

**PONDICHERRY UNIVERSITY  
DEPARTMENT OF COMMERCE**

**NATIONAL CONFERENCE ON**

**“EXPORT CREDIT INSURANCE AND ITS CONTRIBUTION  
TO INDIA’S EXPORTS – OPPORTUNITIES AND CHALLENGES”**

**OCTOBER 10-11, 2008**

**CALL FOR PAPERS**

**Pondicherry University:**

The Pondicherry University was established in 1985 by Government of India through an Act of Parliament. Pondicherry University is outstanding among the Central Universities in India, with teaching and research as primary functions. The University has several unique features such as to disseminate and advance knowledge by providing instructional and research facilities.

The campus is located in a salubrious and sprawling area spread over seven hundred and eighty acres of land, facing the Bay of Bengal. The University is a member of The Association of Commonwealth Universities and has signed MOU with several foreign Universities and Institutions. A recent survey report by the UGC (Universities Grants Commission) and the NAAC (National Accreditation and Assessment Council) ranked the institution as one of the best in the country.

**About the Department of Commerce:**

The Department of Commerce offers M.Com (Business Finance), M.Phil and Ph.D programmes with a total placement focus. The curriculum of the department attracted the attention of companies which are involved in Banking, Finance, Investment, Fund Management, Stock Broking, Foreign Trade, Forex Dealings and Non-Banking activities. Continuous research activities are also going on in the department in the above areas. It is a constituent of the SOM. The School of Management, Pondicherry University, is one of the popular Schools of Excellence in the campus primarily focusing in the business related courses since the very inception of this University.

**About the Conference:**

The economic growth of a country is linked to a rapid export growth. In fact, all fast-growing economies of the developing world are also export success stories. In an open economy framework, the strategy for development is to increasing focus on export-led growth through optimal utilization of our comparative advantage vis-à-vis the rest of the world. A progressive export orientation of the economy would not only yield efficiency in resource utilization but also other benefits such as increased domestic savings, investment essential for rapid growth, impart resilience to the economy to successfully overcome external shocks and use of export earnings to financing growing imports. The analysis of the India’s foreign trade brings about an alarming picture. Comparatively, the value of imports is higher every year than that of exports both in dollar as well as rupee terms. This has led to an adverse balance of payments situation. Measures like cut back in imports, high tariffs, continuous withdrawal from the foreign exchange reserves,

dependence on foreign capital inflows etc., will only have adverse effects on the economy and the society. Therefore, economists have advocated that the only safe way, in the long run, is to finance the imports through exports from the country. Realizing this, it is necessary to formulate approximate strategies to support and sustain exports in order to ensure continued economic growth.

Taking a step in this direction, the conference on **“Export Credit Insurance and its Contribution to India’s Exports - Opportunities and Challenges”** is organized by **Pondicherry University jointly with the Export Credit Guarantee Corporation of India Limited (ECGC)** to discuss and deliberate on the various issues related to India’s export promotion.

**Themes of the Conference:**

- Challenges faced by Export Credit Agencies in marketing insurance products – An Indian Experience
- National Export Insurance Account as a facilitator for increasing project exports from India
- Alternate channels for marketing credit insurance products and alternate products for mitigating the risk in export credit.
- Role of Exim Bank and Commercial Banks in Promoting India’s Exports in the present complex nature of world trade.
- Initiatives of Export Promotion Councils and in Promoting India’s Exports
- Role of General Insurance Companies in Export Promotion
- Problems faced by exporters in doing business internationally
- Exports scenario in an environment of volatility in currency fluctuations and mitigating opportunities

**Participants:**

This conference is open to local, regional, national and international participants comprising of individual exporters, association of exporters, commercial banks, export promotion agencies, chambers of commerce, academicians, researchers, special interest groups and entrepreneurs.

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**Important dates:**

Participants who are interested to present research papers in the conference should follow the following deadline

Submission of Abstracts	:	30 <sup>th</sup> August 2008
Communication on Abstract Acceptance	:	15 <sup>th</sup> September 2008
Full paper submission and Registration	:	30 <sup>th</sup> September 2008
Conference Dates	:	10 <sup>th</sup> & 11 <sup>th</sup> Oct 2008

## **Paper Submission:**

Participants willing to present their papers are requested to follow the guidelines given below:

- Abstract (not exceeding 200 words) should be submitted by August 30, 2008
- Abstract should include the names of the authors, their affiliations and addresses (postal and e-mail)
- Three copies of the complete paper, one hard copy not exceeding 20 pages should be submitted in A4 size, MS-Word format, Times New Roman Font with heading in Font size 14 and the remaining text of font size 12 with 1.5 spacing and one soft copy (CD) and one through the e-mail [eci.sem@gmail.com](mailto:eci.sem@gmail.com) should reach the organizers on or before the 30<sup>th</sup> September 2008.
- All the references used in the paper should be alphabetically listed and references should be mentioned in the Harvard Style.
- Papers must not be previously published elsewhere or currently under review for publication elsewhere.

