

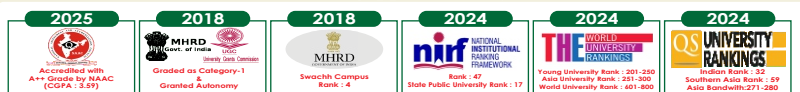


ALAGAPPA UNIVERSITY

(A State University Established by the Government of Tamil Nadu in 1985)

KARAIKUDI - 630 003, Tamil Nadu, India

www.alagappauniversity.ac.in



DEPARTMENT OF CORPORATE SECRETARYSHIP FACULTY OF MANAGEMENT

In Collaboration with



THE INSTITUTE OF COST ACCOUNTANTS OF INDIA
[Statutory body under an Act of Parliament]

Cordially Invites you to the Valedictory Function of
5th International Conference on

VIKSIT BHARAT 2047: SUSTAINABLE BUSINESS DEVELOPMENT STRATEGIES FOR INCLUSIVE GROWTH

On Tuesday, the 11th March, 2025 at 4.30 pm in the Veeru Kaviarasar Mudirasanaar Hall
(Convocation Seminar Hall), Alagappa University

Dr. C. VETHIRAJAN

Convener- ICSBDSIG 2025

Senior Professor & Head, Dept. of Corporate Secretaryship

Delivers Welcome Address

Prof. A. SENTHILRAJAN

Registrar, Alagappa University, Karaikudi

Delivers Presidential Address

CMA RAKESH SHANKAR RAVISANKAR

Member-Internal Auditing Board Assurance Standards Board ICAI,

Asst Professor –Commerce, DDGD Vaishnav College, Chennai

Report on Conference Proceedings

Prof. V. ALAGAPPAN

Former Registrar,

Former Prof & Head, Dept. of Commerce, Madurai Kamaraj University

Delivers Valedictory Address

CMA TCA SRINIVASA PRASAD

Vice President, ICAI

Delivers Special Address

Prof. V. PALANISAMY

Member of Syndicate, Senior Professor and Head,

Department of Computer Applications, Alagappa University, Karaikudi

Delivers Felicitation Address

Dr.U. ARUMUGAM

Asst. Professor, Dept. of Corporate Secretaryship

Proposes Vote of Thanks

Prof.C.Vethirajan
Convener & Organizing Secretary
ICSBDSIG 2025

Prof. A. Senthilrajan
Registrar



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Cordially Invites you to the Inaugural Function of
5th International Conference on

VIKSIT BHARAT 2047: SUSTAINABLE BUSINESS DEVELOPMENT STRATEGIES FOR INCLUSIVE GROWTH

On Monday, the 10th March, 2025 at 10.30 am in the Veeru Kaviarasar Mudirasanaar Hall
(Convocation Seminar Hall), Alagappa University

Invocation & Vallal Vazhthu, Lighting of Kuthuvilakku

Welcome Address : **Dr. C. VETHIRAJAN**

Convener- ICSBDSIG 2025

Senior Professor & Head, Dept. of Corporate Secretaryship

Thematic Address : **Dr. A. MORARJI**

Professor, Dept. of Corporate Secretaryship

Presidential Address : **Col. Sr. Prof. G.RAVI, Ph.D., D.Sc.,**

Vice-Chancellor, Alagappa University, Karaikudi

Inaugural Address : **CMA VISHWANATH BHAT**

Chairman, Southern India Regional Council, ICAI.

Keynote Address : **Prof. SIVESAN SIVANANDAMOORTHY**

Faculty of Commerce and Management

University of Jaffna, Sri Lanka

Special Address : **Prof. MBM. ISMAIL**

Professor in Management, Faculty of Management

South Eastern University, Sri Lanka

Felicitation Address : **Prof. V. MANICKAVASAGAM**

Former Registrar & Controller of Examinations, Former Sr. Prof & Head,
Faculty of Management, Alagappa University, Karaikudi

Dr. C. YOGALAKSHMI

Dean, Faculty of Management, Alagappa University, Karaikudi

Vote of Thanks : **CMA RAKESH SHANKAR RAVISANKAR**

Member-IAASB, The Institute of Cost Accountants of India

Asst. Prof.- Commerce, DDGD Vaishnav College, Chennai.

Prof.C.Vethirajan
Convener & Organizing Secretary
ICSBDSIG 2025

Prof. A. Senthilrajan
Registrar

Day - 1

On Monday, 10th March 2025 (11.30 am -5.30 pm)
in the Veeru Kaviarasar Mudirasanaar Hall (Convocation Seminar Hall), Alagappa University

Plenary Session – I

11.30 am
to
12.10 pm

Resource Person:
CMA (Dr.) MAHESWARAN .R
Chairman, Coimbatore Chapter of Cost Accountants
Topic : Governance and Policy Framework
Chairperson : **Dr.A.MORARJI**
Professor, Dept. of Corporate Secretaryship
Alagappa University, Karaikudi.

