

# **SANATAN DHARMA COLLEGE AMBALA CANTT**



NAAC Accredited Grade “A+” with CGPA 3.51 in third cycle  
College with Potential for Excellence- UGC, New Delhi  
ISO 9001:2015 & ISO 14001:2015 Certified



**Department of Commerce**  
**In collaboration with**  
**Directorate of Higher Education**  
**(Haryana)**  
organise

**One Day Online Multidisciplinary  
National Seminar**  
on  
**“Entrepreneurship and India:  
Strategies for Transformation  
and Growth”**

**25 June, 2022**  
**(Saturday)**

# About Sanatan Dharma College

Sanatan Dharma College, Ambala Cantt. is a College with Potential for Excellence, UGC, New Delhi and has been awarded A+ Grade in the 3<sup>rd</sup> Cycle of accreditation by National Assessment and Accreditation Council of India (NAAC), Bengaluru with CGPA of 3.51 out of 4. The College was established in 1916 by Bharat Ratna Pt. Madan Mohan Malviya, the founder of Banaras Hindu University, Varanasi and the foundation stone of the relocated college at Ambala was laid by the first President of India, Dr. Rajender Prasad. The college is run by S.D. College Society, New Delhi. Sanatan Dharma College, Ambala Cantt is a premier multi-faculty, co-educational institution affiliated to Kurukshetra University, Kurukshetra. With over 3000 students on its rolls, the college excels in various fields of academics, sports, cultural and co-curricular activities. The college offers graduation and post-graduation courses in Arts & Humanities, Science, Management, Commerce, Business Administration and job-oriented vocational and add-on courses. The college was bestowed with the status of Deen Dayal Upadhyay Kaushal Kendra in 2015 by UGC, New Delhi for running Skill Development courses as per NSQF.



## **Theme of the Seminar**

Entrepreneurship Development can be a good source of innovation and value creation for economies, organisations and people. So, unleashing of entrepreneurial laxity is must for economic development of a country. It helps in creation of employment opportunities and personal development. Entrepreneurship is not only related to the establishing a new business but also under entrepreneurship, different meaningful problems can be identified and their novel solutions may be devised. The biggest benefit of entrepreneurship development is it improves the skill and knowledge of entrepreneurs and enhance their ability to develop, manage and organize business by considering the potential risks involved like business failure, unexpected obstacles, financial insecurity and long working hours. Keeping the drawbacks aside, entrepreneurship contributes in the economic development by creating capital for the country, by generating employment opportunities, by balanced regional development, by mobilization of resources and by improving the standard of living of the society etc. Indian Government has taken different initiatives to motivate the new business ideas of Indian entrepreneurs such as Startup India, Standup India etc.

## **Objectives of the Seminar**

- To discuss the theoretical issues arising from practice of entrepreneurship, innovation and skill development in India.
- To offer a platform for discussion on effective policies and government schemes that would help to empower and support entrepreneurship and skill development.
- To provide a platform for the academicians, professionals and research scholars to discuss and exchange their ideas on entrepreneurship development in India.
- To discuss the future paradigms of entrepreneurship in India and readiness of the society regarding the same.
- To obtain some fruitful suggestions regarding new business ideas and management of existing businesses.

## Sub themes of the Seminar

- Entrepreneurship, Growth and Competitiveness
- Innovation and Technological Entrepreneurship
- Startup India, Standup India and other initiatives by the Indian Government
- Why do start-ups fail?
- Corporate and Strategic Entrepreneurship
- Social Entrepreneurship
- Green Entrepreneurship
- Women Entrepreneurship
- Globalization and Entrepreneurship
- Entrepreneurial culture in India and foreign countries
- Higher education and entrepreneurship development
- Entrepreneurial competency and skill development
- Government schemes/programs for entrepreneurial development
- Business Model Canvas
- Role of innovation and importance of entrepreneurship in economic growth

## Important Dates

*15 June, 2022*

- Last date for receipt of Abstract

*20 June, 2022*

- Last date for receipts of full-length papers

## Research paper details

Research papers based on given sub themes or any other theme related to the topic are invited. Selected Papers will be published in proceeding with ISBN

1. The abstract should not exceed 300 words including title
2. Full length papers should be between 2500-3000 words
3. Soft copy of the research paper should be sent by email to [estg2022@sdcollegeambala.ac.in](mailto:estg2022@sdcollegeambala.ac.in) latest by June 20, 2022.

Note:

- Paper must be typed in 12 Font, Times New Roman with line spacing 1.5 in MS Word format, title must be in 14 Font, Times New Roman
- References must be in the form of latest APA standards
- Processing Charges for **Presentation or Publication** of Research paper in Proceeding is Rs 300/- (Three hundred only) per paper
- Only those participants who want to present or publish their papers in proceedings are required to pay processing fees.

## Registration details

1. Registration for participation is mandatory.
2. Participants are required to register at <https://forms.gle/uq4Y6z2xSuqYXsps7> and send their paper at [estg2022@sdcollegeambala.ac.in](mailto:estg2022@sdcollegeambala.ac.in) latest by June 20, 2022.
3. E-Certificates will be issued to all the participants
4. Link for joining the Seminar and detailed schedule will be shared with the participants later.
5. Seminar Platform will be CISCO WebEx
6. For any queries mail us at [estg2022@sdcollegeambala.ac.in](mailto:estg2022@sdcollegeambala.ac.in)
7. Payment can be made through UPI/NEFT to the below mentioned account

**Account Name: Principal, S D College, Ambala Cantt**

**Account Number: 25550100000616**

**Bank & Branch: Bank of Baroda, Bank Road Rai Market, Ambala Cantt**

**IFSC: BARB0DAVSCH (5th Digit is Zero)**

**MICR: 133012002**

## ORGANISING COMMITTEE

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Principal  
Sanatan Dharma College  
Ambala Cantt.

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Convener

**Dr. Renu Sharma**  
Co-Convener

**Ms. Kavleen Bharej**  
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Organising Secretary

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