



**Kanoria
PG Mahila
Mahavidyalaya
Jaipur**

18. 8th International Conference on Growth of Startup Eco- system and Innovative Business Incubation : Role of Higher Education Institution in India **Date: 09-02-2019**

1. Brochure:

Abstract Submission Guidelines:
We invite original unpublished research papers on the pertaining themes. Please send your abstracts on gapkanoria2019@gmail.com


- The subject line of the email should be 'International Symposium- GAP-Kanoria College'
- The abstract should have 300-350 words with 4-5 keywords
- The name of the author and affiliation should be clearly mentioned
- Please use Times New Roman, Font 12, 1.5 spacing
- Selected peer-reviewed papers will be published in the Open Access Peer Reviewed ISSN Global Journal of GAP (www.gapjournals.org)

Kanoria PG Mahila Mahavidyalaya


Kanoria PG Mahila Mahavidyalaya was established in 1965, by Late Shri Bhagirath Kanoria, with an aim to develop a passion for learning among young women of Jaipur. The college exists in the aesthetic environs of Jawahar Lal Nehru Marg as a first institution of higher education for women through grant – in – aid from Government of Rajasthan. Moving forward in its 53 years of luminous journey the college has emerged as one of the leading institution not only in Jaipur but also in the State of Rajasthan. With a view to impart education the college aims at disseminating not only knowledge and facts but also emphasizes on value based holistic development. Earning a prestigious reputation of harnessing a progressive outlook towards education, the college has introduced new courses at UG and PG levels from time – to – time along with skill development and career oriented courses.

The college perceives education as the means of developing one's greatest abilities, because in each person there is a private hope and dream, which, fulfilled, can be transformed into benefit for everyone and greater strength for nation. Keeping this in view, college offers courses in Arts, Science, Commerce, Fine Arts, Computers, Bio Technology, Business Administration, Fashion Designing, Media and Entertainment. The infrastructure and facilities available on campus are amongst the best. It is wholly self – contained campus comprising of everything that students on campus would ever require.

The spirit of learning depends on the atmosphere built up around the campus, the zeal carried by the teachers and imparted through facilities like library – rich in quality books, well maintained laboratories, excellent equipment, spacious seminar rooms, auditorium, study halls, creativity zone etc. College treasures that education is passport to the future, for tomorrow belongs to those who prepare for it today. Therefore, institution has exceptional brigade of alumni who represent the legacy of knowledge and values gained from their journey as college students.



**International Symposium and Conference on
Growth of Start-up Ecosystem and
Innovative Business Incubation:
Role of Higher Education Institutions in India**



Organised by
**Kanoria PG Mahila Mahavidyalaya, Jaipur
And
Grand Academic Portal (GAP)**

9TH FEBRUARY 2019


At
**Kanoria PG Mahila Mahavidyalaya
Near Gandhi Circle, J.L.N. Marg, Jaipur (Rajasthan)-
302015**

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Seema
PRINCIPAL
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JAIPUR



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Concept Note:

The American writer and poet, Mark Van Doren once famously said, "The art of teaching is the art of assisting discovery." This is an adage that has gone largely ignored in India if one looks at most of our colleges and universities. The lack of focus on critical thinking and creative problem-solving within India's institutions of higher learning has led to a situation that has stifled innovation and also resulted in the low ranking of Indian institutions in international grading. But it was not always like this.

Not a single Indian university features in the Reuters ranking of the world's 100 most innovative universities; whereas 20 Asian universities including those from Israel, Japan, Korea, and Singapore feature in this list. The methodology for this ranking employed 10 different metrics and the criteria focus on (a) academic papers which indicate basic research performed at a university, and (b) patent filings which point to an institution's interest in protecting and commercializing its discoveries. This empirical ranking may not be relevant for all, but there are some interesting pointers. The results show that big breakthroughs—even just one highly influential paper or patent—can help drive a university's ranking up the list. However, when that discovery fades into the past, so does its ranking. Consistency in research output, as always, is the key to featuring among the global best.

