



# Government Post Graduate College, Ambala Cantt. Haryana

*Affiliated to Kurukshetra University, Kurukshetra, Haryana*



## **Report of National Seminar held on 18-01-2025**

In a bid to foster entrepreneurship and inspire students to explore start-up opportunities, Department of Commerce and Management in collaboration with IIC organized a National level seminar. The seminar titled “Startups: Opportunities and Challenges in Indian Perspective” brought together esteemed speakers, domain experts, and students to share knowledge, experiences, and insights on the world of start-ups. The seminar was inaugurated by the Worthy Chief Guest of the seminar Sh. K.C. Sharma, Chairperson, Haryana State Higher Education Council. Prof. (Dr.) Ajit Singh Principal of the college welcomed the dignitaries, faculty members, and students. He emphasized the importance of entrepreneurship in today's economy and the need for students to develop entrepreneurial skills. Dr. Parmil Kumar provided the insights and motive of the seminar. Sh. K.C. Sharma, Chairperson, Haryana State Higher Education Council highlighted the college's initiatives to promote entrepreneurship and innovation in his inaugural address. He encouraged students and all the stakeholders to take advantage of the seminar to learn from industry experts and explore start-up opportunities.

Mr. Hitesh Kumar Gulati, Human Capital Transformation and Change Management Consultant, delivered the keynote address. He shared his journey, highlighting the challenges and successes. He emphasized the importance of innovation, hard work, and perseverance in achieving success. Prof. (Dr.) Des Raj Bajwa, Co-patron of the seminar, proposed a vote of thanks to the dignitaries, faculty members, and students for their participation. Technical session I was addressed by Dr. Sanjay Kaushik, UBS, Panjab University, Chandigarh. This session provided a deep dive into the opportunities and challenges faced by startups in India, with a focus on practical insights and solutions.

Technical session II was addressed by Dr. Tejinder Sharma, Professor Department of Commerce, KUK. Dr. Tejinder highlighted the insights into the regulatory environment for startups in India, including compliance requirements and best practices. In Technical Session III nearly 70 delegates were presented their paper in four different venues. Then, Dr. Shagun Ahuja, convener of the seminar, concludes the report by recommending that our college continue to organize such seminars and workshops to foster entrepreneurship and innovation among students and startups.

The valedictory session of the seminar "Startups: Opportunities and Challenges in Indian Perspective" marks the culmination of a day-long discussion on the Indian startup ecosystem. The valedictory session was addressed by Dr. Ankeshwar Prakash, Controller of Examination KUK. Total 206 delegates were participated in the seminar. The valedictory session aims to summarize the key takeaways from the seminar, acknowledge the contributions of the speakers and participants, and provide a final thought on the way forward for startups in India.

**Principal**





# Government Post Graduate College, Ambala Cantt. Haryana

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## Invitation



राजकीय स्नातकोत्तर महाविद्यालय, अम्बाला छावनी (हरियाणा)  
GOVERNMENT (PG) COLLEGE, AMBALA CANTT. (HARYANA)

Phone: 0171-2644503

Ref. No. Spl./NC/01

Dated 10-01-2025

To

Dr Kailash Chandra Sharma  
Chairperson,  
Haryana State Higher Education Council

**Sub: Invitation for National Seminar to deliver Inaugural Address as Chief Guest**

Respected Sir

Government P.G. College Ambala Cantt is delighted to inform you that a National Seminar on “Start-Ups: Opportunities and Challenges in Indian Perspective” is being organized by Institution’s Innovation Council in collaboration with Department of Commerce & Management on **18<sup>th</sup> January, 2025**. It is our privilege and honor to invite you as a Chief Guest in the Inaugural session at 9.30 a.m. in the Seminar for delivering the Inaugural Address. Your immense knowledge, expertise and contribution to the field is unrivaled and unparalleled. It is humbly requested to spare your valuable time from your busy schedule and grace the occasion. An expedient and an affirmative reply from your side will be highly appreciated.

Regards

(Dr. Ajit Singh)

Principal



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## Invitation



राजकीय स्नातकोत्तर महाविद्यालय, अम्बाला छावनी (हरियाणा)  
GOVERNMENT (PG) COLLEGE, AMBALA CANTT. (HARYANA)

Phone: 0171-2644503

Ref. No. Spl./Nc/03

Dated 14-01-2025

To

Dr. Tejinder Sharma  
Professor of Commerce,  
Kurukshetra University, Kurukshetra

**Sub: Invitation to National Seminar as a Resource Person**

Respected Sir

Government P.G. College Ambala Cantt is delighted to inform you that a National Seminar on "Start-Ups: Opportunities and Challenges in Indian Perspective" is being organized by Institution's Innovation Council in collaboration with Department of Commerce on 18<sup>th</sup> January, 2025. It is our privilege and honor to invite you as a Resource Person in the Technical Session II at 12.30 p.m. Your immense knowledge, expertise and contribution to the field is unrivaled and unparallel. Your presence and interaction in the Seminar would give the young entrepreneurs and researchers the much-desired stimulus & direction in their academic & research pursuits. It is humbly requested to spare your valuable time from your busy schedule and grace the occasion. An expedient and an affirmative reply from your side will be highly appreciated.

