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Dr. Alice Mani, Professor, School of Commerce, Christ University, Bangalore

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CONTACT DETAILS FOR FURTHER COMMUNICATION

The Conference Convener
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HOW TO REACH KRISTU JAYANTI COLLEGE (Autonomous), BENGALURU

From Majestic BMTc Bus Stand: Platform 19: Bus Route – 292 B, 292 C
From K.R. Market: Bus Route: 292, 292 B, 293 c, 292 D, 292 F, 293 C
Nearest Railway station: Bangalore East (8 km) / Cantonment (10 km)
By Air, Bengaluru International Airport (28 Km)



Kristu Jayanti College

A U T O N O M O U S Bengaluru

Reaccredited A++ Grade by NAAC | Affiliated to Bengaluru North University



Entrepreneurship and Innovation Centre (EIC)
In Association with
Jayantian Alumni Entrepreneurs Forum (JAEF)



organises

National Level Conference
on
Growing Entrepreneurial Ecosystem in India
(GEESI)
3rd March 2023

Kristu Jayanti College (Autonomous), Bengaluru, Karnataka, India

About the College

Kristu Jayanti College, founded in 1999, is managed by "BODHI NIKETAN TRUST", formed by the members of St. Joseph Province of the Carmelites of Mary Immaculate (CMI). The college is affiliated to Bengaluru North University and is reaccredited with grade 'A++' in 2021 by NAAC in the Third Cycle of Accreditation. The college is recognized by UGC under the category 2(f) & 12(B). The college has been accorded Autonomous Status since 2013 by the University Grants Commission, the Government of Karnataka & Bangalore University. In the NIRF 2022 rankings, the college was placed among the top 150 colleges in the country and ranks as one of the five colleges from Karnataka. The programmes of School of Management are internationally accredited by the Accreditation Council for Business Schools and Programs [ACBSP, USA]. The college was accorded 'DBT Star College status under the strengthening component' by the Department of Biotechnology, the Ministry of Science & Technology and the Government of India. The institution received first prize at the National Level for 'Clean and Smart Campus Award' from Shri. Dharmendra Pradhan, Minister of Education, Govt. of India.

In the India Today - MDRA survey 2022, Kristu Jayanti College, Bengaluru is consecutively ranked as the Best Emerging College of the Century at National Level for Commerce, Science and Arts. The survey also ranked the college as 5th Best in BCA, 14th Best in MSW, 21st Best in BBA & Commerce, 23rd Best in Arts, 29th Best in Science and 33rd best in Mass Communication among the colleges in India. The college also ranked 2nd best in MSW, 3rd best in Commerce, Arts & BCA, 4th best in Science, 5th best in Mass Communication and 7th best in BBA among the colleges in Bengaluru. The institution strives to fulfill its mission to provide educational opportunities for all aspiring young people to excel in life by developing academic excellence, fostering values, creating civic responsibilities, inculcating environmental concerns and building global competencies in a dynamic environment.

KJC-Entrepreneurship and Innovation Centre (EIC)

The Entrepreneurship Development Cell was established on August 2, 2013, with the aim of encouraging students to acquire the knowledge and skills to become a successful entrepreneur. Keeping the reality of growing competition in mind, in the modern era, the business is inseparable from innovation. Motivated by this idea, the Entrepreneurship Development Cell has been renamed as Entrepreneurship and Innovation Center (EIC) and a group of interested people is working to recruit a student entrepreneurship attitude and instill a new spark in them. The Entrepreneurship and Innovation Center is a powerful business network that allows access to mentors, investors and provide tools to grow as EIC members.

The Entrepreneurship Centre is a diverse and innovative space that finds and nurtures the entrepreneurial spirit in students. We believe that individuals who express an entrepreneurial spirit can add outstanding value to any organisation from the smallest start-up to the largest business and from non-profits to public sector organisations. Through our programmes, we provide the tools, contacts, and confidence to enable participants to explore the full entrepreneurial journey, turn their research and expertise into a societal benefit and grow their ideas into successful and sustainable businesses.