Along with Greece, India was one of the fountainheads of learning in the ancient world. Universities such as Takshashila, Nalanda, Vikramashila, Pushpagiri, Valabhi, Somapura, and Odantapuri dominated as centers of learning for almost two thousand years from about sixth century BC and emerged as global beacons to scholars and travelers.

When students and faculty begin addressing real-world problems, it will catalyze an ecosystem that is strongly integrated with and capable of driving both public and private enterprises. A case in point is the Niti Aayog enabled 'Atal Innovation Mission' that is setting up 'Atal Incubation Centres' across higher educational institutes and R&D Institutions, and 'Atal Tinkering Laboratories' in schools to foster innovative thinking, creativity, and scientific temperament among students. The government has already identified and shortlisted institutes with a strong research focus. Universities will now be encouraged to integrate into the local start-up ecosystem, to fund and/or work with entrepreneurs on the next big (or small) find.

As per the guidelines provided by the Gujarat University Prospective Plan:

- By 2021, each institute shall be required to have prescribed - minimum resources and infrastructure at a start-up and innovation support system, creating a massive and decentralized, hub-spoke based, support system model with a capacity of supporting over 10K student innovators and entrepreneurs, who can avail support at zero cost on zero day.
- All resources available with the university and affiliated colleges shall be made available to all start-ups, innovators, and entrepreneur at no or low cost.
- Establishment of a school of entrepreneurship, start-up track for an entrepreneur to directly avail a post-graduate diploma in entrepreneurship or equivalent, credits in attendance for students pursuing entrepreneurship and innovation, start-up literacy program.

ORGANISERS:

Grand Academic Portal

Grand Academic Portal (GAP) is a network group functioning in the field of Higher education in India. It is a platform, having more than one thousand direct and indirect stakeholders who are the professors, faculty members, researchers, industry patrons, lawyers and other highly esteemed professionals from India and abroad. GAP is operational in many areas of higher education like research, consultancy, publication of books and journals, project management, resource mobilization, faculty development and training and mentoring. Grand Academic Portal (Gyan- Adhyayan-Parampara) is an initiative started to provide a supplementary and complementary element to the existing formal higher education system in India. The founders have collectively envisioned a platform to provide an innovative, free, equal, equitable, collaborative, sustainable, and all-inclusive teaching-learning-pedagogy environment to all the stakeholders of the higher education in India. GAP has its presence in more than five states of India and growing its popularity very fast in the foreign countries also. (www.grandacademicportal.education)

Major Themes

- Start-up Policy
- Role of Government
- Role of Investments
- State Initiatives On Start-Ups
- Higher Education Alliances in Start-Ups
- Simplification & Handholding:
- Enabling Ease of Registration as A Start-Up
- Enabling Ease of Recognition as A Start-Up
- Enabling Ease of Compliances Under Various Laws
- Facilitating for Setting Up of Incubators
- Setting Up a Dedicated Start-Up Cell/ Helpline
- Setting Up a Dedicated Portal/ Mobile Application
- Funding Support: Undertaking Initiatives to Increase Access to Funds for Start-ups and Formulating a Credit Guarantee Scheme
- Industry-Academia Partnership: Building Partnerships with Industry and Educational Institutes to Set Up Incubators and Support for Vocational Training Institutes
- Fest/ Events: Organizing Start-up Fests/ Events
- Adopting Innovative Ways for Effective Implementation of Scheme
- Transparency/Accountability in Implementation of Scheme

Important Dates

Abstract submission	30 December 2018
Review of the abstract	05 January 2019
Registration	15 January 2019
Full Paper Submission	15 January 2019

Registration Charges

For GAP NGO Life members	NO FEES
For Academia members	Rs. 1500/-
For Industry Patrons	Rs. 2000/-
For Research scholars	Rs. 1000/-

Account Details

Kanoria PG Mahila Mahavidyalaya Jaipur (Seminar)
Account Number : 0247000101286410
IFSC : PUNB0024700
Branch : Bapu Nagar - Jaipur

Conference Patrons

Chief Patron : Dr. Rashmi Chaturvedi - Director, Kanoria PG Mahila Mahavidyalaya, Jaipur
Patrons : Dr. Gurudutta P. Japee - Chairman, GAP- India
Dr. Seema Agrawal - Principal, Kanoria PG Mahila Mahavidyalaya, Jaipur

