

Prof. Bijender K. Punia, Vice-Chancellor, Maharshi Dayanand University

ORGANIZING COMMITTEE

Patron: Prof. A. S. Boora, Dean and Director, IMSAR, MDU
 Conference Director: Dr. Ramphul Ohlan, IMSAR, MDU
 Organizing Secretary: Mr. Naresh Kumar, IMSAR, MDU
 Coordinator: Dr. Kuldeep Chaudhary, IMSAR, MDU

DISTINGUISHED INTERNATIONAL SPEAKERS

Prof. Damodar Golhar, Department of Management, Western Michigan University, USA
 Prof. Günther Schmid, Social Science Research Centre, Free University of Berlin, Germany
 Prof. Roger Guesnerie, Paris School of Economics, Paris, France
 Prof. Manu K. Vora, Chairman and President, Business Excellence, Inc., USA
 Prof. Alexander J. Wulf, Hochschule Berlin, Germany
 Prof. Anthony Edward Jensen, University of Newcastle, Australia

DISTINGUISHED NATIONAL SPEAKERS

Prof. T. R. Kundu, ICSSR Senior Fellow, Kurukshetra University, Haryana
 Prof. Arup Mitra, Institute of Economic Growth, University of Delhi, Delhi
 Prof. B. H. Dholakia, Ahmedabad
 Prof. Bharat Bhasker, Indian Institute of Management, Lucknow
 Prof. Santosh Nandal, Head, Department of Economics, MDU
 Prof. Sanjay Jharkharia, Indian Institute of Management, Rohtak
 Dr. Suresh Jakhar, Indian Institute of Management, Rohtak

IMSAR FACULTY MEMBERS

Prof. Mukesh Dhunna
 Prof. Ajay K. Rajan
 Prof. Neelam Jain
 Prof. Raj Kumar
 Prof. Rishi Chaudhry
 Prof. Satyawan Baroda
 Prof. Pardeep Kumar Ahlawat
 Prof. Kamlesh Gakhar

Dr. Jagdeep Singla
 Dr. Seema Singh
 Dr. Sonia
 Dr. Garima Dalal
 Dr. Karamvir Singh
 Dr. Divya Malhan
 Dr. Ashok Kumar
 Dr. Sanjay Nandal

ADDRESS FOR COMMUNICATION

Prof. A. S. Boora
 Director, IMSAR
 Maharshi Dayanand University
 Rohtak-124001
 Haryana, India
 Mobile: +91-9812804349
 E-mail: ramphul.ramphul@gmail.com
 Web: www.mdurohtak.ac.in

Dr. Ramphul Ohlan
 Conference Director, IMSAR
 Maharshi Dayanand University
 Rohtak-124001
 Haryana, India
 Mobile: +91-9812804349
 E-mail: ramphul.ramphul@gmail.com
 Web: www.mdurohtak.ac.in



INTERNATIONAL CONFERENCE ON

STARTUP INDIA RECIPE FOR INCLUSIVE ENTREPRENEURSHIP AND INNOVATION: ISSUES AND CHALLENGES

Date: 2nd-3rd March, 2017

Venue: Radhakrishnan Auditorium MDU, Rohtak, Haryana

Start-up landscape: Young, diverse and inclusive

5.16M start-ups in India, 1.6M growing, comprising 48% support to the world

India's start-up ecosystem is the largest in the world, with 5.16 million start-ups, of which 1.6 million are growing. This is a 10% increase from 2015.

Age-wise break-up of start-ups in India:

- 18-24: 35%
- 25-34: 35%
- 35-44: 15%
- 45-54: 10%
- 55-64: 5%
- 65-74: 5%
- 75-84: 5%
- 85-94: 5%
- 95-104: 5%

ACTION PLAN

Here's what start-up businesses can look forward to

- No tax on profits, inspection for 3 yrs**
- Credit guarantee scheme**
- No capital gains** if money invested in another start-up
- Easy exit policy**
- Self certification-based compliance** for labour and environment laws
- Single-point Start-up India helpline** for clearances
- Mobile app, portal** for registrations
- Handholding**, with government acting as a friend and colleague

10,000 start-ups

A 1000 crore initiative

- \$2.3 million: 73% of start-ups are funded
- \$2.9 billion: 4th largest start-up ecosystem in the world
- \$7.7 million: 70,000+ start-ups are registered
- 3100+: 70%+ of start-ups are women entrepreneurs
- 6%: Support to biotechnology start-ups

PROFILING INDIA'S WORKFORCE

The National Sample Survey Organisation revealed that the country with a fresh update on employment. The good news was that job creation saw a big spike in the last two years. The bad news is the quality of employment is far from desirable. Approximately 11% of the country's working force is in the informal sector.

542.14 lakh

INDIA LAGS IN INCLUSIVE GROWTH

India's growth is not inclusive. The growth is concentrated in the top 10% of the population. The bottom 50% of the population is still poor.