Regards

  
(Dr. Ajit Singh)  
Principal



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## Invitation



राजकीय स्नातकोत्तर महाविद्यालय, अम्बाला छावनी (हरियाणा)  
GOVERNMENT (PG) COLLEGE, AMBALA CANTT. (HARYANA)  
Phone: 0171-2644503

Ref. No. Spl./NC/04

Dated 14-01-2025

To

Dr. Sanjay Kaushik  
Professor of Management,  
University Business School  
Panjab University, Chandigarh

**Sub: Invitation to National Seminar as a Resource Person**

Respected Sir

Government P.G. College Ambala Cantt is delighted to inform you that a National Seminar on "Start-Ups: Opportunities and Challenges in Indian Perspective" is being organized by Institution's Innovation Council in collaboration with Department of Commerce on 18<sup>th</sup> January, 2025. It is our privilege and honor to invite you as a Resource Person in the Technical Session I at 11:15 a.m. Your immense knowledge, expertise and contribution to the field is unrivaled and unparalleled. Your presence and interaction in the Seminar would give the young entrepreneurs and researchers the much-desired stimulus & direction in their academic & research pursuits. It is humbly requested to spare your valuable time from your busy schedule and grace the occasion. An expedient and an affirmative reply from your side will be highly appreciated.

Regards

(Dr. Ajit Singh)

Principal



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## Invitation



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GOVERNMENT (PG) COLLEGE, AMBALA CANTT. (HARYANA)

Phone: 0171-2644503

Ref. No. SP/NC/05

Dated 15-01-2025

To

Sh. Hitesh Kumar Gulati  
Founder, Diversity Ace Business Consulting  
Chandigarh

**Sub: Invitation to National Seminar as a Keynote Speaker**

Respected Sir

Government P.G. College Ambala Cantt is delighted to inform you that a National Seminar on "Start-Ups: Opportunities and Challenges in Indian Perspective" is being organized by Institution's Innovation Council in collaboration with Department of Commerce on 18<sup>th</sup> January, 2025. It is our privilege and honor to invite you as a Keynote Speaker in the Inaugural Session at 09.30 a.m. to deliver the Keynote Address. Your immense knowledge, expertise and contribution to the field is unrivaled and unparalleled. Your presence and interaction in the Seminar would give the young entrepreneurs and researchers the much-desired stimulus & direction in their academic & research pursuits. It is humbly requested to spare your valuable time from your busy schedule and grace the occasion. An expedient and an affirmative reply from your side will be highly appreciated.

Regards

Dr. Ajit Singh  
Principal



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## Invitation



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GOVERNMENT (PG) COLLEGE, AMBALA CANTT. (HARYANA)

Phone: 0171-2644503

Ref. No. SP1/NC/02

Dated 14-01-2025

To

Dr. Ankeshwar Prakash  
Controller of Examinations,  
Kurukshetra University, Kurukshetra

**Sub: Invitation to National Seminar to deliver Valedictory Address**

Respected Sir

Government P.G. College Ambala Cantt is delighted to inform you that a National Seminar on "Start-Ups: Opportunities and Challenges in Indian Perspective" is being organized by Institution's Innovation Council in collaboration with Department of Commerce on 18<sup>th</sup> January, 2025. It is our privilege and honor to invite you as a Chief Guest in the Valedictory Session at 3.30 p.m. to deliver the Valedictory Address. Your immense knowledge, expertise and contribution to the field is unrivaled and unparalleled. Your presence and interaction in the Seminar would give the young entrepreneurs and researchers the much-desired stimulus & direction in their academic & research pursuits. It is humbly requested to spare your valuable time from your busy schedule and grace the occasion. An expedient and an affirmative reply from your side will be highly appreciated.

Regards

(Dr. Ajit Singh)

Principal



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## Seminar Schedule

<b>GOVERNMENT P.G. COLLEGE AMBALA CANTT</b> <b>NATIONAL SEMINAR ON “STARTUPS: OPPORTUNITIES AND CHALLENGES IN INDIAN PERSPECTIVE”</b> <b>18.1.2025 (SATURDAY)</b> <b>PROGRAMME SCHEDULE</b>	
<b>Registration and Tea</b>	9:00 a.m. to 9.30 a.m.
<b>Inaugural Session</b> Inauguration by the Chief Guest  Welcome of the Chief Guest by <b>Prof. (Dr.) Ajit Singh, Principal cum Joint Director, Department of Higher Education, Haryana</b>  About the Seminar by <b>Dr. Parmil Kumar, Associate Professor, Department of Commerce</b>  Inaugural Address by <b>Dr. K.C Sharma, Chairperson, Haryana State Higher Education Council.</b>  Keynote Address by <b>Mr. Hitesh Kumar Gulati, Human Capital Transformation and Change Management Consultant</b>  Vote of Thanks by <b>Prof. (Dr.) Des Raj Bajwa, Principal (Posting Awaited)</b>	9.30 a.m. to 9.35 a.m.  9.35 a.m. to 9.40 a.m.  9.40 a.m. to 9.45 a.m.  9.45 a.m. to 10.00 a.m.  10.00 a.m. to 10:55 a.m.  10:55 a.m. to 11.00 a.m.
<b>Tea Break</b>	11:00 a.m. to 11.15 a.m.
<b>Technical Session I</b>  Address by <b>Dr. Sanjay Kaushik, Professor, UBS, Panjab University, Chandigarh</b>  Deliberations	11:15 a.m. to 12.15 p.m.  12.15 p.m. to 12.30 p.m.
<b>Technical Session II</b>  Address by <b>Dr. Tejinder Sharma, Professor, Department of Commerce, KUK</b>  Deliberations :	12.30 p.m. to 1.30 p.m.  1.30 p.m. to 1.40 p.m.
<b>Lunch Break</b>	1.40 p.m. to 2.30 p.m.
<b>Technical Session III (Four Venues)</b>  Paper Presentation by Delegates	2.30 p.m. to 3:30 p.m.
<b>Valedictory</b>  Valedictory Address by <b>Dr. Ankeshwar Prakash, Controller of Examination KUK</b>	3:30 p.m. to 4:30 p.m.
<b>Tea</b>	4.35 p.m. onwards



