

**GOVERNMENT KNM ARTS & SCIENCE COLLEGE**  
Kanjiramkulam, Thiruvannthapuram

Report of **THREE DAYS NATIONAL SEMINAR**  
**PG COMMERCE DEPARTMENT**

**Internal Quality Assurance Cell**

**2018- 2019**

**Day 2(11/10/2018) Thursday**

Technical Session IV : 9.45 am-11.15 am  
 Chair : Dr.Biju SK  
 (Asst. Prof, Govt. Arts College TVP)  
 Speaker : Dr.J.B.Rajan  
 (Associate. Prof, KILA, Thrissur)  
 Topic : Qualitative Research Methods  
 11.15 am : Tea Break  
 Technical Session V : 11.30 am-1.00 pm  
 Chair : Lekshmi P  
 (Asst.Prof, VTM NSS College, Dvpm)  
 Speaker : Nazeem A  
 (Asst.Prof Govt.College, Nedumangadu)  
 Topic : Qualitative VS Quantitative  
 Research Designs  
 1.00 pm : Lunch Break  
 Technical Session VI : 1.30 pm-3.00 pm  
 Chair : Asseem R  
 (Lecturer,AJCollege,Thonnakal)  
 Speaker : Dr.Binu R  
 (Asst.Prof, Govt.College, Attingal)  
 Topic : Experimental Research Designs  
 3.00pm : Tea Break  
 Technical Session VII : 3.15 pm-4.45 pm  
 Chair : Capt. Sunil Raj R V  
 (Asst.Prof, Govt.College, Attingal)  
 Speaker : Smt. Jincy VK  
 (Asst. Prof, TM Govt. College, Tirur)  
 Topic : Report writing—Practical Guidelines  
 Paper Presentations : 1.Dr.Jyothi S Nair  
 (Asst. Prof, KNM Govt. College,  
 Kanjiramkulam)  
 2. Sreelekshmi. M  
 (Research Scholar, University of Kerala)

**Day 3 (12/10/2018) Friday**

Technical Session VIII : 9.45 am-11.15 am  
 Chair : Dr.Vinod G  
 (Assistant Professor,  
 Govt.College,Chittur )  
 Speaker : Dr.V. Darling Selvi  
 (Asst.Prof.Dept.of Commerce,  
 Ranni Anna Govt.College for Women,  
 Tirunelveli )  
 Topic : Hypotheses Formulation and Testing  
 11.15 am : Tea Break  
 Technical Session XI : 11.30 am-1.00 pm  
 Chair : Dr.LekshmiPrasannan  
 (Assistant Professor, S.N College,  
 Varkala)  
 Speaker : Dr.Biju T  
 (Asst. Prof, Govt. College, Chavara)  
 Topic : Data Collection- A Practical Approach  
 1.00pm : Lunch Break  
 Technical Session X : 1.30 pm-3.00 pm  
 Chair : Ms.Shamna H  
 (Assistant Professor, MSM College,  
 Kayamkulam)  
 Speaker : Sri Haneesh P  
 (Asst. Prof, Govt. Arts and Science  
 College,Meenchantha)  
 Topic : Qualitative Data Analysis  
 3.00 pm : Tea Break  
 3.15 pm-4.00pm : Paper Presentation  
 1. Devi Krishna (Research Scholar,  
 University of Kerala)  
 2. Rejitha R (Lecturer,ChristCollege,  
 Thiruvallam)  
 3. Anila Mohan (Lecturer,ChristCollege,  
 Thiruvallam)  
 4.00pm-4.45pm : Valedictory Session  
 Welcome : Dr Rani L  
 (F:OD, Department of Commerce)  
 Valedictory Address : Dr.S.A.shajahan  
 (Principal, KNM.Govt.College,  
 Kanjiramkulam)  
 Rapporteurs Report : Smt. Thushara R V  
 (Asst. Professor, Department of  
 Commerce)  
 Vote of Thanks : Dr.Sreedevi S R  
 (Seminar Co-ordinator)

**KNM GOVT. ARTS AND SCIENCE COLLEGE**  
**KANJIRAMKULAM**  
 (Re-accredited by NAAC with B++ Grade)



**Three Day National Seminar on**  
**Qualitative and Quantitative Designs**  
**in Social Science Research**

On  
**10th, 11th and 12th October 2018**

Venue:  
**College Seminar Hall**

Organised by  
 Post-Graduate Department of Commerce

Sponsored by  
 Directorate of Collegiate Education  
 Government of Kerala

Madam  
We consider it a great privilege and a matter of pride to organize Three Day National Seminar on "Qualitative and Quantitative Designs in Social Science Research" sponsored by Directorate of Collegiate Education, Government of Kerala. We have great pleasure to invite you to participate in the seminar proposed to be held on 10th, 11th and 12th October 2018. It is open to academicians, research scholars, policy makers, professionals and other stakeholders.

