



February 27th, 2017

PRESS RELEASE CUM REPORT OF THE SEMINAR

Department of Business Management, Dr. Harisingh Gour Vishwavidyalaya (A Central University) organized a National Seminar on "Emerging Paradigm for Managing Startups" from February 26-27, 2017. This seminar was sponsored by UGC.

In the seminar more than 80 papers were presented in four tracks by the participants along with 15 poster presentation. These articles were based on different themes and sub-themes of the seminar including the financial, marketing and HRM challenges of startup and its viable solutions.

Under the patronage of Prof. R.P. Tiwari (Hon'ble Vice Chancellor of University) this seminar addressed a contemporary topic of entrepreneurial ecosystem of India. Inaugural session of the seminar was begin with lighting of lamp and prayer to Maa Saraswati and Sir. Dr. Harisingh Gour. The session was chaired by Prof. P.R. Aggarwal, Vice Chancellor VBS Purvanchal University, Prof. Tanuj Nandan from MNNIT Allahabad and Dean of School Prof. G.L. Puntambekar, Head Department of Business Management Prof. Yashwant Singh Thakur. While addressing the inaugural session Prof. Tiwari and Prof. Aggarwal highlighted the importance of startups. Prof. Tiwari said that the outcome of this seminar will help us to strengthen the startup ecosystem of our country and also it will motivate our students to opt entrepreneurship as their profession. Prof. Tanuj Nandan and Prof. Puntambekar highlighted the financial aspects of startups while Prof. Thakur addressed the marketing challenges of Startups.

Dr. Sunit Walia, Assistant Professor in the department of Business Management and Ms. Sadia Khan coordinated the dice and Dr. Shree Bhagwat, Senior Assistant Professor presented the vote of thanks.


Dr. Anil Kumar Kashyap
Assistant Professor

Co-convener and Organizing Secretary

National Seminar on Emerging Paradigms for Managing Startups

SUBMISSION OF FULL PAPER

Papers complete in all respect, with words not exceeding 4000 must reach the organizers by February 20th 2017

REGISTRATION

All the delegates are requested to make payments by NEFT in current account no. 36455595979, Account Name: National Seminar on Emerging Paradigms for Managing Startups IFSC Code: SBIN0001143 (State Bank of India, Dr. Harisingh Gour Vishwavidyalaya Branch, Sagar). Alternatively payments can also be made by demand draft in favor of "National Seminar on Emerging Paradigms for Managing Startups" payable at Sagar. Participants will have to send the scanned copy of the completed Registration form along with the proof of transfer of payment/receipt to nsepms2017@gmail.com or send the hard copy of the completed Registration form along with the demand draft to the Organizing Secretary "National Seminar on Emerging Paradigms for Managing startups" Department of Business Management, Dr. Harisingh Gour Vishwavidyalaya, Sagar- 470001, Madhya Pradesh- India. For Information brochure and to download the registration forms please visit our website- www.dhsgsu.ac.in.

Academicians/ Corporate Delegates : INR. 2000

Research Scholar and Students : INR1500

There will also be provision for on the spot registration.

The direct registration fee details:

Academicians/ Corporate Delegates : INR. 2500

Research Scholar and Students : INR. 1800

ACCOMMODATION AND TRAVEL

As the accommodation facility is limited in the University premises, the participants are requested to register for the accommodations at the earliest to avoid inconvenience. NO TD/DA will be paid to the participants.

IMPORTANT DATES

- **Start date of abstract submission : 15/01/2017**
- **Last date of abstract submission : 05/02/2017**
- **Last date for submission of full paper: 15/02/2017**
- **Last date of registration: 20/02/2017**



