



SEMINAR DIRECTOR

Dr.I.V.Narayana
Assistant Professor
Department of Commerce
S.C.I.M.Govt College (A),Tanuku
Ph:9666129136

ADVISORY COMMITTEE

Prof. Arvind Kumar, Atal Bihari Vajpayee School of Management & Entrepreneurship, JNU, New Delhi
Prof. N.Kishore Babu, Rector & Professor, Department of Commerce & Mgt Studies , Andhra University
Prof. B. Mohan Venkata Ram, Department of Commerce & Mgt Studies , Andhra University, AP
Dr.P.Rammohana Rao, Dy.Director of Fisheries (Rtd), Sun Rise Aqualabs, Kakinada(Dt), AP
Dr. G. Vijay Kumar, Coordinator – IQAC, SCIM GC (A), Tanuku, WG(Dt.), AP
Sri RSM Bhoopal, Coordinator, Alumni Association, SCIM GC (A), Tanuku, WG(Dt), AP
Smt.G.Indira Kumari, Senior Faculty, Department of Commerce, SCIM GC (A), Tanuku, WG(Dt.), AP
Sri. M. Raghunadha Reddy, Academic Coordinator, SCIM GC (A), Tanuku, WG(Dt), AP
Dr.O.Achyutharama Kishore, Assistant Professor of Commerce, SRR&CVR Govt Degree Collg, Vijayawada, AP
Dr. P. Venugopal, Associate Professor of Commerce, Govt. Degree College, Nagari, Chittoor(Dt), AP
Dr. M. Shanmukha Rao, Principal, Govt Junior College, Rajam, Vijayanagaram (Dt), AP
Dr. B.P. Narasa Reddy, Associate Professor of Commerce, Govt. Degree College, Ravulapalem, Kona Seema (Dt), AP
Dr. M. Venkata Ramanaiah, Assistant Professor of Commerce, S.G. Govt Degree College, Pileru, Annamaya (Dt), AP
Dr.G.Srinivasa Rao, Assistant Professor of Commerce, Dr. V.S. Krishna Govt Degree College, Visakhapatnam(Dt), AP
Dr. G. Arun kumar, Assistant Professor of Commerce, Dr. V.S. Krishna Govt Degree College, Visakhapatnam (Dt), AP
Sri. E.m. Hareesh Babu, Assistant Professor of Commerce, Silver Jubilee Govt College, Kurnool (Dt.), AP
Sri.A.Rambabu, Assistant Professor of Commerce, GDC, Salur, Parvathipuram Manyam (Dt.),AP
Dr.K.Uttam Sagar, Assistant Professor of Commerce, CSTS Govt Kalasala, Jangareddy Gudem, Eluru(dt.), AP

ORGANISING COMMITTEE

Smt. A.Maruthi Devi Chowdary, Head, Dept of Commerce- Coordinator
Sri.R.K.Phanidhar, Vice Principal - Coordinator
Sri.R.Ramesh, Head, Dept of Library Sciences - Member
Dr.K.Raveendra Babu, Head, Dept Of Chemistry - Member
Smt. Ch. Devi Palaka, Head, Dept of Botany - Member
Sri. R. Ashok Kumar, Head, Dept of Computer Science - Member
Dr.D. Kanaka Mahalakshmi, Head, Dept of Telugu - Member
Dr.T. Sandhya Rani, Head, Dept of English - Member
Sri. N. Vishnu Vardhan, COE & Head, Dept of Political Science - Member
Dr. K. Nagabhushan Reddy, Head, Dept of Zoology - Member
Sri.V.Siva Prakash, Lecturer in History - Member
Sri. K.Jeevan Babu, Lecturer In Economics - Member
Dr.P.Suneetha, Lecturer In Micro Biology - Member
Sri. K.Rajasekhar, Lecturer In Commerce - Member
Sri. K.Venkanna Babu, Physical Director - Member
G. Rohith Govind Raju, Student, II M.Sc - Member
B.Pavan Pradeep, Student, III B.Com - Member
Ch.V.Dharani Teja, Student, II B.Com - Member
N. Jnana Sri Durga Padmavathi, Student, III B.Com- Member
M. Ramya, Student, II B.Com - Member
N.Vijaya Raju, Student, III B.A - Member
T. Ratna Kumar, Student, III B.A - Member
M. Sri Latha, Student, III B.Sc - Member
G.Keerthi, Student, II BCA - Member
P. Veera Naga Prasad, Student, II B.Sc - Member

