

Alfred Marshall (July 26, 1842 – July 13, 1924) was a British economist and one of the most influential figures in the field of economics. He is best known as the father of neoclassical economics and was born in London, United Kingdom. Marshall studied

mathematics at St John's College, Cambridge, but later shifted his focus to economics. He became a professor of political economy at the University of Cambridge and played a key role in establishing economics as an academic discipline. His most famous work, Principles of Economics (1890), laid the foundation for modern microeconomics. In this book, he introduced key concepts such as price elasticity of demand, consumer surplus, and the distinction between short-run and long-run costs. He also emphasized the importance of both supply and demand in determining price and output in markets, forming the basis of the supply-and-demand model still used today. Marshall's work was deeply influenced by classical economists like Adam Smith, David Ricardo, and John Stuart Mill, but he refined their theories by incorporating mathematical analysis and a greater focus on human behavior. He also contributed significantly to welfare economics, arguing that economic policies should aim to improve overall social welfare. His influence extended beyond academia, as his ideas shaped economic policies and business strategies in the early 20th century. Marshall trained and mentored several notable economists, including A.C. Pigou and John Maynard Keynes, who further developed his theories. He passed away on July 13, 1924, in Cambridge, leaving behind a legacy that continues to shape economic thought today.

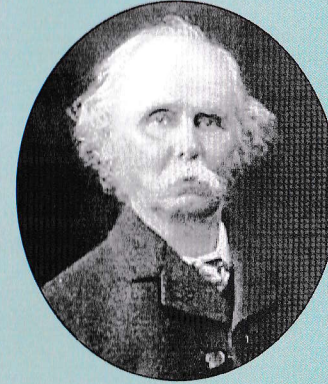
The Marshall Endowment was created with the Corpus fund of the Department of Commerce with Corporate Secretaryship CA in the year 2020 in the memories of Alfred Marshall. This Endowment was started with an aim of utilizing the interest of the nucleus fund for conducting seminar. The endowment was inaugurated by honourable Shri A.Rathinasamy, Founder and Chief Mentor at MiDNA Global, Coimbatore.

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&
M.Com CS
Students



Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)
Ranked 75th by NIRF 2024 & Accredited by NAAC with 'A++' Grade (3rd Cycle-3.64 CGPA)
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**ALFRED MARSHALL ENDOWMENT LECTURE
ON
THE JOURNEY OF THE FIRST GENERATION ENTREPRENEUR**

**Organized by
FACULTY OF COMMERCE
DEPARTMENT OF COMMERCE WITH CORPORATE SECRETARYSHIP (CA)**

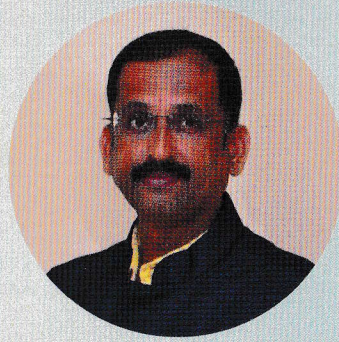
Date: 21.03.2025

Time: 10:00 a.m.

Venue: Seminar Hall - 3

SSA TRISHA

CHIEF GUEST



Mr.S. RAVI CHANDRAN

Managing Director
Conway water purifiers, Coimbatore

Mr.S. Ravi Chandran

Owner of Conway Water Purifiers

Hailing from humble beginnings, Mr. S. Ravi Chandran started his journey as a Service Technician in 1992, driven by a passion for innovation and a commitment to solving one of life's most essential challenges—access to clean drinking water. With over three decades of unwavering dedication and expertise in the water purification industry, he has risen to become the Managing Director of Conway Water Purifier Private Limited, India's most innovative and trusted name in water purification solutions. His mission is simple yet profound: to provide customized, advanced, and reliable water purification products that cater to the unique needs of every individual, ensuring safety, quality, and sustainability. Mr. Ravi Chandran's journey is a remarkable tale of perseverance and vision. From his early days as a technician to becoming the Joint Managing Director of Kelby Water Technologies Private Limited in 2011, he honed his skills and deepened his understanding of water purification technologies. In 2017, he took a bold step forward by founding Conway Water Purifier Private Limited, a company that has since redefined the standards of the industry.

AGENDA

Prayer

Welcome Address : **Nisha.V**
II-M.Com CS

Presidential Address : **Dr. Thavamani D. Palaniswami**
Secretary
Dr.N.G.P. Arts and Science College

Chief Guest Address : **Mr. S. Ravi Chandran**
Managing Director
Conway Water Purifiers, Coimbatore

Felicitation : **Dr. S. Saravanan**
Principal
Dr.N.G.P. Arts and Science College

Vote of Thanks : **Rabiya Tasneema S A**
III-B.Com CSCA

National Anthem