



Deccan Education Society's

Institute of Management Development and Research

(Pioneers in Management Education since 1974)

Presents

National Conference on

INDIAN STARTUPS : ISSUES, CHALLENGES
AND OPPORTUNITIES

March 1st -2nd , 2019



About Deccan Education Society



The Deccan Education Society, Pune was established in 1884 and registered on 13th August, 1885 by four patriotic visionaries- Vishnu Shastri Chiplunkar, Bal Gangadhar Tilak, Gopal Ganesh Agarkar and Mahadeo Ballal Namjoshi-who were already recognized as the pioneers of new education in India with the launch of 'New English School' in Pune in the year 1880. This was a revolutionary step, because in those days, Government Institutions and Christian Missionaries were the only agencies involved in educating masses; private enterprise in education was often discouraged. It was also pointed out by these Nationalists that there was no education available to generate leadership, for industrial regeneration of India, or for defence of the motherland i.e. education required by the people of a self-governing nation. It was the idea of filling these voids that the DES came into existence.

The Deccan Education Society started the renowned Fergusson College, Pune in 1885, Willingdon College, Sangli in 1919, Brihan Maharashtra College of Commerce (BMCC), Pune in 1943, Kirti M Doongursee College, Mumbai in 1954, later on, followed by Institute of Management Development and Research (IMDR), Pune in 1974. Currently, DES runs 57 educational institutions in Western Maharashtra which includes schools, colleges, technical institutes and autonomous institutes in the field of management, law, agricultural education and vocational training.

About IMDR, Pune

The Institute of Management Development and Research (IMDR), Pune was founded by Late Padmashree Dr Ramesh T Doshi and Late Shri Sumatilal Shah and was established as a constituent unit of the Deccan Education Society in May, 1974. IMDR is the first management institute started in Pune. IMDR runs 2 years Post Graduate Diploma in Management approved by All India Council of Technical Education (AICTE). IMDR is committed to the kind of Management Education which contributes to enlightened management practice and sustained growth of work organisations.



Conference Theme

The Government of India launched 'Startup India, Standup India' Programme on 16th January, 2016 to build a strong startup ecosystem in the country that is conducive for the growth of startup businesses which generate large scale employment opportunities and drives sustainable economic growth. The 19-Point Startup India Action Plan envisaged empowering startups to grow through innovation and design, funding support and launching of various schemes related to setting-up incubation centres, easier patent filing, tax exemptions, ease of doing business, etc.

It has been almost 3 years from the launch of 'Startup India' Programme, therefore, the time is ripe to take stock of the progress made so far.

With more than 14,000 startups registered with Department of Industrial Policy and Promotion (DIPP) to-date, Indian startup ecosystem is placed third across the world. On the other side, 'Startup India' is criticized for slow disbursements of funds, lack of employment generation and tepid pace of the development of startup ecosystem.

Looking into India's demographic dividend, there lies a huge potential for growth and development of startups in India. With large consumer markets and more young population, India promises tremendous opportunities for startups. Our infrastructure, healthcare and education systems, etc. are in dire need of upgradation where startups can actually make a notable difference.

The conference aims to provide a forum for academics, researchers, practitioners as well as entrepreneurs to exchange ideas and keeping abreast of recent developments. Theoretical, empirical, and policy-oriented contributions from all areas of entrepreneurship research are welcome. This conference would serve as a good platform for academics and practitioners to build networks and explore new possibilities to promise India beckons as a 'Startup Nation'.

Call for Papers :- Research contributions may fall in any of the tracks listed below: (list is only indicative, not exhaustive)

Indian Startups Ecosystem :

The growth and development of startups depend much upon the existence of conducive startups ecosystem. This ecosystem should not have been concentrated only to big cities envisaged as startup hub (like Bengaluru, Mumbai, NCR, etc.) but it must be available across the country to ensure wide-ranging success to the startup movement.

Sub-themes :

- Startup Movement-Partnerships, Support and Regulation
- Government Schemes and Startups-Impact Assessment
- Ease of Doing Business-Rankings and Parameters
- Infrastructure Development and Startups
- Entrepreneurship Education and Skilling Entrepreneurs

Financing of Startups :

Funding can be considered as the fuel which is inevitable in running almost every startup engine. One of the primary focus of most startups in their initial years is to raise funding. These magical numbers often make it to the headlines, grabbing attention and turning heads which also announces the entry of the firm in the market.

