Submission and Selection of Papers

Abstracts of papers on the conference theme must be submitted to the Conference Secretariat by 30 November, 2016. Full papers will be invited on the basis of abstracts submitted by the authors. The abstract should not exceed 400 words and should summarize the objectives, methodology and main results of the study.

Review and Selection for Presentation

Submitted research papers will be subjected to blind review by experts and the short listed papers will be accepted for presentation in the technical sessions.

Guidelines for Contributors

The abstracts as well as the accepted papers should provide on the cover page, the title of the paper, name of author (s), institutional/professional affiliation, address, contact number and email Id for communication. The full paper, not exceeding 5000 words, adhering to APA style, should be submitted in duplicate along with a CD to the Conference Secretariat. Papers should be typed on A–4 format with 1.5 spacing, left-aligned, with a one and a half inch margin and typed in 12–point font (Times New Roman) in MS Word. PDF format would not be accepted. Graphs or pictures should be in JPEG format or compatible with MS Office formats such as Excel or Word. Abstracts/papers can also be submitted as email attachments.

Besides the contributors of research papers and guests, the participants/audience will include industry delegates, academicians, research scholars and management/engineering students.

PROGRAM SCHEDULE

Day 1 – Friday (February 24, 2017)

Session	Time	Activity
Inaugural Session	10:00 – 11:30	Inaugural Address, Special Address and Keynote Address (session to be presided over by Dr. S. M. Seth, Chairman, PGC and Chancellor, Poornima University)
Tea Break (11:30–11:45)		
Plenary Session 1	11:45 – 13:30	Views on the Theme/Sub-themes
Lunch Break (13:30–14:15)		
Technical Session 1	14:15 – 15:45	Area – Human Resource
Tea Break (15:45–16:00)		
Technical Session 2	16:00 – 17:30	Area – Finance

Day 2 – Saturday (February 25, 2017)

Session	Time	Activity
Plenary Session 2	10:00 – 11:45	Views on the Theme/Sub-themes
Tea Break (11:45–12:00)		
Technical Session 3	12:00 – 13:30	Area – Marketing
Lunch Break (13:30–14:15)		
Technical Session 4	14:15 – 15:45	Area – Entrepreneurship, Technology, Production and Operations
Tea Break (15:45–16:00)		
Valedictory Session	16:00 – 17:15	Distribution of awards and valedictory address

Academic Output

The abstracts of papers will be included in the Conference Souvenir. Selected papers shall be published in an edited book/journal with an ISBN/ISSN number.

Important Dates

Last date for submission of abstract	November 30, 2016
Acceptance of short–listed abstracts	December 10, 2016
Full paper submission	January 20, 2017
Acceptance of full paper	January 31, 2017
Last date for registration	February 20, 2017

Registration

Participants/delegates should send the registration form in the format appended along with requisite registration fee by way of **Demand Draft** in favour of '**Poornima School of Management**' payable at **Jaipur.** The registration fee (that includes the conference kit, lunch and tea) is:

Category	Registration Fee
Industry Delegates	INR 1500
Academicians / Research Scholars	INR 1000
Student Delegates from other Institutions	INR 800
Foreign Delegates	USD 50

The participants/delegates are requested to make their own arrangements for travel. Assistance for boarding and lodging, if required, will be provided by the Conference Secretariat.

ORGANIZERS

Patron
Dr. S. M. Seth, Chairman, PGC and Chancellor, Poornima University

Advisor
Shri R. K. Agarwal, Hony. Advisor, Poornima Group of Colleges

Conference Chair
Dr. Upinder Dhar, VC, Shri Vaishnav Vidyapeeth University, Indore (Past President, Association of Indian Management Schools)

Conference Co–Chair
Dr. Namjae Cho, Professor, School of Business and Director, Indo Asean Center, Hanyang University, Seoul, South Korea

Chief Organizers
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Dr. K. K. S. Bhatia, Vice Chancellor, Poornima University

Finance and Other Arrangements
Shri M. K. M. Shah, Director (Admin. and Finance), PGC