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## Photos





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## Photos





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## Photos



Govt. P.G. College, Ambala Cantt  
National Seminar 18 Jan 2025  
18.01.2025 15:08



# Government Post Graduate College, Ambala Cantt. Haryana

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## Participation List

Name	Designation	Institute	Title of the Paper
1 Ms. Sapna Saini	Research Scholar & Assistant Professor	Desh Bhagat University and Government P.G. College, Naraingarh	Emerging Trends in FinTech: The Role of Startups in Shaping the Future of Finance
2 Mrs. Mona Saini	Research Scholar & Assistant Professor	Desh Bhagat University and Govt. P.G. College, Ambala Cantt	
3 Dr. Manoj Kumar	Assistant Professor	Desh Bhagat University	
4 Ms. Deepa Gupta	Research Scholar	Department of Business Management and Commerce, IEC	"The contribution of innovative technological to better working capital management"
5 Dr. Hardish Kaur	Assistant Professor	Government College for Girls, Palwal, Kurukshetra	A Study on impact of startups in economic development
6 Ms. Rajni Kaur	Assistant Professor	Chandigarh Business School of Administration, Landran, Mohali	Start Ups-Challenges and Opportunities in India
7 Dr. Ramneet Kaur	Assistant Professor	Chandigarh Business School of Administration, Landran, Mohali	
8 Ms. Uma Shashi	Assistant Professor	Government P.G. College, Ambala Cantt	Startups as Catalyst for Economic Growth
9 Dr. Sharmila Ahlawat	Associate Professor	Government P.G. College, Ambala Cantt	
10 Ms. Monika Sharma	Assistant Professor	Government P.G. College, Ambala Cantt	Understanding the Inorganic Growth of Startups in India
11 Ms. Mamta Rani	Assistant Professor	Jyotiba Phule Govt. College Radaur	
12 Dr. Sapna Gupta	Assistant Professor	Government P.G. College, Naraingarh	A Study of MSMEs' Development and Difficulties in Indian Economy
13 Ms. Nisha Devi	Assistant Professor	Government P.G. College, Naraingarh	
14 Ms. Shweta Garg	Assistant Professor	Government P.G. College, Ambala Cantt	Empowering Sustainability: The Rise of Green Start-ups
15 Ms. Sujata Sasan	Assistant Professor	Government P.G. College, Ambala Cantt	
16 Ms. Aarzo Katyal	Assistant Professor	Government College for Girls, Sector 52, Gurugram	
17 Dr. Shallu Garg	Assistant Professor	Government College for Girls, Cheeka	The Role of Startups in Innovation and Prosperity for Economic Growth
18 Mr. Ajay Chauhan	Associate Professor	Government P.G. College, Ambala Cantt	Spatial Patterns of Start-ups in India: An Overview
19 Dr. Rajesh Kumar	Professor	Government P.G. College, Ambala Cantt	Hindrances Facing Startups in India

20 Mr. Pawan Kumar	Assistant Professor	Government P.G. College, Ambala Cantt	Rise and Fall of Startups in India: A Study of Opportunities, Challenges and Market Dynamics
21 Dr. Dimple	Assistant Professor	Government P.G. College for Women, Sec-14, Panchkula	Role of Startups in the Economic Development of India
22 Dr. Meenakshi	Assistant Professor	Government College for Girls, Cheeka	Start-up in India: Opportunities and Challenges
23 Ms. Natasha	Assistant Professor	Dharmanand Uniyal Govt. Degree College, Narendrangar, Tehri Garhwal, Uttarakhand	
24 Dr. Rajpal Singh Rawat	Assistant Professor	Dharmanand Uniyal Govt. Degree College, Narendrangar, Tehri Garhwal, Uttarakhand	
25 Ms. Richa Lomas	Research Scholar	M.M. Institute of Management, Mullana	Startup India: Achievements, Challenges, and the Road Ahead
26 Dr. Reeta	Associate Professor	M.M. Institute of Management, Mullana	
27 Dr. Ravi Kumar Barwal	Assistant Professor	Government College for Women, Shahzadpur	
28 Dr. Simranpreet Singh	Assistant Professor	School of Management and Commerce, RIMT University, Mandi Gobindgarh, Punjab	Role of Start-ups in Employment Generation: A Comprehensive Analysis
29 Dr. Atul Yadav	Associate Professor	Government P.G. College, Ambala Cantt	Challenges to Startups in India: A Comprehensive Analysis
30 Dr. Rajat Singla	Assistant Professor	S.A. Jain (P.G.) College, Ambala City	Initiatives by Government to Promote Startups in India
31 Dr. Anshu Gupta	Assistant Professor	DAV College, Karnal	
32 Dr. Mohina	Assistant Professor	CMG GCW Bhodia Khera	START UPS FOR WOMEN: ISSUES AND CHALLENGES IN INDIA
33 Dr. Ravinder Kumar	Assistant Professor	Govt College Bhattu kalan Fatehabad	Role of startup in sports development & challenges faced by sports startups
34 Mr. Surender Singh Kajal	Associate Professor	Markanda National College, Shahbad	Innovations and Start-ups: A Research Perspective
35 Dr. Anuradha	Assistant Professor	Government P.G. College, Ambala Cantt	Technology and Innovation in Green Startups: A Catalyst for India's Circular Economy
36 Dr. Dimple	Assistant Professor	Aggarwal College, Ballabgarh, Faridabad.	



