

JAWAHARLAL NEHRU UNIVERSITY  
ATAL BIHARI VAJPAYEE SCHOOL OF MANAGEMENT & ENTREPRENEURSHIP

# UDHYAMSAGAR -2025

## उद्यमसागर

ORGANIZES

<sup>1</sup>International Conference on

*“Technology, Innovation, and Sustainability:  
Redefining Entrepreneurship for Viksit Bharat@2047”*

AND

<sup>2</sup>Panel Discussion, <sup>3</sup>Startup Pitch Idea Competition and <sup>4</sup>Startup Bazaar

21<sup>st</sup>-23<sup>rd</sup> August 2025

Venue - Convention Centre, Jawaharlal Nehru University

### About Udyamsagar 2025:

उद्यमसागर 2025, hosted by the Atal Bihari Vajpayee School of Management and Entrepreneurship (ABVSME) at Jawaharlal Nehru University (JNU), New Delhi, is a landmark three-day international symposium aimed at redefining the landscape of innovation and entrepreneurship in India. This is the 3rd edition of this annual event, after successfully hosting Udyamsagar in 2024 and 2023. Scheduled from 21st to 23rd August 2025, this prestigious event will be held at JNU's Convention Centre and is expected to attract over 1000 attendees, including students, entrepreneurs, academicians, industry leaders, policymakers, and investors from across the country and beyond.

उद्यमसागर 2025 is designed to offer a holistic entrepreneurial experience through a blend of knowledge-sharing and real-world business exposure. This year, we are hosting an **International Conference** to provide a platform for budding scholars to present multidisciplinary research.

Key highlights include:

- **Panel Discussions** with industry leaders, venture capitalists, and skill development experts, addressing challenges and opportunities in the startup ecosystem.
- **Startup Idea Pitch Competition**, where aspiring entrepreneurs will present innovative business ideas to a jury, with cash prizes and recognition for winners.
- **Startup Bazaar**, a vibrant showcase where participants and early-stage startups can promote and sell their products, engage with customers, and receive real-time feedback.

The event also emphasizes inclusivity, featuring MSME-registered businesses, women entrepreneurs, and self-help groups. उद्यमसागर 2025 is a celebration of India's entrepreneurial spirit and a step toward realizing Viksit Bharat@2047.



# UDHYAMSAGAR -2025

## उद्यमसागर

International Conference on  
“Technology, Innovation, and Sustainability:  
Redefining Entrepreneurship for Viksit Bharat@2047”

### CALL FOR PAPERS

#### THEMES:

The papers are invited but not limited to the following topics.

1. Technology and Innovation for MSME Growth
  - Artificial Intelligence and Machine Learning for MSME competitiveness.
  - Role of technology in empowering rural enterprises.
  - Internet of Things (IoT) and Industry 4.0 for MSME industrialization.
2. Sustainability and Indian Knowledge Systems
  - Integrating Indian Knowledge Systems in sustainable business practices.
  - Circular economy models for rural and urban startups.
  - Renewable energy innovations for a greener Bharat.
  - Traditional wisdom in modern entrepreneurial practices.
3. Financial Strategies for Emerging Entrepreneurs
  - FinTech and financial inclusion for rural entrepreneurship.
  - AI-driven financial analytics for decision-making in startups.
  - Micro-financing and venture capital for MSME growth.
4. Marketing Analytics and Data-Driven Decision Making
  - Predictive analytics for entrepreneurial success.
  - Role of Big Data in marketing and customer insights for startups.
  - Analytics for resource optimization in rural and MSME sectors.
5. Digital Transformation in Management
  - AI-powered strategies for MSMEs.
  - Digital trends for rural entrepreneurs.
  - E-governance and digital tools for business management.
6. Human Resource Development for Entrepreneurship
  - Leadership and skill development for MSME entrepreneurs.
  - Women and youth entrepreneurship: Building skills for Viksit Bharat.
  - Role of HR analytics in decision-making for MSMEs.
7. Industrialization and Rural Entrepreneurship
  - Tech-driven supply chain solutions for rural enterprises.
  - Agritech startups: Boosting rural economy with innovation.
  - Policy frameworks to enable rural entrepreneurship.
8. Global Perspectives on Entrepreneurship and Industrialization
  - Cross-border collaborations for MSME growth.
  - Scaling Indian startups for global competitiveness.
  - Global policies and their implications for Indian entrepreneurs.
9. Viksit Bharat 2047: Vision for Entrepreneurs
  - Entrepreneurship and the roadmap to a \$52 trillion economy.
  - Role of startups in achieving self-reliant India.
  - Public-private partnerships for fostering entrepreneurship.
10. Future Technologies and Startups
  - Emerging technologies in healthcare, education, and agriculture.
  - Quantum computing and blockchain in new-age startups.

