

07.03.2025 – Friday (Second Day)

10.00 a.m – 11.15 a.m Technical Session -IV
Resource Person : **Dr. A Sambba Seeva Rav,**
Assistant Professor
Department of Economics,
Kakatiya University, Warangal, Telangana

Topic : **Digital Marketplaces and E-commerce:
Connecting Rural Farmers to Urban Markets**

Paper Presentation

11.15 a.m – 11.30 a.m Tea Break
11.30 a.m – 01.00 a.m Technical Session -V
Resource Person : **Dr.P.Maruthiah Pandian**
Assistant Professor of Economics and
Research Centre
Aditanar College of Arts and Science,
Tiruchendur, Tamil Nadu

1.00 p.m – 2.00 p.m Lunch Break
2.00 p.m – 3.00 p.m Technical Session -VI
Resource Person : **Dr.N.Esakki,**
Associate Professor of Economics,
Ambai Arts College, Ambasamudram
Tirunelveli, Tamil Nadu

3.15 p.m – 3.30 p.m Tea Break
3.30 p.m – 4.30 p.m Valedictory Function
Welcome Address : **Dr. V.Sankaranarayanan,**
Assistant Professor of Economics
The M.D.T.Hindu College, Tirunelveli-10

Distribution of Certificates Feedback from Participants

Valedictory Address : **Mr.Santhosh T Varghese**
Assistant Professor
Department of Economics,
Maharaja's College, Park Avenue Road,
Opposite Subhash Bose Park,
Marine Drive Ernakulam, Kerala

Topic : **Future Directions for Agricultural
Innovation and Rural Development**

Vote of Thanks : **Dr.P.Senthilkumar**
Assistant Professor of Economics
The M.D.T.Hindu College, Tirunelveli-10

National Anthem

ORGANIZING COMMITTEE

Dr.A.Seetharaman Associate Professor of Economics & Head
Dr.P.Sekar Associate Professor of Economics
Mr.K.Alagarsamy Assistant Professor of Economics
Dr.P.Jaya Prapakaran Associate Professor of Economics
Dr.V.Sankaranarayanan Assistant Professor of Economics
Dr.P.Senthilkumar Assistant Professor of Economics
Dr.M.Sudha Assistant Professor of Economics
Dr.A.Thiruneelakandan Associate Professor of History

THE MADURAI DIRAVIYAM THAYUMANAVAR HINDU COLLEGE



**(Reaccredited with B+ Grade (3rd Cycle) by NAAC)
Tirunelveli 627 010, Tamil Nadu**



**ONSITE TWO DAY NATIONAL SEMINAR ON
TECHNOLOGICAL INNOVATIONS IN AGRICULTURE:
BRIDGING THE RURAL - URBAN DIVIDE FOR
INCLUSIVE GROWTH**



Sponsored By

**INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH
SOUTHERN REGIONAL CENTRE (ICSSR-SRC),
MINISTRY OF EDUCATION, GOVT.OF INDIA**

Organized by

**PG AND RESEARCH DEPARTMENT OF ECONOMICS
THE MADURAI DIRAVIYAM THAYUMANAVAR HINDU COLLEGE**

**(Reaccredited with B+ Grade (3rd Cycle) by NAAC)
Affiliated to Manonmaniam Sundaranar University,
Tirunelveli 627 010, Tamil Nadu**



**Date : 06.03.2025, Thursday and 07.03.2025, Friday
Venue: STAR GV Hall, Time 10.00 a.m.**

All are cordially invited

PROGRAMME

06.03.2025 – Thursday (First Day)

Venue: STAR GV Hall

Tamil Thai vaalthu

09.00 a.m - 10.00 a.m

Registration

10.00 a.m – 11.15 a.m

Inaugural Function

Welcome Address :

Dr. A. Seetharaman,
Associate Professor and Head
PG and Research Department of Economics
The M.D.T.Hindu College, Tirunelveli -10

Inaugural Address :

Mr. A.L.S. Shunmugam,
Secretary, College Committee,
The M.D.T.Hindu College, Tirunelveli

Presidential Address :

DR. R. Suresh
President, College Committee,
The M.D.T.Hindu College, Tirunelveli

Felicitations :

Mr. Dalavoy.R. Thirumalaiappan
Treasurer, The Educational Society,
Tirunelveli

Mr. C. Thiruvarya Muthu
Member, College Committee,
The M.D.T.Hindu College, Tirunelveli