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## Participation List

48	Sangeeta Devi	Assistant Professor	Ishariyot Degree College, Pehowa	Strengthening India's Startup Ecosystem: An Analysis of Government Schemes and Regional Impact
	Ashok	Assistant Professor	Government P.G. College, Ambala Cantt	Innovation and Entrepreneurship in Information Technology Startups
	Ravi Kant	Assistant Professor	Government P.G. College, Ambala Cantt	
	Harneet Kaur	Assistant Professor	Government P.G. College, Ambala Cantt	Physics Startups Boosting Economic Growth
	Rajesh Kumar	Assistant Professor	Govt. College Bhattu Kalan (Fatehabad)	Opportunities and Barriers for Startups In India
	Vikrant Mohan	Assistant Professor	Govt. College Bhattu Kalan (Fatehabad)	
	Dr. Gurvinder Singh	Associate Professor	Government P.G. College, Ambala Cantt	The Role of Communication Skills in Establishing and Expanding Information Technology Startups
	Ms. Manisha Saini	Assistant Professor	Government P.G. College, Ambala Cantt	
	Mr. Himanshu		Sohan Lal D.A.V. College, Ambala City	India and Startups
	Dr. Rajeev Sharma	Assistant Professor	Dr. B.R.A. Government College, Kaithal	RISK MANAGEMENT AND RESILIENCE MODEL FOR TOURISM STARTUPS
49	Ms. Nisha	Assistant Professor	Government P.G. College, Ambala Cantt	A Study on Employment Opportunities: Startup India Initiative
50	Ms. Prabjot Kaur	Assistant Professor	Government P.G. College, Ambala Cantt	
51	Dr. Anjna Rani	Assistant Professor	Government P.G. College, Ambala Cantt	THE EVOLUTION OF START-UP ECOSYSTEM OF INDIA: KEY DRIVERS AND FUTURE OUTLOOK
52	Dr. Dimple Turka	Assistant Professor	Government Rajindra College, Bathinda	
53	Mr. Ajay Kumar	Assistant Professor	Govt. College, Mangali, Hisar	Mathematical Modeling for Startup Growth
54	Ms. Neha Rani	Assistant Professor	Government P.G. College, Ambala Cantt	
55	Ms. Aarti Arora	Associate Professor	Government College, Aharwala, Bilaspur	Startup and Employment Generation
56	Dr. Samiksha Kumari	Assistant Professor	Government P.G. College, Ambala Cantt	The Hidden Science of Entrepreneurship
57	Mr. Rajender Kumar	Assistant Professor	Government P.G. College, Naraingarh	STARTUP AND EMPLOYMENT GENERATION IN INDIA
58	Dr. Suman Lata	Assistant Professor	Government P.G. College, Naraingarh	Entrepreneurship and Economic Development: A Descriptive Study on Govt. Schemes for Entrepreneurs
59	Ms. Dimple	Assistant Professor	SUS Govt. College Matak Majri, Indri (Karnal)	
60	Ms. Chanchal Rani	Assistant Professor	Government College, Aharwala, Bilaspur	Role of Start Ups in Economic Development

61	Dr. Preeti Arora	Assistant Professor	SUS Govt. College Matak Majri, Indri (Karnal)	
62	Mr. Harvinder Singh	Research Scholar	Punjab University, Patiala	Haryana State
63	Dr. Preeti Arora	Assistant Professor	GGSD College Kheri Gurna, Banur	
64	Ms. Priyanka	Assistant Professor	Shaheed Smarak Govt. P.G. College, Tigaon, Faridabad	Transforming Education and Research: A Critical Analysis of NEP 2020
65	Ms. Charu Midha	Assistant Professor	Government College, Sec 16, Faridabad	Financial Literacy for Startups: A Study of Challenges and Opportunities
66	Ms. Shally Bansal			
67	Ms. Gurpreet Bansal	Research Scholar	Chaudhary Charan Singh University Meerut Uttar Pradesh.	Banking System in India
68	Dr. Dinesh Chand	Professor	Govt. P.G. College, Noida	
69	Mr. Deepak	Assistant Professor	Jyotiba Phule Govt. College Radaur	Entrepreneurship and Startups
70	Dr. Vikrant Mohan	Assistant Professor	Government College, Bhattu Kalan (Fatehabad)	Navigating the Startup Landscape in India: Opportunities, Challenges and the Road Ahead
71	Dr. Ramandeep	Assistant Professor	Government College, Ding Mandi (Sirsa)	
72	Dr. Shamsher Singh	Professor	RP Inderprastha Institute of Technology, Bastara, Karnal	A critical review of the effect of startups schemes on the Indian economy
73	Mr. Puneer Kumar	Assistant Professor	RP Inderprastha Institute of Technology, Bastara, Karnal	
74	Dr. Neelam Turan	Professor	Govt. P. G. College for Women Karnal	INDIA AND ITS STARTUPS: ISSUES, CHALLENGES AND OPPORTUNITIES
75	Dr. Ramesh Kumar	Professor	Govt. P. G. College for Women Karnal	
76	Dr. Rita Galgat	Assistant Professor	CMG Govt. College for Women Bhodia Khera Fatehabad	Role of Startups in Economic Development
77	Ms. Priti	Assistant Professor	CMG Govt. College for Women Bhodia Khera Fatehabad	
78	Ms. Pinki Mehta	Researcher	Indian Institute Of Governance And Leadership, New Delhi	Role of startups in economic development
79	Mr. Sanjeet Singh	Assistant Professor	Government P.G. College, Ambala Cantt	India and Startups
80	Dr. Usha Rani			PROBLEM & PROSPECTS OF WOMEN ENTREPRENEURS
81	Chahal	Assistant Professor	Government P.G. College, Ambala Cantt	



