

#### Submission Procedure

Soft copy of the full paper can be submitted directly to : sureshbk234@gmail.com and the hard copy of the same to be sent to 'The Organizing Secretary' by post on or before March 15, 2018.

#### Conference Publication

All the submitted research papers will be reviewed by the 'panel of experts' and shortlisted papers will be published in an edited volume with ISBN.

#### Registration Fees

Academicians	: Rs. 500.00
Research Scholars	: Rs. 300.00
Students	: Rs. 100.00

DD may be drawn in favour of "The Finance Officer, Tumkur University, Tumakuru" payable at Tumakuru. The co-author also has to register by paying the registration fees to participate in the conference. Spot registration can be done by paying in cash.

For any further information on the Conference, please contact the Organizing Secretary

Address for Correspondence

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**UNIVERSITY COLLEGE OF ARTS**

(Accredited with 'A' Grade by NAAC)

**TUMKUR UNIVERSITY**

TUMAKURU - 572 103

One Day National Conference on

**TRANSFORMING INDIA  
THROUGH  
INNOVATION & ENTREPRENEURSHIP**

24<sup>th</sup> March 2018 Saturday

Venue: Sir M. Visvesvaraya Auditorium

Organized by

**Department  
of  
Commerce and Management**

University College of Arts  
B.H. Road, Tumakuru - 572 103  
www.tumkuruniversity.ac.in

#### About Tumkur University

Tumkur University, established in 2004 by the Government of Karnataka, is a State University. It is recognized by the University Grants Commission under Section 2(f) of the U.G.C. Act of 1956 in 2005 and 12(B) status; accredited with B grade and recently University has been rated as 'A\*\*\*' institution under the Karnataka State University Rating Framework. The University is located on the Bangalore-Honnavar national highway in the semi-urban Tumakuru city. With its vision 'Knowledge is Eternal', the University has grown by leaps and bounds. It has got a beautiful campus with lush green gardens and monumental sculptures showcasing the heritage and culture of Tumakuru district. There are 88 colleges affiliated to the University and 18 Post Graduate Departments.

#### About University College of Arts

A Constituent college of Tumkur University, accredited as A Grade by NAAC, caters to the diverse educational needs of the Tumkur and Rural students. It offers UG courses such as B.Com., B.B.M., B.A., in order to meet the growing demand of the higher education. Today it can proudly promise quality education to the needy classes.

#### About the Department

The Department of Commerce and Management runs UG courses. It has a body of qualified and motivated faculty members who are equipped with modern techniques of teaching. The quality of teaching is borne out by the fact that the UG students of department

have secured ranks. The department strives to mould the enthusiastic young minds in the best possible manner. The department conducts Conferences, seminars, workshops, case studies and offers various facilities to its students. Faculties have actively involved in participating in conferences and publishing articles in reputed journals and edited books.

#### About The Conference

Over the last a few years, there has been an increased focus on deploying the practices of innovation coupled with entrepreneurship that offers a hope for higher economic growth. Now, it is increasingly thought that, the emerging economies like India may use the principles underlying Innovation and Entrepreneurship to bring about economic transformation.

Honorable Prime Minister of India, has a vision of transforming the Economy of India by 2032, which aims to remove poverty in India, by means of simplifying regulations, liberalizing the policies and introducing new schemes like Make in India, Digital India, Startup India and so on. However, Transforming India in the above lines throws many challenges and may call for adoption of newer innovative business models and implementation of best practices in all aspects of Business Management. Keeping this in mind, the Department of Commerce and Management, University College of Arts is now organizing this national level conference to provide a platform to gather views and suggestions for success of this mission.

#### Discussion themes/Thrust Areas

- **Challenges in Entrepreneurship Development, Start-ups and MSMES**
- **Challenges in building innovative Business Management Models**
- **Challenges of Digital India**
- **Challenges in reforming the Indian Financial System**
- **Challenges in Government Policies and Regulatory Environment**

(The above mentioned topics are only suggestive and not complete. Professionals and researchers can submit quality papers related to the above mentioned theme)

#### Call for papers

The interested participants are invited to submit original papers on any of the themes mentioned above.

#### Guidelines for paper Submission

Abstract: All papers must be accompanied by an abstract of 250-300 words along with 3-5 keywords.

Full Paper: The manuscript of the full paper in MS-Word format should not exceed 10-15 pages or (5500 - 6000 words) including figures and tables in length. The paper should have: 12 font size; Times New Roman; A4 size, with 1.5 line spacing, justified and 1 inch margin on all sides. Appendices, notes and references must be given in scientific form at the end of the text.