Mr. M. Sengu Vijay
Member, College Committee,
The M.D.T.Hindu College, Tirunelveli

Mr. K. Subramanian
Member, College Committee,
The M.D.T.Hindu College, Tirunelveli

Dr.K.Balasubramanian,
Principal,
The M.D.T.Hindu College, Tirunelveli

Keynote Address :

Dr.P.Srilatha
Professor (Agricultural Extension)
Open and Distance Learning Centre (ODLC),
Acharya N.G.Ranga Agricultural University,
Lam, Guntur (District), Andhra Pradesh

Dr. T.P.Shashikumar,
Assistant Professor
Department of Economics,
Karnataka State Open University
Mysuru, Karnataka

Vote of Thanks :

Dr.S.Paramasivan,
Seminar Director
Assistant Professor of Economics
The M.D.T.Hindu College,
Tirunelveli -10

11.15 a.m – 11.30 a.m

11.30 a.m. – 1.00 p.m

Resource Person :

Tea Break

Technical Session -I

Dr.P.Srilatha
Professor (Agricultural Extension)
Open and Distance Learning Centre (ODLC),
Acharya N.G.Ranga Agricultural University,
Lam, Guntur (District), Andhra Pradesh

Topic :

Policy Frameworks for Promoting Technology Adoption in Rural Areas

1.00 p.m – 2.00 p.m

Lunch Break

2.00 p.m – 3.00 p.m

Technical Session -II

Resource Person :

Dr. T.P.Shashikumar
Assistant Professor
Department of Economics,
Karnataka State Open University
Mysuru, Karnataka

Topic :

Precision Agriculture: Transforming Smallholder Farming

Paper Presentation

3.00 p.m – 3.15 p.m

Tea Break

Resource Person :

Dr. A Sankaran
Professor and Head
Department of Economics,
Pondicherry University, Pondicherry

Resource Person :

Dr. L. Surulivel
Assistant Professor
Department of Fisheries Extension,
Economics and Statistics,
Dr. M.G.R. Fisheries College, and
Research Institute, Ponneri P O. 601204
Tiruvallur District, Tamil Nadu

Topic :

Food Security in India : Climate – Smart Technologies and Sustainability in Agriculture

3.15 p.m – 4.00 p.m

Technical Session -III

Panel Discussion :

Dr.G.Manikanda Prasad,
Assistant Professor and Head i/c
Department of Economics,
Manonmaniam Sundaranar University,
Tirunelveli, Tamil Nadu

Topic :

Bridging the Digital Divide: Enhancing Connectivity for Rural Farmers

4.00 p.m- 5.00 pm

Paper Presentation

Contact

Dr.S.Paramasivan

Seminar Director

PG and Research Department of
Economics

The M.D.T. Hindu College

Tirunelveli-627010

Mobile: 9965847470

Email: spseconomists@gmail.com

Registration link:

<https://forms.gle/4pLqK1gXzYyfnVXq9>

OR

QR Code



CHIEF PATRON

DR. R. Suresh

President, The M.D.T. Hindu College

Mr. A.L.S. Shunmugam

Secretary, The M.D.T. Hindu College

Mr. Dalavoy.R. Thirumalaiappan

Treasurer, The Educational Society

Mr. C. Thiruvariya Muthu

Member, College Committee

Mr. M. Sengu Vijay

Member, College Committee

Mr. K. Subramanian

Member, College Committee

PATRON

Dr.K.Balasubramanian

Principal, The M.D.T. Hindu College Tirunelveli.

SEMINAR DIRECTOR

Dr.S.Paramasivan

Assistant Professor of Economics

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Dr.A.Thiruneelakandan

Associate Professor of History

ONSITE TWO DAY NATIONAL SEMINAR ON

TECHNOLOGICAL INNOVATIONS IN AGRICULTURE: BRIDGING THE RURAL - URBAN DIVIDE FOR INCLUSIVE GROWTH

06th and 07th March, 2025

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Tirunelveli 627 010
Tamil Nadu

Venue: STAR GV Hall, Time 10.00 a.m.

