



### CHIEF PATRONS

#### SWAMI VEDANANDA

Secretary, Vivekananda College, Tiruvedakam West

#### SWAMI ADHYATMANANDA

Kulapathi, Vivekananda College, Tiruvedakam West

#### Dr. K. KARTHIKEYAN

Principal (i/c), Vivekananda College, Tiruvedakam West

#### Dr. S. CHANDRASEKARAN

Vice Principal

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#### ORGANISING COMMITTEE

#### Dr. M. PREMANANTHAM

Assistant Professor of Commerce (Computer Applications)

#### Sri. M. NARAYANAN

Assistant Professor of Commerce (Computer Applications)

#### FOR ALL CORRESPONDENCE

#### Dr. R. MOHAN RAJ

Conference Organising Secretary

Assistant Professor of Commerce (Computer Applications)

Vivekananda College, Tiruvedakam West

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# VIVEKANANDA COLLEGE

College with Potential for Excellence

Residential & Autonomous – A Gurukula Institute of Life Training

Re-accredited (4 Cycle) With 'A' Grade (3.33 out of 4.00) By NAAC

DBT Star College Scheme Funded

Affiliated to Madurai Kamaraj University

Managed by Sri Ramakrishna Tapovanam, Tirupparaitturai, Trichy

Tiruvedakam West, Madurai District, Tamil Nadu – 625 234.

## National Conference on Digital India and the Startup Ecosystem



Organised by

**DEPARTMENT OF COMMERCE  
(Computer Applications)**

**28<sup>th</sup> JANUARY, 2026**



## ABOUT OUR COLLEGE

Vivekananda College, a Gurukula Institute of Life-training, commenced its dedicated service in the field of Higher Education in June 1971, with the blessings of Swami Chidbhavanandaji Maharaj, Founder President. The institution is located in the sprawling area of 100 acres at Tiruvedakam West in ideal rural surroundings amidst bounteous natural scenery all around on the northern bank of the river Vaigai. It is just 22 kms away from Madurai. The College was conferred with the status of Autonomy in 1987. DBT Star College Scheme Funded It has been reaccredited with "A+" Grade (CGPA 3.33 out of 4.00) by NAAC.

## ABOUT OUR DEPARTMENT

The Department of Commerce (Computer Applications) was started in 2007-08 with 30 students and 2 staff members. The department offers one UG course - B.Com. (Computer Applications) and 12 Certificate courses namely, E-Commerce, Accounting Practice, Computation of Income-Tax, E-Filing and XBRL, Web Designing, Photoshop, PHP with MYSQL, Computer Awareness for Competitive Examinations, Internet Applications, Soft skill and Personality Development, Artificial Intelligence in Marketing and Applied Fintech for Business. The department conducts Personality Development Programme for the students every week to develop soft skills among the students. The department is also publishing 'ARISE'- a Quarterly E-Magazine for circulation among the staff and students through email. Dr. S. Chandrasekaran, Assistant Professor of Commerce, is the Coordinator. The department has a well equipped library and computer lab with internet facility. The Department is also organising Workshops, Seminars and Guest Lectures on current developments in the subjects periodically. Factory visits and educational tours are arranged by the departments regularly to provide exposure and experience. Group Discussion, Newspaper Reading Forum, ICT in Commerce Education, Commerce Quality Circle, etc. are salient features of the department. Real time Software Projects are done by the final year students.

## ABOUT OUR CONFERENCE

The conference on "Digital India and the Startup Ecosystem" aims to explore the transformative role of digital technologies in shaping India's entrepreneurial landscape. It provides a platform for students, researchers, and professionals to discuss innovations, challenges, and opportunities in the rapidly evolving digital and startup ecosystem. This conference will cover topics such as digital governance, emerging technologies, startup policies, entrepreneurship strategies, funding opportunities, and technological innovations that drive startups. Participants will gain insights into how the Digital India initiative is fostering a conducive environment for startups, empowering youth, and promoting economic growth. The event will also highlight successful startup stories, strategies for scaling businesses, and the role of mentorship, networking, and technology in accelerating startup growth. It encourages knowledge sharing, collaboration, and the development of innovative solutions that align with India's digital transformation goals.

