



Entrepreneurship, Innovation and Society International Conference

EIS 2.0

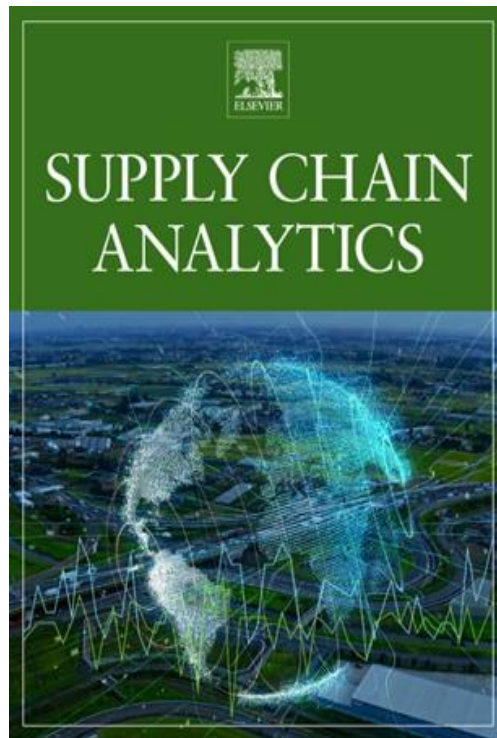
15th & 16th February 2024



Knowledge Partners



Journal Partners



EIS Conference

In the era of digitalization and sustainability, the forces of innovation and sustainable entrepreneurship have gained unprecedented momentum. This paradigm shift has not escaped the notice of a wide array of stakeholders, from academics and practitioners to policymakers. Particularly in a world increasingly reliant on technology and connectivity, the potential for technology-driven entrepreneurial endeavours to drive meaningful change in the lives of marginalized and underserved communities has come to the forefront. In response to this dynamic landscape, we are delighted to announce the second edition of the Entrepreneurship, Innovation, and Society (EIS) Conference. Our mission is to navigate the complex landscape of social issues, striving to unearth innovative solutions through social enterprises, startups, and social innovation, all within the context of this rapidly evolving digital age.

Institute of Innovation and Entrepreneurship(I2E) along with the School of Management, School of Law, School of Engineering and Technology, and School of Liberal Arts, takes great pride in organizing this landmark conference. At the heart of this conference lies a dedication to both the theory and practice of entrepreneurship and innovation. Our conference encompasses a wide array of startup initiatives and welcomes academic and practitioner contributions from diverse disciplines, including sociology, technology, education, management, psychology, and economics among others.

“Innovate for Social Impact: Sustainable Entrepreneurship in the Digital Age” is a call to action. Over two enriching days, our conference endeavours to kindle dialogues on entrepreneurship, social innovation, and technology. It provides a global platform for presentations and conversations, bringing together communities from around the world. Join us as we embark on this journey towards harnessing the power of entrepreneurship and innovation for the betterment of society. Together, we can create lasting change and shape a brighter, more inclusive future! We look forward to welcoming you to the conference.

Events

Day 1: 15th February 2024

Inauguration (10 AM - 10.30 AM)

The inauguration and lighting of the lamp at the Entrepreneurship, Innovation, and Society International Conference marked the beginning of a gathering dedicated to fostering collaboration and creativity. Symbolizing enlightenment and progress, the ceremonial act set the tone for discussions on pioneering ideas, business ventures, and societal advancement.





Keynote (10.30 AM – 11.45 AM)



Mr. Balagopal Chandrashekhar

Mr. Balagopal Chandrashekhar, the former Chairman of Federal Bank Limited, delivered a captivating keynote address at the Entrepreneurship, Innovation, and Society International Conference. With extensive expertise in banking and leadership, his insights resonated profoundly with attendees. He skillfully navigated the complex interplay between entrepreneurship, innovation, and societal dynamics, urging participants to adopt forward-thinking strategies. Chandrashekhar's speech not only inspired but also provided actionable guidance for driving sustainable development and fostering business growth in an ever-evolving global landscape.

Mr. George Goh

Mr. George Goh Ching Wah, Chairman of Ossia International and Founder of Harvey Norman Ossia, delivered a captivating keynote address at the conference. With his wealth of experience in entrepreneurship and innovation, Mr. Goh shared invaluable insights on navigating the dynamic landscape of business and technology. His visionary leadership and success stories inspired attendees to embrace innovation for sustainable growth and societal impact.

