



KNOWLEDGE IS POWER



Estd. 1916



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](http://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^R 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.

Entrepreneurship

- Enterprise Education and Training-Case Studies, Training and Experiential Learning
- MSMEs, Innovation & Incubation Centers, Science and Technology Parks, Business Clusters and Development
- Social Entrepreneurship
- Rural Entrepreneurship / Women Entrepreneurship Development - Gender and Family- Life Issues
- Accreditation and Impact Assessment for Business

Marketing and Services Management

- International Marketing & Business
- Marketing - Mix for Start Ups and Small Businesses
- Best Practices in Production and Quality Control
- Supply Chain Management
- Ethics in Marketing

Finance & Banking

- Behavioural Finance and Risk Management
- Role of Micro - Finance and SHG's
- Derivatives and Financial Instruments
- GST and its Impact
- Angel Investors for Business Start-Up and Growth

HRM

- International HRM
- Employee Empowerment and Branding
- Ethics in HRM
- HR Strategies- Critical Factors and Models
- Labor Legislation

IT & Innovation

- Trends and Challenges of Technology
- Challenges in Providing Cyber Security
- Cryptocurrency
- Global Market and Digitalisation
- E- Business, E - Learning,
- E- Marketing, Best Practices in ICT

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

Participant Profile	Participation & Publication in UGC index journal	Participation
Profesionals & Academicians / Part Time Research Scholars	Rs. 1300 /-	Rs. 500 /-
Students & Full Time Research Scholars	Rs. 1100 /-	Rs. 300 /-
Industrialists / Entrepreneurs	Rs. 1300 /-	Rs. 500 /-

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

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Mob : 7022037902

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Vice-Principal, Sindhi College

Prof. Asha N, Vice-Principal, Sindhi College

HODs of all the Departments

Sindhi College



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Invited Speakers

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Former Vice-Chancellor,
Vikrama Simhapuri University, Nellore, AP

Dr. P Natarajan

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Mr. Shivakumar. D, Asst. Manager,

Analytics & Insights, TCS, Bengaluru

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