#### Important Dates:

- Paper Submission Deadline **10<sup>th</sup> June, 2025**
- Acceptance Notification **20<sup>th</sup> June, 2025**
- Camera Ready Submission **30<sup>th</sup> June, 2025**
- Last Date of Registration **20<sup>th</sup> July, 2025**
- Conference Date **21<sup>st</sup> -23<sup>rd</sup> August, 2025**

#### Registration Fees:

Research Scholars/Students – Rs. 1500

Academia – Rs. 2500

Non- Academia – Rs. 5000

#### Awards/Prizes:

Best Paper Award in each track

#### Publication Journals

Ingeniería Solidaria, **SPRINGER** and many more

#### Publication Details:

- Selected Abstract Shall be counted in the Conference ISBN Book.
- A few Peer-reviewed full manuscripts shall be submitted to be recommended in the Ingenieria Solidaria Journal (An ESCI and DOAJ Indexed Journal)
- A few Peer-reviewed full manuscripts shall be submitted to be recommended in the Springer Proceedings in Business and Economics, Springer (Scopus) Registration Fees 200 USD Applicable upon formally accepted to organizers.

#### Submission Guidelines:

- Should be in MS word /pdf of A4 size, words limit for abstracts is 200 - 250 and 5000 - 8000 for full paper, typed in Times New Roman font size 12 point with double spacing.
- Margin of 1.5 on the left side and the margin of 1 on the other three sides.
- Title of paper in upper case centered and bold with font size 14 points Author(s) Name and Affiliation (s), centered with font size 11 points.
- Author's address 10 points italics.

**Submission Link: <https://cmt3.research.microsoft.com/UDHYAMSAGAR2025>**



# UDHYAMSAGAR -2025

## उद्यमसागर

### Panel Discussion

Panel Discussions with industry leaders, venture capitalists, and skill development experts, addressing challenges and opportunities in the startup ecosystem.

#### PANEL DISCUSSION TOPICS:

**Panel Discussion 1 - Entrepreneurship for Viksit Bharat through Innovation Inclusion and National Impact**

**Panel Discussion 2 - Empowering Enterprises for Viksit Bharat through Digital Transformation and Financial Innovation**

Individual Students Delegation fee for attending the event – **Rs 300 /-**

#### Event Details:

**Date: 21<sup>st</sup> August, 2025**

**Time: 9 am to 5:30 pm**

**Venue: Convention Centre, JNU**

**All the delegates will be given a certificate of participation.**

### Startup Idea Pitch Competition

The Startup Idea Pitch is a unique platform for aspiring entrepreneurs to present their innovative concepts to a distinguished panel of judges. The competition revolves around a succinct presentation that encapsulates your business idea, framework, solution, marketing strategy, and competitive analysis within a strict ten-minute timeframe. This fast-paced interaction mirrors the span of an elevator ride, emphasizing the importance of delivering a compelling and concise narrative.

#### Startup Idea Pitch Written Summary Format:

##### 1. Company Name:

##### 2. Brief Idea Summary:

- **Business Concept and Model:** Outline your product or service, revenue generation strategy, and plans for profitability.
- **Market / Customers:** Define your target market, highlight customer problems you aim to solve, and the potential impact.
- **Competitive Advantage / Differentiation:** Articulate how your idea differentiates itself from competitors and its market relevance.