Mr. Annu Grover

Mr. Annu Grover, the Founder and CEO of Nurturing Green, brought his expertise and insights to the conference as the keynote speaker. With a proven track record in entrepreneurship and sustainability, his address inspired attendees with strategies for green innovation and business success. Grover's visionary leadership exemplifies the intersection of environmental consciousness and entrepreneurial spirit, offering valuable lessons for all participants.



Mr. Atul Tiwari

At the Entrepreneurship, Innovation, and Society International Conference, Mr. Atul Tiwari, Secretary of the Ministry of Skills Development and Entrepreneurship, Government of India, delivered an insightful keynote address. With vast expertise in fostering skill development and entrepreneurial growth, his speech inspired attendees to explore new horizons, leverage innovation, and contribute to societal progress through entrepreneurial endeavors.

Panel Discussion - Entrepreneurship in Management Institutions: Challenges and Opportunities

The panel discussion on "Entrepreneurship in Management Institutions: Challenges and Opportunities" at the conference provided a platform for insightful dialogue. Participants explored the intricate landscape of fostering entrepreneurship within academic settings. They delved into the challenges, such as resource constraints and curriculum alignment, while also highlighting opportunities like industry

partnerships and experiential learning. The discourse emphasized the crucial role of management institutions in nurturing future entrepreneurial leaders. Attendees exchanged strategies to bridge the gap between theory and practice, aiming to cultivate innovative mindsets and equip students with the skills needed for success in the dynamic business world.

Names of Panelist

- **Dr. Prateek Modi**
- **Dr. Vishal Talwar**
- **Dr. Deepak Pandit**
- **Dr. Mayank Dhaundiyal**
- **Mr. Siddarth Shankar Tripathy**





Building Social Ventures through Corporate Partnerships Case Study Talk (2 PM – 3 PM)

Dr. Rakesh Arrawate from IRMA

The discussion on building social ventures through corporate collaboration was paramount. Experts highlighted the symbiotic relationship between corporations and social ventures, emphasizing how corporate resources and expertise can drive positive societal impact. Through case studies and interactive sessions, attendees explored innovative strategies for aligning business objectives with social responsibility, fostering a paradigm shift towards sustainable and inclusive entrepreneurship on a global scale.



Need for Social Enterprise?

Additional View: "social returns should be funded by philanthropy and financial returns should be funded by mainstream investors"

Paper by Raghuram Rajan and Arvind Subramanian- "Aid and Growth: What does the cross-country evidence show?"

"little robust evidence of a positive (or negative) relationship between aid inflows into a country and its economic growth"

Shift in funding : Grant → Soft loans → what next?

Sustainability of Development organization and NGOs

What is a Social Enterprise?

