



Poddar Management and Technical Campus

in association with

Poddar Business School

presents

International Research Conference 2025

June 13 – 14, 2025

(Hybrid Mode)

Theme of the Conference

“Innovate, Incubate, Elevate: Empowering Entrepreneurs
for Entrepreneurship and Startups Ecosystem and Culture”

Venue

The Auditorium, Poddar Business School, Ramchandpura, Sitapura, Jaipur – 302017.
Main Mahal Road, Jagatpura, Near Bombay Hospital at Vidhani Circle.



About Poddar Group of Institutions

Glorious journey of Poddar Group of Institutions started in the year 1998 with the vision of providing “Education with a Purpose to Shape a Better Future” under the leadership of dynamic and charismatic Dr. Anand Poddar to provide distinctive education to the youth of India. The college has set a benchmark to prepare students not only for university exams but also for competitive exams. College is recipient of numerous projects from funding agencies like UGC, DST.

The group today offers bouquet of various programs from school level to Ph.D. level like B.Com, BCA, BBA, B.A, B.Ed., B.Sc., M.A, M.Sc., M.Com, MBA. in Rajasthan catering to the varied needs for education through its various institutions. One of the institutions of the group, Poddar International College has been accredited by NAAC (An Autonomous Institution of the UGC) for its academic excellence. It has bagged many other prestigious awards including “Best Upcoming Higher Education Institute of Rajasthan” from Associated Chambers of Commerce and Industry of India (ASSOCHAM).

The Group has been envisioned to impart Purposeful Education from various UG and PG programs to high-end research programs thereby catering to both industry-specific and employability options encompassing multiple facets of divergent disciplines. The Group's colleges focus on Best Innovative Academic practices reinforced with student mentoring, learning and support activities through various clubs and cells.

Besides, our Alumni are carrying the rich values and virtues imbibed making us proud by scaling newer heights in different facets of their careers. The Group has acquired a major project from Department of Science and Technology, Government of Rajasthan, Jaipur and has established Biotechnology Business Incubation Centre. It has also recently received projects for “Waste Management” from ICSSR and to promote sustainability through compostable bags from NTPC Besides, it has also signed MoUs for Student Exchange Programs, Internships and Trainings with Top Universities, Institutions and MNCs.

About Poddar Management and Technical Campus

Poddar Management and Technical Campus (PMTC), Jaipur, is a distinguished institution committed to academic excellence, innovation, and industry-oriented education. Established under the visionary leadership of Dr. Anand Poddar, PMTC upholds the ethos of “Education with a Purpose to Shape a Better Future.” Offering AICTE-approved management and technical programs, the institution integrates cutting-edge curriculum, state-of-the-art infrastructure, and practical learning experiences to equip students with industry-relevant skills.

With specialized Centers of Excellence in I-Knowledge, PMTC fosters research, skill development, and entrepreneurial growth. The institution emphasizes global exposure through international study programs and collaborations, ensuring students gain firsthand insights into the evolving corporate world. Dedicated to holistic student development, PMTC promotes leadership, innovation, and mentorship through various clubs and student-driven initiatives. Nestled in the culturally rich city of Jaipur, the campus serves as a hub for aspiring professionals, shaping competent leaders and technocrats who contribute meaningfully to the industry and society. With a strong focus on entrepreneurship, sustainability, and nation-building, PMTC continues to nurture self-reliant youth, aligning with the vision of a progressive “New India.”

About the Poddar Business School

Poddar Business School (PBS), Jaipur, is a premier institution dedicated to nurturing future leaders and entrepreneurs. Founded under the visionary leadership of Dr. Anand Poddar in 1998, PBS embodies the motto of "Education with a Purpose to Shape a Better Future". With a focus on holistic education, PBS offers a Next Gen PGDM Program approved by AICTE, providing students with world-class infrastructure, academic excellence, and industry-relevant curriculum.

PBS stands out with its Centers of Excellence in I-Knowledge, Food & Agri Business, and Hospitality & Tourism, fostering specialized knowledge, research, and industry collaboration. The institution boasts of global exposure through foreign tours and the IIM Immersion Program, providing students with practical insights and experiential learning opportunities.

Driven by a commitment to innovation and leadership, PBS encourages student mentoring, learning, and support activities through various clubs and cells. The alumni of PBS carry forward the rich values and virtues instilled in them, achieving success in diverse career fields and contributing positively to society.

Nestled in the vibrant city of Jaipur, PBS serves as a testament to excellence, innovation, and leadership in management education. With a focus on skill development, entrepreneurship, and ecosystem nurturing, PBS aims to shape self-sustained youth for the "New India" and contribute to the nation's growth and development.

About Conference

The conference on "Innovate, Incubate, Elevate: Empowering Entrepreneurs for Entrepreneurship and Startups Ecosystem and Culture" aims to bring together academicians, industry experts, policymakers, startup founders, and budding entrepreneurs to foster a collaborative ecosystem for innovation and enterprise development. Through keynote addresses, technical sessions, panel discussions, and interactive workshops, the conference will explore government initiatives, academic interventions, incubation models, and policy frameworks that empower entrepreneurial success. Participants will gain practical insights into startup creation, scaling strategies, funding mechanisms, and technology-driven business models.

Expected Outcomes include actionable strategies to strengthen the entrepreneurship ecosystem, development of academic-industry partnerships, identification of emerging startup trends, enhancement of incubation practices, and networking opportunities for future collaborations among stakeholders. The conference will also serve as a knowledge-sharing platform to align with the vision of Atmanirbhar Bharat and Viksit Bharat 2047.

Theme of the Conference:

"Innovate, Incubate, Elevate: Empowering Entrepreneurs by integrating government initiatives for Entrepreneurship and Startups Ecosystem and Culture".