10 THINGS TO KNOW ABOUT INDIAN START-UPS

- 28: The average age of start-up founders in India
- \$5 billion: Estimated total funding for start-ups in India
- 110: Number of incubators and accelerators in India
- 4200-4400: Number of start-ups in India (third highest in world after US and UK)
- 80,000-85,000: Number of people employed in start-ups
- 3-4: Number of start-ups born every day
- \$2.5-2.7 million: Average valuation of start-ups
- 13-15%: proportion of start-ups in e-commerce, the highest in any segment

GETTING STARTED

On January 16, the PM will announce a blueprint of the Start Up India, Stand Up India program. A lot of the start-up culture in India is numbers

START-UP FIGURES FOR INDIA

- 2014: 2015
- Startups Funded: 100,000
- Total no. of startups: 5,00,000
- Active Investors: 1,000
- Startups in India: 5,00,000
- Startups in USA: 1,00,000
- Startups in UK: 50,000
- Startups in Germany: 25,000
- Startups in France: 15,000
- Startups in Japan: 10,000
- Startups in China: 5,000

STARTING A BUSINESS IN DAYS

India: 10 days, 1000 rupees
 Singapore: 3 days, 1000 dollars
 USA: 10 days, 1000 dollars
 UK: 10 days, 1000 pounds
 Germany: 10 days, 1000 euros
 France: 10 days, 1000 euros
 Japan: 10 days, 1000 yen
 China: 10 days, 1000 yuan

INCUBATION INCENTIVES

- 3-year income tax exemption for start-ups bidding for govt contracts
- Tax relief proposed on capital gains
- Rs 10,000-crore corpus to fund start-ups
- Self-certification for compliance with labour and environment laws
- Patent registration costs will be cut by 80%
- No inspections for 3 years
- No turnover and

JOB MARKET

Changes in employment outlook last three surveys

Percentage change in employment based on various quarterly survey results

Change in employment of direct and indirect workers based on the last three quarterly survey results

MAJORITY OF THE 1.200 NEW START-UPS ARE SMC, PRIMARILY PRESENT IN THREE SEGMENTS - E-COMMERCE, CONSUMER SERVICES AND AGGREGATORS

13-15%: E-commerce
 10-12%: Consumer Services
 9-11%: Aggregators
 8-10%: Health tech
 6-8%: Social platforms
 5-7%: F-commerce enablers
 5-7%: Social platforms
 16-20%: Others

WHO ARE INDIA'S UNEMPLOYED?

Data emerging from Census 2011 suggest unemployment rate is high among the better qualified

No. of people working with the highest education level at that education level

Education Level	Total	Unemployed	Rate (%)
Illiterate	32	116	72%
Literate	41	84	65%
Graduate and above other than technical degree	27	14.24	14.24%
Technical diploma or certificate not equal to degree	1	14.24	14.24%
Technical degree or diploma equal to degree or post-graduate degree	2	15.72	15.72%

NEW FORMULA INCREASES BPL COUNT

POVERTY LINE (AVERAGE MONTHLY PER CAPITA EXPENDITURE)

	Rural	Urban	Total
TENDULKAR PANEL			
2009-10	278.2	76.5	354.7
2011-12	216.7	53.1	269.8
Reduction	61.5	23.4	84.9
RANGARAJAN PANEL			
2009-10	325.9	128.7	454.6
2011-12	260.5	102.5	363.0
Reduction	65.4	26.2	91.6

HOW TO START A START-UP

1. Idea to Business
 2. Market Research
 3. Business Plan
 4. Funding
 5. Legalities
 6. Marketing
 7. Operations
 8. Growth

India: Inclusive Growth and Development Report rankings, 2015

Economy: Lower-middle income group

Category	Rank	Score
Education and Skills	29/31	3.35
Employment and Labor Compensation	30/36	3.14
Asset Building and Entrepreneurship	31/38	3.04
Financial Intermediation of Real Economy Investment	11/38	3.50
Corruption and Bureaucracy	6/38	3.00
Basic Services and Infrastructure	2/38	3.82
Fiscal Transfers	31/38	2.70

COUNTING THE POOR

21.99% of India's population below the poverty line according to the latest Planning Commission estimates in 2014-15.

269.7 mn: India's below poverty line population in 2011-12

37.20% of India's population below the poverty line according to latest Planning Commission estimates in 2004-05.

PERCENTAGE OF POOR

Year	Rural India (%)	Urban India (%)
2004-05	21.99	13.8
2011-12	21.99	13.8

WHAT CLICKS & WHAT DOESN'T

Skill	Unemployed (%)	Skill	Unemployed (%)
Engg (other than civil, computer)	25	Civil engg, construction	11
Beautician/hairdressing	19	Health	11
Textile	17	Childcare	10
Hotel	14	Travel & tours	5
Office work	14	Plumber	5
Machinist	14	Leather works	4
Filter	13	Driving, motor mechanic	3
Agriculture	12	Others	3

FIVE CHARTS THAT EXPLAIN INDIA'S EMPLOYMENT CHALLENGES

1. High unemployment rate among the better qualified

2. Low productivity in the informal sector

3. Low investment in skill development

4. Low investment in infrastructure

5. Low investment in social services

Organized by

INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH MAHARSHI DAYANAND UNIVERSITY

