



10th INTERNATIONAL CONFERENCE ON SUSTAINABLE DEVELOPMENT THROUGH INNOVATION AND TECHNOLOGY

&

IARA AWARDS 2023

13-08-2023

REPORT

**Mahalashmi Women's College of Arts and Science
Avadi, Chennai, Tamil Nadu**

INDIAN ACADEMIC RESEARCHERS ASSOCIATION

(AN ISO CERTIFIED ASSOCIATION REGISTERED UNDER TRUST ACT & NGO DARPAN (TN/2021/0298313),
NITI AAYOG, MSME UDYAM REG. NO. UDYAM-TN-27-0040698 AND GOVERNMENT OF INDIA)



10th International Conference on
SUSTAINABLE DEVELOPMENT THROUGH
INNOVATION AND TECHNOLOGY
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Sunday 13th August 2023

**MAHALASHMI WOMEN'S
COLLEGE OF ARTS AND SCIENCE**

AVADI, CHENNAI-600 071
TAMIL NADU

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PROGRAMME SCHEDULE

8.30 a.m- 9.30 a.m	:Registration
9.30 a.m -9.40 a.m	:Welcome Address Prof. Dr. Pranam Dhar Professor & Head Department of Commerce & Management, West Bengal State University, Kolkata,WB & All India General Secretary, IARA
9.40 a.m- 9.55 a.m	: Presidential Address Dr. C. Paramasivan Associate Professor, Thanthai Periyar Govt.College, Tiruchirappalli & President, IARA
9.55 a.m -10.25 a.m	: Chief Guest Address Dr.S.S.Jeyaraj Faculty of Accounting & Finance, Sino-British College, Guangxi Minzu University, P.R.China.
10.25 a.m. – 11.00 a.m	Dr Ruksana Banu Assistant Professor, Department of Business and Accounting, Muscat College, Sultanate of Oman :Key Note Address Dr.K.Krishnakumar Professor & Head , Department of Commerce , Periyar University ,Salem
11.00 am. – 11.30 am	Dr. R. Kumudhini Principal, Mahalashmi Women's College of Arts and Science, Avadi, Chennai. :Special Address Dr. Malathi Selvakkumar Principal, S.A.College of Arts & Science Thiruverkadu, Chennai 600 077.
11.30 am- 11.40 am	Dr.C.Vijai Associate Professor, Department of Commerce and Business Administration, Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology
11.40 am- 12.10 pm	Dr. Lakshman K Associate Professor & _Head, Department of Management, Jain University-CMS, SBMJEC, Bengaluru, Karnataka
12.10 pm- 01.45 pm	: Release of Books & Newsletter of IARA
01.45 pm- 01.55 p.m	: Paper Presentation : Award Ceremony : Vote of Thanks Dr. D. Paul Dhinakaran Assistant Professor, Department of Commerce JHA Agarsen College Madhavaram, Chennai IARA Conference Organizing Secretary (9159447157)
(01.55 pm	: Lunch)



The 10th International Conference is started with prayer, the host of the Conference was Dr.S.Dhanalakshmi, Assistant Professor, Department of Commerce (Accounting & Finance), S.A.College of Arts & Science, Avadi, Chennai and Dr.K.Komalavalli, Assistant Professor and Head, Department of Commerce, P.T.Lee Chengalvaraya Naicker Arts and Science College, Choolai, Chennai. Prof. Dr. Pranam Dhar, Professor & Head Department of Commerce & Management, West Bengal State University, Kolkata, WB& All India General Secretary, IARA, welcome the gathering, and elucidate the membership details of IARA with the benefits to the members. He mentioned about the Journals of IARA, which is very much helpful for the Researchers to publish their articles with minimal cost.



Dr. C. Paramasivan, Associate Professor, Thanthai Periyar Govt. College, Tiruchirappalli & President, IARA, delivered a presidential address of the Conference and also explained about the functioning of IARA with the money of membership fees and other donations. The participants are very much delighted to know about it, and some of them are interested to join as a member to the Association. In his speech he conveyed the purpose of the conference and the benefits to Teaching fraternity. The President also brief about grants available in IARA for the Research Activities and appealed to the forum to make use of it.



Dr. Pranam Dhar, Professor and Head, Department of Commerce and Management, West Bengal State University, Kolkata, West Bengal presides over the welcome address and explained the role and importance of IARA in research and academic activities particularly during the lockdown period. He highlights the research insights and its impact on society as well as in the higher education with respect to National Education Policy 2020. He also congratulated organizing committee of this conference for the scholarly arrangements and support.