Shri Rahul Singhi, Director, Poornima Foundation

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Conference Secretariat
Dr. Swati Jain, Associate Professor **(9829222732)**
Arpita Mehta, Assistant Professor **(8769668005)**

INTERNATIONAL CONFERENCE

Trinity of MUDRA, Start-Up India and Stand-Up India Schemes: Prospects and Challenges

February 24 – 25, 2017

Venue
Arbuda Convention Centre (Auditorium),
Poornima Group of Colleges, Jaipur

Organized by

Poornima School of Management and Poornima University, Jaipur

In collaboration with

Hanyang University, Seoul (South Korea) and Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Sponsored/supported by

ISI-2, RIICO Institutional Area, Sitapura, Jaipur - 302022
www.poornima.org
psomconference@gmail.com

About Jaipur – the City hosting the Conference

The famous city of Jaipur (India) is the capital of Rajasthan State and known as the "Pink City" with beautiful palaces, havelis and forts. Jaipur was built in the year 1727 and is 262 km from Delhi. The city is well connected by air, rail and road. Jaipur is predominantly known for its musicians, artisans, craftsmen and fairs and festivals. It has attractive monuments where one can breathe the fragrance of history.

About Poornima Group

The Poornima Group is comprised of four colleges including Poornima School of Management, devoted to engineering and management disciplines, all located at Jaipur and affiliated to Rajasthan Technical University. The group came into existence in year 2000. Poornima University, as a separate entity, was established in 2012 under Rajasthan Private Universities Act. The Poornima Group lays great emphasis on activities and programs undertaken meticulously with a view to developing multi–dimensional skills of the students and their overall personality and professional competence.

About the Conference

Economic policies in India have been changing for addressing policy issues especially for achieving higher growth. Economic stability and economic inclusion are two other major planks in the reform efforts set in motion. In this context, while employment creation is the biggest challenge it has been realized that investment increases productivity but may not create sizable direct employment opportunities. Technology also provides new opportunities not only for indirect employment but also by providing services more efficiently thereby reducing costs and improving competitiveness. Furthermore, this helps in creation of new businesses by innovators and young generation entrepreneurs working independently and pursuing their own dreams and their own logic. ICT sectors are evidence of the diverse and multifaceted businesses that have transformed the economic scenarios in many countries including that of India.

Chinese growth rate in manufacturing sustained for three to four decades is not only a miracle but also evidence of how quickly processes of work can change and have to change for competing in global markets. India is placed in a unique position in-so-far as along with manufacturing and commodity production, we have the youngest and the largest human resource potential. To realize the potential, what is required is innovation and entrepreneurial skills supported by an environment that encourages this. More than 90% of the Indian workforce is employed in the non corporatized informal sector. This sector of small businesses that does not employ large number of workers in one place, are in effect the backbone of the economy. Some new initiatives have been taken by the government aiming to energize and modernize this huge sector of diverse activities. These initiatives have been given the catchy phrase of MUDRA, Start-up India and Stand-up India.

Institutional finance has always been relevant to small businesses. The Indian government has launched the above schemes to encourage and help small entrepreneurs/business meet their financial needs and giving a boost to the economy. They aim to provide an entrepreneurial platform to SC/ST and women entrepreneurs and start-ups with a view to ensuring access to financial services. The mission is to bring about comprehensive financial inclusion of all the households in the country.

MUDRA (Micro Units Development and Refinance Agency) scheme comes as a vision to fund the unfunded and provide support to the small enterprises, mostly in the unorganized sector. This will go a long way in stimulating the growth of MSMEs. The Start-up India and Stand-up India schemes have been started to help people who wish to start/expand/modernize their own businesses. They focus to rejoice the nation's entrepreneurial

character, and generate a strong bionetwork for fostering advancements and new business. However, there is a need to address challenges in creating supportive policies and strategies.

Against this backdrop, this international conference aims to discuss various aspects and issues related to implementation of the Trinity of MUDRA, Start-up India and Stand-up India schemes for the socio-economic transformation of the country and bring forth some new ideas and practices for empowering and connecting entrepreneurs in and across India.