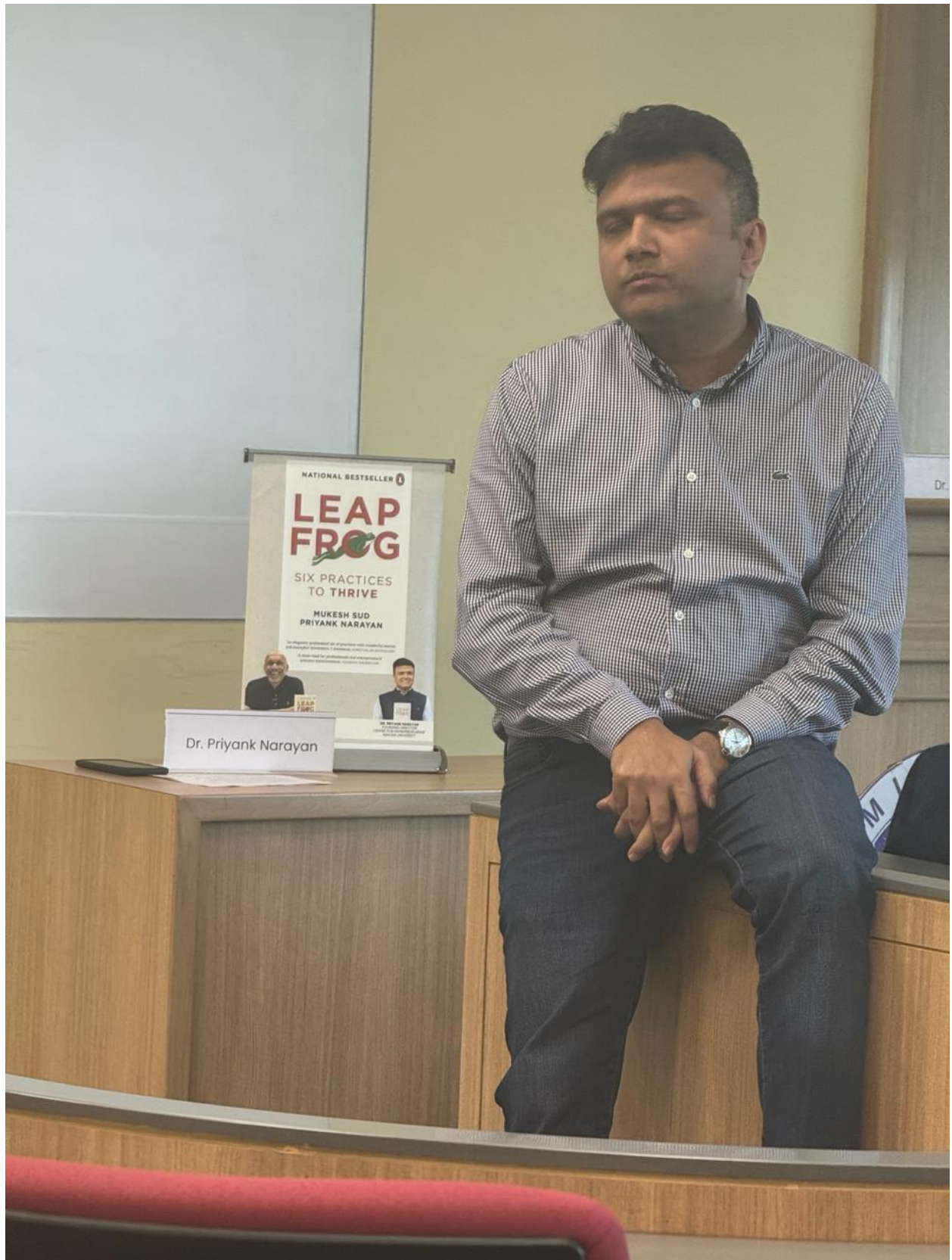
What is Impact Investing?



Entrepreneurship Education by Mr Priyank Narayan

(4 PM - 4.45 PM)





Dr. Gunjan Tripathi - Practitioner Talk (3 PM - 4 PM)

He offered invaluable insights into the real-world application of entrepreneurial principles. With rich experience in the field, Tripathi shared practical strategies, challenges, and successes, inspiring attendees to translate ideas into action. Her discourse emphasized the intersection of innovation and societal impact, urging participants to navigate complexities with resilience and creativity. Tripathi's expertise illuminated the path for aspiring entrepreneurs, fostering a dynamic exchange of knowledge and motivation among conference participants.

Prototype Competition (5 PM - 6 PM)



Gala Dinner



Day 2: 16th February 2024

Welcome Address



Prof. Shyam Menon

Dr. Shyam Menon, an esteemed institutional development expert, delivered a warm welcome address at the Entrepreneurship, Innovation, and Society International Conference. As a distinguished academic and practitioner in institutional development, higher education, curriculum studies, and teacher education, his insights set the stage for the conference's discourse. Dr. Menon's address emphasized the crucial role of entrepreneurship and innovation in shaping societies and highlighted the importance of collaborative efforts in driving meaningful change and progress.

Talk about the Entrepreneurship Ecosystem



Dr. Neharika Vohra

Panel Discussion-Impact assessment of sustainable and social entrepreneurship

The panel discussion on "Impact Assessment of Sustainable and Social Entrepreneurship" at the conference delved into evaluating the effectiveness and societal contributions of ventures with dual objectives of profitability and social or environmental betterment. Expert panelists scrutinized methodologies to measure

tangible and intangible impacts, highlighting the significance of sustainable practices in contemporary entrepreneurship. Discussions revolved around identifying key performance indicators, assessing long-term sustainability, and amplifying positive societal outcomes. Through collaborative dialogue, participants explored strategies to enhance the accountability and transparency of sustainable and social enterprises, aiming to foster a more equitable and environmentally conscious business landscape.



