

# National E-Conference on

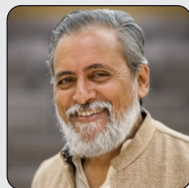
**INVENTION,  
INNOVATION  
AND**

**INTRAPRENEURSHIP**

**March 12-13, 2021**

**Key Note Speaker**

Padma Shri Prof. Anil K. Gupta  
Founder, Honey Bee Network



**Chief Guest**

Prof. Rishikesh T Krishnan  
Director, IIM Bangalore

**Organized by :**

**School of Management (SoM)**  
IMS Unison University, Dehradun



## About IUU

IMS Unison University, a constituent of the Unison Group, is a premier educational and research university, nestled amidst beautiful and serene surroundings, offering an environment that fosters learning and stimulates creativity. Founded in 1996 as Institute of Management Studies (IMS) Dehradun, it is dedicated to the cause of changing the face of professional education in northern India.

IMS Unison University, dedicated to promoting excellence in teaching and research, offers a full range of multi-disciplinary academic programmes at the undergraduate, postgraduate and doctoral levels. The University provides a platform for excellence in teaching, learning, and administration. IMS Unison University aspires to become a world-renowned centre for creation and dissemination of knowledge.

## About the School

The School of Management, the oldest among the five schools within the ambit of IMS Unison University has a rich legacy of twenty-four years. The School can boast of an excellent faculty team with rich expertise in the various functional areas of management. Equipped with an up-to-date library and excellent infrastructure, the School offers courses in Doctor of Philosophy, Master of Business Administration, Bachelor of Business Administration, Bachelor of Commerce (Hons.) and Integrated Bachelor and Master of Business Administration. The School of Management has been ranked 30th in the Times of India B School Survey 2020.

## About the Conference

उद्यमेन हि सिध्यन्ति कार्याणि न मनोरथैः ।  
न हि सुप्तस्य सिंहस्य प्रविशन्ति मुखे मृगाः ॥

Innovation is the process of twining an existing product, process, or service into commercial success. Invention is the creation of a new product/process for the first time. Intrapreneurship is the act of behaving like an entrepreneur, while working with a large organization. An intrapreneur is a manager within an organization who promotes innovative product development and marketing. Individual or organizational entrepreneurship will together coalesce towards intrapreneurship.

India has now been ranked 48th on the Global Innovation Index, among 131 economies in the World. The World Intellectual Property Organization (WIPO) has declared India as one of the leading innovation achievers of 2019-20 in the Central and South Asian region. The country has a strong culture of Jugaad, yet for some reason, we are not the world leaders in innovative thought. As a culture, we do not make it easy to fail. All innovations come from experimentation. Experimentation begets failures and each failure teaches us something.

In a culture with a strong focus on security, steady income, and growth 'How do we grow entrepreneurs?' Innovation in India is yet to get the robust impetus it deserves to emerge as a catalyst to spur the economy. Innovation is not just Jugaad, which is an approach to swift problem solving.

The National Innovation Foundation (NIF) has filed about 1200 patents on behalf of the innovators and outstanding traditional knowledge holders. The grassroots to global (G2G) model that NIF is propagating is all set to change the way the world looks at creativity and innovations at/from grassroots. In pursuit of building a national innovation ecosystem, apart from NIF, the central and state governments, policy members and civil society at large must think of innovation on a war footing. How innovation spurs entrepreneurship and thereby the economy is a data point that can be very useful for our country.

As the country approaches 75 years of independence in 2022, the time is ripe to set forth some clear-cut goals and action items with respect to inculcating the culture of innovation in the Indian psyche. This will help India and Indians to stay relevant with the changing time.

## Call for Papers

The focus of the national conference is to explore ways and means to evolve a culture of invention, innovation, and intrapreneurship in the Indian ecosystem.

## Sub Themes and Topics

- Role of National Education Policy in promoting inventions, innovations, and entrepreneurship among youth.
- Social entrepreneurship for sustainable development/social transformation.
- Nurturing intrapreneurs and building a culture for breakthrough innovations.
- Start-up ecosystem in India-innovation hubs/ incubators/ investment capital and other enablers.
- Role of ICT in nurturing innovations.
- Organizational intrapreneurship to foster innovations.
- Linkages between invention, innovation, and creativity.
- Building an entrepreneurial culture among the Indian corporates
- Moving beyond Jugaad-Policy support for grassroots innovators.
- Commercialisation of inventions and patents.