About the conference

The Indian startup ecosystem did exceptionally well in 2021. The growing investor confidence in Indian startups is overwhelming, and is seen gaining momentum across different stages of growth in a startup journey, including the seed stage funding. Early-stage investments in potential startups are propelling the entrepreneurial ecosystem in a big way and are being viewed as promising investment options across diverse investor communities, including High Net worth Individuals (HNIs) and Ultra-High Net worth Individuals (UHNIs).

Entrepreneurship is a source for sustainable growth of the economy. Globally, entrepreneurship represents the power which accelerates the economic development. The entrepreneurial ecosystem in India is the third largest and the fastest growing ecosystem in the world. The number of new companies formed has been steadily increasing over the past decade. India has a diversified producing sector and features among the leaders in many industries like automobiles and auto components, engineering, pharmaceuticals, textile products, leather products, chemicals, plastics, garments, etc.

This conference aims at providing insights into the growing entrepreneurial ecosystem in India.

Participants' Profile

- Academicians
- Research Scholars
- Corporate Professionals
- Entrepreneurs
- Policy Makers
- PG Students in Commerce and Management

Conference Themes

This conference seeks to provide a platform for the participants for insightful and original discussion and present their research work on the growing entrepreneurial ecosystem in India.

Papers are also invited on the following sub themes and other related topics

- **Business Strategy & Transformation**
- **Entrepreneurship: Perspectives & Practices**
- **Entrepreneurship Education and Pedagogy**
- **Trans Indian Entrepreneurship**
- **Innovation and Entrepreneurship**

- **Entrepreneurship in the SME Sector**
- **Corporate Entrepreneurship and Intrapreneurship**
- **Trans-generational Entrepreneurship (Family Business)**
- **Start-ups, Incubators, Accelerators**
- **Social Entrepreneurship & Corporate Social Responsibility**
- **Women's Entrepreneurship**
- **Entrepreneurial Response to Pandemic - Covid 19**

Sectoral Entrepreneurship

- **Agripreneurship**
- **Edupreneurship**
- **Technopreneurship**
- **Digital Entrepreneurship**
- **Green Entrepreneurship**
- **Tourism Entrepreneurship**

Publication

The papers will be peer reviewed and evaluated based on originality and relevance to the conference. A few selected papers which are presented during the conference will be published in SCOPUS, Web of Science, SCI, ABDC and UGC Care listed journals. The article processing fee will be collected separately from the author depending on the journal.

Guidelines for Paper Submission

- The papers should be based on original research work not yet published, not exceeding 2500 words or 7 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, telephone number and e-mail address.
- The full paper should be mailed to gees@kristujayanti.com on or before 25th February 2023. Research papers submitted after 25th February 2023 will not be considered for publication.
- Soft copy should be submitted in A4 size, MS-Word format only with Times New Roman font, heading in font size 14 and remaining text size 12 with spacing 1.5 as a single line.
- Registration Form, along with the Registration fee should be submitted on or before 28th February 2023.
- Author and co-authors should register separately.
- Certificates will be issued only after the Valedictory Ceremony.

Schedule of the Programme

Time	Event
8.45 AM - 9.45 AM	Registration
10.00AM-11.00AM	Inauguration
11.30AM-12.30 PM	Keynote session I
02.00PM-03.00 PM	Keynote session II
03.15PM-04.00 PM	Plenary Session
04.15PM-04.45 PM	Valedictory

IMPORTANT DATES

Full Paper Submission	25 th February 2023
Intimation of Acceptance	27 th February 2023
Payment of Registration Fee	28 th February 2023
Conference Date	03 rd March 2023

Registration Fee & Certificate

The Registration fee is payable by each author and co- authors of the paper individually as detailed below:

Participation only		Participation and Presentation	
Faculty Members	Research Scholars and PG Students (Full Time)	Faculty Members	Research Scholars and PG Students (Full Time)
Rs.400 (inclusive of GST)	Rs.400 (inclusive of GST)	Rs.600 (inclusive of GST)	Rs.500 (inclusive of GST)

Mode of Payment: Demand Draft in Favor of **Principal Kristu Jayanti College** Payable at Bangalore.

The registration fees includes Lunch, a Conferences Kit and Refreshments.

No DA/TA shall be provided to the participants.

- Certificate of Participation will be awarded to only those participants who attend the conference including all the keynote sessions.
- Accommodation for outstation participants can be arranged based on the request.