MESMAC
INTERNATIONAL CONFERENCES

Edition 11 | Since 2016 | www.mesmac.in

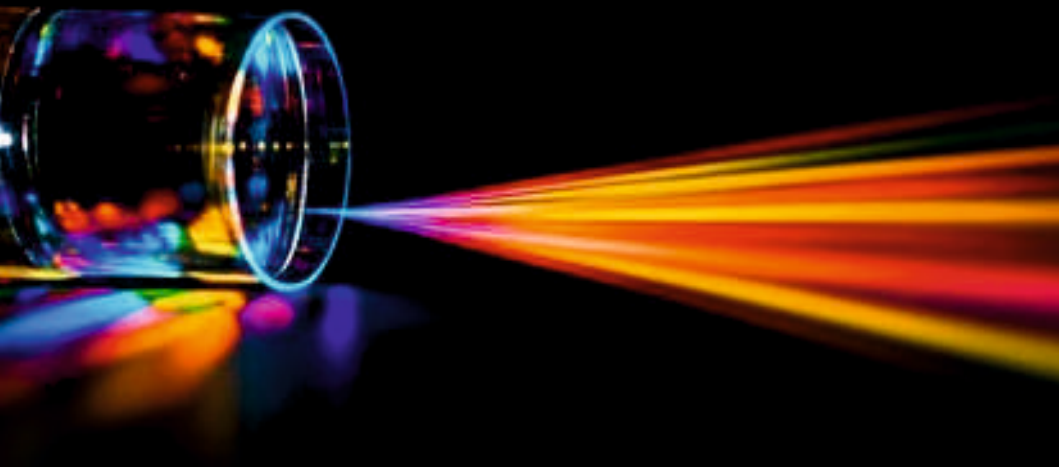
MES MAMPAD COLLEGE (Autonomous)
Affiliated to University of Calicut
Mampad College P.O., Malappuram Dist., Kerala, India - 676 542.
info@mesmampad.org | www.mesmampadcollege.edu.in

COLOURS

SPECTRUM | SOCIETY | STRATEGY

12, 13, 14 JANUARY 2027

MES Mampad College is an autonomous institution run by Muslim Educational Society offering UG, PG and Research Programmes. Ever since its establishment in 1965, the College has scaffolded educational uplift and subsequent empowerment of the Malabar region in Kerala. Initiated in 2016 as a Golden Jubilee Platform in which cross disciplinary dialogues are made possible, MESMAC International Conferences brought together the voices of thought leaders, academics and scholars from all over the world to the threshold of the campus. The last ten editions of MESMAC firmly grounded its reputation as the leading college conference in South India.



MES Mampad College is organizing the eleventh edition of MESMAC International Conferences on 12th, 13th and 14th January 2027 on the theme COLOURS: SPECTRUM, SOCIETY, STRATEGY. The Conference will raise the benchmark further, by collaborating quality educational institutions in the country and abroad. With over 4600 papers presented and 50 books published with ISSN or ISBN, MESMAC International Conference is attracting attention for what a college can make happen.

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COLOURS : SPECTRUM | SOCIETY | STRATEGY

The multidisciplinary international conference on "Colours" seeks to explore one of the most fundamental yet complex dimensions of human experience through diverse academic lenses. Colours are not merely visual phenomena; they are powerful carriers of meaning, emotion, identity, and knowledge. From the scientific understanding of light, perception, and cognition to their symbolic, cultural, and political implications, colours shape how we interpret the world and relate to one another.

This conference invites scholars, researchers, and practitioners from the fields of science, humanities, commerce, politics, history, social sciences, and literature to engage in a comprehensive dialogue on the significance of colours. In the scientific domain, colours are examined through optics, neuroscience, and environmental studies, revealing how perception is constructed and how it influences behaviour. In the humanities and literature, colours function as symbols, metaphors, and narrative tools that express emotions, identities, and cultural memory.

From a socio-political perspective, colours intersect with issues of race, caste, identity, and power, often shaping structures of inclusion and exclusion. Historical perspectives trace the evolution of colour meanings across civilizations, while contemporary discussions address digital representation, algorithmic bias, and the politics of visibility. In commerce and media, colours play a crucial role in branding, consumer psychology, and global markets, raising questions about ethics, sustainability, and labour in industries such as textiles and design.

The conference also aims to engage with emerging concerns in modern academia, including the decolonisation of colour theory, the environmental impact of dye industries, and the role of colour in digital and virtual spaces. By bringing together interdisciplinary perspectives, the conference aspires to uncover how colours operate as a bridge between the material and the symbolic, the natural and the constructed, the individual and the collective.

Ultimately, "Colours" is envisioned as a platform for critical inquiry and creative exploration, encouraging participants to rethink the ways in which colours inform knowledge production, social realities, and cultural expressions in an increasingly interconnected world.

***Submission Guidelines**

The word files submitted should be named in the format:

'Your Abstract Title_your Area'

eg:- Post colonialism_Literature, Namomaterials_physics etc.

Author guidelines, paper template and all other submission activities including submissions, reviews and notifications for this conference will be electronic.

Please visit the conference website for detailed subject-wise list of topics on which abstracts may be submitted. Papers may be related to, but not wholly restricted to, the listed topics. Selected papers will be published in MESMAC ISBN edited books.

To register and for submission of abstracts,
please visit www.mesmac.in

Important Dates

Last date for submission of abstracts	:	October 30
Intimation of acceptance	:	Within two weeks
Conference dates	:	12,13,14 January 2027

Important Note

Conference materials will not be available for registrations received after the specified deadline.

	Students	Research Scholars & Guest Faculty	Faculty Members	International Participants
Participation	Rs. 800	Rs. 900	Rs. 900	20 USD
Presentation	Rs. 1000	Rs. 1450	Rs. 1700	25 USD
Presentation & Publication	Rs. 1200	Rs. 1700	Rs. 2700	35 USD

ACCOUNT DETAILS

Beneficiary	:	MESMAC International Conferences	Account Number	: 39855888448
Name of the Bank	:	SBI, Nilambur	IFSC Code	: SBIN0070194
Branch Code	:	70194	SWIFT Code	: SBININBB

Payment Mode: Money Transfer

If you still have questions, please feel free to call

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