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## Participation List

79	Dr. Alka	Associate Professor	Government P.G. College, Ambala Cantt	From Discovery to Innovation: How Scientists Change the World
80	Ms. Meenu Rani	Assistant Professor	Government College Chhachhrauli (Yamuna Nagar, Haryana)	Significance of Start Ups
81	Dr. Ruchika Wadwa	Assistant Professor	Government College Chhachhrauli (Yamuna Nagar, Haryana)	
82	Dr. Anjna Rani	Assistant Professor	Government P.G. College, Ambala Cantt	STARTUPS AND TECHNOLOGY: A SYNERGY FOR INNOVATION AND BUSINESS GROWTH
83	Ms. Dimple Rani	Assistant Professor	Government P.G. College, Ambala Cantt	Digital Horizon: Unlocking Startup Growth and Innovation in the Digital Age
84	Ms. Karamjit Kaur	Assistant Professor	Government P.G. College, Ambala Cantt	
85	Dr. Renu Gupta	Assistant Professor	Govt. P.G. College Naraingarh	THE ROLE OF STARTUPS IN ADVANCING MATHEMATICS: BRIDGING INNOVATION AND APPLICATION
86	Ms. Parveen Kaur	Assistant Professor	SGHS KHALSA COLLEGE PANJOKHRA SAHIB AMBALA	Entrepreneurship and Start-ups: A Review of the Literature with Insights from Indian Companies
87	Ms. Mona Saini	Research Scholar	Desh Bhagat University Mandi Gobindgarh	Empowering Entrepreneurship: The Role of Startup India and Cashless Payments in Empowering Entrepreneurship
88	Dr. Manoj Kumar	Assistant Professor	Desh Bhagat University Mandi Gobindgarh	
89	Ms. Amarjeet Kaur	Assistant Professor	SNRL Jairam Girls College, Loharmajra, Kurukshetra	The Significance of Startups in India: An Analysis of their Impact on Economic Growth and Development
90	Dr. Anju Tanwar	Assistant Professor	Government P.G. College, Ambala Cantt	ENTREPRENEURIAL OPPORTUNITIES IN FLORICULTURE THROUGH VALUE ADDITION
91	Mr. Tarsem Kumar	Assistant Professor	Government P.G. College, Ambala Cantt	
92	Mr. Ashok Aggarwal	Retired Professor	Kurukshetra University, Kurukshetra	
93	Mr. Ravinder Kumar	Assistant Professor	Government P.G. College, Ambala Cantt	THE ROLE OF STARTUPS IN THE INDIAN ECONOMY: AN ANALYSIS IN THE CONTEXT OF THE INDIAN POLITICAL LANDSCAPE
94	Mr. Gurvinder Singh	Associate Professor	Government P.G. College, Ambala Cantt	
95	Ms. Pervinder Kaur	Assistant Professor	Rajiv Gandhi Govt. College Saha, Ambala, Haryana, India	Emerging Enterprises in Nanoscale Science and Technology

