



University of Essex

ESSEX  
BUSINESS  
SCHOOL



# Entrepreneurship as Empowerment

Promoting Entrepreneurship in Goa  
for  
Environmental and Cultural Sustainability

September 21-22, 2018

Goa, India



# Introduction

The forthcoming symposium on Entrepreneurship as a Social Movement represents the second chapter of a unique initiative taken by banglanatak dot com in partnership with the International Entrepreneurship Forum, The Venture Academy, Essex Business School, University of Essex, UK. It follows the highly successful and exciting inaugural conference that took place in Kolkata in January this year. The inspiration generated by a community of grassroots entrepreneurs, who are collaborating with technologists, business angels and academic researchers to work together as part of an evolving ecosystem in India, has led to the creation or consolidation of a range of local, socially-driven entrepreneurial activities. A key objective behind this is to establish a socially networked, community-based entrepreneurial system that promotes entrepreneurship both as a way of life and as a set of linked stakeholder activities enabling economic and social empowerment. To do this with the wider international community, sharing experiences, supporting cultural and economic collaboration – all hallmarks of banglanatak's repertoire of engagement with the community – is a significant bonus for all involved in entrepreneurial activity.

# Unexplored Possibilities in Goa

Goa is rich in cultural and natural resources. Creativity is innate in Goan way of life. Goa is one of the most popular tourism destinations of India. Goa is working towards becoming plastic free. There is scope of promoting entrepreneurship in sectors like infrastructure and logistics, waste management, agriculture, responsible tourism and pollution control. There is a tremendous scope of revitalizing the rich cultural heritage of Goa through supporting grass-root entrepreneurship in creative industries. Goan youths are quite enthusiastic about sports and sports entrepreneurship may be another potential area. Goa is one of the most popular tourism destinations of India. Ensuring sustainable and responsible tourism is a key need. This entails improved infrastructure and responsible ecosystem management, ensuring a better quality of life for the people and contributing to social inclusion. There is a tremendous scope of revitalizing the rich cultural heritage of Goa through supporting grass-root entrepreneurship, facilitating access to and opening up opportunities for Goan art and craft development. Goan crafts like coconut shell artworks, lacework, macramé, Lavo, woodcarving, shell work, bamboo work are facing challenges of diversity, quality and access to market. Craft stores in popular beaches lack local art and craft products. The rich and diverse music and dance traditions of Goa and its villages can be promoted to open up new vistas of cultural tourism. Instead of only focusing on beach areas, tourism may offer unique experiences of the lifestyle, art and culture of different communities of Goa. Diversity enables both creativity and scaling up across communities of interest for sustainability.

Tourism footfalls create pressure on the environment. Goa is working towards becoming plastic free, and there is scope of promoting entrepreneurship in sectors like waste management and pollution control.

Goan youths are quite enthusiastic about other creative fields including Digital World and Sports and entrepreneurship may be another important area that we may like to look at from institutional human agency and social network perspectives.

# The Symposium

The two day symposium will include a small number of keynotes which will set the scene for discussing “Promoting Entrepreneurship in Goa for Environmental and Cultural Sustainability”. This will be followed by focused panel sessions comprising select speakers who will interact with the audience to ensure a genuinely participatory process. There will also be focused mentoring sessions covering 'Ideas to product development', 'Pitching it right', 'Access to funding', 'Access to appropriate technology', 'Team building', 'Social entrepreneurship', etc. For the seminar, sector experts, innovators and entrepreneurs will be joining to discuss and identify potential opportunities and gaps in the local entrepreneurial ecosystem and come up with concrete strategies of action. Linking the mission of entrepreneurship to CSR and sustainable development charters will also be explored.

Youth from colleges and aspiring entrepreneurs will be involved for sensitization on the emerging possibilities.

We invite delegates to make short contributions of no more than 5,000 words which will feed into the deliberations and also form a part of the proceedings of the event. We welcome essays, research summaries (as in posters containing pictures and words), paintings, photographs, songs and instrumental contributions that address the key theme of cultural and environmental governance through entrepreneurship. Delegates may address sub-themes, such as:

- Culture as an engine for sustainable development;
- Growing a sustainable economy through art, craft, agriculture, floriculture and industry;
- Sustainability as an entrepreneurial endeavor;
- Tourism and travel for sustainable economic regeneration;
- Music as an economic empowerment tool for youth;
- Creativity and Innovation in evolving a sustainable development ecosystem;
- Sports for mindset change and generation of ideas for change.
- 

All contributions should be submitted by 31 August and sent to [jaymitrauniverse@hotmail.com](mailto:jaymitrauniverse@hotmail.com).

