

R.D. & S. H. National College &  
S. W.A. Science College  
Department of BAF & BMS presents  
**ENVISAGE 2018**  
National Conference  
**START-UPS: Innovation to Reality**  
*(from Ideas to Markets)*  
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Departments of  
**B.Com (Accounting & Finance)(BAF),**  
**Bachelor of Management Studies (BMS)**  
&  
**Journal of Harmonized Research Publications**  
presents

**ENVISAGE 2018**

National Conference  
on  
**START-UPS: Innovation to Reality**  
*(from Ideas to Markets)*



**Date: 24<sup>th</sup> March,2018**

**Venue: Meera Wattamull Auditorium**  
**Time: 9.00 a.m.**

# ENVISAGE 2018

National Conference on START-UPS: Innovation to Reality (from Ideas to Markets)

## ABOUT THE COLLEGE

One of the oldest colleges affiliated to University of Mumbai and first of the institutes established and managed by the Hyderabad (Sind) National Collegiate Board (H(S)NCB). Over the years, the college has grown to meet the challenges of the times and caters to the education of students from pre degree level to degree level for Science, Arts & Commerce Streams. Career oriented Degree courses in Management Studies, Accounting & Finance, Mass Media, Information Technology, Biotechnology, Computer Science and PG courses in Chemistry, Physics, Computer Science & Biotechnology are provided. The college strives hard to provide facilities like badminton court, state of art auditorium and conference hall and flood lit basketball court for all round development of the students. The library with more than 50,000 volumes of books, journals, periodicals and newspapers caters to the academic thirst of students. The college aims at shaping and empowering today's youth with thoughts and actions valuable for development of the nation.

## ABOUT JOHR PUBLICATIONS

Journal Of Harmonized Research Publications (JOHR) is constantly working to explore quality research, research ideas and innovation to the world. Being a peer-reviewed, online journal it provides a better platform to scientists, researchers, academicians, scholars and students to access and explore new ideas. Journal of Harmonized Research publishes various quarterly journals in discipline of Pharmacy, Engineering, Applied sciences, Medical & Health Science and Management.

## DEPARTMENT OF BAF & BMS

R.D. & S.H. National College and S.W.A. Science College initiated the courses of Bachelor of Commerce (Accounting and Finance) and Bachelor of Management Studies in the year 2010. Since then, the departments prepare students to avail the opportunities emerging in the corporate world. The courses provide comprehensive management training to students by way of interaction, projects, presentations, industrial visits, practical training, job oriented internships and placements. It is a perfectly designed course for aspiring managers and budding CEOs of tomorrow.

## OBJECTIVE OF THE CONFERENCE

- To understand the opportunities and challenges faced by Start-Ups
- To discuss and suggest possible initiatives which bring business stability, revenue, growth and social change in the economy
- To support the Prime Minister's Vision of "Start-Up India"
- To support MSME's through Start-Ups and Innovation
- To understand the role of Start-Ups & Innovation in CSR
- To bring academicians, researchers, corporates, students and other stakeholders to a common platform to present, discuss & debate on the main theme of the conference

## ABOUT THE CONFERENCE

Pioneering a new idea in the presence of industry tycoons can be a daunting prospect. Successful new enterprises can challenge the accepted norms with new concepts, thereby, transforming industries. The road to success can be tough for new businesses. However, we see some of the strongest ideas emerging from Startups.

Prime Minister Shri Narendra Modi launched an ambitious program called '*Startup India, Standup India*' initiative. India's economic future lies in encouraging startups which will bring dynamism, new thinking and job creation in Indian economy.

On account of the current consumer demographics, India offers the largest pie for investment opportunities that the world is eyeing. The need of the hour requires various stakeholders such as the government, educational institutions, consumers, financial institutions, students, corporate citizens, and others to join hands to build a better ecosystem of young, budding and socially responsible entrepreneurs.

The format of 'ENVISAGE 2018 - Start-Ups: Innovation to Reality' (from Ideas to Markets), is analytically driven. It challenges the participant's intrinsic knowledge about innovative start ups, their economic feasibility, employment generation ability, entrepreneurial skill development, social impact and the opportunities and prospects in India.

## CALL FOR PAPERS:

Papers based on research, experience and conceptual ideas are invited from the academicians, professionals, businessmen, media persons, students, researchers.

## PUBLICATION OPPORTUNITY

Accepted and presented abstracts/ full papers in the conference will be published online in an open access online UGC approved Journal of International Standard i.e. JOURNAL OF HARMONIZED RESEARCH IN APPLIED SCIENCE (ISSN No. 2321-7456) [An Official Publication of Society of Harmonized Research]. For submission of full length article: after confirmation of acceptance of abstract, full length article must be sent to [envisage2018@gmail.com](mailto:envisage2018@gmail.com)/ [managingeditor@johronline.com](mailto:managingeditor@johronline.com). For author guideline of accepted full length article please visit our journal website [www.johronline.com](http://www.johronline.com).

**THEME:** *STARTUPS: Innovation to Reality (from Ideas to Markets)*

**Sub Themes:** Starts-ups should be in **existence and operating**. Papers have to present the impact of the Start-Up on the economy, their corporate philosophy, social relevance and feasibility. The sectors of Starts ups can include the following but not limited to the same:

- # Agriculture
- # Lifestyle
- # Hospitality
- # Tourism
- # Food
- # Service
- # Retail
- # Infrastructure
- # Healthcare
- # Role of MSME's
- # Government Initiatives/Schemes
- # Media
- # NGO
- # Financial services
- # Transportation
- # Entertainment
- # Education
- # Energy
- # ITES
- # Telecommunication
- # Social Enterprises

## SCHEDULE ON 24TH MARCH, 2018

9.00 am – 10.00 a.m	Registration
10.00 am – 10.15a.m	Inauguration
10.15 am – 11.00am	Keynote Address
11.00 am – 12.00pm	Panel Discussion
12.00pm – 1.00 pm	Paper Presentation
1.00 pm – 2.00 pm	Lunch
2.00 pm – 3.30 pm	Paper Presentation
3.30 pm – 4.30 pm	Valedictory

## GUIDELINES FOR SUBMISSION:

- Personal Information – Name, Title of Research, Affiliation ( Institution and Department you are registered with), e-mail address, telephone number and postal address.
- Abstract – summary of your research including research objective, scope, methodology, approach, findings, value, implications, originality, keywords and paper type, not exceeding 300 words, including keywords, MS Word, font Arial, size 12, 1.5 line spacing, justified.
- References section to be strictly in APA format.
- Only Electronic submission in the form of a MS Word 2003/2007 as an email attachment will be accepted. Word Limit -3000 words.
- Email the papers and abstract to "[envisage2018@gmail.com](mailto:envisage2018@gmail.com)"
- **Selected Research papers will be published in UGC recognized Journal**

## RESEARCH PAPER AWARD

The authors of the best research paper will be felicitated with 'Best Research Paper Award'.

## IMPORTANT DEADLINES

Abstract submission	10th March, 2018
Notification of the Acceptance of Abstract	15 <sup>th</sup> March ,2018
Acceptance of Full Paper & Last Date for Registration	On or before 19th March ,2018

Abstract brochure will be published.

## REGISTRATION FEES (IN INR):

The payment to be made in demand draft in favour of R.D. National College or in Cash in college office

Industry Delegates	Rs.1000
Academicians	Rs.850
Co Author	Rs.700
Students	Rs.600

Competitive Rates for accommodation will be provided on request on or before 15th March, 2018.