

Two Days National Online Seminar on

Rural Students And Youth Embracing Digital Medium To Continue Learning During Covid-19

Date : 15th & 16th June, 2022

Sponsored by



INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH (ICSSR)

SOUTHERN REGIONAL CENTRE, HYDERABAD



Organized By

**DEPARTMENT OF COMMERCE (E-COMMERCE)
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE**

(Autonomous)

An ISO 9001:2015 Certified Institution, NIRF:72nd Rank, Re-Accredited by NAAC

Affiliated to Bharathiyar University, Coimbatore

Pollachi - 642 001, Tamil Nadu

About the College

A nation's growth is in proportion to education and intelligence spread among the masses. Having this idealistic vision, two great philanthropists late. S.P. Nallamuthu Gounder and Late Arutchelver Padmabhushan Dr.N Mahalingam formed an organization called Pollachi Kalvi Kazhagam, which started NGM College in 1957, to impart holistic education with an objective to cater to the higher educational needs of those who wish to aspire for excellence in knowledge and values. The College has achieved greater academic distinctions with the introduction of autonomous system from the academic year 1987-88. The college has been Re-Accredited by NAAC and it is ISO 9001:2015 Certified Institution. The total student strength is around 6000. Having celebrated its Diamond Jubilee in 2017, the college has blossomed into a premier Post Graduate and Research Institution, offering 26 UG, 12 PG, 13 M.Phil and 10 Ph.D Programmes, apart from Diploma and Certificate Courses. The college has been ranked within Top 100 (72nd Rank) in India by NIRF 2021.

About the Department

The UG department of Commerce with E-Commerce was established in the year June 2009. The department offers B.Com with E-Commerce (Bachelor of Commerce with Electronic Commerce) a three year degree programme. The main objective of the course is to integrate a balance between objective learning and practical learning. Our vision is to make the students well versed in the domain of electronic commerce and to enrich communicative ability of the students to increase the employability skills. Students can develop a strong E-Commerce foundation to apply and refine their knowledge in the 'Digital world'. The department has qualified and committed faculty with rich teaching and research experience. The department has organized National Symposium in 2018 and several seminars on a number of emerging issues.

About ICSSR – SRC

Indian Council of Social Science Research (ICSSR) was established in the year of 1969 by the Government of India to promote research in social sciences in the country on the recommendation of Prof. V. K. R. V. Rao Committee. Indian Council of Social Science Research (ICSSR) is an autonomous organization established in 1969 on the recommendation of Prof. V. K. R. V. Rao Committee. The Southern Regional Centre was established on 1st February 1973 in collaboration with the Osmania University and the Government of Andhra Pradesh. The founders of the Southern Regional Centre were Prof. Rasheeduddin Khan and Prof. G. Ram Reddy. The major role of the Southern Regional Centre is to act as an agent of the ICSSR within the southern region; to act as the representative of the social scientists of the region and to bring their ideas and problems to the ICSSR, New Delhi; to provide a platform for the social scientists of the southern region; to come together for the promotion of social science research and to serve as the link between the social scientists of the southern region, national and international community of social scientists.

About the Seminar

In today's time, education through digital medium has become new normal and is extensively used in urban areas for learning by students and youth. However, in rural areas particularly for underprivileged students continuing education had become a challenge. To address this digital technology was employed for imparting education. Rural communities have not only embraced digital medium but have innovated to make it more relevant. Even the National Education Policy (NEP) 2020 focuses on digital learning as a substitute to the traditional classroom model for interaction between teachers and students. While there are numerous benefits of digital education, the barriers are still manifold to make education a complete online phenomenon in rural areas. The present Covid-19 crisis has had a major impact on the digital divide in the country, particularly from the perspective of education with digital access. It has also brought into sharp focus the challenges that exist for digital representation of education in the rural areas of the country. This seminar aims to address the impact of e-Learning in rural areas during COVID-19 Pandemic.

In this context, the National Seminar on “Rural Students and Youth Embracing Digital Medium to Continue Learning During Covid-19” focus on the following sub-themes:

Sub-Themes

- ✓ E-learning and its impact on rural areas
- ✓ E-learning initiatives by the government
- ✓ Effects of digital gaps on E-Learning
- ✓ E-Learning services for rural communities
- ✓ E-Learning in Time of covid-19 pandemics: Issues& Challenges
- ✓ Education responses to Covid-19: Embracing digital learning and Online Collaboration
- ✓ E-Learning Vs Traditional Learning
- ✓ Online teaching –learning in higher education during lockdown period of Covid-19 Pandemic
- ✓ Online Learning : A Panacea in the Time of Covid -19 Crisis
- ✓ Informal education structures and its students in Lockdown
- ✓ Leadership in e-learning Delivery
- ✓ E-learning Research methods and Approaches
- ✓ Evaluation of e-learning Technologies
- ✓ Ethical issues in e-learning delivery
- ✓ Strategies and challenges in e-learning delivery
- ✓ E-learning curriculum Development issues
- ✓ E-learning pedagogical Strategies
- ✓ Developing e-learning for specific subject Domains
- ✓ Learning management system (LMS)
- ✓ Virtual Learning Environment (VLEs)
- ✓ E-Learning Delivery Issues
- ✓ Innovation in e-Assessment
- ✓ Participation and Motivation in e-learning

The topics considered may include, but are not limited to the above topics.

