

“Myths or Reality check on the notion of rural E-marketing, primarily agriculture and allied produces”

- Resource Person** - **Prof. Peter Pradeep**
 (Visiting Professor, MCET,
 Marthandam, Co-Founder and
 Chairman, Help Foundation)
- Chair** - **Dr. T.G. Saji**
 (Asst.Professor, CAM Govt.
 College, Thrissur)
- 11am - Tea Break

11.15 am -1.00pm - Technical Session IV
“Role of E Commerce in Rural Development”

- Resource Person** - **Dr.S.Sajeev**
 (Faculty, IMG,
 Thiruvananthapuram)
- Chair** - **Mrs.Sangeetha Vincent**
 (Asst.Professor, FMN College,
 Kollam)
- 1.00 pm - Lunch Break

1.45 pm -3pm - Technical Session V
“M - Commerce”

- Resource Person** - **Dr.J.S. Savier**
 (Asst.Professor,
 Govt.Egg.College, Bartonhill,
 Thiruvananthapuram)
- Chair** - **Mrs. Renjitha Rajeev**
 (Asst.Professor, CAM Govt.
 College, Thrissur)
- 3pm - Tea Break
- 3.15 pm - **Valedictory Session**
- Welcome - **Prof. K. AnilKumar**
 (Head of the Department)
- Presidential Address - **Prof.Sunny Lukose**
 (Principal)
- Valedictory Address - **Dr.P.K.Velayudhan**
 (Additional Director,
 Dept. of Collegiate Education,
 Government of Kerala)
- Vote of Thanks - **Mrs.Thankamony M.K.**
 (Associate Professor)

**Address for communication
 and further information:**

Dr. Gracious James (Seminar Coordinator)
 Asst.Professor, PG Department of Commerce
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**NATIONAL SEMINAR ON
 RURAL
 E - COMMERCE
 IN INDIA:
 EMERGING TRENDS
 AND CHALLENGES**

Organized by



**POST GRADUATE
 DEPARTMENT OF COMMERCE**
 Government Arts College
 Thiruvananthapuram, Kerala

March 15-16, 2012
 Venue: Seminar Hall

Sponsored by:
**DEPARTMENT OF
 COLLEGIATE EDUCATION**
 Government of Kerala

Dear Colleague,

It is our pleasure to extend to you this warm invitation to the National Seminar on – “Rural E Commerce in India: Emerging trends and challenges” in-collaboration with Collegiate Education Department, Government of Kerala on March 15-16, 2012. The two day national seminar will discuss the various trends, issues, policies and challenges related to rural e-commerce particularly in the Indian context. The academic deliberations of this seminar will definitely go a long way in enriching the commerce education. We look forward to learning and benefiting from your presence and experience in our shared quest for excellence.

Sincerely,

Prof.Sunny Lukose **Prof.K.AnilKumar**
Principal Head, Dept. of Commerce

Dr. Gracious James
Asst. Professor & Coordinator

Preamble

India lives in rural households as 60 percent of Indian population is dependent on agriculture and allied agricultural activities. The GDP growth rate in rural sector seldom crosses above 4 percent. The dream of prosperous India can only be achieved by use of technological innovation and management of resources in every aspect of rural life. In the next few years, India will have 30 to 70 million Internet users which will equal, if not surpass, many of the developed countries. With the number of mobile users already over 400 million, India is on the verge of a Second Information Technology Revolution led by connectivity or the Digital Revolution. This revolution is about reaching the benefits of technology to the people of India. Indian

E-Commerce space percentage is getting higher as more and more online retailers enter the market. Electronic commerce (e-commerce) as part of the information technology revolution became widely used in the world trade in general and Indian economy in particular. In view of this, this seminar focuses to present a platform for academicians, researchers, practitioners and students to deliberate on this topic.

Sub Themes

- ICT and E governance for rural development
- Digital Revolution in Rural India
- E-Learning in rural India
- E Commerce for rural physical services
- IT in rural business growth and IT Legislations
- Mobile Commerce
- E Marketing for rural tourism products
- Security and Transaction Standards in E-Commerce
- E-commerce strategies for new organizations
- E-business strategies for knowledge management
- Information security issues in E commerce

For Whom?

The seminar will be open to local, regional and national participants comprising of Researchers, Academicians, Students and Stakeholders. The seminar is funded by Government of Kerala. The participants are eligible for duty leave.

Call for papers:

Research based papers/case studies on any one of the above sub themes are invited in a standard format with an abstract of 500 words. The length of the manuscript should not exceed 10 pages,

inclusive of table, figures, illustrations and references. Send your full papers by **March 10th 2012**.

The abstracts and full paper should be mailed to the Coordinator at : **commercegac@gmail.com**

Review process :

The manuscripts will be subjected to blind review process. The decision of the reviewer would be final and binding.

No Registration Fee

PROGRAMME SCHEDULE

15th March, 2012

9.15 am - Registration

INAUGURAL SESSION

9.30 am to 11.30 am

Prayer	-	
Welcome	-	Prof. K. Anil Kumar (Head, Dept. of Commerce)
Presidential Address	-	Prof.Sunny Lukose (Principal)
Inaugural Address	-	Dr.G.C.Gopala Pillai (Chairman, Public Sector Restructuring and Internal Audit Board, Govt. of Kerala)
Felicitation	-	Mr. Nandu Raj (College Union Chairman)
Key Note Address	-	Dr.Yadly Venkata Rao (Head, Department of Tourism Studies, Pondicherry University, Puducherry)
Theme presentation	-	Dr. L.Vincent (Associate Professor)
Vote of thanks	-	Dr.Gracious James (Asst.Professor and Seminar Co-ordinator)
11.30 am	-	Tea Break