

Instructions to Authors

Original Contributors of ongoing research works are expected from the authors. Prospective Author(s) are requested to submit their soft copy of research papers in IEEE format. Papers will be reviewed by the experts and will be selected based on novelty & technical content. The author should give the address for correspondence including Email address.

Email ID for the submission of the paper
isicowfkb@gmail.com

Important Dates

- Last date for Submission of Full Papers : 10th June 2024
- Registration : 11th to 15th June 2024

Registration Fees

UG / PG Students / Research Scholars	₹ 500
Faculty / Academicians	₹ 1000
Industrialist / Professionals	₹ 1500
Foreign Authors/Professionals	₹ 2000 or \$25

Registration Fees include

- Conference kit, lunch and refreshment
- Participation certificate and ISBN publication

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NAAC 'A++' GRADE CYCLE 4

KAKARAPARTI BHAVANARAYANA COLLEGE

Kothapeta, Vijayawada - 520 001.

(AUTONOMOUS)

(Sponsored by S.K.P.V.V. Hindu High School's Committee)

ICSSR Sponsored Two-Day International Seminar on **“Indian Startups-Issues, Challenges & Opportunities: The Way Forward”**



Indian Council of
Social Science Research

21st & 22nd June, 2024



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Organized by

Department of Commerce and Management

About the College

Kakaraparti Bhavanarayana College is a vivacious outcome of a century old renowned charitable organization, S.K.P.V.V. Hindu High Schools Society with “Tejaswina Vadheethamasthu” as its motto. Since its inception in 1965, it marked an epoch in innovative education, in an academically and economically impoverished area. The college with heightened social imagination and ardent zeal, shone like a lodestar led innumerable students towards the goal of an illustrious life. The ever vibrant college grew by leaps and bounds and has evolved with times. It has been adorned with the Autonomous status by the UGC in the year 2010, and received “Best Laboratory”, “Best Academic Achievement”, “Best Library”, “Best NSS Unit” awards. The College has never rested on its laurels and has been relentlessly raising the bar. It has been reaccredited with “A++” Grade by NAAC in 2024.

About the Department

The PG Department of Business Administration was started in the academic year 2003 -04 to offer two- year full time MBA course. The MBA Programme was approved by AICTE, MHRD, UGC and affiliated to Acharya Nagarjuna University at its inception. Initially the intake was 60 and from the Academic Year 2010-2011 extended to 120. Ever since the inception of the MBA Course, the department has been striving for achieving excellence in offering quality management education and the overall development of the students. By running the Programme with several unique features in pedagogy, seminars, group discussions, industrial study visits, internships, etc., the department has made a mark in the field of Management Education among the colleges and universities in the state of Andhra Pradesh. Several times the MBA students secured the university ranks and won the Prathibha awards by the Government of Andhra Pradesh. From the Academic Year 2010-2011 the MBA Department came under the affiliation of Krishna University. The Department has got autonomy status in the academic year 2017 – 18. The department consists of a blend of eminent and experienced faculty with Doctorate degrees and specializations. Special focus is on research activity through post doctoral research, Major and Minor research projects and surveys for enhancing the knowledge base of both faculty and students. Modern class rooms with latest pedagogical tools, excellent highly configured computer lab and well equipped library are available in the PG Department of Business Administration.

Theme of the Seminar

India has emerged as the world's second largest start-up ecosystem next the US. India is a hotspot for start-up and spacing forward at an exponential rate. They are the result of entrepreneurs' enthusiasm and determination. The term "startup" refers to "a company, a partnership, or a temporary organization designed to search for a repeatable and scalable business model". In India, Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, the Start-up India Initiative has rolled out several programs intending to support entrepreneurs, build a robust start-up ecosystem and transform India into a country of job creators instead of job seekers. By the end of the 2023, In India, one lakh plus start-ups are recognized and reported above 120 annual growth rate. These start-ups generated 12.42 lakh jobs up to now. The role of Start-ups is very significant in balancing of regional economic development where more than half are located in tier-I and tier-II cities across the country. In total recognized, 8000 plus Start-ups are led by women which indicates their role in women entrepreneurship development. Therefore, without Start-ups the future of Indian business scenario is implausible. Thus, present seminar throws light on the different aspects of the Start-ups scenario in India.

Sub-Themes of the Seminar

- Start-ups as driver of Economic growth
- Building Start-ups Eco-system
- Industry 4.0 innovation and Start-ups
- Intellectual Property Rights and Start-ups
- AI and ICT & Start-ups
- Start-ups, Entrepreneurship & women entrepreneurship
- Business opportunities for Startups
- Business Models of start-Ups
- Start-ups establishment process and procedure
- Opportunities, strategies and challenges of marketing in Start-ups
- Sources and challenges of funding to Start-ups (Govt, private etc)
- Working capital management practices in Start-ups
- Customer management practices in Start-ups
- Man-power in Start-ups
- Government schemes for Start-ups
- Traditional and Technology based Start-ups
- Start-ups and Employment generation
- Case studies on Start-ups
- Incubation centres and Start-ups
- Start-ups in Green field & Brown field scenarios
- Start-ups in manufacturing, construction and technical services
- Start-ups in renewable energy sector
- Start-ups in Rural development
- Start-ups in Export promotion and Import substitution
- Start-ups in Scale up- gradation
- Financial management practices in Start-ups
- Start-ups in Waste Management
- Start-ups in Resource utilization
- Start-ups in Technology promotion
- Start-ups in Research promotion
- Start-ups in E-commerce
- Start-ups in Banking & financial services
- Start-ups in Education and Health sectors
- Start-ups in consumable goods
- Start-ups in automobile sector
- Start-ups in skill development
- Growth from Start-ups to Unicorns
- Start-ups in Wealth creation and distribution
- Emerging trends in Start-ups
- Start-ups in Environment protection
- Start-ups in digital payments
- Start-ups in Industrial Automation
- Start-ups in Sustainability
- Start-ups in operations, process engineering, plant maintenance
- Legal Requirements for Start-ups

Note: The research topics are not limited to the above topics, papers on all related topics on Start-ups are invited.

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