HOW TO REACH SAGAR

Flow Chart showing route to Business Management Department

List of Hotels Near the University Campus

No.	Hotel & Address	Distance from the University	Room Types	Tariff Charges Single/ Double (in Indian Rupees)
1.	VARDAAN HOTEL Indra Colony, 5- Civil Lines, Sagar (M.P.)-470001 Ph. No. 07582-224522, 228908, 240322	2 Km	AC Deluxe, Deluxe	1350, 1600, 750, 900 Plus Taxes
2.	HOTEL DEEPAK, 4- Civil Lines, Sagar Ph. No. 07582-222230, 225176, 224616 Mob. 9329356450	2 Km	AC Luxury AC Deluxe Semi Deluxe Regular	1500, 1200, 600, 500, 400 Plus Taxes
3.	HOTEL SANGAM 4- Civil Lines, Sagar Ph. No. 07582-223489, 224654	2 Km	AC Deluxe Ordinary	1500, 1200, 800, 600, 500
4.	HOTEL AASHIRWAD 7- Civil Lines, Sagar Ph. No. 07582-403102, 403302	2 Km	AC Air Cooled	1000, 800, 600, 400
5.	HOTEL VANDANA Gujarati Bazar, Sagar Ph. No. 07582-222972, 223508, 403422	5 Km	AC Suite AC Double Air Cooled	1750, 1200, 850 Plus Taxes
6.	HOTEL PARADISE Jabalpur Road, Makronia Sagar M.P. Ph. No. 07582-262262, 262362	6 Km.	Suite Executive AC Deluxe	2500 1700 1200 1400

UGC Sponsored National Seminar on "Emerging Paradigms for Managing Startups"

Organized by
Department of Business Management
Dr. Harisingh Gour Vishwavidyalaya, Sagar, M.P.
(A Central University)
on February 25th-26th, 2017

REGISTRATION FORM

Name of the participant/s _____

Designation _____

Affiliating Institute _____

Address _____

Email _____ Mobile No. _____

Category ☐ Faculty ☐ Corporate Delegates ☐ Research Scholar ☐ Student ☐

Title of the paper (if desired to be presented) _____

Detail of NEFT (Transaction ID) _____

Demand Draft No. _____

Note:

Payment Details:

Academicians/ Corporate Delegates : INR. 2000

Research Scholar and Students : INR. 1500

Fees can be paid through NEFT or Demand Draft.

For NEFT transaction

State Bank of India Current A/C No. : 36455595979,

IFSC Code: SBIN0001143

Demand Draft should be drawn in favor of "NSEPMS" payable at Sagar.

Filled registration form along with demand draft/ NEFT detail may be sent to

To,

Dr. Anil Kumar Kashyap

Co-Convenor & Organizing Secretary
National Seminar on Emerging Paradigms for Managing Startups
Department of Business Management
Dr. Harisingh Gour Vishwavidyalaya, Sagar(M.P.)-470003
(A Central University)



UGC Sponsored National Seminar on



"Emerging Paradigms for Managing Startups"



Contact Person

Convener
Dr. Shree Bhagwat
Department of Business Management
Dr. Harisingh Gour Vishwavidyalaya
(A Central University)
Sagar (M.P.)- 470003
Mob. +91-9826089144

Co-convenor and Organizing Secretary
Dr. Anil Kumar Kashyap
Department of Business Management
Dr. Harisingh Gour Vishwavidyalaya
(A Central University)
Sagar (M.P.)- 470003
Mob. +91-9407138738
Write to us at nssu2017@gmail.com



Organizing Committee

Patron

Prof. R. P Tiwari
Vice Chancellor

Dr. Harisingh Gour Vishwavidyalaya, Sagar

Dean

Prof. G.L Puntambekar

School of Commerce and Business Management

Advisor and Research guidance

Prof. R. N Yadav,
Director, R & D

Prof. J. K Jain,

Department of Commerce

Prof. D. K Nema,

Department of Commerce

Chairman

Prof. Y. S Thakur

Department of Business Management

Convener

Dr. Shree Bhagwat

Department of Business Management

Co-convener & Organizing Secretary

Dr. Anil Kumar Kashyap

Department of Business Management

Members

Dr. Ashish Gupta,
Ms. Suneet Walla,

Mr. Lokesh Ukey,

Dr. Babita Yadav,

Ms. P. Vakula Kumari,

Dr. Mayank Aggarwal,

Dr. Rupali Saini,

Invitation for Participation in National Seminar on "**Emerging Paradigms for Managing Startups**"

Dear Sir/Madam,

I am pleased to inform you that the Department of Business Management, Dr. Harisingh Gour Vishwavidyalaya (A Central University), Sagar is organizing a **Two days** (February 25th- 26th, 2017) National Seminar on "**Emerging Paradigms for Managing Startups**".

The seminar aims at highlighting the various aspects and issues related to Startups or newly established Small Scale Enterprises. We are hoping that the outcome of the seminar will give the new dimensions of management for managing Small and Medium Enterprises and Startups.