Dr.Rani L  
P.G Department of Commerce

Dr.S.A.Shajahan  
Principal

Dr.Sreedevi S R  
Co ordinator

**About the College**  
N.M. Government Arts & Science College is a NAAC B++ rated college, located at Kanjiramkulam, the southernmost of Thiruvananthapuram district in Kerala State. The long dream of Shri.Kunjukrishnan Nadar, a prominent social and Ex-MLA was the brain behind the establishment of the college. It is a post graduate college affiliated to the University of Kerala which was established in the year 1982 having the degree courses of B.Sc. Mathematics, B.A. Economics, Sociology & Commerce English, B.Com and P.G course in Sociology, M.Com. The college attained great heights by upgrading itself as a Research Centre in Sociology under the University of Kerala in 2016. The College was approved by UGC in 1999 and recognized by NAAC with B++ grade in 2017. It provides an environment of uncompromised innovation, excellence and quality.

**About the Department**

B.com Tax Procedure and Practice course was started in the college during 1998-1999. Adding another phase to the academic excellence that KNM Govt. College strives to achieve M.com Finance was sanctioned and started in 2018. The Department of Commerce has a good track record in academic, co-curricular and extra-curricular activities.

**About the Seminar**

Post Graduate Department of Commerce, KNM Govt. Arts and Science College, Kanjiramkulam, is organising a Three-Day National seminar on "Qualitative and Quantitative Designs in Social Science Research" during October 10th to 12th, 2018 sponsored by Directorate of Collegiate Education, Govt. of Kerala. The official inauguration of newly started M.com course is also scheduled to be held on 10th October.

The designs in Social Science Research have changed a lot in recent years. Drawings inferences from day to day happenings, assimilating into principles and theories forms the basis of empirical analysis and social science research. Learning from the past and projecting it for the future forms the core. Here the emphasis is on how to formulate the problem and prepare the blue print for research and to generalise it. This we need to look from the qualitative and quantitative side. It was in this context the seminar is organised.

**Thrust areas of the Seminar**

- Research Design
- Design of Sample Surveys
- Data Collection
- Sampling and Statistical Inference
- Testing of Hypotheses
- Interpretation and Reportwriting

**Organising Committee**

- Dr.S.A.Shajahan Principal
- Mr.John Rose Vice Principal
- Dr.Rani L HOD of Commerce
- Dr.Sreedevi S R Asst.Prof of Commerce
- Smt.Thushara R V Asst.Prof of Commerce

**Contact**  
Dr. Rani L (HOD of Commerce) Mob: 9946299745;  
Dr. Sreedevi S R (Co ordinator) Mob: 9633037913.

**Day 1(10/10/2018) Wednesday**

- 9.30am-10.00 am : Registration
- Inaugural Session : 9.30 am-11.15 am
- Prayer : Students
- Welcome Speech : Dr.Rani L (HOD, Department of Commerce)
- Presidential Address : Dr.S.A.Shajahan (Principal, KNM Govt.College, Kanjiramkulam)
- Inauguration & Keynote Address : Dr.M.K.IssacKutty (Senior Deputy Accountant General IA & AS(Rtd))
- Felicitation : Mr.John Rose(Viceprincipal)
- Vote of Thanks : Dr.Sreedevi S R (Seminar Co ordinator)
- 11.15 am : Tea Break
- Technical Session I : 11.30 am-1.00 pm
- Chair : Mr.Hamsa E (Assistant Professor, Govt College, Malappuram)
- Speaker : Dr.Gabrial Simon Thattil (Prof. Department of Commerce University of Kerala)
- Topic : Introduction to Research
- 1.00 pm : Lunch Break
- Technical Session II : 1.30pm-3.00 pm
- Chair : Mr. Roosevelt M (Assistant Professor, Govt. Womens College, Thiruvananthapuram)
- Speaker : Dr.S.Hareendranath (Prof, IMK, University of Kerala)
- Topic : Problem Identification
- 3.00 pm : Tea Break
- Technical Session III : 3.15 pm-4.45 pm
- Chair : Mr.Nandu S.S (Faculty, Mar Ivanious College, Thiruvananthapuram)
- Speaker : Ms.Bindhya S (Assistant Professor, MSM College, Kayamkulam)
- Topic : Ethical Issues in Research