The written and other forms of submissions, together with the proceedings of the event, will be compiled as a DVD/CD and print copies for dissemination internationally. Appropriate accreditation (as in ISSN numbers) and refereed publications will also be sought for these submissions.

## Who Can Attend

- Students / Scholars / Teachers from any recognised national or international university / institute
- Organisations / Individuals working on entrepreneurship development / incubation
- Angel / VC funding organisations
- Existing early stage entrepreneurs
- Budding entrepreneurs

## Delegate Fees

All international and national delegates need to pay a token fee for the conference covering lunch and refreshments over the 2 days. Our proposed target fee is UK £100 for Int'l and Rs 5000 for National level delegates. Local participants need not make any payment.

All international delegates need to register by sending an email to [iefsubmissions@gmail.com](mailto:iefsubmissions@gmail.com).

### **Location, Venue and Logistics**

Goa is a very popular tourist destination and September is considered the beginning of the tourist season. So please make your bookings as early as possible.

For Int'l/ Domestic travel and accommodation in Goa, Transport, Airport transfer, Sightseeing in Goa, please write to official travel partner TourEast at [toureast@banglanatak.com](mailto:toureast@banglanatak.com).

Any queries about the event may be addressed to: [esm.goa2018@gmail.com](mailto:esm.goa2018@gmail.com).

# Draft Schedule

## Friday, September 21, 2018

10 am - 11 am	: Inauguration
11 am - 11:45 am	: Tea Break
11:45 am - 1:15 pm	: Creative Economy
1:15 pm - 2:30 pm	: Lunch Break
2:30 pm - 4 pm	: Grassroots entrepreneurship - SHGs / SDGs
4 pm - 4:30 pm	: Tea Break
4:30 pm - 6 pm	: Green Economy and Sustainable Data Management
6 pm - 6:30 pm	: Tea Break
6:30 pm - 8 pm	: Music as a Business - Keynote with live music

## Saturday, September 22, 2018

10 am - 11:30 am	: Tourism
11:30 am - 12 noon	: Tea Break
12 noon - 1:30 pm	: Presenting 5 Best Ideas from Goa
1:30 pm - 3 pm	: Lunch Break
3 pm - 5 pm	: Concluding Session

## Sunday, September 23, 2018

Field Trip/ Goa visit

# Proposed Speakers

## Prof. Jay Mitra

Professor, Business Enterprise and Innovation, Essex Business School, University of Essex, UK and Founder, IEF

## Harish Hande

Founder Director, SELCO and 2011 Magsaysay Award Winner

## R Venkataraman

Managing Director and Co-Founder, India Infoline (IIFL)

## Imteyaz Ali

Founder, Sarthak Samudayik Vikas Evam Jan Kalyan Sansthan (Bhopal)

## Subodh Kerkar

Founder Director, Museum of Goa

## Dr Madhav Sathe

Hon. Secretary, Bombay Mothers and Children Welfare Society

## Su-Hyun Berg

Senior advisor, Business Institute for Sustainable Development, Korea Chamber of Commerce and Industry

## Nick Hixson

[www.hixsons.co.uk](http://www.hixsons.co.uk)

## Chuck Russell

Chairman & CEO  
Bestwork DATA, USA

## Gopinath Parayil

Founder, Blue Yonder and LORE Trails, Kochi

## Tarun Bansal

CEO, Arya Niwas, Jaipur

## Suresh Reddy

Founder & Chairman, Lycos

## Ananya Bhattacharya

Director, banglanatak dot com

## Suman Mukhopadhyay

Director, banglanatak dot com

## Amitava Bhattacharya

Founder Director, banglanatak dot com

---

[http://banglanatak.com/whats\\_new/goa-entrepreneurship-symposium](http://banglanatak.com/whats_new/goa-entrepreneurship-symposium)

For details and outcomes of the first Chapter See:

<http://banglanatak.com/story/entrepreneurship-as-a-social-movement-initiating-change-with-values/>

and

[http://banglanatak.com/doc\\_category/project-brochures/](http://banglanatak.com/doc_category/project-brochures/)

---