The organizers feel privileged to extend a cordial invitation to the faculty, research scholars and students of your esteemed institution to participate in the above seminar.

A copy of the seminar brochure along with registration form is enclosed. The details of the seminar and registration form can also be downloaded from our **website (dhsgsu.ac.in)**. It will be appreciated if duly filled registration form for participation by contributors of paper at the seminar could be sent by the specified date. Others can attend the seminar as delegates using the same registration form.

We also request you to kindly encourage and sponsor management student delegates from your university/college for taking advantage of this unique opportunity of sharing knowledge and information.

Participation certificates to all contributors of papers and registered delegates will be given at the valedictory session.

Selected papers of the seminar will be published in a book having ISBN number.

As indicated in the brochure, the last date for submitting abstracts of research papers is **February 10th, 2017**. We look forward to receive your enthusiastic and favorable response well in time. The Conference Secretariat and members of the organizing committee will also get in touch with you to solicit your response.

With warm regards,

Yours faithfully,

Prof. Y. S Thakur

Dr. Shree Bhagwat

Dr. Anil Kumar Kashyap

Encl.

(Head, Department of Business Management)

(Convener)

(Co-Convener and Organizing Secretary)

One brochure and registration form.

ABOUT THE UNIVERSITY

Dr. Harisingh Gour Vishwavidyalaya, Sagar (formerly University of Saugar), located in a picturesque campus sprawling in about 1312.89 acres of natural beauty full of flora and fauna, came in to existence on July 18, 1946 with the herculean effort of Dr. Sir Harisingh Gour. He adorned the position of founder Vice Chancellor of this University. Chronologically, it is preceded by seventeenth University in India and credited to be one of the pioneer Universities in India. The state legislature of Madhya Pradesh renamed it as Doctor Harisingh Gour Vishwavidyalaya in 1983 and the University was upgraded Central University status on January 15th 2009. Dr. Harisingh Gour was a great visionary, patriot, humanitarian, educationalist and Social reformer. He was Chancellor of Nagpur University also. The University has 42 teaching departments grouped into 11 schools and 187 affiliated colleges scattered in adjacent 6 revenue districts of M.P. The University is long known for its academic infrastructural facilities such as Jawahar Lal Nehru Central Library with more than three lakhs of books and references along with E-journals and books; it was reaccredited in Grade "A" by The National Assessment and Accredited in Grade "A" by the National Assessment and Accreditation Council (NAAC), a body of University Grants Commission, New Delhi in 2015. Dr. Harisingh Gour Vishwavidyalaya ranked 39th in the NIRF (National Institutional Ranking Framework) ranking list.

ABOUT THE DEPARTMENT

The Department of Business Management was established in the year 1982. Prof. R. B. Saxena was founder Head of Department. This Department occupies a place of prominence in the realm of professional management education. This Department toiled to earn the distinction of being the first institution in the state of Madhya Pradesh to offer a two years full-time MBA Programme which is duly approved by AICTE.

The vision of the department is aptly reflected in the departmental motto "Semper Sursum", which encourages all who pass through the ramparts of this institution to Always Aim High. Students at this department are provided with an environment that promotes the learning process, while every opportunity is given to them to nurture their personalities, in accordance with the high standards demanded by the industry. The faculty members made remarkable contribution to reach academic excellence and groom its students in soft skills.

ABOUT THE SEMINAR

The apparent capability of Small and Medium Enterprises for driving economic growth and development at regional, national and global levels cannot be overemphasized. India gears up to retrace the high growth path; this sector assumes a pivotal role in driving the growth engine. The current government initiatives "MAKE IN INDIA" and "STARTUP INDIA" cannot succeed without the success of Medium and Small Medium Enterprises. This seminar is about to understand the nature and problems of Micro, Small and Medium Enterprises and also give an literature support for managing these enterprises. Since India has become the land of innovative ideas and therefore many new STARTUPS are coming on the business landscape. This seminar will address the issues the STARTUPS are facing today. The genesis of idea is waste if it couldn't survive in long run, this is true in case of STARTUPS. One of the major reason of failure of the STARTUP is that existing management concepts don't address their issues. This seminar will brought out some new dimensions of management which will resolve the issues and challenges these small enterprises face.

