

**MUTHAYAMMAL MEMORIAL COLLEGE OF ARTS AND SCIENCE,  
KAKKAVERI, RASIPURAM – 637 408, Namakkal Dt**

The Department of Commerce and Business Administration, Muthayammal Memorial College of Arts and Science, Kakkaveri, Rasipuram organized a one day international conference entitled “Growth strategies of Indian industries and development for economic reforms in India” on 28<sup>th</sup> February 2017 in the College campus. Mr. R. Ramasamy, Chairman of the College presided over the function. Mr. R. Jayaprakash, Secretary and Mr. R. Premkumar, Treasurer of the College offered felicitation address. Dr. M.R. Lakshiminarayanan, Principal welcomed the gathering. Dr. A. Elangovan, Prof and Head, Department of Commerce, Periyar University, Salem has released the ISSN journal. (Aayvagam – An International Journal of Multi-disciplinary Research-containing about research articles). Dr. Maa. Thamizhparithi, State Co-ordinator, Computer Tamil Forum, Tamil Virtual Academy, Chennai gave valedictory address.

Apart from Srilanka, more than 150 students in the states of Rajasthan, Karnataka, Kerala, Andhra, Telungana and Tamil Nadu have presented their research papers in this conference. The various topics, especially home trade, international trade, online marketing, agriculture economy, banking, real estates, consumer protection, environmental protection, global warming, demonetization of money, human rights, innovative human resource, e-commerce, service sectors, etc., have presented in this conference.

The Departments of Commerce and Business Administration of our College successfully conducted the one day international conference entitled “Growth strategies of Indian industries and development for economic reforms in India” held on 28<sup>th</sup>February 2017 in our College campus. In this conference, the following faculty members of various institutions have been participated. The College Chairman Mr. R. Ramasamy, Presided over the programme. Mr. R. Jayaprakash, Secretary offered the felicitations. The Principal Dr. M.R. Lakshiminarayanan, welcomed the gathering.

- Dr. A. Elangovan, Professor and Head, Department of Commerce, Periyar University, Salem – Inaugural Address
- Dr. Maa. Thamizhparithi, State Co-ordinator, Computer Tamil Forum, Tamil Virtual Academy, Kottur, Chennai- Valedictory Address

- Dr. K. Lakshmi, Asst. Prof. in Economics, Government Arts College for Women, Nilakkottai, Dindigul Dt- Technical Session Incharge
- Dr. M. Baby Rani and Dr. S. Vaideki, Faculty of Economics, V.V. Vanniyaperumal College for Women, Virudhunagar -Technical Session Incharge
- Dr. T. Saravanan, Asst. Prof. Dept. in Economics, Chikkiah Naicker College, Erode -Technical Session Incharge
- Prof. K. Selvamani, HOD of Commerce, Padmavani Arts & Science College for Women, Salem- Participated
- Prof. S. Durga, Prof.G. Suganyadevi and Prof. G. Gomathi Imaya, Faculty of Commerce, Sri Raghavendra College of Arts and Science, Kizhmunziladi, Chidambaram-Participated
- Prof. M. Duraisamy, Asst. Prof. in Commerce, PMP College of Arts and Science, Dharmapuri-Participated
- Prof. S. Vinodhini, Asst. Professor in Commerce, Kandaswami Kandar's College, Velur, Namakkal-Participated.

Apart from above said teaching staff members, nearly 350 Students and research scholars from various Institutions in and around India have participated. 112 research articles have published in the journal of "Aayvagam – An International Journal of Multidisciplinary Research" with 5 volumes. The Governing Body Members have congratulated to all the participants as well as research schola