Conference Secretaries

Dr. Deeptima Shukla - Dean Academics, Kanoria PG Mahila Mahavidyalaya, Jaipur
Dr. Dilip R Vajani - Principal, MP Shah Commerce College, Surendranagar

Conference Joint Secretaries

Dr. Jayanti Goyal - Associate Professor, Kanoria PG Mahila Mahavidyalaya, Jaipur
Dr. Preeti Oza - Grand Academic Portal (GAP)

A limited number of paid accommodation will be provided for outstation delegates.
Please contact Associate Professor Dr. Jayanti Goyal for accommodation requirements on

Contact No. : 09828458172 / 9879109040
Email : grandacademicportal@gmail.com

Our Academic Partners :

ISAC, M.P.Shah College, Bhopal School of Social Sciences



2. List of resource person/guests:


1. Sh. Pratap Singh Khachariyas, Minister for State Transport and Soldier Welfare, Govt. of Rajasthan
2. Sh. Gurudatt P. Jaypee, Chairman, GAP
3. Ms. Preeti Agarwal, PNB
4. Ms. Preeti Ojha, Secretary, GAP
5. Mr. Subodh Agarwal, Chief Secretary, industries and DMIC
6. Ms. Sarika Dixit, Consultant, Ministry of Skill Development
7. Sh. Lalit Panwar, VC, Rajasthan State Skill Development University
8. Dr. Lila Simon, Department of Management, Bhopal School of Social Sciences
9. Mr. Shaper Sepher, Policy Development Specialist
10. Dr. Vikram Rana, Counselor



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3. Geotagged photograph of the event:



 26.88635, 75.81223

Director KMM Extending Welcome to the Dignitaries



 26.88635, 75.81223

Participants During Session

Conference Report

Kanoria PG Mahila Mahavidyalaya in collaboration **Grand Academic Portal (GAP)** organised an International Symposium and Conference on the topic **“Growth of Start-up Ecosystem and Innovation Business Incubation: Role of Higher Education Institution in India”**.

The Conference aimed to discuss the role and policy of government and state on start-ups, facilitating the up of incubators, building partnerships with Industry and support for Vocational Training Institutes, undertaking initiatives to increase access to funds for start-up and formulating Credit guarantee scheme, higher education alliances in start-ups.

The conference was inaugurated with the lamp lighting done by Mr. Lalit K. Panwar, Mr. Subodh Agarwal, Madam Sarika Dixit, Dr. Preeti Ojha accompanied by Shri Vimal Bhatia Secretary, Kanoria girls college trust, Director Madam Dr. Rashmi Chaturvedi, Principal Madam Dr. Seema Agrarwal, Vice principal Madam Ranju Mehta

The chief guest Shree Pratap Singh Khachariyavas, minister for state transport and soldier welfare government of Rajasthan, Sh. Gurudatt P Jaypee, chairman patron of conference and GAP and Madam Preeti Agarwal from PNB were also present on this occasion.

Director of the college and chief patron of the conference in her welcome speech said that today industry required citizens who are economically productive and there for this institutions have made an attempt to connect with industry and various non-government organization through this conference.

Joint secretary of the conference and Secretary GAP Dr. Preeti Ojha elaborated on the idea behind establishing this portal. She said that GAP aims to provide network for knowledge production and dissemination. Therefore, the portal focus on the moto of the think global and work local. It also supports skill development and works for e-content development, accreditation of institution and publishing books and journals.

Key note speaker Mr. Subodh Agarwal additional chief secretary industries, and DMIC, in his address said that the world is changing very fast and we must learn to accept the change and strive for success. He said that we lacked technology in the past but in the present time we have technology which has surpassed human mind. Therefore, technology is very powerful and it can either make you or destroy you. He concluded his address with a shloka from Bhagwat Geeta which said that the good and bad is present in the world. it is you who has determine the course of action to find the solution to problem. it is through your actions that the world will know you.

