

## Learned faculty for Technical Sessions

**Dr. Sarla Achyuthan**

Director B.K. School of Management, Guj. Uni.

**Dr. A. Kumar**

Director, School of Business Management,  
Bhavnagar University

**Dr. Sandip K. Bhatt**

Professor, Dept. of Business Study, S. P. University

## SEMINAR CHIEF PATRON

**Shri Mukeshbhai M. Shah**

(Managing Trustee, Vidyabhavan Trust)

## ORGANISING COMMITTEE

**Chairman :** Prin. (Dr.) M. S. Trivedi (9825156412) prinmstrivedi@yahoo.co.in

**Convener :** Prof. (Dr.) R. V. Raval (9998813936) rajendravraval@yahoo.co.in

**Joint Conveners :** Prof. (CA) C. A. Shah (9825317355) chandravadan52@gmail.com

Prof. (CA) A. A. Datania (9327098589) anildatania1998@gmail.com

### Members :

Prof. L.D. Baria, Prof. P.A. Pujara, Prof. R.C. Patel, Prof. B.M. Patel,  
Prof. A.B. Thakkar, Prof. S.P. Shah, Prof. S.S. Solanki

### Advisory Committee :

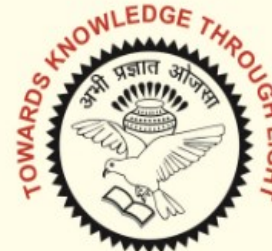
Prof. Dr. N.D. Shah, Prof. R.N. Vyas, Prof. S.V. Thakar,  
Prof. P. R. Pathak, Prof. Pallavi Vyas

## UGC - SPONSORED ONE DAY STATE LEVEL SEMINAR ON ENTREPRENEURSHIP DEVELOPMENT AND CHALLENGES

**DATE :** 31<sup>ST</sup> MARCH 2014 MONDAY

**TIME :** 9:00 a.m. to 5:00 p.m.

**Venue:** H. T. Parekh hall,  
Ahmedabad Management Association (AMA)  
Vastrapur, Ahmedabad.



### Organized By

Prin. M.C. Shah Commerce College

(NAAC Reaccredited B)

C.C. Sheth College of Commerce

(NAAC Accredited B+)

(Run by Vidyabhavan Trust)

Navigujarat Campus, Ashram Road, Ahmedabad –  
380014

[www.mcshahcommerce.com](http://www.mcshahcommerce.com)

[www.ccsbethcommerce.com](http://www.ccsbethcommerce.com)

Dear Sir/Madam,

We are glad to inform that our Trust is celebrating "**GOLDEN JUBILEE YEAR**" and is organizing UGC sponsored state level seminar on "NEW ENTREPRENEURSHIP DEVELOPMENT & CHALLENGES". This seminar will provide an important platform for the interaction where the learned faculties and distinguished academicians will participate in the deliberation. We invite you and your esteemed colleagues to contribute paper on core/sub themes

## About the Seminar

Driven by our mission "Earn While Learn" the seminar aims to encourage students, academicians and professionals to explore the possibilities of New Entrepreneurship Development, understand the challenges and means to overcome them.

**Date:** - 31/03/2014 - Monday. **Time:** - 09:00a.m to 05:00p.m.

**Place:** - AMA,H.T.Parekh Hall, Vastrapur. Ahmedabad.

## Objectives of Seminar.

- To help participants to gain a greater understanding of entrepreneurship and various challenges.
- To assist participants in research in the same & related area.
- To enhance class room teaching and develop related material.

**Registration Fees** Rs.250 per delegate. Payable by cash or DD in favour of Prin. M. C. Shah Commerce College-Ahmedabad.

### **CALL FOR PAPERS**

**Theme:-**"NEW ENTREPRENEURSHIP DEVELOPMENT & CHALLENGES"

**Sub – Theme:-** Technology and Entrepreneurship , Product Management including sustainable differentiation, Revenue forecasts, Competitive Landscape, New Entrepreneurship Development , Product/Service Positioning and market strategy.

## Guidelines for Submission of Research Paper

### Last Date for Submission of Papers–24/03/2014

- Two typed copies of paper along with abstract typed in 1.5 space, in A4 size format, Times New Roman, font size 12 using MS Word.
- A soft copy (CD) using MS Word must also be submitted along with hard copies.
- The length of paper should not exceed 3000 words.
- Abstract should not exceed 300 words and it is compulsory to submit abstract.
- The paper should have separate title page giving the title of the paper, names of the author / author's affiliation, address, mobile number and email id.
- Only full paper will be considered for the seminar and only abstract will not be entertained.
- Publication will be sole right of the college, even in terms of selection of paper and it should be original work of the author.
- The participant should contact organizing committee for any query.
- Paper in Gujarati language are required to be submitted in a given format.  
Pagemaker 6.5 or later – Gopika 2 font size 14 (II), File should be in PDF.
- Please send Soft Copy of your Research paper to the **email id** :

(1) [drmstrivedi@gmail.com](mailto:drmstrivedi@gmail.com) and (2) [ccshethconference@gmail.com](mailto:ccshethconference@gmail.com)

## About VBT

- ⇒ Vidyabhavan Trust was established in the year 1963 by academician and great visionary Late. Prin. M. C. Shah.
- ⇒ During the journey of 50 year it is recognized as a premier educational organization with 6 educational institutions and catering to more than 6,500 students in the faculty of Commerce, Law, Computer Science and Arts.
- ⇒ The trust is benefited by the rich and vast experience of professionals industrialists, Philanthropists and academicians.
- ⇒ Shri Mukeshbhai M Shah, a leading Chartered Accountant is the Managing Trustee of Vidyabhavan Trust

## About Colleges

Navgujarat Commerce college was started in 1963, and later renamed as Prin. M.C. Shah Commerce college in fond memory of the Founder Shri Prin. M.C Shah. Realising need for a noon commerce college, the trust started Navgujarat Vanijya Mahavidyalaya in 1969 which was later renamed as C.C.Sheth College of Commerce. Both the colleges are affiliated to Gujarat University, Ahmedabad and are leading commerce colleges attracting brilliant students. The colleges secure highest results in University Examinations.