



BMU
BML Munjal University



Report on the Entrepreneurship, Innovation, and Society Conference (EIS 3.0)



Hosted by: BML Munjal University (BMU)

Date: February 19–20, 2025

Venue: BML Munjal University Campus

Organised by: Institute of Innovation and Entrepreneurship (I2E) in collaboration with BMU's four schools

Introduction

BML Munjal University (BMU) hosted the third edition of its flagship conference—Entrepreneurship, Innovation, and Society (EIS 3.0)—on February 19–20, 2025. Themed around Artificial Intelligence (AI) and Sustainability, the conference explored the dynamic interplay between emerging technologies and the circular economy.

Organised by the Institute of Innovation and Entrepreneurship (I2E) in collaboration with BMU's School of Management, School of Law, School of Engineering and Technology, and School of Liberal Studies, the conference provided a multidisciplinary space for academic dialogue, industry engagement, and student innovation.

Objectives of the Conference

EIS 3.0 was designed to:

- Examine how AI and sustainable practices are driving circular economy transformation.
- Foster collaboration between academia, industry, and global institutions.
- Encourage original research through paper submissions and case studies.
- Provide a launchpad for student innovators and young entrepreneurs.
- Spotlight global thought leadership and stimulate future-forward dialogue.

Conference Highlights



Eminent Keynote Speakers and Thought Leaders

The event was inaugurated with keynote addresses by:

- Prof. Seeram Ramakrishna, National University of Singapore
- Mr Vijay Mahajan, CEO, Rajiv Gandhi Foundation
- Mr Srinivas Rao Mahankali, Former CEO, T-Hub Hyderabad

Their sessions addressed themes like AI-driven sustainability, digital transformation, and innovation ecosystems. Additionally, Dr. Prabhal Kumar Sen, a founding figure in entrepreneurship education, served as jury for the *Best Paper Submission Award*.

Global Participation and Virtual Dialogues

The conference welcomed international virtual speakers who brought a global lens to entrepreneurship and AI. Key sessions included:

- “Journey of Entrepreneurship” with Dr Alessia Argiolas and Prof. Aard Groen
- Social Entrepreneurship discussions featuring Dr Wided Ragmoun and Dr Deden Kurniawan
- Tech and food innovation sessions led by Prof. Jonathan Deutsch and Dr Kristina Leppälä

Research Showcases and Academic Exchange

EIS 3.0 featured eight research tracks with over 40 paper abstracts from premier institutions such as IIT Delhi, IIM Lucknow, Christ University, and Osmania University. Themes included:

- Social Innovation
- Green Manufacturing
- Circular Economy
- Responsible AI and Sustainability

These sessions promoted vibrant academic exchange and critical inquiry.

Industry-Academia Synergy – The Practitioner’s Track

Practitioner panels saw participation from industry leaders, including:

- Mr. Rajeev Mittal, IBM Consulting
- Mr. Amit Kapur, IOTA Group
- Mr. Rakesh Pati, MSME Tech Centre

Discussions focused on AI governance, digital innovation, and sustainable business models, reinforcing the need for practical applications alongside research.

Workshops, Case Studies, and Hands-On Learning

- The “Catalysts of Change” track spotlighted real-world innovations, such as nano-drone applications in agriculture.
- The Best Case Study Award was conferred on “*Engineer by Chance, Entrepreneur by Passion.*”
- A Case Writing Workshop conducted by Dr. Ajoy K. Dey provided hands-on skill building for researchers and students alike.

Student Engagement

A lively interaction with Mr. Atul Gupta, Shark Tank winner and co-founder of Arista Vault, offered students valuable insights into startup challenges and innovation. Moderated by Prof. Kulbir Lamba, the session featured an open Q&A that energized aspiring entrepreneurs.

Prototype Competition – Spotlight on Young Innovators

The EIS 3.0 Prototype Competition invited entries from university students and high-schoolers (Grades 9–12), resulting in 25+ AI-driven prototypes focused on:

- Green tech
- Circular manufacturing
- Smart cities and sustainability

This initiative showcased the next generation of changemakers.

Closing Ceremony and Collaborative Outlook

The valedictory address was delivered by Dr Trond Arne Undheim (Babson College), who spoke on AI for climate action and responsible entrepreneurship. Drawing parallels between Babson's Weissman Foundry and BMU's innovation ecosystem, he proposed future collaborations between Babson and BMU Technology Ventures.

Special thanks were extended to Mr D. R. Widder and Mr. Adi Pathak for facilitating this global partnership.

Acknowledgments

The success of EIS 3.0 was made possible by the leadership of:

- Ms Swati Munjal, Chief Patron
- Prof. Shyam Menon, Chief Patron

And by the relentless efforts of the **O**rganising Committee:

- Dr Nirupama M P, Conference Chair
- Prof. Deepak Pandit and Prof. Sangita D. Gupta, Advisors

Their coordinated efforts ensured a seamless and impactful event that reinforced BMU's thought leadership in innovation and sustainability.

Conclusion

EIS 3.0 was a convergence of vision, innovation, and purpose—a vibrant platform where research met practice, and where students, scholars, and entrepreneurs came together to shape a sustainable future. As BMU continues to foster global conversations on AI and sustainability, the EIS Conference remains a beacon for academic excellence, collaboration, and societal impact.