Plenary Session – II

12.10 pm
to
1.00 pm

Resource Person : **CMA NELLAI KUMAR R**
Cost Accountant, Tirunelveli.
Topic : Technological Advancements and Digital Transformation
Chairperson : **Dr.SP. MATHIRAJ**
Professor, Dept. of Corporate Secretaryship,
Alagappa University, Karaikudi.

1.00 pm to 2.00 pm **LUNCH BREAK**

Plenary Session – III

2.00 pm
to
3.00 pm

Resource Person:
Prof. SIVESAN SIVANANDAMOORTHY
Faculty of Commerce and Management
University of Jaffna , Sri Lanka.
Topic : Tracing the Road to Sustainable Business Development
Chairperson : **Dr.U.ARUMUGAM**
Assistant Professor, Dept. of Corporate Secretaryship,
Alagappa University, Karaikudi.

Plenary Session – IV

3.00 pm
to
4.00 pm

Resource Person: **Prof. MBM. ISMAIL**
Faculty of Management, South Eastern University, Sri Lanka.
Topic :Sustainable Business Development Strategies for Indian Industry
Chairperson : **Dr.K.GANESAMURTHY**
Assistant Professor, Dept. of Corporate Secretaryship,
Alagappa University, Karaikudi.

Technical Session – I Paper Presentation

4.00 pm to 5.30 pm

Chairperson : **Dr. K. ANANDANATARAJAN**
Associate Professor Dept. of Business Administration
D.G.G.A.C.(W) Mayiladuthurai
Co-Chair : **Dr.R. SRITHARAN**
Associate Professor, Dept. of Business Administration D.G.G.A.C.(W) Mayiladuthurai

Technical Session Paper Presentation Virtual Mode
4.00 pm to 5.30 pm

Chairperson : **Dr. S. NASAR**
Assistant Professor, PG & Research Dept. of Commerce,
Dr. Zakir Hussain College, Ilayangudi

Day - 2

On Tuesday, 11th March, 2025
in the Veeru Kaviarasar Mudirasanaar Hall (Convocation Seminar Hall), Alagappa University

Plenary Session – V

10.00 am
to
11.00 am

Resource Person : **CMA D. KALAICHELVAN**
Chairman, Dindigul Chapter of Cost Accountants
Topic : Rural Development and Agriculture
Chairperson : **Dr. A. ANBAZHAGAN**
Faculty Member, Dept. of Corporate Secretaryship,
Alagappa University, Karaikudi.

Plenary Session – VI

11.00 am
to
12.00 noon

Resource Person: **Dr. P. CHELLASAMY**
Professor and Dean, Department of Commerce,
Bharathiar University, Coimbatore
Topic : CSR and Corporate Sustainability
Chairperson : **Dr.S. SELVARANI**
Faculty Member, Dept. of Corporate Secretaryship,
Alagappa University, Karaikudi.

Plenary Session – VII

12.00 noon
to
1.00 pm

Resource Person:
CMA (Dr.) SETHURAJAN KUMARARAJAN
Former Chairman, Madurai Chapter of Cost Accountants,
Former Chairman, Madurai Chapter of Company Secretaries,
Member- BFSI Board, ICAI
Topic : Neo Banking and Financial Inclusion
Chairperson : **Dr. R. MARIA INIGO**
Associate Professor, PG & Research
Department of Corporate Secretaryship
Bharathidasan Govt. College for Women (A), Puducherry.

1.10 pm to 2.00 pm **LUNCH BREAK**

Plenary Session – VIII

2.10 pm
to
3.10 pm

Resource Person: **Dr. M. KAMARAJ**
Associate Professor in Business Administration,
Tamil Nadu Institute of Labour Studies, Chennai
Topic : Data Analytics for Measuring Sustainability Effectiveness
Chairperson : **Dr. K. RAJAMANNAR**
Asst. Professor, Dept. of Commerce,
MS University, Tirunelveli.

Technical Session – II Paper Presentation

3.10 pm to 4.30 pm

Chairperson :
CMA RAKESH SHANKAR RAVISANKAR
Member-Internal Auditing Board Assurance Standards Board ICAI,
Asst Professor –Commerce, DDGD Vaishnav College, Chennai
Topic : Cultural Heritage and National Identity with focus on National Security and Defense
Co-Chair : **Dr. K. TAMIZHJYOTHI**
Associate Professor, Dept. of Business Administration D.G.G.A.C (W)
Mayiladuthurai