Sindhi College
Permanently Affiliated to Bengaluru Central University & NAAC Accredited

In Association with
Primax Foundation
Bengaluru, Karnataka
(Registered under Karnataka Societies Reg. ACT 1960 )
Reg. No. JNR - S211 - 2015 - 16

Federation of Karnataka Chambers of Commerce & Industry, Bengaluru
and
Institute of Cost and Management Accountants of India, Bangalore Chapter
is organising

ONE DAY NATIONAL CONFERENCE
on
“INNOVATION, ENTREPRENEURSHIP AND START-UPS FOR ECONOMIC TRANSFORMATION- TRENDS, OPPORTUNITIES AND CHALLENGES”

13th April, 2018

Venue : Sindhi College
# 33/2B, Hebbal Kempapura, Bengaluru - 560024
080-23637543/44, 48538512 / 13, 7022037902, 7022037903, 9880166449
e-mail : conference2018@sindhicollege.com www : sindhicollege.com
About The College

Sindhi College, Bengaluru was established in the year 2002, under the aegis of Sindhi Seva Samiti, a philanthropic organisation managed by the Sindhis with, “Service to human kind” as their motto and was inaugurated by Sri. L.K.ADVANI the then Deputy Prime Minister of India and Sri.S.M.Krishna the then Chief Minister of Karnataka. Since then, the growth of the Institution has been phenomenal and is recognised as one of the premier institutions not only in the city of Bengaluru but also among the other states of India. The college is permanently affiliated to Bengaluru Central University. It is a self-financing, co-education college imparting quality education in the streams of Science, Commerce & Management, offering UG and PG courses. The objective of the institution is to create an indelible mark on the canvas of higher education with a vision to expand the horizons in the realm of teaching-learning, wherein young talented students are groomed and transformed into thinkers, researchers and entrepreneurs seeking opportunities in the industry or academics. The institution is making all out efforts to build confidence among the students to excel in academics, professional ventures and personal lives. The college is endowed with state-of-the-art infrastructure. The college has a team of highly qualified, dedicated and multi-faceted faculty who guide the students to become academically competent, professionally superior, industrious and socially responsible. We are very proud to place on record that the college has made commendable contribution in shaping careers of hundreds of its students and has played a significant role in the holistic development of them, who in turn have brought laurels to the institution by their high level of performance, conduct and character.

About Primax Foundation

Primax Foundation™ is Registered under the Karnataka Society Reg. Act 1960 (12A and 80G), Bangalore, Karnataka, India. Primax Foundation is established with towering ideals of imparting quality and non-profitable services to the society through Journals, Seminars, Workshops, Educational Training & Skill Development, Study Circles, Counseling & Rehabilitation, Initiating Research Activities etc., for total personality development in the society. Primax Foundation is an upcoming Training and Development Center at Bangalore offering a variety of need based training programs, through on and off campus modes. The primary aim is to ensure employability for the students and moulding them to suitably fit into all aspects of corporate requirements.

About the Conference

The Conference “Innovation, Entrepreneurship and Start-Ups for Economic Transformation – Trends, Opportunities and Challenges” mainly addresses the question as to how institutions can successfully implement and foster entrepreneurship and Start-ups. Entrepreneurship is a key driver of innovation and can be an answer to the unprecedented levels of change in a competitive business world that is filled with higher levels of uncertainty & complexity. Start-Ups are the engines of exponential growth, manifesting innovation with catalytic effect of technology. Existing frameworks can prove to be inadequate and there is a great need to leverage a billion minds and become a global power in the arena of Start-Ups. In recent years, the Indian Start-Ups ecosystem has really taken off and come into its own form driven by factors such as massive funding, consolidation activities, evolving technology and a burgeoning domestic market, supportive government policy towards “Make in India” etc. The Indian Economy is facing huge challenges drawn from an ever-growing competition from the global scenario. The conference with its multi-disciplinary character undertakes the responsibility of assisting in creating a scenario which holds the stakeholders engaged and tries to foster an entrepreneurial spirit and innovation. Furthermore, it emphasizes the role of real business partners, which makes the process all the more realistic and exciting. Since Start-Ups have direct relationship with economic growth and development, the conference tries to focus on the contemporary issues related to Start-Ups and Entrepreneurship.

Objectives of the Conference

* The Conference aims at highlighting how entrepreneurship is becoming more dynamic than ever before and the growing numbers of young innovative minds who want to start ventures of their own.

* To ponder over the issues of development of inclusive entrepreneurship and innovation in India including international expertise.

* To deliberate on issues and challenges for development of entrepreneurship and innovation through Start-Ups

* To encourage and initiate collaborative thought process
**Sub Themes of the Conference**

Papers are invited on the following sub themes and other related topics relevant to conference title.