Founders Unplugged (12.30 PM - 1.45 PM) (Incubator)

"Founders Unplugged" at the Entrepreneurship, Innovation, and Society

International Conference provided a platform for visionary entrepreneurs to share candid insights into their journey. Stripped of formalities, this session delved into the raw realities, challenges, and triumphs encountered in building successful ventures. Attendees gained invaluable wisdom, learning firsthand from the experiences of trailblazing founders. This unfiltered exchange of knowledge and inspiration fueled the entrepreneurial spirit, fostering a culture of innovation and resilience within the conference community.



Case Study Empowering women through Financial literacy (HUB C)

Dr. Arun Kumar from IIT-M

Dr. Arun Kumar's session highlighted the transformative impact of financial literacy on women's empowerment, drawing from evidence-based research. He emphasized the crucial role of education in enhancing women's financial independence and overall socio-economic well-being. By analyzing the outcomes of financial education programs, he underscored the importance of tailored interventions to address gender disparities and promote inclusive development.

Closing Session of EIS

Dr. Hannah (Virtual)

Dr. Hanna Lehtimäki's closing remarks at the EIS conference were both insightful and impactful. She emphasized the critical role of innovation and social entrepreneurship in driving the transition to a sustainable circular economy. Her emphasis on the importance of multidisciplinary research and societal impact underscored the complexity of this transition and the need for collaboration across disciplines. Overall, her insights provided a compelling framework for future research and action in the field of sustainable circular economy.

Valedictory

Analysis of Conference

In the valedictory speech, Dr. Deepak Pandit, provided a comprehensive analysis of the conference proceedings. Drawing on his expertise, he highlighted key insights, emerging trends, and actionable takeaways for the attendees. Dr. Pandit's address underscored the significance of collaboration between academia and entrepreneurship in driving innovation and societal progress, leaving the audience inspired and equipped with valuable knowledge to propel future endeavors.



Best Paper Awards



Endnote

Dr. H K Mittal

In his concluding remarks, HK Mittal, former Secretary of the Technological Development Board, Department of Science and Technology, Government of India, emphasized the crucial role of innovation in driving societal progress. With insights garnered from his extensive experience, Mittal underscored the need for collaborative efforts between industry, academia, and government to catalyze technological advancements and foster an environment conducive to entrepreneurship. His endnote served as a call to action, urging stakeholders to embrace innovation as a cornerstone of national development.

Vote of Thanks

At the Entrepreneurship, Innovation, and Society International Conference, the vote of thanks was an opportunity to express heartfelt appreciation to all participants, speakers, sponsors, and organizers. Acknowledging their invaluable contributions to the success of the event, the vote of thanks highlighted the collaborative spirit, insightful discussions, and networking opportunities that enriched the conference. It emphasized the importance of entrepreneurship and innovation in addressing

societal challenges and fostering sustainable development. Gratitude was extended for sharing expertise, inspiring ideas, and fostering meaningful connections, paving the way for future collaboration and impactful endeavors in the realm of entrepreneurship and innovation.



Dr Deepika Dixit

Conference Tracks

TRACK 1: SUSTAINABLE ENTREPRENEURSHIP FOR SOCIAL IMPACT

The track focuses on the fusion of innovation and social responsibility in the business world, highlighting entrepreneurship's power to address pressing social and environmental challenges.

Sub Track:

- **Eco-friendly Tech for Social Well-being:** The track focuses on entrepreneurship leveraging eco-friendly technologies for social benefit.
- **Environmental Conservation & Sustainable Practices:** The track emphasises entrepreneurship at the intersection of environmental conservation and sustainability, promoting green practices and preserving ecosystems.
- **Social Entrepreneurship for Community Empowerment:** The track spotlights the role of social entrepreneurship in addressing community-specific challenges and strategies for creating positive social change at the grassroots level.

- **Government Policies Driving Social Change:** The track explores the impact of government policies, incentives, and programs in supporting sustainability and social entrepreneurship, and the alignment with entrepreneurial ventures aimed at social and environmental impact.