Objectives of the Conference

- to bring academicians, researchers and others from the international and national community on a common platform to explore and examine the diverse facets of MUDRA, Start-Up India and Stand-Up India and to offer implementable managerial inputs across management disciplines and various sub–themes there under;

- to develop an understanding of the impact and challenges of MSMEs and start ups in the global context and find appropriate solutions; and

- to expose the young students, who are the potential leaders of the future, to ideas and practices that will equip them with relevant background to meet the emerging trends across the globe.

Theme and Sub–Themes of the Conference

The theme **'Trinity of MUDRA, Start-Up India and Stand-Up India Schemes: Prospects and Challenges'** will cover the various sub–themes under the following areas:

1. Area - Human Resource

- Employment Generation, Self-Employment and Talent Management
- Training and Skill Development - Going Beyond the Traditional Institutional Framework
- Welfare and Social Security Safety Nets for Informal Sector
- Digital India Initiative - Challenges of Digitisation and ICT

2. Area - Finance

- Financial Architecture for MSMEs
- Micro Finance, Crowd Funding and Financial Inclusion
- Investment Promotion for MSMEs and Contribution to Industrialization
- Regulatory Compliances and Procedures

3. Area - Marketing

- Establishing Market Linkages
- Business Environment and Market Dynamics
- Customer Engagement and Branding (Establishing Market Identity)
- Rural Industrialization and Cluster Development

4. Area - Entrepreneurship And Technology

- Entrepreneurship Promotion and Development
- Promoting ICT Use and E-Commerce by MSMEs
- Product Standards and Total Quality Management
- Transnational Entrepreneurship and Innovation – ATAL Innovation Mission

Conference Sessions

Besides the Inaugural and Valedictory Sessions, there will be two 'Plenary Sessions', one on each day, in which the panelists will express their expert views on the theme/sub-themes of the conference and four 'Technical Sessions', two on the first day and two on the second day, for presentation of short–listed research papers in each area.

The association of dignitaries/experts in different sessions will be as under :

Inaugural Session

Dr. Kshatrapati Shivaji, IAS CMD, SIDBI (Invited)	Chief Guest to inaugurate the conference and deliver the inaugural address
Shri Ravindra Nath, CMD, NSIC	To be the Guest of Honor and to deliver special address
Shri Rajiv Chawla Chairman, IAMSME of India	Keynote Speaker to deliver the keynote address

Plenary Session – I

Dr. I. M. Pandey, Director General, Delhi School of Business, formerly Professor at IIM, Ahmedabad (In Chair)
Dr. Vinod K. Ladia, CMD, Shri Rajasthan Syntex Ltd. and Group Companies (past Chairman, CITI and SRTEPC)
Dr. Manju Nair, Director, International School of Informatics and Management
Dr. Namjae Cho, Professor, School of Business and Director, Indo Asean Center, Hanyang University, Seoul
Mr. Digvijay Singh, Vice President, Indian Angel Network, New Delhi

Plenary Session – II

Dr. Kanta Ahuja, Former VC, Rajasthan University (In Chair)
Dr. Upinder Dhar, VC, Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Dr. Piyush K. Sinha, Professor, IIM–Ahmedabad
Dr. Sunil Shukla, Director, Entrepreneurship Development Institute of India, Ahmedabad
Ms. Nidhi Agarwal, Advisor - Rajasthan Lead, KPMG

Technical Session Chairs (for presentation of research papers)

Dr. Manju Nair	Area – Human Resource
Prof. I. M. Pandey	Area – Finance
Dr. Piyush K. Sinha	Area – Marketing
Dr. Sunil Shukla	Area – Entrepreneurship and Technology

Valedictory Session

Padmabhushan Prof. V. S. Vyas, Professor Emeritus, IDS (former Director, IIM, Ahmedabad and Member of Prime Minister's Economic Council)	Chief Guest – to distribute awards and deliver the valedictory address

Dr. Upinder Dhar and **Dr. Namjae Cho** are the Conference Chair and Conference Co–chair respectively.