RESOURCE PERSONS



PROF. RAMESH KURUVA

Desai Sethi School of Entrepreneurship
Indian Institute of Technology (IIT) Bombay



PROF. RAMACHANDRA GOPAL

Department of Management Studies,
National Institute of Technology (NIT) Warangal



Dr. P. RAMMOHANA RAO

Dy.Director of Fisheries(Rtd), Govt. of AP
Sun Rise Aqualabs ,Kakinada, Andhra Pradesh



PROF. G. VIJAYA BHARATHI

Department of Commerce
Yogi Vemana University
Kadapa, Andhra Pradesh



PROF. G. RANGANATHAM

School of Business studies
Central university of Karnataka, Gulbarga



PROF. N. UDAYA BHASKER

Head, Dept of commerce & management studies
Adikavi Nannaya University
Rajamahendravaram, Andhra Pradesh



PROF. VENKATESWARARAO BHANOTHU

School of Commerce & Management Studies
Gurugasidas viswavidyalaya (Central University)
Bilaspur, Chhattisgarh



SRI. M. JAGANMOHAN

Dy. Manager - State Bank of India
Tadepalligudem, WG (Dt), AP



DR. RAJESWARA RAO

Head-Marketing
Deepak Nexzen Feeds Pvt Ltd
Hanuman Junction, Krishna(Dt.), AP

ICSSR -SRC SPONSORED TWO-DAY

NATIONAL SEMINAR ON AQUA ENTREPRENEURSHIP OPPORTUNITIES AND CHALLENGES FOR VIKASITH ANDHRA PRADESH



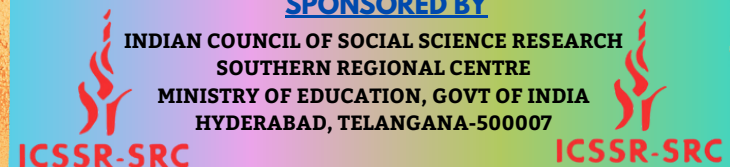
16th & 17th October 2025



ORGANIZED BY

**Department of Commerce
S.C.I.M. Govt. College (A), TANUKU**

SPONSORED BY



ABOUT THE COLLEGE

Sri Chitturi Indiraiah Memorial Government College, Autonomous (S.C.I.M. Govt. College(A)), Tanuku, established in 1968, is a prestigious autonomous institution affiliated to Adikavi Nannaya University, Rajamahendravaram. Accredited by NAAC with an "A" Grade(CGPA 3.18) and recognized as an ISO 9001:2015 certified institution, the college has been a beacon of academic excellence for over 57 years.

S.C.I.M. GC(A), has played a pivotal role in empowering students from both rural and urban backgrounds through quality education. It offers a wide array of undergraduate programs including B.A., B.Sc., B.Com., BCA, BBA Logistics, and skill-based courses like Industrial Chemistry and Microbiology (Minor). Additionally, postgraduate courses are offered in M.Sc. (Organic Chemistry, Computer Science) and M.Com., catering to evolving industry trends and enhancing employability.

The college prides itself on a futuristic learning environment, equipped with state-of-the-art laboratories in Chemistry, Physics, Botany, Zoology, Computer Science, MATLAB, and Studio-based Learning Classrooms (LCS). S.C.I.M. GC(A), Tanuku is also known for pioneering initiatives such as AI campus integration, digital learning platforms, and smart classrooms, fostering digital fluency and academic innovation.

With strong placement support, industry-connected internships, and participation in national-level events like hackathons, boot camps, and sports meets, the college nurtures well-rounded individuals. Its vibrant student clubs, such as NSS, Red Ribbon Club, Consumer Club, and Women Empowerment Cell, enrich the overall learning experience.

