About Andhra University:

Andhra University (AU) was founded in 1926. It is one of the oldest and premier Universities in India. The University has been offering a wide range of graduate, post graduate and research programmes in various disciplines in Arts, Science, Law & Engineering. Since the day of its inception, the University has indeed, been keeping up its tradition of a national interface. Besides its routine contribution in cultivating, nurturing and grooming up of the top-notch class intellectuals for the nation, unique presence of AU is strongly felt even in the International scenario from its research and innovations in the field of Science, Engineering and Technology.

Great personalities like Dr. Cattamanchi Ramalinga Reddy, Dr. V.S. Krishna and Dr. Sarvepalli Radhakrishna had served the University as former Vice Chancellors. Andhra University is one of the jewels on the east coast of India and it was the pioneer in offering two year MBA programme in India and it is one of the best B-schools in India. Commerce Post graduation programme was started much earlier in 1934. Several great personalities were produced by the University during the last eight decades. The University is considered to be world class with ISO – 9001:2000 certification and NAAC accredited “A” grade institution. It has over 30 full time intellectual faculty in the Commerce and Management programme and over 800 students every year. The Department started a three year MBA Evening programme in 1977 for the first time in the State of Andhra Pradesh and further expanded with the Distance Mode programme. The Department started a first of its kind, customized Executive MBA Programme in National Thermal Power Corporation (NTPC) and Visakhapatnam Steel Plant (VSP) in 2005 and MBA Retail Management Programme (FT) in 2006.

INVITATION

ANDHRA UNIVERSITY
Visakhapatnam

DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES (DCMS)

UGC National Seminar

ENTREPRENEURSHIP IN SMALL BUSINESS
Challenges and Strategies
(under UGC – CAS Phase I programme)

26 MARCH 2013

Seminar Director
PROF. R. SATYA RAJU
Head of the Department, DCMS, AU, Visakhapatnam

Venue:
Platinum Jubilee Guest House, Visakhapatnam
About the UGC National Seminar:
The role of Micro, Small and Medium Enterprises (MSMEs) is quite significant in the several economies including Indian economy in providing employment to millions of people, foreign exchange earning and income generation to the nation. It is the source of employment for the people of all ages and several families. The appropriate governments have also been encouraging and designing several programmes for providing employment and also balanced regional development. The youth can also take up entrepreneurial activities for achieving something and contributing their best to the nation. The University Grants Commission has identified the Department of Commerce and Management Studies, Andhra University for conducting some activities on this subject. The following are sub themes of the national seminar.
- Role of MSME’s
- State Policy and Support
- Creativity and Innovations
- Knowledge Entrepreneurs
- Women Entrepreneurship
- Challenges of Entrepreneurship
- Strategies for Success and Survival

The paper writers are requested to send their papers on any of the sub themes. The complete paper along with registration fee is to be sent to Seminar Director.

Who can attend?
This seminar is useful to several people from different organizations. The following people can attend:
- Executives and Entrepreneurs
- Professors and Teaching Faculty
- Researchers and Students
- NGOs and Corporate Professionals

Call for Papers:
Academicians and Professionals who are interested can send their papers to the Secretariat. Please send the abstract and full paper both soft and hard copies on or before 15th MARCH 2013 to PROF. R. SATYA RAJU. Email rsrapaka@hotmail.com / audcmshead@gmail.com

Registration / Participation Fee (Non Residential)
For registration, please fill enclosed Registration Form, and send it back along with Demand Draft / Crossed Cheque payable to Entrepreneurship Seminar Director – Andhra University payable at Visakhapatnam
Industrialist / Executive Rs. 1500/- Research Scholar Rs. 750/-
Faculty Rs. 1000/- Student Rs. 500/-

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### UGC National Seminar

**ENTREPRENEURSHIP IN SMALL BUSINESS:**
Challenges and Strategies  
(under UGC – CAS Phase I programme)

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