



**ENTREPRENEURSHIP AND MANAGEMENT:  
INNOVATIVE CONSTRUCTION TECHNIQUES AND  
ECOLOGICAL DEVELOPMENT**

**Editor's Preface**

**Prof. Dr. C. Swarnalatha**  
**Editor**

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The term *innovation* is generally defined as “something new or different introduced”. It also suggests the meaning: introduction of new things or methods ... (<http://www.dictionary.com/browse/innovation?s=t>). Many have identified it as change and as an important feature that distinguishes a leader from a follower.

Ancient Tamil treatises highly valued innovation even as these paid due honour and respect to traditions, elders and pioneers, et al. Change is accepted as an inevitable natural process, and through change (innovation) greater progress is achieved. *Tolkaappiyam*, *Silappathikaaram* and *Nannu:l* have powerful verses that encourage Tamils to accept change and innovation as part of our ways of living. Anna's words always emphasized and encouraged reform and change.

This volume *Entrepreneurship and Management: Innovative Construction Techniques and Ecological Development* is a compilation of most of the articles presented in Anna University Madurai Regional Campus Seminar on PROMOTING ENTREPRENEURSHIP IN INNOVATIVE CONSTRUCTION TECHNIQUES, held in October 2016. The focus of this Seminar was on promoting Entrepreneurship among students and to expose them to latest trends in Design and Development of Eco friendly Structures that are Cost Effective as well as Seismic Resistant using Earth Bag Technology. We also encouraged faculty members of colleges of engineering and technology in Tamilnadu to participate in the seminar.

Participation of faculty members from the engineering and technology institutions helped exchange of ideas as well as exchange of established and appropriate practices and techniques with the students as well as among the faculty members. There was continuous discussion and exchange of ideas throughout the seminar.

Apart from providing opportunities to faculty members and senior postgraduate students to present their research, the goal of the seminar was to emphasize the need to find ways to improve our eco-system of the region. Thus, waste management became one of the major goals of the discussion as well as the papers presented in the seminar. We want our students and the faculty members to do research relevant to the context we live in, even as we do our best to develop new models seeking international recognition.

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I am happy to note that around 130 Research Articles related to the themes like, Green Environment, Disaster Management, Entrepreneurial Small Business in Civil Engineering, Business Management and Innovation Technology, Entrepreneurial Perception & Career Opportunities, Approaches to Technology, Innovation, Entrepreneurship & Strategic Management, Safety Management, Advanced Waste Management, Sustainable and Innovative Construction Techniques, Eco friendly Structures, Environmental Engineering were prepared in the seminar by the students, Research Scholars and the Faculty Members. I congratulate all the Authors for their good efforts.

I am sure that this volume *Entrepreneurship and Management: Innovative Construction Techniques and Ecological Development*, will help sharpen our thinking, ideas, designing and implementing various projects. In addition, we do believe that private and public enterprises/corporations will find *Entrepreneurship and Management: Innovative Construction Techniques and Ecological Development* a very useful source for their projects.

I'm grateful to all the authors of the articles presented in this volume *Entrepreneurship and Management: Innovative Construction Techniques and Ecological Development*. A good number of students and faculty members actively participated in the discussions even though they did not present any paper in the seminar. Their participation and observations encouraged all of us. I am grateful to them for their active participation.

Staff of the Department of Management Studies as well as the administrative staff of the Madurai Regional Campus of Anna University did everything to ensure that the seminar was a great success. I am immensely grateful to each and every one of them. Special thanks are due to Thiru N. Vivek, MBA, Teaching Fellow of the Faculty of Management Studies, Anna University Madurai Regional Campus for coordinating all the activities in addition to assuming the responsibility of the Assistant Editor of this volume *Entrepreneurship and Management: Innovative Construction Techniques and Ecological Development*.

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My thanks are also due to Dr. D. Nagarathinam, Chief Editor of the leading international online journal Engineering & Technology in India [www.engineeringandtechnologyinindia.com](http://www.engineeringandtechnologyinindia.com) for his as well as his coworkers' support to bring out the volume *Entrepreneurship and Management: Innovative Construction Techniques and Ecological Development*.

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