96	Ms. Ananya Sharma	Student	Government P.G. College, Ambala Cantt	Inflation and Start Up
97	Dr. Anju Bala	Associate Professor	Arya Girls College, Ambala Cantt	Emerging Role of crowd-funding in startup financing
98	Dr. Pragati Sharma	Assistant Professor	Arya Girls College, Ambala Cantt	
99	Dr. Priyanka	Assistant Professor	Government P.G. College, Ambala Cantt	Innovating Sustainability: Technology-Driven Startups in Agriculture and Waste Management
100	Dr. Rohini Singh	Assistant Professor	Government P.G. College, Ambala Cantt	Green Entrepreneurship in India: Strategic Innovations, Funding Dynamics, and Systematic Challenges
101	Dr. S.P. Singh	Associate Professor	J.V. PG College, Baraut, Baghpat, U.P. India	Fostering Innovation: The Contribution of IT Startups to Economic Transformation
102	Dr. Naib Singh	Professor	Government P.G. College, Ambala Cantt	
103	Mr. Neeraj Rohilla	Assistant Professor	Government College, Barwala (PKL)	The Socioeconomic Impact of Unemployment
104	Ms. Parry	Student	Government P.G. College, Ambala Cantt	Bridging the Gap: How Startups are Transforming India's Employment Landscape
105	Ms. Reetika	Assistant Professor	Gandhi Memorial National College, Ambala Cantt	
106	Ms. Jasmita Handa	Assistant Professor	Gandhi Memorial National College, Ambala Cantt	
107	CA (Dr.) Ajay Dogra	Assistant Professor	Chitkara Business School, Chitkara University, Rajpura, Punjab	
108	Dr. Poonam Rajora	Associate Professor	Government P.G. College, Ambala Cantt	A Comprehensive Analysis of Haryana's Startup Growth and Opportunities
109	Dr. Sheetal Grover	Assistant Professor	Government P.G. College, Sec-1, Panchkula	LEVERAGING BANKING SERVICES FOR STARTUP GROWTH IN INDIA
110	Ms. Neelam Kumari	Assistant Professor	Rajiv Gandhi Govt. College, Saha Ambala (Haryana)	Startup Culture in India: Challenges, Opportunities, and Contributions to National Progress
111	Ms. Savita Rani	Assistant Professor	Rajiv Gandhi Govt. College, Saha Ambala (Haryana)	
112	Dr. Tripti Sharma	Assistant Professor	Gandhi Memorial National College, Ambala Cantt	ECONOMIC DEVELOPMENT AND START-UPS IN INDIA
113	Dr. Deepak Kumar	Assistant Professor	Sanatan Dharma College Ambala Cantt	Startup India: An action plan for economic growth
114	Dr. Satbir Singh	Assistant Professor	Sanatan Dharma College Ambala Cantt	



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## Participation List

115	Mr. Rajender Kumar	Associate Professor	Shyam Lal College(Eve.) University of Delhi	Start Up and Employment Generation
116	Mr. Rohit Kumar	Assistant Professor	Government College,Saraswati Nagar, Mustafabad	Startups in India:A Growing Ecosystem
117	Mr. Sohan Lal	Assistant Professor	Government College,Saraswati Nagar, Mustafabad	
118	Mr. Gourav Kamboj	Research Scholar	Guru Nanak Khalsa College, Yamuna Nagar	Empowering Sustainable Development through Entrepreneurship and Innovation
119	Ms. Amanjot Kaur	Assistant Professor	S.G.G.S College Sector 26, CHD.	Roll of startups in economic development: An Indian Context
120	Ms. Navita Rani	Assistant Professor	Government P.G. College,Ambala Cantt	A study on Impact of Startups on raising generation in India
121	Dr. Shilpa Rani	Assistant Professor	Government P.G. College,Ambala Cantt	
122	Dr. Suresh Kumar	Assistant Professor	Shaheed Udham Singh Government College, Mata majri,Indri	Harnessing Transformation of Indian Economy :Opportunities during the Implementation of NEP 2020
123	Dr. Bharti Vij	Assistant Professor	Gandhi Memorial National College, Ambala Cantt	India and Start ups
124	Mr. Raj Kumar	Assistant Professor	Shaheed Udham Singh Government College, Mata majri,Indri	Opportunities in Developing Indian Economy Via National Education policy 2020
125	Ms. Reeta Devi	Assistant Professor	Government P.G. College,Ambala Cantt	innovative business Ventures
126	Ms. Seema	Assistant Professor	Govt. College Chhachhrauli, YamunaNagar	Startup and Employment Generation
127	Dr. Pratibha Bhardwaj	Assistant Professor	Govt. College Chhachhrauli, YamunaNagar	
128	Dr. Pooja Goyal	Assistant Professor	Government P.G. College,Ambala Cantt	The concept of 'Start-ups' in Modern/Postmodern Indian Contexts: An Analysis of Mani Ratnam's Movie Guru (2007)
129	Dr. Ramesh Kumar	Assistant Professor	Government P.G. College,Ambala Cantt	Entrepreneurship In Home Made Pesticides with Reference To Beetles Management
130	Dr. Daldeep Kumar	Assistant Professor	Government P.G. College,Ambala Cantt	Start Ups in The Development of Indian Tourism Industry
131	Mr. Ramesh Kumar	Associate Professor	PGDAV College Eve, Delhi	AI driven Startups Ecosystem in India: Prospects and Challenges
132	Mr. Darshan Lal	Assistant Professor	Pt.CLS. Govt. College, Karnal	Startup in India: Opportunities and Challenges