Dr. S.S. Jeyaraj, Faculty of Accounting & Finance, Sino-British College, Guangxi Minzu University, P.R.China, has delivered Chief Guest address. In his address he compared the facilities available in China, India and other countries about the Sustainability. Sustainable goals were the pillars of the country to elevate their economy in the greater heights. He expounds that Innovation and Technology are the key factors for the Sustainable development.



Chief Guest speaker **Dr Ruksana Banu**, Assistant Professor, Department of Business and Accounting, Muscat College, Sultanate of Oman, illustrated about the SDG goal no.3, Good health and well-beings of the citizens is more important to attain Sustainable Development. She compared the steps taken by the Indian Government and Sultanate of Oman Government to reach the goals. The teaching community must indicate to their students about its importance and significance. The next generation people are our students they must know the key role of Sustainability in all Developmental Progress.



Dr.K.Krishnakumar, Professor & Head, Department of Commerce, Periyar University, Salem in his key note address proposed a remarkable comment that innovation and technology bridge gaps and to create connections to face the sustainable development challenges. As we embrace new ideas and cutting-edge tools, we must also remain vigilant guardians of ethics and inclusivity. Our innovations should prioritize the well-being of all, leaving no one behind. Moreover, we must be mindful of the environmental footprint of our technological advancements. Sustainable development requires that we tread lightly on the earth, even as we harness its resources.



Key note Speaker **Dr. R. Kumudhini**, Principal, Mahalashmi Women's College of Arts and Science, Avadi, Chennai, expressed that the Sustainable development is the essence of our responsibility to the planet and its inhabitants, both present and future. It calls upon us to find ways to meet the needs of the current generation without compromising the ability of future generations to meet their own needs. In this noble pursuit, innovation and technology emerge as powerful tools in our arsenal.



Dr. Malathi Selvakkumar, Principal, S.A.College of Arts & Science Thiruverkadu, Chennai, in her special address, she started with the story of a boy who is born in poor family and struggled a lot. Later She identified the usage of Seaweed and started doing the business with minimal investment. His Innovation and continuous efforts made him to reach his business globally.



Dr.C.Vijai, Associate Professor, Department of Commerce and Business Administration, Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology, Chennai, we should not underestimate the power we hold in our hands today. The power to shape a future that is not burdened by the mistakes of the past. The power to build bridges between what's possible and what's necessary.



Dr. Lakshman K, Associate Professor & Head, Department of Management, Jain University-CMS, SBMJEC, Bengaluru, Karnataka, expressed this conference be a catalyst for collaboration, for the exchange of ideas that will drive us towards a more sustainable world.



The dignitaries of the Conference released the Newsletter of IARA, the President of IARA issued everyone on stage the copy of Newsletter and 3 Books were released “Digitalized Finclusion, written by Dr.C.Paramasivan, Dr.Pranam Dhar and Dr.K.Krishnakumar, “Methods and Techniques of Research and Academic Writing by Dr.C.Vijai and Dr.D.Paul Dhinakaran, Management Accounting by Dr.S.S.Jeyaraj”.



Newsletters of IARA & Book Release



Paper Presentation session participated by 7 Research Scholars and 4 Academicians in various titles on the area of Sustainable Development through Innovation and Technology. The gathering gained knowledge on the topic with the research experience of the presenters.



In this conference 20 Best Research Scholar Award, 14 Best Researcher Award, 5 Ambedkar Award, one The Super Women Award, 2 Best Academic Award, 3 Best Principal Award, 2 Best College Award, 8 Best Research Advisor Award, 65 Best Faculty Award, 5 Best Scientist Award, 3 Best Librarian Award, 6 Best Social Scientist Award, 5 Swamy Vivekananda Youth Award, 3 Life Time Achiever Award and one Tholkappiyar Award were awarded to the academicians and Research Scholars across the globe.



Best college award to Sengamala Thayar Memmorial Educational Trust Women College , Manargudi , Tiruvarur District , S.B.K.College , Aruppukkottai and Sarojini Naidu College for Women ,Kolkata.



Dr. D. Paul Dhinakaran, Assistant Professor, Department of Commerce, JHA Agarsen College Madhavaram, Chennai & IARA Conference Organizing Secretary, proposed the Vote of Thanks for the conclusion of the conference.



The conference ended up the salute to our Mother Nation through National Anthem.



Thank You!