## Best Paper Award

Three papers among the presented research work will be shortlisted for the best paper awards. A panel of jury, comprising of distinguished academicians and practitioners will make the decision for the awards. The awards shall be based on:

- Novelty of the concept
- Application of Research Methodology (for empirical and conceptual research).
- Quality of Literature Review, research gap identification and linkage with the concepts.
- Structuring of the Paper.
- Alignment and format.
- The decision of the jury shall be final and binding on all entries.

## Publication

Abstracts accepted for presentation will be published in the form of e-proceedings of the National Conference.

## Submission Procedure and Guidelines for Authors

Submission of the abstract will be in Microsoft Word format. Selection of papers for presentation will be based on abstracts which must include a clear indication of the purpose of research methodology, major results, implications, and key references.

Length: Minimum of 200 words and maximum of 300 words (including title and key references)

- Font: Times New Roman, 12 point
- Line spacing: 1.5 lines (for the main text of extended abstract) & Single (for key references)
- Title: Title of paper, name(s) of author(s), affiliation(s), contact details
- Send your Abstract and Papers to [nat\\_conf2021@iuu.ac](mailto:nat_conf2021@iuu.ac)

## Important Dates

Submission deadline for Abstract **February 22, 2021**

Submission deadline for Full Paper **March 10, 2021**

Registration Fee (per participant)	<b>Regular</b>	<b>Early Bird (Till March 1, 2021)</b>
Academicians / Corporate Executives	<b>Rs. 1,000 / 1,500</b>	<b>Rs. 750 / 1,000</b>
Research Scholars and Students	<b>Rs. 500/-</b>	<b>Rs. 500/-</b>

## Details for Online Payment

<b>Beneficiary Name:</b>	<b>IMS UNISON UNIVERSITY</b>
<b>Account No:</b>	<b>15262191003778</b>
<b>Bank:</b>	<b>Punjab National Bank, Makkawala, Dehradun</b>
<b>IFSC Code:</b>	<b>PUNB0152610</b>

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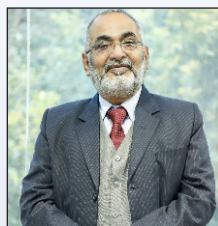
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**Prof. Ravikesh Srivastava**  
Pro Vice Chancellor,  
IMS Unison University, Dehradun

## PANEL DISCUSSION : 'How to make Business Incubators more effective?'



**Dr. Vinay K. Nangia**  
Former Professor & Dean,  
DoMS, IIT Roorkee



**Prof. Vinay Sharma**  
Professor,  
DoMS, IIT Roorkee



**Mr. Nirmal K. Bhardwaj**  
Managing Director, Resurgent  
Distinguished Alumnus, IIT Kharagpur.



**Mr. Sarvesh Kumar Goorha**  
CEO, India Mentors.



**Mr. Pramudit Somvanshi**  
Co-Founder Ingenium Education

### Conference Chair

**Prof. Kalyani Rangarajan**  
Dean, School of Management

### Organizing Secretaries

**Dr. Shikha Rana**  
**Dr. Nishant Dublish**

### Organizing Committee

**Ms. Shikha Saraswat**  
**Ms. Yuvika Gupta**  
**Dr. Garima**  
**Dr. Vandana Singh**  
**Mr. Prashant Pandey**

### Conference Co-Chair

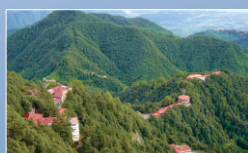
**Dr. Parshuram G Dangwal**  
Assistant Dean, School of Management

**For more information contact : Dr. Shikha Rana Email. [shikha.rana@juu.ac](mailto:shikha.rana@juu.ac) M. 7830504567**

## About Dehradun

Located in the Doon Valley at the foothills of the Himalayas and nestled between two of India's mightiest rivers-the Ganges on the east and the Yamuna on the west, the city is famous for its picturesque landscape and slightly milder climate. It provides a gateway to the surrounding region and is well connected to popular Himalayan tourist destinations such as Mussoorie, Nainital and Auli, besides the holy cities of Haridwar, Rishikesh and Paonta Sahib. The nearby hill stations are well known for their natural beauty, the temples for their holiness, and sanctuaries for wild animals and birds. A heaven on earth, Dehradun offers a beautiful ambience to its denizens and visitors. Summer season in the hills begins in the month of March and lasts until June. Many tourists prefer this period for visiting Dehradun, as the weather is ideal for a day-long excursion.

## Tourist Spots around Dehradun



**Mussoorie**



**Rishikesh**



**Haridwar**