133	Dr. Naresh Kumar	Associate Professor	Government P.G. College,Ambala Cantt	Impact of Startups on Indian Economy
134	Dr. Satpal Yadav	Professor	Dronacharya Government College, Gurugram	Business Environment for Startups in India: A Comprehensive Analysis
135	Dr. Lovenish	Assistant Professor	DAV(PG) College, Karnal	Startups -Boost to Indian Economy
136	Dr Savita Kumari	Assistant Professor	Govt College, Chammu Kalan, Ismailabad	Open Innovation in the Startup Ecosystem: A Catalyst for growth or a Strategic Risk
137	Dr Neelam Turan	Professor	Govt. College for Women, Karnal	India and It's Startup Issues: Challenges and Opportunities
138	Dr Ramesh Kumar	Professor	Govt. College for Women, Karnal	
139	Dr. Ragini	Assistant Professor	Smt. Aruna Asaf Ali Govt. PG College, Ka	Indian Women Enterprises: Leaders of Today
140	Dr Suman	Assistant Professor		
141	Dr Kavita Kumari	Assiatant Professor	Rajiv Gandhi Govt College, Saha	The Entrepreneurial Boon: Fueling Startup Success in 2024.
142	Ms Seema Grewal	Assiatant Professor	Govt College, Barwala	Start-ups: Role and Challenges in Rural India
143	Dr Aparna Sharma	Assiatant Professor		
144	Dr Harvandana	Assiatant Professor		
145	Ms Rekha Rani	Assiatant Professor	Govt P G College, Ambala Cantt	Major Issues, Challenges and Opportunities of Startups in India
146	Dr Namita	Assiatant Professor		
147	Ms Gunjan Arora	Assiatant Professor		
148	Manisha Arora	Assiatant Professor	Govt College for Women, Shahzadpur (Am	Creativity and Innovation: Essential Pre-Requisites for Start-Ups
149	Pardeep Kumar	Assiatant Professor	Govt P G College, Ambala Cantt	Impact of Remote and Hybrid Work Culture on Startups Success: A Post-2020 Analysis
150	Dr Abha Chaudhar	Assiatant Professor	Govt P G College, Ambala Cantt	
151	Dr Deepak Sharma	Associate Professor		
152	Mr Anil Kumar	Associate Professor	Govt P G College, Ambala Cantt	Opportunities and challenges of startup in India
153	Mrs Hemprabha	Associate Professor	Govt College, Saraswati Nagar	Startup and Economic Growth
154	Dr Poonam Dhiman	Assiatant Professor	Govt P G College, Ambala Cantt	Impact of E Commerce in the advancement of Global Startups

## Media Coverage

### डिग्री के साथ स्किल पर जोर देने की जरूरत

अम्बाला। अम्बाला छावनी स्थित गवर्नमेंट पीजी कॉलेज के कॉमर्स एंड मैनेजमेंट विभाग व इंस्टीट्यूशनल इनोवेशन काउंसिल द्वारा स्टार्ट अप ऑपरच्युनिटीज एंड चैलेंजेस विषय पर एक दिवसीय नेशनल सेमिनार का आयोजन किया गया।

सेमिनार के मुख्य अतिथि हरियाणा राज्य उच्चतर शिक्षा परिषद के अध्यक्ष डॉ. केसी शर्मा रहे। कॉलेज प्रिंसिपल व हरियाणा उच्चतर शिक्षा निदेशालय के संयुक्त निदेशक प्रोफेसर डॉ. अजीत सिंह ने मुख्य अतिथि का कॉलेज पहुंचने पर स्वागत किया। सेमिनार में मुख्य वक्ता के तौर पर ह्यूमन कैपिटल ट्रांसफॉर्मेशन एंड चेंज मैनेजमेंट कंसल्टेंट हितेश कुमार गुलाटी रहे। पहले टेक्निकल सेशन में यूबीएस पंजाब यूनिवर्सिटी चंडीगढ़ से प्रोफेसर संजय कौशिक तथा दूसरे टेक्निकल सेशन में कुरुक्षेत्र विश्वविद्यालय के वाणिज्य विभाग से प्रोफेसर तेजिंद्र शर्मा ने अपने व्याख्यान प्रस्तुत किए। उप प्राचार्य



प्रोफेसर देस राज बाजवा द्वारा मुख्य अतिथि मुख्य वक्ता तथा रिसोर्स पर्संस का धन्यवाद किया गया। सेमिनार की कन्वीनर डॉ. शरुन आहूजा ने बताया कि इस सेमिनार में 206 डेलीगेट्स ने भाग लिया। सेमिनार के समापन के अवसर पर कुरुक्षेत्र विश्वविद्यालय

कुरुक्षेत्र से परीक्षा नियंत्रक डॉ. अकिश्वर प्रकाश रहे। उन्होंने सभी प्रतिभागियों को सर्टिफिकेट वितरण किया। इस अवसर पर प्रिंसिपल प्रो. अजीत सिंह ने सेमिनार के सफल आयोजन पर ऑर्गनाइजिंग टीम को बधाई दी।

## गवर्नमेंट कॉलेज में स्टार्टअप पर नेशनल सेमिनार डिग्री के साथ स्किल पर जोर देना जरूरी है : केसी शर्मा

भास्कर न्यूज़ | अम्बाला

गवर्नमेंट पीजी कॉलेज कैट के कॉमर्स एंड मैनेजमेंट विभाग व इंस्टीट्यूशनल इनोवेशन काउंसिल द्वारा स्टार्टअप ऑपरच्युनिटीज एंड चैलेंजेस विषय पर नेशनल सेमिनार का आयोजन किया गया। मुख्यातिथि हरियाणा राज्य उच्चतर शिक्षा परिषद के अध्यक्ष डॉ. केसी शर्मा रहे। मुख्य वक्ता के तौर पर ह्यूमन कैपिटल ट्रांसफॉर्मेशन एंड चेंज मैनेजमेंट कंसल्टेंट हितेश कुमार गुलाटी रहे।

पहले टेक्निकल सेशन में यूबीएस पंजाब यूनिवर्सिटी चंडीगढ़ से प्रो. संजय कौशिक व दूसरे टेक्निकल सेशन में कुरुक्षेत्र विश्वविद्यालय के वाणिज्य विभाग से प्रो. तेजिंद्र शर्मा ने व्याख्यान दिए। उप प्राचार्य प्रो. देसराज बाजवा ने मुख्यातिथि, मुख्य वक्ता