## OBJECTIVES OF THE CONFERENCE

- Finding out various new avenues, challenges, opportunities and the emerging trends in Entrepreneurship
- To create an environment conducive to Entrepreneurship by knitting together all relevant players viz. support system institutions, governments and potential and existing entrepreneurs.
- Begin a dialogue on the challenges and opportunities of the digital era for entrepreneurs in high-potential economies today
- Reaching out to the young minds, aspiring for Entrepreneurship both at the micro and macro level.
- Facilitating interaction among academicians and existing pool of entrepreneurs.
- Generate policy, program, and institutional recommendations which will encourage innovations in entrepreneurial research and practice

## THEME

### Digital India and the Startup Ecosystem

#### SUB THEMES

- Startup India Scheme: Benefits for Young Entrepreneurs
- Campus Incubation Centres and Innovation Cells
- Funding Options for Student Startups
- Role of Technology in Startup Success
- Women Entrepreneurs in the Digital Era
- Success Stories of Indian Startups
- Challenges Faced by Student Entrepreneurs
- Future of Startups in India: Role of Youth
- EdTech Startups: Transforming Student Learning
- AgriTech Startups and Digital Farming
- Mobile App Development as a Startup Idea
- E-Commerce Startups and Online Business Models
- AI-Based Startups: Opportunities for Students
- Digital Marketing for Startup Growth
- Green Startups and Sustainable Innovation
- Social Entrepreneurship: Startups for Social Problems
- Freelancing and Gig Economy as a Startup Opportunity
- Leveraging Social Media for Startup Growth
- Intellectual Property Rights (IPR) for Startups
- Networking and Collaboration Opportunities for Young Entrepreneurs
- Digital Tools and Apps to Manage Startups Efficiently
- Building a Minimum Viable Product (MVP) for Startups

#### ONLINE REGISTRATION FORM

To click the following Google Form link for Registration:

<https://forms.gle/tcZUdmb988GZnfqq5>



## CALL FOR PAPERS & GUIDELINES

- Papers with Abstracts should be original and unpublished on the above themes.
- Papers will be edited and published in a book with ISBN Code.
- Papers should be formatted with A4 size, font size 12 (Times New Roman), 1.5 line spacing not exceeding 5 pages in WORD file.
- Papers should be submitted only through e-mail. [commerce\\_ca@vivekanandacollege.ac.in](mailto:commerce_ca@vivekanandacollege.ac.in)
- Participants and Paper Presenters must register through Google Form for the seminar and there is no spot registration. Last Date for Registration, Abstract & Full Paper Submission is **20.01.2026**.
- All the papers are subject to PLAGIARISM Check.
- Spot registration is permitted only for participation.
- Author and co-author should register separately.

## REGISTRATION FEES

	For Presentation Only	For Presentation & Publications
Student	₹ 200	₹ 700
Research Scholar	₹ 200	₹ 700
Faculty	₹ 200	₹ 700
Industrialist	₹ 200	₹ 700
In Absentia	₹ 300	₹ 800

## DETAILS FOR BANK PAYMENT

- **Account Name:** Principal Vivekananda College2
- **Bank Name & Branch:** Canara Bank, Tiruvedakam
- **Account Number:** 11009890497
- **IFSC Code:** CNRB0008629
- **MICR code:** 625015021

## DETAILS FOR ONLINE PAYMENT

- Account Holder Name: PREMANANTHAM M
- UPI ID: [premanantham1984@okhdfcbank](https://premanantham1984@okhdfcbank)
- Google Pay: +91-95783 02472



SCAN TO PAY

## DATE TO REMEMBER

The last date for submission of full paper along with Abstract and Registration Fee is on or before **20.01.2026**.