#### Creating the "Startup Idea Pitch" - Six Key Questions:

1. **Product or Service:** Concisely introduce your offering without diving into intricate details.
2. **Market:** Identify your target audience and provide insights into the market size and potential.
3. **Revenue Model:** Describe how you intend to generate revenue and sustain profitability.
4. **Company Team:** Introduce your team's background, achievements, and your role in the venture.
5. **Competition:** Briefly present your competition, their accomplishments, and your insights on their strategies.
6. **Competitive Advantage:** Explain what sets your company apart and why you have a competitive edge.

The PPT of the "Startup Idea Pitch" should have **no more than 6 slides** and the pitching should be as brief as possible.

#### Event Details:

**Date: 22<sup>nd</sup> - 23<sup>rd</sup> August, 2025**

**Time: 9 am to 5:30 pm**

**Venue: Convention Centre, JNU**

**Nomination fee per team for the competition – Rs.1000/-**

**Attractive Prizes** are there for the Startup Idea Pitch Competition:

**First Position- Rs. 11000**

**Second Position- Rs. 5100**

**Third Position- Rs. 2100**



# UDHYAMSAGAR -2025

## उद्यमसागर

### Startup Bazaar

Imagine a vibrant marketplace buzzing with eager visitors, all curious to explore what you have to offer. Our Startup Bazaar provides you with an exclusive platform to exhibit your distinct and innovative products. Whether it's cutting-edge technology, eco-friendly solutions, handcrafted wonders, or groundbreaking services, this is your chance to captivate potential customers with what sets you apart from the crowd.

**Students can also participate in Startup Bazar (A Practical Business Exposure for students for any sellable commodity or services for the target audience).**

#### Event Details:

**Date:** 21<sup>st</sup>-23<sup>rd</sup> August, 2025

**Time:** 9 am to 5:30 pm

**Venue:** Convention Centre, JNU

**Objective:** For entrepreneurs seeking a platform to showcase their sellable commodities or services, the Startup Bazaar is the place to be! Participants can set up stalls and interact with the target audience, gaining invaluable practical business exposure. We are particularly focused on supporting self-help groups, MSME registered start-ups, and woman entrepreneurs, providing a perfect opportunity for you to shine.

**Why Participate:** At the Startup Bazaar, we offer a golden opportunity for entrepreneurs to unleash their potential and showcase their unique products and services to a diverse and receptive audience. Here's why you should join us:

- 1. Understanding Customers:** Interact directly with potential customers to gain insights into their preferences, needs, and expectations. This firsthand feedback can help refine your offerings and marketing strategies.
- 2. Gauging First-Hand Feedback:** Receive real-time feedback from visitors, experts, and fellow entrepreneurs. Constructive critiques can lead to meaningful improvements in your business approach.
- 3. Networking Opportunities:** Connect with like-minded individuals, industry experts, investors, and potential collaborators. Expand your professional network and build valuable relationships that can open doors for future growth.
- 4. Accelerating Growth:** Leverage the exposure gained from the Startup Bazaar to accelerate the growth of your venture. Increased visibility can attract potential customers, investors, and partnerships, paving the way for your success.

**Registration Fee for Startup Bazaar:** We believe in providing affordable opportunities for all entrepreneurs. The registration fee for a stall is only **2000/- for 3 days** which includes lunch for a single person for all three days, making it accessible to a wide range of aspiring businesses.



# UDHYAMSAGAR -2025

## उद्यमसागर

### Organizing Committee

#### Chief Patron

Prof Santishree Dhulipudi Pandit  
Hon'ble Vice Chancellor  
Jawaharlal Nehru University

#### Patron

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Dean, ABVSME, JNU

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Anshul Yadav, ABVSME, JNU

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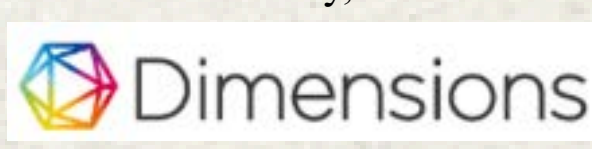
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- Ananya Rastogi, JNU
- Divya Sharma, JNU
- Ankita Singh, JNU



Registration Link: <https://forms.gle/yER1xSuGw5yDYTRr8>

Website : <https://udhyamsagar.org/>

For further discussions, please reach out to us at [udyamsagarabvsme@gmail.com](mailto:udyamsagarabvsme@gmail.com)