



IN COLLABORATION WITH



اَوْبُوْدَسِّيْتِي تَيْكُو لُو كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

ARI, MALAYSIA

Institut  
Penyelidikan  
Perakaunan



Indian Council for Cultural Relations  
भारतीय सांस्कृतिक सम्बंध परिषद्

ICCR, BANGALORE



Bharatiya Vidya Bhavan  
BANGALORE

SUPPORTED BY



INVITATION & CALL FOR PAPERS

*One-Day International Conference*

*On*

**“Economic Advocacy for  
Micro, Small and Medium  
Enterprises (MSMEs)  
Post Covid 19”**

**APRIL 30, 2021**

VENUE: KRG Hall, Bharatiya Vidya Bhavan  
Race Course Road, Bangalore

## **Sambhram Group Of Institutions**

The Sambhram Group of Institutions (SGI) was established by the team of experts in 1991 who were a perfect blend from industry and academic. The team led by the Chairman Dr. V. Nagaraj consists of eminent educationists, distinguished personalities and philanthropists with a global perspective. They have laid a solid foundation and are nurturing it to grow phenomenally. With commendable dedication, determination, optimistic and indomitable courage the Managing Committee members have pledged to shape the Group to a gigantic position in the near future. The Institutions under Sambhram Group include:

- Sambhram Academy of Management Studies
- Sambhram Institute of Technology
- Sambhram Pre-University College
- Sambhram Institute of Medical Sciences and Research
- Sambhram College of Dental Sciences and Hospital
- Sambhram College of Hotel Management
- Sambhram College of Nursing
- Sambhram Institute of Nursing

## **School Of Management**

School of Management, the Post Graduate Management wing of Sambhram Academy of Management Studies runs MBA and M.Com Programs of Bangalore City University since 1999. NAAC Accredited, the School has been rated as one of the best B-Schools in South India by various B-School Ranking Institutions. The MBA and M.Com Programs are the most sought after making it highly preferential by the potential employers and it is the best offering from School of Management to the aspiring youth to step into the discerning Management Academics that is in tune with the changing world. The School has academic collaboration with Accounting Research Institute, Malaysia; De Montfort University, United Kingdom and Wroclaw University of Science and Technology, Poland.

## **Accounting Research Institute (ARI), Malaysia**

Accounting Research Institute (ARI) is the global leading dedicated Higher Centre of Excellence in Social Science, with an aim to enrich knowledge corpus on the areas of Islamic Finance and Financial Criminology through quality research and graduates, innovation and consultancy, mainstreaming talent excellence, empowering community outreach, and promoting financial sustainability that are impactful for the society. Post Graduates programs in ARI aimed to produce a high quality and graduate on time postgraduates' students. The program provides the opportunity to combine advanced Research study with professional experience. The structure enables students to gain knowledge and confidence in academic research followed by support from your supervisory team with the effective modules.

## **Indian Council for Cultural Relations (ICCR), Bangalore**

The Indian Council for Cultural Relations (ICCR), is an autonomous organization of the Government of India, involved in India's external cultural relations, through cultural exchange with other countries and their peoples. It was founded on 9 April 1950 by Maulana Abul Kalam Azad, the first Education Minister of independent India. The Council addresses its mandate of cultural diplomacy through a broad range of activities. In addition to organizing cultural festivals in India and overseas, the ICCR financially supports a number of cultural institutions across India, and sponsors individual performers in dance, music, photography, theatre, and the visual arts. It also administers the Jawaharlal Nehru Award for International Understanding, established by the Government of India in 1965

## **Bharatiya Vidya Bhavan, Bangalore**

Bhavan is the brain-child of Dr. K.M. Munshi, a visionary who dreamt of moulding every Indian into an ethical citizen rooted in the rich ethical values of this great nation. Founded in 1938, it had its objectives of promoting and propagating Indian Values and Culture spanning Literature, Music, Dance and other fine arts. The Bangalore Centre of Bharatiya Vidya Bhavan was bloomed in 1965 and enjoys an enviable reputation in the service of arts, education and culture.

## About the Conference

MSMEs are considered to be the catalyst of socio-economic development, innovation and employment in many countries. The recent report by the World Bank posits that MSMEs represent 90% of the businesses and creates job for more than 50% of the population worldwide. The government around the world is placing high priority to these enterprises as there is a surge in global workforce and about 600 million jobs would be needed in another decade. MSMEs contribute to around 35 per cent of GDP in developing countries and around 50 per cent in developed countries.

The Covid-19 pandemic has exerted tremendous impact on the global economic front. The MSMEs are not an exception. Owing to their limited financial resources, borrowing capacity and disproportionate presence in economic space they demand a stimulus package from the government world-wide. Social distancing measures and transport disruptions have added to the problems in the current period. Surveys report that the disruption caused by the Covid-19 pandemic has resulted in the fall of revenue streams by 20-50% and MSMEs have faced the maximum heat, mainly due to acute liquidity crunch.

The WTO has projected that the global trade in goods is set to decline steeply between 13 per cent and 32 per cent in 2020 as countries across the world are battling with the Covid-19 pandemic. The existing bottlenecks and current crisis undermine the progress of MSMEs towards inclusive trade. The governments across the world have roped in an urgent incentive package as the current crisis has severely hit the MSMEs. These immediate relief measures help to restore the confidence in the sector which has taken a beating due to a flurry of disruptions.