अम्बाला। राजकीय कॉलेज में आयोजित स्टार्टअप नेशनल सेमिनार में मंच पर बैठे मुख्यातिथि व मुख्य वक्ता।

व रिसोर्स पर्संस का धन्यवाद किया। कन्वीनर डॉ. शरुन आहूजा ने बताया कि इस सेमिनार में 206 डेलीगेट्स ने भाग लिया। सेमिनार के समापन पर कुरुक्षेत्र विश्वविद्यालय कुरुक्षेत्र से परीक्षा नियंत्रक डॉ. अकिश्वर प्रकाश रहे।

उन्होंने सभी प्रतिभागियों को सर्टिफिकेट वितरण किया। मौके पर प्रिंसिपल व हरियाणा उच्चतर शिक्षा निदेशालय के संयुक्त निदेशक प्रोफेसर डॉ. अजीत सिंह ने सेमिनार के सफल आयोजन पर ऑर्गनाइजिंग टीम को बधाई दी।

## Media Coverage

‘स्कूल-कालेज का उद्देश्य पढ़ाना संग कौशल विकास करना’

जागरण संवाददाता • अंबाला : राजकीय पोस्ट ग्रेजुएट कॉलेज में शनिवार को कामर्स एंड मैनेजमेंट विभाग व इंस्टीट्यूशनल इनोवेशन काउंसिल द्वारा स्टार्ट अप आपब्यूनिटीज एंड चैलेंजेस (अवसर और चुनौतियाँ) विषय पर एक दिवसीय राष्ट्रीय सेमिनार हुआ। सेमिनार में हरियाणा राज्य उच्चतर शिक्षा परिषद के अध्यक्ष डा. केसी शर्मा बतौर मुख्यातिथि शामिल हुए।

केसी शर्मा ने कहा कि परंपरागत भारतीय अर्थव्यवस्था कुटीर उद्योग था। जोकि स्टार्टअप का हिस्सा था। जैसे कुम्हार मटके और मोची जूते बनाते थे। लेकिन कालांतर में शिक्षा सिस्टम ऐसा बन गया कि आपको पढ़ लिखकर केवल नौकरी ही करनी है ऐसा ही माईड सेटअप हो रहा है।

उन्होंने उदाहरण देते हुए कहा कि सोईटी पास करने के लिए तो बच्चे 18-18 घंटे मेहनत कर सकते हैं लेकिन स्टार्टअप के लिए प्रयास नहीं करते। जबकि सही अर्थों में स्कूल कालेजों का उद्देश्य बच्चों के अंदर इस तरह के कौशल का विकास करना है ताकि वह खुद अपने पैरों पर खड़े हों और नौकरी ढूँढने की

सेमिनार का शुभारंभ करते हुए डा. कैलाश चंद्र शर्मा व सभागार में मौजूद प्रतिनिधि। • सौ. शिखर

बजाए नौकरी देने वाले बन सकें। डा. शर्मा ने कहा कि न्यू एजुकेशन पालिसी का उद्देश्य भी यही है। इसमें उनकी स्किल पर जोर दिया जाए। मेजर और माइनर के कोर्स भी इसीलिए शुरू किए गए हैं ताकि वह केवल किताबी ज्ञान तक ही सीमित न रहें बल्कि उनमें कौशल विकास हो सके। इससे पहले कालेज प्रिंसिपल व हरियाणा उच्चतर शिक्षा निदेशालय के संयुक्त निदेशक प्रो. डा. अजीत सिंह ने मुख्य अतिथि का स्वागत किया। यह सेमिनार शनिवार सुबह साढ़े 11 बजे से शाम पांच बजे तक चला।

206 प्रतिनिधियों ने लिया सेमिनार में हिस्सा

सेमिनार में मुख्य वक्ता के तौर पर ख़ुमन कैपिटल ट्रांसफ़ॉर्मेशन एंड वेंचर मैनेजमेंट कंसल्टेंट हितेश कुमार गुलाटी रहे। पहले तकनीकी सत्र में यूबीएस पंजाब यूनिवर्सिटी चंडीगढ़ से प्रोफेसर संजय कौशिक और दूसरे तकनीकी सत्र में कुरुक्षेत्र विश्वविद्यालय के वाणिज्य विभाग से प्रोफेसर तेजिंद्र शर्मा ने अपने व्याख्यान प्रस्तुत किए। उप प्राचार्य प्रोफेसर देस राज बाजवा द्वारा मुख्य अतिथि, मुख्य वक्ता और रिसोर्स पर्सन का धन्यवाद किया गया।

सेमिनार की संवाल्क डा. शगुन आहूजा ने बताया कि इस सेमिनार में 206 प्रतिनिधियों ने भाग लिया। सेमिनार के समापन के अवसर पर कुरुक्षेत्र विश्वविद्यालय कुरुक्षेत्र से परीक्षा नियंत्रक डा. अकेश्वर प्रकाश ने सभी प्रतिभागियों को सर्टिफिकेट वितरण किया। इस अवसर पर प्रिंसिपल प्रो. अजीत सिंह ने सेमिनार के सफल आयोजन पर संचालन के लिए टीम को बधाई दी।