The three day National Seminar on "Qualitative and Quantitative Designs in Social Science Research" was conducted from 10<sup>th</sup>, 11<sup>th</sup> and 12<sup>th</sup> October 2018 at A P J Abdul Kalam Hall, K N M Govt. College, Kanjiramkulam, Trivandrum. Teachers from various colleges, Research scholars, M. Phil Scholars and students are the targeted audience. The core objective of the seminar was to equip the research scholars with set of skills and potentiality to undertake the research very effectively in the disciplines of social science and to turn completed research into publishable material of high quality in the form of articles, journals and books. This national seminar is designed to offer the guidelines and direct the researchers through all the stages of research from identifying a research problem to the submission of a dissertation, report writing and research article. The seminar intends to deal with variety of quantitative and qualitative research methods used in social science researches. By the end of the programme they are expected to develop conceptual clarity and knowledge to undertake quality research in social science disciplines.

The programme started with registration of participants. 40 delegates from various parts of India registered and triggered the discussion to the various aspects of social science research. The inaugural session at 9.30 A.M with the prayer song by Jeena Jose of fifth semester B.Com student of the College. Dr. Rani.L, HOD, Department of Commerce welcomed the gathering. The Principal of the College Dr.S.A.Shajahan presided over the function. He strongly emphasized the need and relevance of organizing national seminar in a rural college like Kanjiramkulam, in his presidential address. He also remarked the relevance of research designs in social sciences. The seminar was inaugurated by Dr.M.K.Issacc Kutty, Rtd Deputy Accountant General (IA&AS) by lighting the traditional lamp. In the brief inaugural address of Dr.M.K.Issacc Kutty, he stressed the need and relevance of social science research in today's world. The College Vice Principal Mr.John Rose, IQAC co-ordinator Dr.Jyothi S Nair and Mr.Anilkumar, HOD, Department of



The first technical session was begun at 11.30 AM after light refreshment. The first session, introduction to social science research was chaired by Mr.Hamsa E, Assistant Professor, Department of Commerce, Govt.College, Malappuram. The invited talk for the session was delivered by Dr.Gabrial Simon Thattil, Professor, Department of Commerce, University of Kerala. He stressed on the basic approaches of social sciences, stages of research process, background reading and information gathering. He explained the importance of two key concepts such as 'research', and 'methodology' to enable participants to understand the basics of any research in social science. It was pointed that research is more than an understanding of set of skills; it is a way of thinking. The lecture was followed by an interactive session where the participants too actively contributed and it came to an end at 1.00 PM.

The second technical session was taken by Eminent Professor Dr.S Hareendranath, IMK, University of Kerala on the topic Problem identification in social science research. He brought to notice of all presented in the seminar about the practical problems of research scholars in doing a research .This session was actually an experience sharing one. Mr.Roosevelt.M, Assistant Professor, Govt. College for Women, Thiruvananthapuram moderated this session. The session comes to an end at 3.00 PM.



The third technical session of the seminar was deliberated by Ms. Bindhya Assistant Professor, MSM College, Kayamkulam on the topic ethical issues in science research. This session provides researchers about psychological, economic, physical harm and ethical issues, three ethical principles, Safety, Privacy and confidentiality of participant's information how to protect themselves, their research work by adopting ethical code and procedures followed while conducting research.

The first day of business ends at 4.45 PM with National Anthem.



The second day of the seminar began with technical session IV based on the sub theme Qualitative Research Methods. Dr. Biju S.K, Assistant Professor, Department of Commerce, Govt. Arts College, Thiruvananthapuram, moderator of the session introduce Dr. J.B. Rajan, Associate Professor, KILA, Thrissur for the plenary talk. The speaker elaborated distinctive feature of qualitative research designs, important operational steps of doing a qualitative data collection methods in brief. He covered basic differences between the quantitative and qualitative two approaches on various methodological parameters.

The fifth session was handled by Mr. Nazeem A, Assistant Professor, Govt. College, Nedumangadu, on Qualitative and Quantitative Research Designs. He also points out