OBJECTIVES OF THE SEMINAR

The objectives of this seminar are to provide a platform for some meaningful discussion on the challenge the young entrepreneur are facing today. After all they are nurturing tomorrow's corporation. Start-up is one of the few words which were highly searched on Google in past couple of months. However, Start-up was usually referred to a company, a partnership or an organization designed to rapidly develop scalable business model. In India young enterprises which were based on advanced technology or internet based communication are considered as Start-ups. The promoters of these Start-ups are commonly the young generation passed out from business school, techno graduates or design professionals. However, they all have an unique concept or idea on which they execute and make it a commercially viable business idea. But, the story isn't complete yet. After couple of years many of these Start-up becomes invisible or closed down. But they always left a story behind their failure. How an innovative idea can die in few years? What was the major cause of failure of young Start-up? **are some of the questions which need a detail** discussion. But, because Start-up doesn't affect to the large extent of economy or society, very few researchers turned to look after the failures and survival of Start-up. The reasons of failure of these Start-ups are common but we need a specific solution for the common problems. After all these are Start-ups and not big corporations. We have to developed narrow but focused management policies for Start-ups. The major objective of this Seminar is to develop a four dimension framework which can help to boost up Star-ups activities in India and can help the young enterprises to sustain in long run. These dimensions are the Finance, Marketing, Human Resource and Information Technology.

SUB- THEMES

FINANCE AND ACCOUNTING FOR START-UP

- Arrangement of Seeding Capital for Start-ups
- Managing Finance through Angel Investor and Venture Capital
- Managing Finance through Banks and other financial Institutions
- Other source of Finance for Start-ups
- Principles and Practices of accounting for Start-ups

MARKETING FOR START-UP

- Developing Marketing Principles for Start-ups
- Developing Commercially Viable Product and Viability Check
- Pricing Strategy for Start-up
- Developing Channel of Sales for Start-up
- Role of WoM and e-WoM in promotion of Start-up
- Low Budget Marketing tools for Start-up
- Developing Effective Communication to Promote Start-up
- Leveraging other available source to foster the Start-up
- Sales Management for Start-ups
- Promoters or Marketers...What role an entrepreneur can play?
- STP Strategy for Start-up

CHALLENGE OF HUMAN RESOURCE FOR START-UP

- Attracting and retaining talent for a Start-up
- Recruitment and Selection for a Start-up
- Entrepreneurial Motivation and Challenges
- Early Stage Stress and its remedies
- Long term HR Planning
- Develop your own HRM or Outsourcing it.

INFORMATION TECHNOLOGY

- Role and importance of Information technology for non tech Start-ups
- Technology as all time friend for Start-up
- Internet Communication and Start-up
- Application Based Services and its challenges
- Tech-Alone Start-up and their future

CALL FOR ABSTRACTS

Abstracts on the above mentioned themes or subthemes are invited from the eminent scholars, students, faculty members and corporate delegates. Word limit for the abstract is 350, written in Ms Word, font Size 12 (Times New Roman), and double line spacing. Last date for the submission of abstracts is February 05th 2017. The acceptance/ rejection will be conveyed to the authors by February 7th 2017. The abstract must be sent to **nseopms2017@gmail.com**

INVITED DIGNITARIES AND SPEAKER

Prof. M. L Chhipa,	Vice Chancellor, Atal Bihari Vajpayee Hindi University, Bhopal (M.P)
Prof. Upinder Dhar,	Vice Chancellor, Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore (M.P)
Prof. Piyush Ranjan Aggarwal,	Vice Chancellor, Veer Bahadur Singh Purvanchal University Jaunpur (U.P)
Prof. Ashish Bjapai,	FMS, Banaras Hindu Vishwavidyalaya (U.P)
Dr. Niti Nandan,	Indian Institute of Foreign Trade, New Delhi
Prof. Tanuj Nandan,	MNIT Allahabad (U.P)
Prof. Rajnish Jain,	IMS, Devi Ahilya Vishwavidyalaya, Indore (M.P)
Prof. P. N Mishra,	IMS, Devi Ahilya Vishwavidyalaya, Indore (M.P)
Prof. P. R Bhatt,	Indian Institute of Management, Kozhikode
Prof. Karunesh Saxena,	Mohanlal Sukhadia University, Udaipur (Rajasthan)
Prof. Kamal Vagrecha,	IGNOU, New Delhi
Prof. Neeti Aggarwal,	IGNOU, Aggarwal
Prof. Amarjeet Singh Khalsa,	Institute of Professional Education and Research, Bhopal