

The full length paper along with the registration fee in the form of Bank Draft in the name of **"Punjab Commerce & Management Association"** payable at Ludhiana should be e-mailed at palwinder.08066@gmail.com

The expert committee will screen the abstracts & the abstracts approved by the same will be accepted to be presented in the Seminar in the form of full-length paper.

One of the authors must register for the Seminar to ensure the inclusion of paper in the Seminar program.

Length of the full paper should be about 4000 words, 12 point font size, Times New Roman MS-Word, 1.5 line spacing.

Tables, illustration, charts, figures etc. should be serially numbered and duly acknowledged. Sources of the data need to be given below each table. Only those references that are actually utilized should be included in the reference list and should be alphabetically arranged.

The first page of the manuscript should have the title of the paper, name of the author(s), organization affiliation, complete mailing address, phone number, fax number (if any) and e-mail address. Please do not indicate author(s) name, affiliation or any other such information inside the manuscript and elsewhere.

- Selected paper will be published in the form of a book.
- LCD Projector will be available for presentation.

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## REGISTRATION FEE

DELEGATE TYPE	AMOUNT
• CORPORATE	RS. 1000/-
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# GURU NANAK DEV ENGINEERING COLLEGE Ludhiana

In Association with

**PUNJAB COMMERCE AND MANAGEMENT  
ASSOCIATION**

National Seminar  
on

*"Make in India: Challenges in Manufacturing  
and Engineering Industry"*

**23rd September, 2016 (Friday)**



*Organised by*

Department of Business Administration and  
Department of Electronics & Communication

**Guru Nanak Dev Engineering College  
Ludhiana, Punjab-141006**

## ABOUT THE COLLEGE

Guru Nanak Dev Engineering College, Ludhiana is the oldest and a premier Engineering Institute of India. It is an autonomous college under UGC Act 1956 [2(f) and 12(B)]. The Institute is setup on 88 acres of sprawling pristine land on Ludhiana-Malerkotla state highway. Ludhiana city is a well known Industrial hub in Northern India and is well connected by direct rail service with all parts of India. The beautiful campus is about 7 kms away from railway station.



## VISION OF COLLEGE

Realization of Glimpses of a Golden India in the real(rural) India which lives and abounds in its villages. GNDEC will excel nationally and distinguish itself as a recognized pre-eminent leader to serve this 70% Brotherhood through its socioeconomic upliftment by exposure of the havenots to Engg. & Technology thereby grooming them as technically competent and intellectually-vital Graduates through practically focused quality learning experiences, and thus assuring productive Careers for them.

## MISSION OF COLLEGE

- Upliftment through technical education of Rural Students.
- Respond to local societal needs by developing select 'Targeted Research Projects'.
- Quality training programs in need based modern technology.
- To maintain state-of-the-art infrastructure in laboratories.
- To promote culture of self-employment
- To impart non-formal education to unemployed youth.
- To inculcate moral, ethical, spiritual values in education at all levels.

## PUNJAB COMMERCE AND MANAGEMENT ASSOCIATION (NETWORKING FOR EXCELLENCE)

Punjab Commerce and Management Association (Regd) represents academics, practitioners and policy makers. The PCMA events are designed to encourage the meeting of these three groups based on the belief that there is as much value in academic exploration as in discovery through practice. Through this process of interaction, the PCMA network aims to develop a deeper insight in various dimensions of entrepreneurship. The PCMA works in close collaboration with the Universities and other academic and Professional institutions in the field of Commerce and Management. Since its inception of the PCMA has held an annual event each year, with a specific theme for research presentations and discussion. These events include:

- AnnualConference
- National Seminars
- PCMA Lecture Series
- FacultyDevelopment Programs

## SEMINAR OVERVIEW

'Make in India' Initiative was launched on 25 September, 2014 by Prime Minister of India, Narendra Modi. The major objective behind the initiative is to focus on job creation and skill enhancement in 25 sectors of the economy i.e. Automobiles, Automobile Components, Aviation, Biotechnology, Chemicals, Construction, Defence manufacturing, Electrical Machinery, Electronic systems, Food Processing, Information Technology and Business process management, Leather, Media and Entertainment, Mining, Oil and Gas, Pharmaceuticals, Ports and Shipping, Railways, Renewable Energy, Roads and Highways, Space, Textiles and Garments, Thermal Power, Tourism and Hospitality, Wellness. The initiative also aims at high quality standards and minimising the impact on the environment. The initiative hopes to increase GDP growth and Tax revenue, insure high quality standards and minimize the impact on the environment. It will also help to attract capital and technological investment in India. The major features of this Idea are new initiatives, FDI, IPRs & Manufacturing. The various opportunities and challenges like manufacturing, marketing, Indian Financial sector, technological advancement, infrastructural development and human resource developments will be the core issues for domestic as well as Global corporations.

- To disseminate information regarding make in India campaign so that maximum people can take it benefit.
- To bring all the intelligentsia at the same platform to create awareness about this programme.

## SUB THEMES

### Sub Theme of The Seminar

- Role of Innovations in Building India
- Role of Education in Creating Creators
- Role of Corporate Social Responsibility
- Tax Exemptions under Startup Scheme
- Challenges before Women Entrepreneurs
- Proposed Schemes and Incentives of Startup India
- Promoting Digital Entrepreneurship at the Grassroots
- Marketing Practices, Opportunities & Challenges in India
- Emerging Strategic Issues in Make in India Initiative
- HR issues in Manufacturing and Engineering Industries
- Marketing Issues in Manufacturing and Engineering Industries
- Financial Issues in Manufacturing and Engineering Industries
- Challenges for Electronics & Software Industry

This list is not all exhaustive and one is free to add any relevant area to the subject.

## IMPORTANT DATES

Last Date for Submission of Abstract	15th September, 2016
Last Date for Submission of Full Paper	20th September, 2016

## CALL FOR PAPERS

Original papers on the various above mentioned sub-themes are invited. The above mentioned sub-themes are only indicative and not exhaustive in coverage. The contributor can include any other topic falling under the broad gamut of the main theme.

## GUIDELINES FOR PAPERS

Only original unpublished work is sought. Any proposal submitted to present identical or substantially similar work already published or under review for another Seminar or publication will not be considered. **Important:** Please note that Seminar contributions can be accepted only on condition that they have not been published or offered for publication elsewhere and that Punjab Commerce and Management Association has the right of refusal to publish them. Submission of a proposal or paper constitutes acceptance of this condition.

The delegates are requested to send the abstracts of their papers not exceeding 300 words, 12 points font size, Times new roman font on MS word with single line spacing to the coordinator at palwinder.08066@gmail.com along with the name and address of the author(s), Contact no. & active E-mail ID's latest by 15th September, 2016.