Sub Themes –

All relevant papers based on theme of the conference will be accepted and are not limited to the following sub themes:

- ➔ **Policy and Government Support**
 - 1.Role of Government Policies in Strengthening Startup Ecosystems
 - 2.Impact of 'Startup India', 'Make in India', and 'Digital India' on New Venture Creation
 - 3.Policy Reforms and Ease of Doing Business for MSMEs and Startups
 - 4.Public-Private Partnerships in Entrepreneurship Development Entrepreneurship Ecosystem
- ➔ **Entrepreneurship Ecosystem**
 - 5.Incubation Centers and Accelerators: Engines of Startup Growth
 - 6.Institutional Infrastructure for Innovation and Entrepreneurship
 - 7.Role of Higher Education Institutions in Promoting Entrepreneurial Culture
 - 8.Startup Ecosystems in Tier-II and Tier-III Cities: Challenges and Opportunities
- ➔ **Women and Social Entrepreneurship**
 - 9.Women Entrepreneurship and Role of Government Incentives
 - 10.Social Entrepreneurship and Sustainable Innovation through Public Schemes
- ➔ **Technology, Innovation, and Digital Transformation**
 - 11.Tech-Driven Innovation: AI, Blockchain, and Digital Startups in India
 - 12.The Role of Atal Innovation Mission and Tinkering Labs in Fostering Innovation
- ➔ **Sustainability and Rural Innovation**
 - 13.Promoting Green and Sustainable Startups through Policy Interventions
 - 14.Rural Entrepreneurship and Agri-Tech Startups: Leveraging Government Initiatives
- ➔ **Finance, Investment, and Market Access**
 - 15.Government-Backed Funding Platforms, Angel Networks, and Venture Capital Schemes
 - 16.Startup Funding through SIDBI, MUDRA, and Other Government Initiatives
- ➔ **Globalization and International Linkages**
 - 17.Global Immersion Programs and International Collaborations in Entrepreneurial Growth
 - 18.Export Promotion and International Market Access for Startups
- ➔ **Skill Development and Capacity Building**
 - 19.Entrepreneurship Education, Skill Development, and National Skill Mission
 - 20.Mentorship Models and Capacity Building through Government and Institutional Tie-ups

Publication Opportunity

All papers presented in the conference will be recommended for publication to the following journals

- Edited book with ISBN number.
- Special Issue in Scopus/ABDC/WOS listed Journals.
- In Poddar Business Review. ISSN XXXX-XXXX. A peer reviewed annual journal.
- Publication is based on further review and acceptance by the respective journals indexed in Scopus/ABDC/WOS.
- Student paper will be published in separate edited book with ISBN Number.

Important Points

- For each author to be eligible for a conference certificate, they must attend each of the plenary sessions and their paper presentation track.
- A single author may submit a total of two papers (one as the principal author & the other as co-author).
- The Paper cannot be withdrawn under any circumstances after it has been approved and the author has registered.
- Not more than four authors per paper.
- Kindly Follow the research ethics as suggested by COPE
- All the Shortlisted papers will undergo a double-blind peer review process. Acceptance of the paper for presentation at the conference is no guarantee that the paper has been accepted for publication.

Guidelines for Full Paper Submission

- The author should submit a separate title page with author details along with full paper without author details to “irc@poddarinstitute.org”.
 - The paper should be submitted in word doc only (no PDF will be accepted).
 - The allowed word limit for the paper is between 5000 to 6000 words (including abstract, and references).
 - Please visit College website:
Poddar Management and Technical Campus: <https://poddartechnicalcampus.com/>
Poddar Business School: <https://www.poddarbschool.com/>
 - “Student paper” means all the authors are ONLY students of UG/PG level.
 - In case of paper in the doctoral category, the principal author should be a doctoral scholar.
- All registered presenters and participants will get certificate.

Best Paper Award

Best Paper certificates and Cash Prizes will be awarded to best 1 research paper in each of categories:

- a) Faculty /Industry
- b) Doctoral Scholars
- c) Students

Registration Detail

Category	Registration Fee*
PG/UG	RS. 500
Doctoral scholar	RS. 700
Faculty/ Academicians	Rs. 1000
Industry / Corporates	Rs. 1500
Foreign Delegates	\$100
Participation	Rs.400

*Inclusive of GST

*Registration fee includes admission to all the plenary sessions and paper presentation tracks

*Registration fee does not include publication charges

Visionaries of the Conference

CHIEF MENTORS



Dr. Anand Poddar

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*Poddar Group of Institutions,
Jaipur, Rajasthan, India.*

Mrs. Roopal Poddar

Vice-Chairperson

*Poddar Group of Institutions,
Jaipur, Rajasthan, India*



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Principal

*Poddar Management and
Technical Campus*

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*Principal
Poddar International College,
Jaipur*

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Associate Professor

Poddar Management and Technical Campus

Conference Co-Convenor

Dr. Swapna Shrimali

Associate Professor

Poddar Management and Technical Campus

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Dr. Vibha Soni, Assistant Professor, Poddar Business School

Dr. Sarita Chaudhary, Assistant Professor, Poddar Business School

Mr. Abhishek Sharma, Assistant Professor, Poddar Management and Technical Campus

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Priya Khan, Executive Member, Research Cell, Poddar Management and Technical Campus

Pooja Saini, Executive Member, Research Cell, Poddar Management and Technical Campus

Riya Gupta, Executive Member, Research Cell, Poddar Management and Technical Campus

Mansarovar Campus :

📍 Sector 7, Shipra Path, Mansarovar, Jaipur

Sitapura Campus :

📍 #IS-2017, Industrial Area, Ramchandrapura, Sitapura Ext., Jaipur

Vatika Campus :

📍 Vatika (Sanganer), Tonk Road, Jaipur

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