## Against this backdrop, this Conference aims to

- Deliberate on the efficacy of the stimulus packages provided by the Governments of different Nations
- Unfold the measures to strengthen the capacity and resilience of MSMEs in mitigating the adverse impact of Covid-19 pandemic
- Facilitate discussion on an intermediate impact assessment of the disruption and nail a set of priority policies and measures for their rejuvenation in countries across the World
- Address the policies and measures needed to circumvent a widening digital divide as a result of Covid-19 impacts

## Target Audience

- INDUSTRY EXPERTS
- ACADEMICIANS, RESEARCH SCHOLARS AND PG STUDENTS
- NGOs
- MICROFINANCE INSTITUTIONS
- POLICY MAKERS
- ECONOMISTS

## Important Dates

LAST DATE FOR SUBMISSION OF ABSTRACT: MARCH 01, 2021

LAST DATE FOR SUBMISSION OF FULL PAPER: MARCH 10, 2021

DATE OF FINAL REGISTRATION: APRIL 20, 2021

DATE OF CONFERENCE: APRIL 30 , 2021

CONFERENCE MAIL ID FOR SENDING PAPERS :[icr2021som@gmail.com](mailto:icr2021som@gmail.com)

## Call for Papers and Suggested Themes

Original papers on the following indicative topics, but not limited to, are welcome to be submitted for the conference:

- Challenges and Prospects of MSMEs
- Energizing Entrepreneurship Post Covid-19
- Inclusive Trade and Pandemic related Challenges for MSMEs
- Building Global Competitiveness through MSMEs
- Make in India: Growth Opportunities for MSMEs
- Digital Transformation for MSMEs
- Supply Chain Management Practices of MSMEs Post Covid-19
- Innovative Solutions for MSMEs Resurgence Post Covid-19
- Global Initiatives towards Economic Resurgence of MSMEs
- Infrastructural Bottlenecks and Capacity Building Measures for MSMEs

## Guidelines for the Authors

The participants interested in presenting technical papers must submit the abstract of the paper not exceeding 150 words in English, which will be scrutinized by the editorial committee before their acceptance for presentation. The abstract should contain author(s) name(s), affiliation, full postal address, email id, phone number along with the title of the paper in the front page.

Full text of the paper typed in MS Word using Times New Roman, font size 12 on A-4 size paper in double spacing (not more than 15 printed pages) is to be submitted by an email to Organizing Secretary at [icr2021som@gmail.com](mailto:icr2021som@gmail.com). The paper must be accompanied with the author's name(s), affiliation(s), and full postal address, email ID, and telephone number along with the title of the paper on the cover page. Selected papers will be published in the form of book with ISBN code. Presentation of the paper by at least one author in the conference is mandatory to ensure inclusion of the paper in the book. Conference book will be distributed free to only those participants who will attend the conference and present their paper in the conference. Authors are encouraged to submit their papers in APA format.

## **Organizing Committee:**

- Patron-in-Chief: Dr V Nagaraj, Chairman, Sambhram Group of Institutions, Bangalore
- Patron: Mr. B N Nagaraj, IPS[Retired], CEO, SGI, Bangalore
- Conference Chairpersons: Prof K C Mishra, Principal, SAMS  
Prof Dr Jamaliah Said, Director, ARI, Malaysia  
Mr. P Venugopal, Regional Director, ICCR, Bangalore
- Conference Secretaries:  
Prof. Siba Prasad Sarangi (+91-9019501667)  
Prof. Arpita Sastri (+91-9482580925)

## **Conference Committee Members:**

- Prof C N Anil (+91-9902515636)
- Dr Zabiulla (+91-9844239296)
- Dr. Surabhi Jha (+91-9980239909)
- Dr. Smitha N S (+91-9008153689)
- Prof. Suhani Sharma (+91-7338392208)

### **REGISTRATION FEES**

INDIAN DELEGATES: RS.500 PER PERSON  
FOREIGN DELEGATES: USD 10 PER PERSON

### **REGISTRATION LINK**

<https://forms.gle/Zdrn7gj8aWUjqP6v5>

## Payment Details

NAME OF ACCOUNT HOLDER : SAMBHRAM ACADEMY OF  
MANAGEMENT STUDIES

BANK NAME : STATE BANK OF INDIA

BRANCH : JALAHALLI EAST, BANGALORE-560013

ACCOUNT NUMBER : 10838595194

IFSC CODE : SBIN0000963

**The registration fees include conference kit,  
lunch and tea during the program. All the payments have to be done  
through online mode.**

### Visa Matter

Participants are responsible for obtaining a valid visa before travelling to India. Please visit the Indian Embassy website in the country of your residence. We will endeavor to support your visa application by issuing Invitation/Confirmation letter when required. However, the organizers will issue such a letter only when you have registered for the Conference.

Request for such support should be made directly to the Conference Chairperson by an email at:  
[mishrakc847@gmail.com](mailto:mishrakc847@gmail.com)

Please send all Your Communications to:  
Prof. Siba Prasad Sarangi and Prof. Arpita Sastri  
Organizing Secretaries – International Conference  
Sambhram Academy of Management Studies  
M S Palya, Jalahalli East  
Bangalore – 560097, India  
Email:[icr2021som@gmail.com](mailto:icr2021som@gmail.com)  
Website:[www.sams.edu.in](http://www.sams.edu.in)

Phone: +91-9113922289, +91-9019501667, +91-9482580925