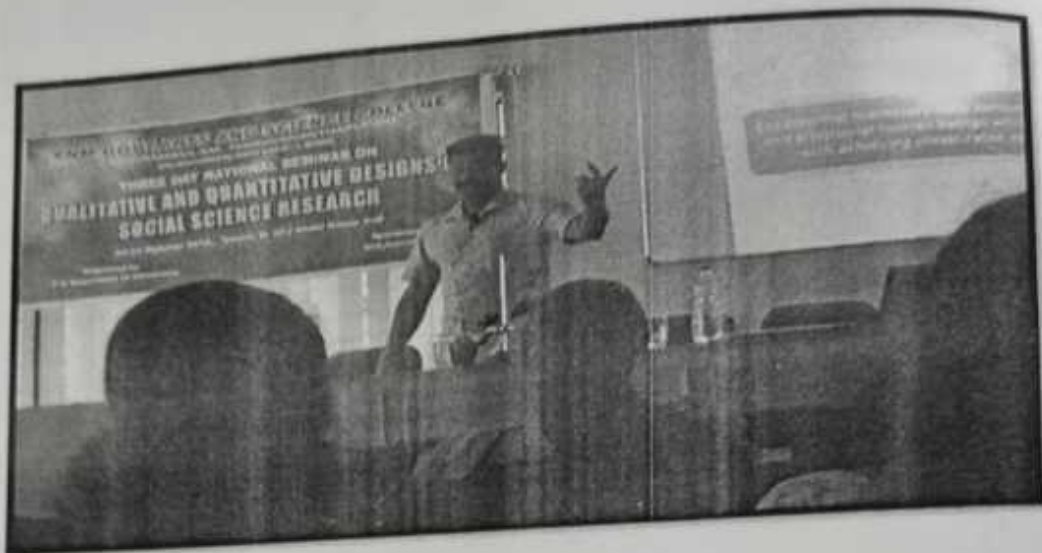
different areas where qualitative and quantitative research are undertaken. The lecture was followed by an interactive session where the participants too actively contributed.

The post lunch session was handled by Dr.Binu.R, Assistant Professor, Govt.College, Attingal, on the topic Experimental Research Designs. It was a very interactive session and nice presentation. This session ended at 3.00 PM.

The last session of day two was handled by Smt.Jincy.V.K, Assistant Professor, T.M.Govt. College, Tirur focuses on Report Writing-Practical Guidelines. The speaker clearly exposed the purposeful writing targeted at a specific audience of a given academic field and constraints faced in report writing, key components in report writing to audience. Cpt. Sunil Raj R V, Assistant Professor, Govt.College, Attingal Moderated the session.







The final day of the seminar opened with the much awaited plenary talk by Dr.V.Darling Selvi, Assistant Professor, Department of Commerce, Ranni Anna Govt. College for Women, Thirunelveli on the topic Hypothesis Formulation and Testing. Dr.Vinod.G, Assistant Profesor of Commerce, Govt.College, Chittur moderated the session. The resource person started the session by giving a comprehensive view about Research hypothesis, types, criteria, characteristics of hypothesis testing etc. It was followed by an activity session. Every participant were given an opportunity to frame a null and alternative hypothesis based on the problem chosen on the spot and deliberate the hypothesis with proper understanding. Every participant was happy after the activity session that they have clarity how to formulate the working hypothesis and testing for their research.

After light refreshment ninth technical session started. This session is engaged by Dr.Biju.T, Assistant Professor, BJM Govt. College, Chavara with clearing certain basic concepts and technique used for data collection, common concept and major steps involved in data analysis, classification and interpretation of data. The statistics concepts were explained to the participants. In continuation to that briefing was done on descriptive statistics with summary calculations and graphical and tabular displays were explained. The speaker makes the participants to actively engage in the discussion and clarify the concepts. Participants were highly satisfied by having clarity in the concepts.



The post lunch sessions of the seminar were taken by Sri.Haneesh.P, Assistant Professor of Commerce. Govt. Arts& Science College, Kozhikode with a special focus on qualitative research. The speaker elaborated distinctive feature of qualitative research designs, important operational steps of doing a qualitative data collection methods in brief.

The last session of the three days' Seminar was about summing up of the entire exercise for the beneficiaries/participants which was followed by the distribution of certificates to all the participants by the Dr.Shajahan S.A, Principal, KNM Govt. College, after his presidential address. Smt. Thushara R V, faculty of Commerce presented a brief report of the Three Day National Seminar. The welcome address for valedictory function was given by Dr.Rani. L Head of the Department. The seminar winded up with the vote of thanks by Dr. Sreedevi S R, Co ordinator of this seminar. She thanked the DCE, Principal, Head of the Department, Resource Persons, Vice-Principals, Faculty members, Students, everyone who helped us in organizing it successfully. The seminar ended at 4.45 pm with National Anthem.



thanks by Seminar Co ordinator Dr.Sreedevi S.R.





(Asst. ...  
 Report written by  
 1. Dr. Jyothi S Nair  
 (Asst. Prof. K.N.M Govt.  
 Kanjiramkulam)  
 2. Sreedekshmi. M  
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*[Signature]*  
 Dr. Rani. L  
 HOD Commerce.

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 Dr. Sreedevi. S. R  
 Seminar Coordina