## **Publishing:**

All papers will be subject to a blind refereeing process by experts from reputed institutions. Paper presenters will be given an opportunity to enrich their papers and submit after the presentation. Selected papers will be compiled into an edited volume and published.

## **Participation fees:\***

### **For Participants from India:**

Banks, Insurance Companies and Export Promotion Agencies	: Rs. 1000
Exporters, their association, Chambers of Commerce and Government Representatives	: Rs. 800
Academics and Women Entrepreneurs	: Rs. 600
Research Scholars	: Rs. 500

### **For Participants other than India:**

Academics and Research Scholars	: US\$ 50
Others	: US\$ 75

(\* the participation fees will cover breakfast, lunch, dinner, high tea and conference materials)  
( DD towards Delegate/Participation Fee can be drawn on “**CONECI-2008**”)

## **Organising Committee:**

Dr.R.Pannerselvam, Dean School of Management, Pondicherry University.  
Dr.P.Palanichamy, Professor & Head, Department of Commerce, Pondicherry University  
Dr.B.Sambandhan, Professor & Head, Dept of International Studies, Pondicherry University  
Dr.Malabika Deo. Professor, Department of Commerce, Pondicherry University  
Dr.P.Natarajan, Professor, Department of Commerce, Pondicherry University.  
Dr.D.Lazar, Reader, Department of Commerce, Pondicherry University.

Mr.S.Aravanan, Lecturer, Department of Commerce, Pondicherry University  
Mr.Nitheesh, Lecturer, Department of Commerce, Pondicherry University.  
Mr.Velmurugan.PS, Lecturer, Department of Commerce, Pondicherry University

#### **Experts Associated With The Conference:**

Shri.V.Viswanathan, General Manager, ECGC of India Ltd.  
Shri.K.Muthukumaran, Chief General Manager, Exim Bank  
Shri. Samuel Jesuratnam, Country Manager, Coface India Credit Management Services Pvt Ltd  
Shri. Manivasagam, Asst General Manager, SBI, International Banking Division.  
Shri.Kumar, Director of Industries and Commerce, Govt of Pondicherry  
Shri.Shriram Subramaniam, President, CII, Pondicherry Chapter  
Dr.K.Elangovan, Executive Director, Council for Leather Exports  
Mr.G.Mathivanan, Executive Director, The Handloom Export Promotion Council  
Mr.Ruban Hobday, Director, The Gem and Jewellery Export Promotion Council  
Mr.M.Ganesan, Regional Director, EEPC, Chennai  
Dr.Jessaiah Selvam, Director, IASMS, Bangalore

#### **Pondicherry: Places of Visit**

The Union Territory of Puducherry and the Capital City Puducherry is situated on the East Coast in Tamilnadu. It is about 162 kms south of Chennai (Madras) located on the Coromandel Coast of the Bay of Bengal. Main language spoken is Tamil. English and French are other languages, which are spoken by considerable number of people.

Puducherry is an unique place with spiritual vibration and spiritual ambience not felt anywhere else in India. It has a blend of French colonial heritage and Tamil culture and the cosmopolitan flair of many nationalities in a small but varied town. Colonial buildings, Aurobindo Ashram, Quiet beaches and peaceful resorts stand as attractions. It is a base to explore the rich destinations around it like Auroville international city, Gingee fort, Kanchipuram, Chidambaram and Tiruvannamalai.

Puducherry is well connected by road from Chennai & Bangalore.

#### **Other information:**

Please be informed that the organizers will not be able to provide any travel grants. Regarding the accommodation facilities for the participants, the organizers will make a list of affordable hotels (exclusively for the conference participants) where accommodation can be availed at the expense of the participants. The organizers will be obliged to make advance room bookings for the registered participants, if requested for.

For further details and updates on the conference, visit the website of Pondicherry University at [www.pondiuni.edu.in](http://www.pondiuni.edu.in)

**Address for communication:**

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The Conference Coordinator

**CONECI-2008**

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Conference Convener

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