Sub-themes :

- Financial Bootstrapping
- Seed funding and Angel Investing
- Crowdfunding, Venture Capital and Private Equity
- Funding Constraints
- Alternative Investment Funds (AIFs)
- Innovative Financing Structures
- Corporate Governance and Entrepreneurial Management

Sectoral Focus :

This was envisaged in the Startup India Action Plan that the government would provide funding support to sectors especially where the external funding like VCs hesitate to invest. Further, a well round overview of entrepreneurship in various sectors coupled with innovations and new technology development is essential to unfold the progress over all round development of the economy.

Sub-themes :

- Textiles and Fashion
- Transportation and Logistics
- Mobile & Telecommunications
- Retail and FMCGs
- Real Estate and Hospitality
- Media and Content
- Biotech/Fintech/Edtech
- Healthcare and Wellness

Academic Institutions and Startups :

Creating next-generation start-ups is the need of the hour. The academia including universities and higher education institutions should increasingly promote and leverage the research in their institutions. Extensive effort must be made to convert these innovations into job-creating commercial products. An effective collaboration between academia, corporate and government can foster spurring of large number of startups.

Sub-themes :

- Incubation and Acceleration of Startups
- Commercialization and Technology Transfer
- Protection of Intellectual Property Rights
- Entrepreneurship as a Curriculum
- Academic-Corporate Partnerships
- Industry-Academia Interface

Technology and Startups :

Each one of us has become heavily dependent on technology in our lives. Now, businesses in every sector are relying on technology to grow faster, reach more markets and acquire more customers at a breakneck speed. Technology is fast proving as an enabler as it challenges the old conventional ways of doing business. Building Technologically-Driven Organizations is surely the need of the hour.

Sub-themes :

- Advancement in Technology
- Support to New Technology Development
- Technology- a Disruptor or an Enabler
- State of Innovation
- Lean Startups

Startups and Society :

The socio-economic contributions made by startups can't be ignored. Startups can help solve a lot of problems like making water available for every household or bringing healthcare to the rural masses, etc. Startups can drive employment, women empowerment, preservation of ecological balance and so on.

Sub-themes :

- Social Finance and Impact Investing
- Societal Problems and Startups
- Society Perceptions about Entrepreneurship
- Entrepreneurship: Driving Employment, Driving Growth
- Youth and Entrepreneurship
- Women Entrepreneurship
- Social Entrepreneurship
- Green Entrepreneurship

Separate Students' Track :

There would be a separate track for students' research papers and case studies presentation which is open for students' currently enrolled and pursuing PGDM/MBA/Master's Degree from any academic institution. Based on recommendations of the jury, selected students' presentations would be awarded a 'Certificate of Merit'.

Submission of Research Papers :

Nature of Research Papers: Empirical Papers/Theoretical Papers/Working Papers/Research based articles (Maximum 5000 words)

Format: MS-Word, Times New Roman (TNR), size 12, line spacing 1.5

Cover page: Title, Author(s), Affiliation (s), Contact details (email id & phone no.)

Abstract & key words: 300 to 500 words **Referencing:** APA Style

Selected Papers will be published in
IMDR's Journal Of Management Development And Research (ISSN : 2349 - 0802)



Cash Prize of Rs. 5,000/-
for 1st Best Paper

Cash Prize of Rs. 3,000/-
for 2nd Best Paper

How to Submit ?

All submissions should be forwarded via email to startups-conference-pune-2019@imdr.edu with a copy to ambuj@imdr.edu

Who Should Attend?

Faculty members, Researcher scholars, Practitioners, Policy makers, Entrepreneurs, Students, etc.

Important dates to remember

Submission of Abstract: 31st January, 2019

Intimation of Acceptance: 5th February, 2019

Submission of Full Paper and Registration:
20th February, 2019

Conference Date

Friday, 1st & Saturday, 2nd March, 2019

Registration Fees for paper presentation and/or participation

Faculty Member: Rs.1,000

Corporate: Rs.1,500

Student: Rs.500

Others: Rs.1,500

1. The above fee is inclusive of GST and it covers the conference kit, refreshments and a working lunch for both days.
2. Each co-author needs to register separately for attending the conference.
3. The registration fee has to be paid either a DD/crossed cheque in favour of Director, IMDR, Pune or Electronic Transfer through NEFT to account no. 2312160387, IFSC Code CBIN0284118, Central Bank of India, Branch - Fergusson College, Pune. In case of electronic transfer, send the UTR No. to startups-conference-pune-2019@imdr.edu

Conference Patron

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Conference Convener

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Venue

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