Committed to continuous improvement and innovation, S.C.I.M. Govt. College(A) is a proud hub for SWAYAM, Skill Hub, Entrepreneurship Development Cell, DST/SERB & ICSSR Projects, and more, making it a true center of excellence in Andhra Pradesh.

ABOUT THE DEPARTMENT OF COMMERCE

The Department of Commerce at S.C.I.M. Government College (A), Tanuku, was established in 1968 with a vision to provide quality education to students from rural and economically backward communities. Over the years, it has grown into a leading department offering undergraduate and postgraduate programs including B.Com (General), B.Com (Computer Applications), BBA (Logistics), and M.Com. The department is known for its academic rigour, inclusive learning environment, and commitment to student empowerment through a blend of traditional teaching and modern digital tools.

With a dedicated team of experienced and research-oriented faculty, the department emphasizes conceptual clarity and practical knowledge in areas like Accounting, Taxation, Banking, Finance, and Business Management. Its mission is to develop analytical thinking, leadership skills, and entrepreneurial spirit among students. Through innovative teaching practices, industry interaction, research activities, and support for higher education, the department continues to nurture commerce graduates who are well-equipped to meet the demands of a competitive global economy.

ABOUT TANUKU

Tanuku, a culturally rich town and an emerging industrial hub in West Godavari district of Andhra Pradesh, is well-connected by both rail and road, making it an ideal destination for academic gatherings infused with cultural and spiritual experiences. Known as the birthplace of Adikavi Nannaya, the town is located near several prominent spiritual landmarks, including four of the revered Pancharama Kshetras—Draksharamam (40 km), Ksheerarama at Palakollu (34 km), Somarama at Bhimavaram (50 km), and Kumararama at Samalkota (95 km). Visitors can also explore the serene Perupalem Beach (45 km), the sacred Dwaraka Tirumala (Chinna Tirupati, 42 km), the peaceful banks of the Godavari River, the historic Dowleswaram Barrage, and the ecologically rich Kolleru Lake, famous for its migratory birds. In addition, the Indian space rocket fuel production facility near Tanuku stands as a symbol of modern scientific progress. With its unique blend of heritage, knowledge, and natural beauty, Tanuku offers a truly enriching and memorable experience for seminar participants.

ABOUT THE SEMINAR

Andhra Pradesh, often hailed as the "Aqua Hub of India," contributes over 40% to the nation's aquaculture exports, with shrimp farming at the heart of this booming sector. Spanning over 5.73 lakh acres and sustaining more than 2 lakh operational ponds, aquaculture has become a vital economic driver, supporting livelihoods and generating substantial foreign exchange for the state and the country.

However, recent global developments—most notably, the imposition of a 26% anti-dumping duty by the United States—have posed serious challenges to the industry. This has resulted in a sharp decline in shrimp prices, disrupting the livelihoods of small and medium-scale aqua farmers, hatcheries, and export units. These developments underscore the sector's vulnerability to international market fluctuations and the urgent need for strategic interventions.

In this context, the national seminar on "Aqua Entrepreneurship: Opportunities and Challenges for Vikasith Andhra Pradesh", sponsored by ICSSR-Southern Regional Centre, aims to create a dynamic platform for dialogue among policymakers, researchers, aqua entrepreneurs, farmers, and academicians. The seminar seeks to:

- Deliberate on financial support systems, market linkages, and export opportunities to enhance the economic sustainability of the aquaculture sector.
- Explore innovative technologies and best practices that can boost productivity and efficiency across aquaculture operations.
- Promote skill development and capacity-building initiatives to empower rural youth, farmers, and aspiring entrepreneurs.
- Examine sustainable and eco-friendly aquaculture models that align with the goals of environmental stewardship and inclusive growth under the vision of Vikasith Andhra Pradesh.

THEMES & SUB THEMES OF THE SEMINAR

The seminar aims to promote sustainable aquaculture by focusing on entrepreneurship, technology, finance, skill development, and youth empowerment through discussions on six core themes.