Guidelines for Paper Presentation & Publication

Those who are interested on the theme of the seminar are invited to send their abstracts and full papers as per the following guidelines and submit within the deadline through

- E-mail to ecomicsr@gmail.com or
- Google form link for abstract submission <https://forms.gle/P2tLdKeqYorTKBZL6>
- Google form link for Full paper submission <https://forms.gle/3dSoodu3zLbKW6ma6>
- All Submissions must be made in MS WORD (2007) format Font Style: Times New Roman, Font Size:12, Line Spacing : 1.5
- Abstract : 100 to 250 words with Four to Five Keywords
- Author's affiliation, Contact address, Designation, Mobile Number and Email ID should be found in First Page
- The paper should neither exceed 12 pages nor less than 6 pages
- References in APA style, Plagiarism is strictly denounced
- Research articles will be accepted only if the level of plagiarism is below 10%

Important Dates

Last date for Abstract Submission	:	31 st May 2022
Last date for Full Paper Submission	:	10 th June 2022
Date of Seminar	:	15 th and 16 th June 2022

Registration Fee

Students/Research Scholars	:	Rs. 200
Academicians/Delegates from Industry	:	Rs. 500

(Registration Fee includes Publication in Edited Book with ISBN and Hardcopy of the Certificate of Presentation/Participation)

Mode of Payments

• Bank Transfer

Name of the Account Holder	:	B. Indira Priyadharshini
Account No	:	170101000009575
IFSC No	:	IOBA0001701
Name of the Branch	:	NGM College, Extension Branch, Pollachi

• Google Pay Number : 74024 71598

Organizing Committee

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Our Resource Persons



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Associate Professor and Head
Department of Commerce (E-Commerce)
Nallamuthu Gounder Mahalingam College, Pollachi, Tamilnadu

Day 1 : Wednesday 15.06.2022

Inauguration (10.00 am – 10.30 am)	
<i>Welcome Address</i>	Dr. M.V.Sathiyabama Associate Professor & Head Department of Commerce (E-Commerce)
<i>Presidential Address</i>	Dr. R. Muthukumaran Principal
<i>Felicitation</i>	Dr.P.Bruntha Associate Professor & Head Post Graduate and Research Department of Commerce
Session – I (10.30am – 12.00 pm)	
<i>Topic : Covid – 19 has changed education forever</i>	Dr.Sulthan Khalifa Haroon Al Rashid Regional Project Officer for Asia-Pacific - United Nations Sustainable Development Goals Students Program Sustainable Development Solutions Network – Youth New York, United States of America
Break (12.00 pm - 12.15 pm)	
Session – II (12.15 pm – 1.30 pm)	
<i>Topic : Quality Education in the post pandemic world : what are the challenges for achieving sustainable development goals?</i>	Dr.Rajendra Baikady URC Special Post Doctoral Fellow and Senior Research Fellow Department of Social Work University of Johannesburg South Africa
LUNCH BREAK-(1.30pm-2.00pm)	
Session – III (2.00 pm – 3.30 pm)	
<i>Topic: Making the best of the Not-So-New-Normal: How to WHY!</i>	Mr. Parveen Kumar Sharma Educator, Wisdom World School Kurukshetra, Haryana
<i>Paper Presentations</i>	3.30 pm-4.30 pm

Day 2 : Thursday 16.06.2022

Session- I (10.00 am - 11.30 am)	
<i>Topic: E – learning Models</i>	Dr. K. Thiyagu Assistant Professor, Department of Education Central University of Kerala, Kasaragod, Kerala
BREAK - (11.30 am-11.45 am)	
Session - II (11.45 am-1.30 pm)	
<i>Topic: Impact of covid-19 on education</i>	Dr. M.V. Sathiyabama Associate Professor and Head Department of Commerce (E-Commerce) Nallamuthu Gounder Mahalingam College, Pollachi, Tamilnadu
Lunch Break - (1.30 pm - 2.00 pm)	
Session- III (2.00 pm - 3.30 pm)	
<i>Topic: Utilization of E- resources and tools to enhances the research process</i>	Dr.Vinu Sherimon Faculty of Department of IT University of Technology and Applied Sciences Muscat Sultanate of Oman
<i>Paper Presentations</i>	3.30 pm - 4.30 pm
<i>Vote of Thanks</i>	Dr.R.Vidwakalyani Assistant Professor, Department of Commerce (E-Commerce)