

Review Process :

Research Papers /Articles received will be sent for a blind fold review. Correspondence for any correction, will be sent for the first author unless otherwise specified.

Paper Submission Guidelines :

Originality : Research Papers should be original contributions

Typing : papers must be in Times New Roman, 12 point font, double spaced, justify style in MS word.

First Page : Paper title not exceeding two lines, must be capitalised and centered in bold letters. Name and university/organizational affiliation of the author should be printed on first page and no where else.

Registration Fee :

Registration fee includes lunch & refreshments on seminar days.

Type of participants	Amount
Research Scholars/Students	500
Academicians	1000
Executives	1500
Accompanied person	500

Registration fee is not refundable * Publications Charges extra

Accommodation:

Accommodation will be provided to the outstation registered delegates on their request on availability basis.

Mode of Payment

Registration Fee has to be paid either in the form of DD in Favour

Principal, Secretary, St. Pious X PG (MBA) College for Women

or

Details for Online Payment

Account Name : Principal, Secretary, St. Pious X PG (MBA) College for Women

Account No. : 087310100010402

Bank : Andhra bank

Branch : Nacharam

IFSC Code : ANDB0000873

If the candidate is making online payment then kindly email the transaction details to piousstartups@gmail.com

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Venue

St.Pious X Degree & P.G College for Women

Snehapuri colony, Near E-Seva, Nacharam, Hyderabad-500076

Two Day National Seminar

On

Indian Startup Ecosystem - Opportunities and Challenges

15 -16 March 2018



Organized by

**St.Pious X P.G (MBA) College
for Women**

Nacharam, Hyderabad-500076

About the Institution

St. Pious X Degree & PG College for women is a Catholic Institution established and administered by the Society of Catechist Sister of St. Ann, Hyderabad. The College had a humble beginning in 1993 with a small group of students. Later St. Pious X P.G. (MBA) College came into existence in 2009. Within a short span of time, it has carved a niche as one of the best colleges for its academic standard. The serene campus situated in the heart of city is equipped with latest state of art infrastructure. Currently, we are offering 13 graduate and 6 Post graduate programs.

About the Seminar :

A Startup is a business venture offering a new product or service in an extremely uncertain environment. It has become almost an established fact that startups and entrepreneurial activities determine economic growth and development resulting in enhanced standard of living to the people in an economy. While the dividends of successful startups are immeasurable, creation of such startups are excruciatingly painful testing the entrepreneur's guts, tenacity and risk assumption levels. Entrepreneurs need to cruise through the untested waters in floating a startup assuming the highest level of risk. Of late, Governments both at the central and state levels have recognized the need and potential for startups as India is found to be more fertile for startups to sprout and grow into fruition. This is evident from our honorable Prime Minister he when called for "Startup India, and stand-up India" in the context of "make in India". Thus, governments have been consciously striving to create and nurture a thriving startup ecosystem.

Two day national conference on "**Indian Startup Ecosystem-opportunities and Challenges**" would deliberate and discuss specific problems, challenges and opportunities unique to India spanning the startup ecosystem, environment and the new business models from the stage of idea generation to commercialization of a new product.

Objectives of the Seminar:

1. To identify the specific opportunities and areas in Indian economy for floating startups.
2. To identify the problems, challenges and bottlenecks in different stages of the startup process.
3. To accord appropriate suggestions for the robust startup ecosystem to different stakeholders.

Theme of the Seminar

Indian Start Up Ecosystem- Opportunities and Challenges

Technical Tracks

S.No	Theme
Track 1	Socio cultural factors and start up creation
Track 2	Startup eco system -Government Policies
Track 3	Startups floating , management and Economic Development
Track 4	Programmes and Entrepreneurship Education Startup practices, trends and challenges

Following are the subthemes to present papers :

1. Socio-cultural environment for entrepreneurship and new venture creation.
2. Socio-cultural factors affecting entrepreneurship development for startups.
3. Startup Entrepreneurship opportunities among marginalized group.
4. Government policy and initiatives for start-ups owned by Women, young entrepreneurs, ex-servicemen, voluntary retirees etc.
5. Role of support organizations, big companies, universities, funding organizations, services providers and research organizations in floating and nurturing startups.
6. Government policy initiatives for startups – at regional and national level.
7. Evaluation of government initiatives for startups.
8. Universities support for Entrepreneurship and new venture creation.
9. Stages of startup life cycle.
10. Startup financing cycle.
11. Innovation Management (Idea to prototype, USP, etc).

12. Impact of incubators and hubs on startups.
13. Seed Angel and Venture Capital funding.
14. Valuation of startups.
15. Pitch for funding.
16. Funding management.
17. Marketing strategies for startups.
18. Recent start up marketing practices (Web marketing Digital Marketing SEO etc)
19. Startup resource mapping.
20. Startup team skills and capability management.
21. Gender equity management for start up employees
22. Leveraging of Labor and local resources for new venture
23. Approval and other regulatory processes.
24. Procedures for starting a business.
25. Regulatory and tax related procedures.
26. Environmental and Pollution related clearances.
27. Issues in IPR management.
28. Management of legal services of startups.
29. Startups sector wise analysis.
30. Startup Performance of growth in services sector.
31. Present social cultural technical financial sustainability and regulatory issues.
32. Ease of floating and doing business.
33. Startups in
 - a). Agri-businesses
 - b). IT / ITES
 - c). Food Processing
 - d). Warehousing
 - e). Pharmaceutical any other
 - f). Others

CALL FOR PAPERS

Keeping this impetus, academicians, corporate executives and research scholars are requested to contribute research papers and to participate in the national seminar on: **Indian Startup Ecosystem- Opportunities and Challenges** which is scheduled on **15-16 MARCH, 2018** organized at Hyderabad, India by St.Pious X PG (MBA) College for Women Snehapuri colony, Hyderabad-500076.

Selected papers from each technical session will be published in edited book with ISBN number. You can send your papers through e-mail: piousstartups@gmail.com

Important Dates :

1. Abstract Submission : February 20, 2018
2. Full Paper submission : February 27, 2018
3. Date of Seminar : 15 and 16 March, 2018

For further information and updates, please log on to www.stpiouscollege.org