TRACK 2: SUSTAINABLE BUSINESS MODEL INNOVATION

In an era characterised by rapid changes and an increasing emphasis on sustainability, this track delves into the pivotal intersection of business models, innovation, and sustainability-driven creative problem-solving. It seeks to uncover pioneering approaches, strategies, and frameworks that not only contribute to organisational success but also prioritise and promote sustainability in an ever-evolving business landscape.

Sub Track:

- **Platform Business Models:** This sub-track explores the principles and practices of varieties of business models. It delves into how organisations can design strategies that prioritise waste reduction, resource efficiency, and environmental sustainability. Participants will learn about real-world case studies, innovations, and best practices that illustrate how platform business models principles can be integrated into various industries.
- **Inclusive Business Models:** Inclusivity delves into sustainable business models with a focus on social responsibility and equity. This sub-track showcases successful examples of inclusive business models that drive both profitability and societal well-being.
- **Sharing Economy Business Models:** It explores the rise of peer-to-peer platforms, collaborative consumption, and resource optimization. Participants will discover how sharing economy models reduce waste and environmental impact while fostering community collaboration.
- **Sustainable Business Models in Emerging Markets:** It explores how sustainable models can address unique challenges and opportunities in regions undergoing rapid economic development. Attendees will gain insights into strategies for creating sustainable, environmentally responsible businesses in diverse and dynamic global contexts.





TRACK 3: ENTREPRENEURIAL INNOVATION IN THE CIRCULAR ECONOMY

In this track, we delve into the dynamic convergence of entrepreneurship and the circular economy. We explore pioneering approaches and strategies that entrepreneurs can leverage to foster sustainable and circular business practices.

Sub Track:

- **Circular Business Strategies:** Delving into how entrepreneurs can conceptualise and implement circular business models, with an emphasis on resource efficiency, waste reduction, and sustainability.
- **Circular Product Development and Ingenuity:** Investigating the influential role of entrepreneurs in designing products with circularity at the forefront, emphasising the extension of product lifecycles and the mitigation of environmental impact.
- **Optimising Circular Supply Chains:** Exploring how entrepreneurial initiatives can advance circularity within supply chains, fine-tuning resource utilisation and waste reduction.
- **Entrepreneurship's Role in a Circular Future:** Examining how entrepreneurs can spearhead the transition to a circular economy, bolstered by real-world examples and case studies that showcase sustainable and regenerative entrepreneurial ventures.



TRACK 4: THRIVING THROUGH ENTREPRENEURSHIP, INNOVATION, AND LEADERSHIP TRIAD

This research track underscores the interconnectedness of entrepreneurship, innovation, and leadership as essential pillars in achieving remarkable accomplishments. In today's rapidly evolving business landscape, thriving requires more than just surviving. Entrepreneurs, leaders, and innovators must embrace a triad approach that combines entrepreneurship, innovation, and leadership to navigate the challenges and seize the opportunities that come their way. This approach, often referred to as the "Entrepreneurship, Innovation, and Leadership Triad," is a powerful framework that fosters success and sustainable growth

Sub track:

- **Entrepreneurial Mindset and Strategy:** This track involves exploring the foundations of entrepreneurship, including the mindset, strategic planning, and risk management required for successful ventures.
- **Innovation in Practice:** This track involves delving into the practical aspects of fostering innovation within organizations, from idea generation to product development and market adaptation.
- **Leadership in the New Economy:** This track involves examining contemporary leadership styles and strategies tailored to navigate the challenges and opportunities of the digital age and globalized markets.

- **Diversity and Inclusion in Leadership:** This track involves exploring how diversity and inclusive leadership can drive innovation and entrepreneurship in today's diverse workplaces.