THE HOST INSTITUTION

The Madurai Diraviyam Thayumanavar Hindu College had its origin as an Anglo - Vernacular School in the year 1859. The first Principal was Prof. P. Sundaram Pillai. In 1924, it became a First Grade College affiliated to University of Madras. In 1958, it moved to its present premises of about 83 acres at Pettai in the outskirts of Tirunelveli. In 1966, the College was affiliated to the Madurai Kamaraj University, when the University of Madras was bifurcated. In 1990, the College was affiliated to the present Manonmaniam Sundaranar University. Today the College has Eight Under Graduate, Five Post Graduate Courses and Five Research Centers.

ABOUT THE DEPARTMENT

The Department of Economics was established in the year 1936. The Department offers B.A. Economics in Tamil Medium and English Medium. The Department was elevated as Post Graduate Department in 1978. By recognizing excellence, Manonmaniam Sundaranar University granted the status of Research Centre to the Department in 2010. Over the years the Department has grown as one of the largest department with research potential and over 400 students with genuine interest in pursuing Economics. The Department of Economics welcomes your participation in the Two Day National Seminar on "Technological Innovations In Agriculture: Bridging The Rural - Urban Divide for Inclusive Growth"

ABOUT THE SEMINAR

This seminar focuses on the transformative potential of technological innovations in agriculture to bridge the rural-urban divide and promote inclusive growth. Agriculture, a critical sector in many developing economies, has seen advancements in biotechnology, digital tools, and sustainable practices. However, rural areas often lag

behind urban regions in accessing these innovations, exacerbating inequalities. Discussions will explore how technologies like precision farming, AI, IoT, and e-commerce can enhance productivity, connect rural farmers to urban markets, and address challenges like food security and poverty. The seminar will also highlight policy frameworks, institutional support, and strategies for ensuring equitable access to technology. By fostering dialogue among stakeholders, the event aims to contribute to sustainable rural development and economic integration.

MAIN THEMES

- * **Technological Innovations in Agriculture: Trends and Implications for Rural Development**
- * **Rural-Urban Connectivity and Technological Inclusion: Creating Synergies**
- * **Sustainability, Climate Change, and Technological Solutions for Agriculture**
- * **Policy, Governance, and Institutional Support for Agricultural Innovation**

SUB-THEMES

- * Biotechnology and genetically modified crops for better yield and resilience.
- * Precision agriculture, drones, and remote sensing in small farms.
- * Biotechnology and genetically modified crops for better yield and resilience.
- * AI, machine learning, and IoT in farm decision-making. Challenges and opportunities in adopting advanced rural technologies.
- * Digital infrastructure: Access to broadband, mobile networks, and digital skills.
- * E-commerce: How technology helps farmers reach bigger markets.
- * Agri-tech startups connecting rural farmers to urban markets.
- * Policies to improve rural-urban technology integration.
- * Climate-smart agriculture for sustainable farming.
- * Technology for efficient water use, soil health, and biodiversity.
- * Innovation in farming and its link to environmental sustainability.
- * Using technology to adapt to climate change.

- * Government policies and subsidies for rural technology adoption.
- * Public-private partnerships for agricultural technology adoption.
- * Research and innovation frameworks for technology transfer.
- * Education and training to help farmers use new technologies.

CALL FOR PAPER AND PARTICIPATION IN THE SEMINAR

Interested students, scholars and faculty members can participate and present a paper on any one of the topics mentioned. The full-length paper typed in MS - Word, Times New Roman Font, and Size 12, double spaced should be submitted on or before **20th February, 2025**. The full paper should be limited to maximum of 3000 to 6000 words. A soft copy of the paper should be sent through e-mail as an attachment. Selected papers, after peer review, will be published in the form of an edited book with ISBN on additional payment of Rs.500/

REGISTRATION FEES

Students:	Rs.200/-
Scholars:	Rs.300/-
Faculty Members:	Rs.400/-
Others:	Rs.500/-

The registration fee includes the cost of seminar material, lunch and refreshment for two days. The registration fee may be remitted in the following account.

Account Name: Research Coordinator,
Research Centre in Economics,
The M.D.T. Hindu College,
Tirunelveli

Name of the Bank: Indian Overseas Bank,
SIPCOT, Pettai, Tirunelveli

Account Number: **271201000000001**

IFSC Code: **IOBA0002712**

KEY DATES TO REMEMBER

Last Date for submitting Google Registration Form is **28-02-2025** and Spot Registration is also available Last Date for sending Full paper through email id: **spseconomists@gmail.com** is 20-02-2025