Phone : +91-9812804349 E-mail: ramphul.ramphul@gmail.com

PREAMBLE

India continues to be a home of underemployed, unemployed and poor people. A large group of educated young people is becoming alienated, unable to become part of the growing middle class. With a significant youth bulge in India's population, the numbers have outgrown what can be absorbed by the job market. Underemployment in the country also manifests itself more generally through the prevalence of low-productivity, informal jobs and working poverty. There are fears that the demographic bulge will not yield the anticipated economic advantage. As per the National Institution for Transforming India's (NITI Aayog) recent estimate, India needs to generate 115 million non-farm jobs over the next decade, to gainfully employ its workforce and reap its "demographic dividend". Moreover, the International Monetary Fund (IMF) has reported that India's young population has the potential to produce an additional 2 per cent per capita gross domestic product (GDP) growth each year for the next two decades.

Given this context, encouraging and promoting self-employment as a career option for young people may be of highest importance. Hence, putting entrepreneurship and innovation at the forefront of the economic agenda for solving pressing socio-economic problems is the need of the hour.

In order to promote a culture of entrepreneurship and innovation in India, the Government of India has launched a flagship initiative "Startup India" on January 16, 2016. Under this programme, entrepreneurship is expected to be an ever more important source of growth and job creation in the years to come. This programme is also supposed to harness the untapped potential of new technology to find solutions to pressing economic and social problems. The government sees the 'Startup India Programme' as critical to expediting the entrepreneurial and innovation process in the country. The fundamental premise here is that all layers of challenges to development of inclusive entrepreneurship and innovation need to be systematically addressed to bring about systemic changes in the society and the nation at large.

OBJECTIVES OF THE CONFERENCE

The main objective of this two-day international conference is to ponder over the issues of development of inclusive entrepreneurship and innovation in India. The specific objectives of the conference are:

- i. To study issues and challenges for development of entrepreneurship and innovation through startup India programme.
- ii. To draw policy lessons from international experience of fostering inclusive entrepreneurship and innovation.
- iii. To make recommendations for actionable policy initiatives aimed at fostering inclusive entrepreneurship and innovation within the framework of the startup India programme.

RESEARCH QUESTIONS

Based on above stated objectives, the focus of this conference is on answering the following research questions.

1. What is the current state of entrepreneurship and innovation in India?
2. How can small business be benefitted from startup boom?
3. How can corporate social responsibility policy propel startups?
4. How is startup India programme good for inclusive growth?
5. How entrepreneurship policies generate different social impacts within poor communities?
6. What drives the success or failure of top-down versus bottom-up types of innovations?
7. Which strategies are required for reconciling entrepreneurship and innovation with the social inclusion agenda?
8. How can cultural biases and attitudes towards development of entrepreneurship spirit be corrected?

SUBTHEMES

In order to address above research questions, the subthemes cover the following and related areas:

- > Catalytic measures for fostering inclusive entrepreneurship and innovation movement
- > Entrepreneurship and social-inclusion
- > Innovation for the economically-backward youth
- > Incentive structure for early-stage ventures
- > Enabling environment for social enterprises
- > Cultural affinity for stability and upskilling workers

ABOUT IMSAR

The Institute of Management Studies and Research (IMSAR) is one of the prestigious business schools in north India. The focus is on thought leadership with in-depth knowledge and values of business. IMSAR enjoys the privilege to be a founder part of one of the NACC accredited 'A' grade state Universities – Maharshi Dayanand University, Rohtak. The Institute is enriched with well-qualified and diversified faculty members which provide the advantage of a much wider view and deeper understanding. It offers distinguished Master and Doctoral programmes in business education. The approach to pedagogy blends industrial visits and research studies with a strong emphasis on basic concepts and theory. Apart from producing talented business graduates, the major activities of the Institute include organizing national and international technical conferences and training programmes, executing consultancy projects, academic publications, conducting qualifying examinations etc. A plethora of industrial and commercial houses and reputed research organizations across the globe offer placement to our students.

INVITATION TO DELEGATES AND SPONSORS

For Intensive interaction with all stakeholders, the organisers take pleasure in inviting Delegates, Advertisers and Sponsors to participate in full strength to make the great event a grand success.

CALL FOR PAPERS

Research papers are solicited from national and international organisations, individuals and agencies involved in the area of entrepreneurship and innovation in developing countries. Participants can send the technical papers /presentations (in soft copies) to the following:

Director: ramphul.ramphul@gmail.com | Organizing Secretary: nrtu@rediffmail.com

Submission of full paper 16th January, 2017

WHO SHOULD ATTEND

Students pursuing bachelor, master and doctoral programmes in social sciences education, aspiring entrepreneurs, startups, incubators, candidates of various competitive examinations, business consultants, academicians and corporate executives may be benefitted from participation in this conference.

PROGRAMME

March 2, 2017		March 3, 2017	
• 09.00 am	Registration	• 10.00 am	Technical Sessions
• 10.00 am	Inaugural Session	• 01.00 pm	Lunch
• 10.30 am	Technical Sessions	• 02.00 pm	Technical Sessions
• 01.00 pm	Lunch	• 04.30 pm	Valedictory Ceremony
• 02.00 pm	Technical Sessions		