



ESSEX
BUSINESS
SCHOOL



Entrepreneurship as Empowerment

International Conference on
Promoting Entrepreneurship in Goa
for Environmental and Cultural Sustainability

September 21-22, 2018

**Goa University, Seminar Hall
New Science Block E,
Taleigao Plateau, Goa**



Introduction

There is growing recognition of entrepreneurship as an instrument for economic growth. Youth entrepreneurship development is a proven strategy that positively impacts the lives of young people. Goa University is actively encouraging youth entrepreneurship development. The seminar “Entrepreneurship as Empowerment: Promoting Entrepreneurship in Goa for Environmental and Cultural Sustainability” is being organized by Contact Base (trading style: banglanatak dot com) in collaboration with Goa University and the International Entrepreneurship Forum, The Venture Academy, Essex Business School, University of Essex, UK to encourage entrepreneurship as a career choice. The seminar will be held on September 21 and 22, 2018, to explore ways to promote entrepreneurship amongst Goan youth and expose them to the potential of innovation-led green and sustainable economic opportunities in the state. The forthcoming symposium on Entrepreneurship as a Social Movement represents the second chapter of a unique initiative taken by Contact Base in partnership with the International Entrepreneurship Forum, The Venture Academy, Essex Business School, University of Essex, UK 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.

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.

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 and Registration

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. All international delegates need to register by sending an email to iefsubmissions@gmail.com. National delegates also need to register by sending email to esm.goa2018@gmail.com.

Local participants need not make any payment, but to send an email to register at esm.goa2018@gmail.com.

Location, Venue and Logistics

Goa University, Taleigao Plateau, Goa
New Science Block E , Seminar Hall

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.

Any queries about the event may be addressed to: esm.goa2018@gmail.com.

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 and SDGs
- 4 pm - 4:30 pm : Tea Break
- 4:30 pm - 6 pm : Green Economy and Sustainable Data Management

Saturday, September 22, 2018

- 10 am - 11:30 am : Tourism
- 11:30 am - 12 noon : Tea Break
- 12 noon - 1:30 pm : Entrepreneurship in Goa
- 1:30 pm - 3 pm : Lunch Break
- 3.30 pm - 5 pm : Way Forward

Mentoring Session

September 21

- 1:45 pm - 2.30 pm : Access to Funding and Team Building
- 6.30 pm - 7.15 pm : Social Entrepreneurship

September 22

- 2.30 pm - 3.15 pm : Pitching it Right

Speakers

Prof. Jay Mitra

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

R Venkataraman

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

Su-Hyun Berg

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

Imteyaz Ali

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

Suraj Morajkar

Managing Director, Sun Estates

Mac Vaz

Co-Director, Madame Rosa Distillery

Clinton Vaz

Founder, vRecycle

Dr. Madhav Sathe

Hon. Secretary, Bombay Mothers and Children Welfare Society

Prof. Pranab Mukhopadhyay

Professor of Economics, Goa University

Nick Hixson

www.hixsons.co.uk

Ananya Bhattacharya

Director, banglanatak dot com

Suprajit Raikar

Founder-Proprietor, Raika Honey

Suman Mukhopadhyay

Director, banglanatak dot com

Suman Bhat

Founder, LOLA

Dr. Subodh Kerkar

Founder Director, Museum of Goa

Suresh Reddy

Founder & Chairman, Lycos

Mahesh Patil

Managing Director, NV Eco Farm

Swayan Chaudhuri

MD & CEO, Imagine Panaji Smart City Development Limited, Goa

Tarun Bansal

CEO, Arya Niwas Hospitality, Jaipur

Luke Sequiera

Founder, NUMADIC

Amitava Bhattacharya

Founder Director, banglanatak dot com



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/