<table>
<thead>
<tr>
<th>Entrepreneurship</th>
<th>Finance &amp; Banking</th>
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<tbody>
<tr>
<td>• Enterprise Education and Training-Case Studies, Training and Experiential Learning</td>
<td>• Behavioural Finance and Risk Management</td>
</tr>
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<td>• MSMES, Innovation &amp; Incubation Centers, Science and Technology Parks, Business Clusters and Development</td>
<td>• Role of Micro - Finance and SHG’s</td>
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<td>• Social Entrepreneurship</td>
<td>• Derivatives and Financial Instruments</td>
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<td>• Rural Entrepreneurship / Women Entrepreneurship Development - Gender and Family- Life Issues</td>
<td>• GST and its Impact</td>
</tr>
<tr>
<td>• Accreditation and Impact Assessment for Business</td>
<td>• Angel Investors for Business Start-Up and Growth</td>
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<tr>
<th>Marketing and Services Management</th>
<th>HRM</th>
<th>IT &amp; Innovation</th>
</tr>
</thead>
<tbody>
<tr>
<td>• International Marketing &amp; Business</td>
<td>• International HRM</td>
<td>• Trends and Challenges of Technology</td>
</tr>
<tr>
<td>• Marketing - Mix for Start Ups and Small Businesses</td>
<td>• Employee Empowerment and Branding</td>
<td>• Challenges in Providing Cyber Security</td>
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<tr>
<td>• Best Practices in Production and Quality Control</td>
<td>• Ethics in HRM</td>
<td>• Cryptocurrency</td>
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<tr>
<td>• Supply Chain Management</td>
<td>• HR Strategies- Critical Factors and Models</td>
<td>• Global Market and Digitalisation</td>
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<tr>
<td>• Ethics in Marketing</td>
<td>• Labor Legislation</td>
<td>• E-Business, E - Learning,</td>
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<td>• E- Marketing, Best Practices in ICT</td>
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**Participants’ Profile**

This Conference aims to provide a national forum to deliberate on emerging strides in Start-Up ecosystem among academicians and practitioners from the industry. It will be a good platform for exchange of ideas, sharing of knowledge through valuable discussions and interactions which can definitely benefit all the participants. Academicians, Librarians, Practitioners, Students, Research Scholars, Industry Delegates, Corporate Professionals, Policy Makers, Administrators, & Entrepreneurs are invited to present their views and participate in the Conference.

**Call for Papers & Guidelines**

- The Paper should be based on original research work not yet published, not exceeding 5000 words or 12 pages. If the paper has been sent for publication elsewhere, the fact must be declared.
- It should include the title, author’s name, mailing address, contact number & e mail address.
- Soft copy should be submitted in A4 size, MS-Word format only with Times New Roman font with heading in font size of 14 and remaining text size of 12 with spacing 1.5 as a single line.
- The Full paper should be emailed to conference2018@sindhicollege.com
- Participation / Presentation of paper should be confirmed on or before April 5th, 2018 by sending the completed Registration Form, along with the Registration Fee.
- **Note:** OOD facility is available
### Publication

The selected papers will be peer reviewed and evaluated based on originality and relevance to the conference. The selected papers will be published in either of the following UGC Indexed Journals.

* ‘KAAV International Journal of Economics, Commerce and Business Management’ (UGC List No. 47663)
  ISSN : 2348 - 4969
* ‘Shanlax International Journal of Commerce’ (UGC List No. 44120) ISSN : 2320 - 4168

### Important Dates

- Last date for Abstract submission: March 10, 2018
- Last date for Full paper submission: March 24, 2018
- Last date for Registration: April 10, 2018

### Registration Fee

<table>
<thead>
<tr>
<th>Participant Profile</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Professionals &amp; Academicians / Part Time Research Scholars</td>
<td>Rs. 1300 /-</td>
<td>Rs. 500 /-</td>
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<tr>
<td>Students &amp; Full Time Research Scholars</td>
<td>Rs. 1100 /-</td>
<td>Rs. 300 /-</td>
</tr>
<tr>
<td>Industrialists / Entrepreneurs</td>
<td>Rs. 1300 /-</td>
<td>Rs. 500 /-</td>
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### Payment Procedure

Registration fee can be paid in cash or in the form of DD, payable at BENGALURU, in favour of SINDHI COLLEGE

Online Transfer : Account Name : Sindhi College BU A/C, A/C. No. 561010100033248, IFSC Code : UTIB0000561
Axis Bank, Sahakarnagar, Bengaluru

Chief Convenor :
Prof. Asha N, Vice-Principal, Sindhi College
Mob : 7022037902

Convenors :
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Ms. Shashikala - Dept. of Management Mob : 98863412962
Ms. Jayashree Tambad - HOD, Commerce, Mob: 9980812445
Mr. Vaidyesh M. A. - HOD, Management, Mob : 9448783443
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- Faculty & Staff of all the Departments.

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- Prof. Asha N, Vice-Principal, Sindh College

HODs of all the Departments - Sindh College
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