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Mohan Nagar, Ghaziabad



Entrepreneurship Growth and Competitiveness

Entrepreneurship Summit 2019

March 9, 2019 (Saturday)

Knowledge Partner



Phone: +91 120-281100, Fax: 120-2811113
Website: www.itsim.edu.in

Entrepreneurship Summit 2019

Entrepreneurship Growth and Competitiveness

The country's economic policy environment must be favorable for organizations to achieve efficiencies in today's global market. It should enable the entrepreneurs to provide a magical touch to an organization, whether in public or private or joint sector, in achieving speed, flexibility, innovativeness, and a strong sense of self-determination. They bring a new vision to the forefront of economic growth of a country. More than increasing national income by creating new jobs, entrepreneurship acts as a positive force in economic growth by serving as the bridge between innovation and market place. Today it is important for Indian Entrepreneurs to show Leadership and build their Enterprises that are ready to stand strong in future. For this, we must be willing to confront old assumptions, embrace new processes, open up for change and, reform our Business practices.

Panel 1: Role of Innovation and Technology in Entrepreneurship

Entrepreneurs are the engine of exponential growth, manifesting the innovation with catalytic effect of technology and Innovation. Technology empowers the less empowered and paves the way for reaping rich economic benefits of the country. India is at crossroads, where it now has to cater to the aspirations of a billion people. Technology and Innovation therefore, trigger and propel first-rate entrepreneurship in steering organization activities in whatever new directions are dictated by market conditions and customer preferences, thereby delighting the customers to the benefit of the stakeholders. Entrepreneurs are innovators of the economy. It is not just the scientist who invents and come up with the solutions. At a time when policy makers are pooling efforts to restore growth and overcome the global economic and financial crisis, specific attention has been focused on innovative entrepreneurship, as it can play an important role in contributing to economic growth, job creation and poverty reduction, and can help address key social challenges

Panel 2: Promoting Entrepreneurship through incubation

The various challenges faced by the incubators are not only to create an entrepreneurial ecosystem but to be the 'change agent' in the region of operation in a specific Technology area which is required to adjust business incubation models to the economic, cultural, social and political realities of each region or country. The challenges of developing an effective business the incubator can be met only by preparing and equipping the Incubation Managers in all the functional areas of the business incubation process. This can be done only through sharing of knowledge between incubation managers who have learned these processes by experience. Engaging in international networking will also allow the incubators in developing countries to more rapidly adapt internationally recognized best practices. These programs will also make the incubation managers understand the commonalities among the business incubators across regions and draft a strategy for the effectiveness of the incubator, based on the local conditions and environment.

Panel 3: Entrepreneurial Ecosystem in India: Role of Government

India is today undergoing a fundamental shift with entrepreneurship & innovation being primary catalysts in job creation and solving everyday problems. A decade ago, there used to be only a handful of Indian Start-Up success stories such as MakeMyTrip.com and Naukri.com. But now, with successes such as Flipkart, Quickr, Practo, Zomato, and Inmobi, the Indian Start-Up Ecosystem has indeed come a long way.

Without initial investment, product start-ups would find it extremely difficult to sustain themselves. Thus, while there is clearly a great deal of capital flowing into the startup ecosystem, only a very small amount reaches these startups. This problem is further compounded by the lack of Early Stage Funding – Angel and Seed Funding. Venture Capital funds in India generally invest in firms that are already generating revenues, therefore investing relatively late in the startup cycle. In fact, startups in India spend five times the amount of effort to raise funds as compared to US startups. In order to live up to its promise, the ecosystem needs to focus on value creation as opposed to valuation, educate its young entrepreneurs, and develop tolerance for well-intentioned failure. It also needs to solve the unique problems of India and ensure that the startup movement is inclusive.

Panel 4: Startup Challenges and Opportunities

India is an emerging market for startups and entrepreneurs. Although for new businesses, there are some key challenges that are very difficult to conquer. Without overpowering these challenges entrepreneurs and startups cannot build a big business. If you are just getting into business, be ready for both challenges and opportunities that will come in your way. Of late Entrepreneurship is being seen as the key driver and despite the challenging economic times and high rate of unemployment across the country, especially amongst the fresh graduates, there is a glimmer of hope which is born from the rise of the entrepreneurial spirit – which promotes capital formation, creates large scale employment opportunities, provides significant social benefits by creating social value, structures and institutions, sets the ground for innovations and most importantly promotes regional development and reduce concentration of economic power improving the standard of living and ultimately facilitating overall development of the country.

Program Schedule

Entrepreneurship Summit 2019

Session	Themes for Panel Discussion	Venue	Time
Inaugural Session:	Entrepreneurship Growth & Competitiveness	Chanakya Auditorium	10.00 am 11.15 am
High Tea 11:15 am - 11:30 am			
Session 1: Panel Discussion	Role of Innovation & Technology in Entrepreneurship	Dronacharya Auditorium	11.30 am 01.00 pm
Session 2 : Panel Discussion	Promoting Entrepreneurship through Incubation	Chanakya Auditorium	11.30 am 01.00 pm
Lunch 1.00 pm – 2.00 pm			
Session 3: Panel Discussion	Entrepreneurial Ecosystem in India: Role of Government	Dronacharya Auditorium	02.00 am 03.30 pm
Session 4: Panel Discussion	Startup Challenges and Opportunities	Chanakya Auditorium	02.00 am 03.30 pm



About ITS

Institute of Technology and Science, Ghaziabad (I.T.S) established under the aegis of I.T.S- The Education Group in 1995, with an illustrious legacy of over 23 years has distinctly made a mark of its own. We run programs in Management and Information Technology that are accredited by institutions like NBA and NAAC (A Grade), while also being ISO certified. I.T.S is also internationally accredited to I.A.O., U.S.A. The MDP Cell of I.T.S, Department of Management constituted with the motto of enhancing managerial skills in corporate world to meet the Global Challenges.

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Vice Chairman, I.T.S - The Education Group

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Institute of Technology and Science

G.T. Road, Mohan Nagar, Ghaziabad - 201007

Mob No: 9910716900, 9650050771

www.its.edu.in