The chief guest of the conference Shree Pratap Singh Khacharyawas and other dignitaries released the conference journal and in his speech congratulated the organizing institution for a planning a conference on such a relevant topic. He advocated that it is important today for higher educational institution to interact at world level as the youth today want a take a shirt cut in achieving their targets.

Madam Sarika Dixit, Consultant, Ministry of Skill development in her talk said that our country has citizens with an average of 28 years, thus we have ample of youth who would be employs in the coming years, she suggested that the educational institution can work to inculcate enterprenuaral skills, decision making, risk taking ability and critical thinking, universities can become major contributors in making the youth as job providers.

Shri Lalit Panwar VC, Rajasthan state skill Development University in his talk said that to connect skill, employment and youth is a global concern today. His emphasis on bridging the gap between education and employment and for this task skill development is essential. He suggested 3A's that is aptitude, attitude and aspiration that would shape an individual personality and perspective towards life. The Principal of college Madam Dr. Seema Agarwal Deliver the vote of thanks. She thanked the all the dignitaries, guest and audience.

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The Plenary session was chaired by the Vice Principal Madam Ranju Mehta where she expressed her views on raw entrepreneur skills can be nurtured and promoted at school and college level.

I Speaker: Dr Lila Simon Senior Assistant Professor and head of Department of Management Bhopal School of social Sciences.

She talked about quality education. She mentioned that there is no freedom to children today. They are discouraged about unconventional ways of doing things. This results of loss of creativity and eventually leads to brain drain. She mentioned that people are becoming entrepreneurs today because they want to be independent. To achieve this goal student and young minds should be made aware about various incubation centre.

II Speaker: - Mr Shaper Sepher, Policy development specialist development with Islamic Rep. of Afghanistan and a research scholar working on saffron talked about the history, origin and different uses of saffron. Saffron is considered as a red gold in Afghanistan. He talked about the complete business of saffron and enlightened us about how a start-up is can help the unemployed and human empowerment.

III speaker: Dr. Vikaram Rana:-

Is an educationalist, corporate, mentor, business consultant and general counsellor. Dr. Vikram Rana talked about entrepreneurial spirit which is an important trait to be possessed by every entrepreneur. Sir talked about basic values like courage and risk taking ability which should be inculcated from childhood which can make children future entrepreneurs.

Technical session I: -was on the topic higher education alliances in start-up. The session was chaired by Mr. Snehadeep Singh Sindhu where Miss Rishika Gupta, Mr. Garvin, Mr. Sanjay S Joshi, Miss Shivani Monga, Miss Vibhuti Vasanttrao Kulkarani and Miss Sarika Sharma presented their views on factorial analysis of growth of online detail and study of online buying behaviour of consumer in Jammu city, role of college level teachers in start-up initiatives, role of Indian higher education institution in development of entrepreneurial skills and new techniques of learning for different abled children.

Technical session II: - was on the topic state initiatives and their role in start-ups. The session was chaired by Madam Sarika Dixit where Mr. Bhawani Gupta, Mr. Adam, Ms. Neelam, Ms. Parul and Mr. Manu Tyagi presented their views on the knowledge and awareness among consumers on buying eco-friendly products, Indian-African collaborative efforts in promoting start-ups ecosystem, analysis of start-up-India campaign, analysis of the efforts made by Govt. of Gujarat in promoting start-ups and role of artificial intelligence in promoting and managing start-ups.

Technical session III: -was on the theme of start-up Policy and Industry Partnership. Dr. Lila Simon chaired the session where Ms. Anita Patel, Ms. Shriya Gupta, Ms. Yashree Dixit, Ms. Andelie and Ms. Arundati Dassani presented their views on diversified topics. The paper presenters talked about the implementation of start-ups policy by industries, factors affecting purchasing decision behaviour, corporate social responsibility and India-Africa start-ups ecosystem and enabling ease of compliances under various laws.

We are sure that the brainstorming by our eminent personalities, academician and bureaucrat's in promoting the start-ups will help us in encouraging entrepreneurship in India.

We have understood that there is no single formula for success it is only a concertation of hard work, sincerity, belief and a good idea that could lead to triumph.

Ranju Mehta
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