Themes and Sub-Themes:

- 1. Entrepreneurial Potential in Aquaculture**
 - Exploring new business models in the blue economy
 - Innovation and startup ecosystem in aquaculture
 - Enterprise development in inland and coastal fisheries
- 2. Finance and Market Access for Aquapreneurs**
 - Financial inclusion and institutional credit support
 - Government schemes, subsidies, and insurance
 - Strengthening domestic markets and export linkages
- 3. Skill Development and Youth Empowerment**
 - Capacity building for rural and coastal youth
 - Training programs and vocational education
 - Promoting aquaculture as a livelihood option
- 4. Innovations in Aquaculture Practices**
 - Advanced farming technologies and digital solutions
 - Best practices in production, hatcheries, and feed management
 - Research and development in species diversification
- 5. Sustainability and Environmental Management**
 - Eco-friendly production models and water conservation
 - Waste management and climate-resilient aquaculture
 - Regulatory frameworks and environmental policies
- 6. Policy Support and Export Opportunities**
 - National and state-level aquaculture policies
 - Enhancing export competitiveness and global trade
 - Role of cooperatives, SHGs, and producer companies

CALL FOR PAPERS








The Department of Commerce, SCIM Government College (A), Tanuku, cordially invites original and unpublished research papers from academicians, researchers, industry professionals, policymakers, and students for presentation at the National Seminar. This academic gathering aims to serve as a platform to delve into the evolving landscape of India's aquaculture industry, emphasizing innovation, entrepreneurship, sustainability, and rural progress. Submissions are encouraged on topics that highlights recent trends, challenges, and prospects in areas such as aqua-based entrepreneurship, financial access, skill enhancement, market strategies, sustainable practices, and relevant policy initiatives.

Submission Guidelines:

- Papers must be original, plagiarism-free, and related to the seminar themes.
- Abstract (maximum 300 words) must be submitted on or before 30-09-2025.
- Full papers (within 3000–5000 words) should be submitted in MS Word format (Times New Roman, 12 pt, 1.5 spacing).
- Include author(s) name, designation, institution, email, and contact number.
- All submissions should be sent to: icssrseminar@scimgdctanuku.ac.in

Note: The registration fee covers the conference kit, participation certificate, working lunch, and high tea. Each paper can have a maximum of three authors. **Joint authorship is permitted; however, all co-authors are required to register individually.** A digital board/interactive panel will be provided for presentations.

As the seminar proceedings will contribute meaningfully to the discourse on aquaculture development in India, participants are requested to submit their research papers and registration forms strictly within the stipulated deadlines.

IMPORTANT DATES	REGISTRATION FEE	 SCAN FOR UPI Phone Pe/G-Pay
 ABSTRACT SUBMISSION 30-09-2025  ACCEPTANCE NOTIFICATION 01-10-2025  FULL PAPER SUBMISSION 10-10-2025	 INDUSTRY EXECUTIVES ₹700  ACADEMICIANS ₹300  RESEARCH SCHOLARS: ₹200 STUDENTS ₹100	

Payment of Registration Fee

Participants can pay the registration fee through **PhonePe, Google Pay, or any other UPI**-enabled payment method using the **above QR Code or UPI ID : scim@indianbk**. While making payment, the name PRINCIPAL S C I M GOVT COLLAGE will appear on Google Pay / PhonePe. Alternatively, the fee can be paid through a bank transfer using the following details:

- **Account Holder Name:** Principal, SCIM Government College, Tanuku
- **Bank Name:** INDIAN BANK
- **Account Number:** 464975605
- **IFSC Code:** IDIB000T006

 Selected papers will be considered for publication in a peer-reviewed journal or an ISBN book, which will be beneficial for CAS. Kindly note that a separate publication fee will be applicable.	 CALL US FOR MORE INFORMATION  Dr.I.V.Narayana 9666 129 136  Smt. A.Maruthi Devi Chowdary 9247119900	 SCAN HERE FOR REGISTRATION CLICK HERE 
	 icssrseminar@scimgdctanuku.ac.in	
	 Visit Website	