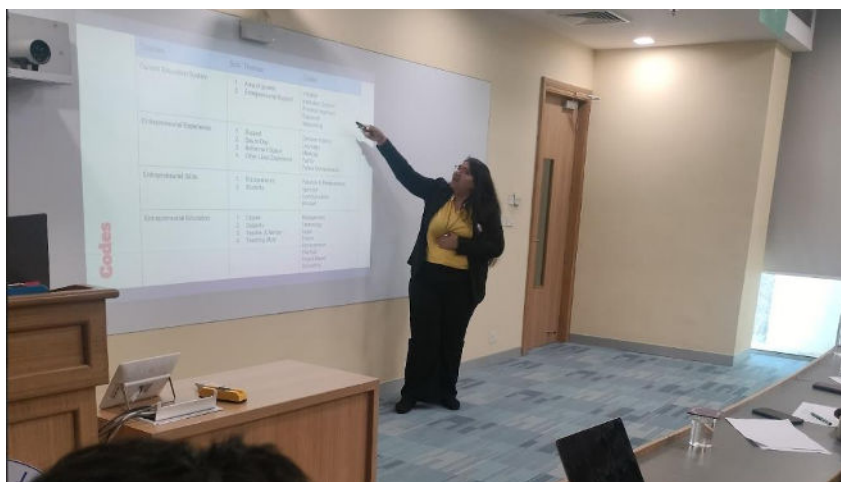


TRACK 5: TRANSFORMING EDUCATION FOR ENTREPRENEURSHIP

This track embodies the dynamic shift in educational paradigms required to nurture innovative and enterprising minds. It champions the evolution of educational institutions, curricula, and methodologies to equip students with the entrepreneurial skills, mindset, and knowledge needed to thrive in a rapidly changing world.

Sub tracks:

- **Experiential Learning and Real-World Challenges:** This includes emphasising hands-on experiences, practical projects, and simulations in entrepreneurial education and Strategies for integrating real-world challenges into the curriculum to prepare students for entrepreneurship.
- **Entrepreneurship Across Disciplines:** This includes emphasising on how entrepreneurship education can benefit students from diverse academic backgrounds.
- **Innovation in Teaching Methods:** It includes exploring innovative pedagogical approaches and teaching techniques for entrepreneurship.
- **Global Perspectives in Entrepreneurship Education:** It includes examining the importance of cultural diversity and international perspectives in entrepreneurial training.



TRACK 6: ENTREPRENEURSHIP FOR GENDER EQUALITY AND COMMUNITY DEVELOPMENT

This theme underscores the pivotal role of entrepreneurship in bridging gender disparities and fostering rural development. It champions the empowerment of women entrepreneurs in rural areas, recognizing them as catalysts for economic growth and social progress. By promoting entrepreneurship as a vehicle for change, this theme aims to create opportunities, drive innovation, and build resilient communities where every individual, regardless of their gender or geographic location, can actively participate in and benefit from entrepreneurial endeavours, ultimately contributing to a more equitable and prosperous society.

Sub tracks:

- **Women in Entrepreneurship:** This track focuses on the unique challenges and opportunities faced by women entrepreneurs, highlighting their contributions to the business world and exploring strategies to enhance their participation and success in various industries.
- **Community-Based Entrepreneurship:** This track highlights community-based entrepreneurship, underscoring the importance of sustainable business initiatives within communities. It focuses on addressing the specific needs and challenges faced by entrepreneurs operating within these local ecosystems, ultimately contributing to community development and economic empowerment.
- **Gender-Inclusive Funding and Resources:** Access to funding and resources plays a crucial role in entrepreneurship. This track delves into the disparities in funding faced by minority entrepreneurs, with a particular focus on women and other genders in rural and urban areas and explores solutions to bridge these gaps.
- **Technology and Innovation for Inclusion:** Technology can be a great equaliser. This track explores how technological advancements and innovations can be harnessed to empower minority entrepreneurs, particularly women in rural settings, and create more inclusive business ecosystems.

PRACTITIONERS TRACK

This track seeks to further innovation for social impact by examining the routines, expressions, and actions of entrepreneurship, industry, and its practitioners. By employing a practice theory lens to unearth seemingly routine activities that underpin important outcomes, it also seeks to bring forth new topics and explanations while also offering fresh perspectives on already interesting subjects. To provide useful interventions for the larger social mission is to advance practice by comprehending the diversity and heterogeneity of phenomena of impact and innovation.

The “Innovate for Social Impact” themed EIS 2.0 conference promises to be a vibrant hub for forging connections, exchanging ideas, and propelling positive change through entrepreneurship. The dedicated practitioners’ track is specifically designed for industry professionals, founders, investors, and policymakers with a passion for progress and learning. This is an opportunity for practitioners to share invaluable insights from industry and industry leaders who have successfully integrated social impact into their operations. These real-world

examples will provide practical guidance and inspiration to better integrate academia's research and reach into the industry and vice versa.

