

## ABOUT THE COLLEGE

Selvamm Arts and Science College (SASC) was established by the pioneer in poultry industry and philanthropist, Dr. P. Selvaraj in 2000, under the auspices of V. Ponnusamy Educational and Charitable Trust, which was formed in the fond memory of his late father. The college is enlisted by the UGC under 2(f) in September 2007 and 12(B) in November 2010. The Autonomy Review Committee visited the college on 6<sup>th</sup> and 7<sup>th</sup> May, 2011 and the college was granted the Autonomous status in July 2011 and an Autonomy extension is granted upto 2021-22. The college was Re-accredited by NAAC with 'A' grade in 2014. Modern laboratories enable students and researchers to keep abreast of emerging trends and applications. The college offers 18 UG, 11 PG, 9 M.Phil., one Ph.D Programmes, 14 Certificate Courses and 64 Skill Based Courses which encompass high employment potential, with the aim of making the students employable, self-employed or becoming entrepreneurs. A striking feature of SASC is the well-planned, comprehensive infrastructure including high speed internet connection for both students and faculty.

## ABOUT THE DEPARTMENT

The Department of Commerce was started in the year 2000 offering B.Com. Programme, M.Com. Programme during the year 2002 and Full Time M.Phil. Programme during the year 2008. The faculty members of the department are well experienced research oriented and are guiding Ph.D. and M.Phil. Scholars. The department aims at overall development of the students by involving them in various academic and non-academic activities like seminar, workshop, cultural events and guest lectures by experts etc. the department achieves a good academic record by producing gold medalists in university examinations and placements.

## ABOUT THE SEMINAR

Banking occupies one of the most important positions in the modern economic world. It is necessary for trade and industry. Hence it is one of the great agencies of commerce. Modern banking services presence is very helpful to the economic activity and industrial progress of the country. The banking industry is on a major technological up

gradation drive after having successfully introduced international standards in their operating norms. It is commonly perceived that technology is important to enhance the quality of customer service and to make it customer friendly. Banking industry is fast growing with the use of technology in the form of ATMs, on-line banking, Telephone banking, Mobile banking etc., plastic card is one of the banking products that cater to the needs of retail segment has seen its number grow in geometric progression in recent years. Today, the concept of core banking has made 'Any Where and any time' banking a reality. Along with technology, banking services have also evolved and the delivery of various banking products are carried out through the medium of high technology at a fraction of the cost to the customer. This seminar focuses on how the technological services in modern banking sector luring the sustainable development.

## OBJECTIVES OF THE SEMINAR

To understand the change in the attitudes of the consumers and companies and to find out the various changes that has been adopted by the consumers as well as the organizations with respect to green marketing.

### The Papers can be submitted in the following Areas:

- Banking Business Correspondence
- Issuance of Currency
- International Environment in Bank
- Government Schemes allocating to Bank
- E – Banking
- M – Banking
- Resolving Banking Crises
- Resolving Systematic Banking Crises
- Microcredit, Contemporary issue in Banking
- Recent trends in Retail Banking
- KYS norms and NPA management by Banking
- NPS management by Bank
- Corporate Government and Banks

## SUBMISSION OF PAPERS

- ✓ Papers should be original and unpublished.
- ✓ One author and co-author can be included in the paper. Paper must be presented by either author or co-author or both.

- ✓ Length of the paper should not exceed 10 pages including Abstract (not exceeding 100 words) with key words.
- ✓ The soft copy (through Mail/CD) and hard copy must be sent.
- ✓ The papers are to be typed in MS-word, Times new Roman /Arial font, 12 font size and 1.5 line spacing.
- ✓ The Abstract and full papers should have the author(s) name along with e-Mail ID and Mobile number.
- ✓ Paper must be enclosed with separate registration form and DD.
- ✓ DD must be favor of **“The Principal, Selvamm Arts and Science College”** Payable at Namakkal.
- ✓ Photocopies of the registration form may be used.
- ✓ Soft copy of the paper is to be sent to [sasccommerce@gmail.com](mailto:sasccommerce@gmail.com).
- ✓ No TA and DA will be paid to the participants and delegate's. However, Accommodation will be arranged on your Request at your cost.
- ✓ Only the registered participants will be provide with seminar Kit, Working lunch and Certificates.
- ✓ Qualified papers identified by the expert committee will be published in a **(UGC Approved Journal)** on the same day of the seminar.

Suraj Punj Journal for Multidisciplinary Research  
ISSN No. 2394- 2886  
UGC No. 64786

## IMPORTANT DATES:

Last date for receipt of Abstract and full papers :  
Last date of Amount Payment :  
Date of the Seminar :

## REGISTRATION AND PUBLICATION FEE

Registration Fee	Participation Only	Presentation Only	Publication Fee
Students, Research Scholars	Rs.	Rs.	Rs.
Academicians, Corporate Personnel	Rs.	Rs.	

## **ORGANIZING COMMITTEE**

Chief Patron : **Dr. P. SELVARAJ**  
Chairman, Selvam Educational Institutions  
Patron : **Dr. B. KAVIETHRA NANDHINI**  
Secretary, Selvam Educational Institutions  
Convener : **Dr. N. RAJAVEL**  
Principal  
Co - Convener : **Dr. K. S. ARULSAMY**  
Controller of Examination

## **ORGANIZING SECRETARY**

**Dr. K. GUNASEKARAN**

Vice- Principal & Head

PG and Research Department of Commerce

## **CO-ORDINATOR**

**Dr. S. GURUSAMY**

Asst. Professor in Commerce

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**President, Primax Foundation, Bengaluru.**  
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**Professor, AVK Institute of Management, Bangalore.**  
**Dr.S.Saiganesh, M.B.A.,M.Phil.,Ph.D.,**  
**Professor, DSBS, Bangalore.**

## **Address for Communication**

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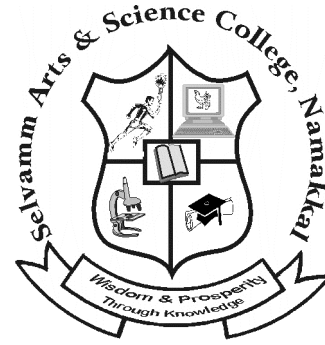
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## **One Day National Seminar**

**On**

**"Modern Banking System in India"**

**Saturday, 16<sup>th</sup> Feb. 2019**



Organized by

**PG AND RESEARCH DEPARTMENT OF COMMERCE**

**SELVAMM ARTS & SCIENCE COLLEGE**

**(Autonomous)**

(Nationally Re-Accredited (2<sup>nd</sup> Cycle) at "A" Grade by NAAC)

UGC Recognized 2(f) and 12(B) Institution

Salem Road, Pappinaickenpatti (PO.)

Affiliated to Periyar University (Salem)

In Association with



**PRIMAX FOUNDATION**

(Registered Under Karnataka Society Act 1960)

**Bangalore, Karnataka**

**SELVAMM ARTS AND SCIENCE COLLEGE**

(Autonomous)

Namakkal - 637 003.

**PG AND RESEARCH DEPARTMENT OF COMMERCE**

National Seminar

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**Saturday, 16<sup>th</sup> Feb. 2019**

Registration Form

Name: Dr./Mr./Ms. :

Educational Qualification :

Designation :

Department :

Institution :

Address for Communication :

E. mail :

Phone/Mobile :

Registration /  
Participation Fee :  
Publication Fee :

D.D. No. & Date :