



INTERNATIONAL CONFERENCE

"Viksit Bharat: Harnessing Indian Knowledge Systems for Innovation and Entrepreneurship"

ऋग्वेद: 10.191.2

**सं गच्छध्वं सं वदध्वं सं वो मनांसि जानताम् ।
देवा भागं यथा पूर्वे सञ्जानाना उपासते ॥**

IT MEANS

**"Move together, speak together, and let your minds be united in understanding.
Just as the divine beings in the past achieved success through unity,
may you also act in harmony."**

Date: 11th and 12th September 2025

This Rig Vedic verse beautifully captures the spirit of innovation, entrepreneurship, and collective growth. India's journey toward becoming a developed nation, or Viksit Bharat, necessitates leveraging its vast intellectual heritage, traditional wisdom, and indigenous knowledge systems (IKS) to drive innovation and entrepreneurship. Indian Knowledge Systems (IKS) encompass diverse fields such as Ayurveda, Vedic mathematics, astronomy, metallurgy, governance, and sustainable living practices. Integrating IKS with modern scientific and technological advancements can foster a unique model of economic and social progress. This international conference aims to bring together policymakers, scholars, entrepreneurs, and industry leaders to explore the role of IKS in shaping India's future through innovation and entrepreneurship.

Objectives:

- To facilitate dialogue on integrating traditional knowledge with contemporary innovation and entrepreneurship.
- To showcase research, development, and commercialization of indigenous technologies.
- To provide a platform for startups and enterprises leveraging IKS for scalable business solutions.
- To discuss policy and institutional frameworks that support the fusion of traditional wisdom with modern technological advancements.
- To foster global collaboration in the domain of IKS-driven innovation and entrepreneurship.

Sub -themes:

1. Ancient Trade Practices and Their Relevance in Modern Business

- Exploring India's historical trade systems (Silk Route, Maritime Trade)
- Lessons from indigenous business practices for global entrepreneurship

2. Role of Traditional Knowledge in Sustainable Business Models

- Ayurveda, organic farming, and eco-friendly enterprises
- Leveraging sustainability from Indian heritage in modern business

3. Jugaad Innovation: Frugal Engineering for Global Markets

- Case studies of cost-effective Indian innovations
- Frugal innovation as a strategy for startups and MSMEs

4. Spiritual Intelligence in Leadership and Business Ethics

- Principles of Dharma and ethical leadership in management
- Integrating Indian philosophical wisdom in corporate governance

5. AI and Digital Transformation Rooted in Indian Knowledge Systems

- AI applications inspired by Vedic mathematics and computational models
- Leveraging Indic algorithms in fintech, healthcare, and logistics



6. Financial Inclusion and Indigenous Banking Practices

- Learning from historical banking systems (Tijori banking, Indigenous credit networks)
- Fintech innovations inspired by cooperative and microfinance models

7. Startup Ecosystem and the Gandhian Model of Entrepreneurship

- Self-reliance (Swadeshi) and its impact on India's startup ecosystem
- Social entrepreneurship through indigenous models

8. Agri-Tech and Ancient Farming Wisdom

- Applying traditional agricultural knowledge to agri-business innovation
- Sustainable supply chain management in rural entrepreneurship

9. The Influence of Indian Management Systems in Global Business

- Concepts from Arthashastra and Thirukkural in business strategy
- Indian business principles shaping international corporate policies

10. Cultural and Creative Industries: Leveraging India's Art and Handicrafts for Economic Growth

- Monetizing India's creative sectors through digital platforms
- Empowering artisans and local businesses via e-commerce

11. Women Entrepreneurs and Traditional Knowledge

- Role of Indian women in cottage industries and grassroots innovations
- Empowering female entrepreneurship through indigenous practices

12. Brand India: Positioning Indigenous Knowledge as a Global Competitive Advantage

- Creating a global identity for Indian innovations
- The role of Make in India and Atmanirbhar Bharat in entrepreneurship

We also welcome papers outside these tracks, provided they align with the broader theme of integrating Indian Knowledge Systems with modern perspectives.



Call For Research Papers

Authors are invited to submit their original and unpublished manuscripts based on empirical research, experiences, reviews, and promising ideas that demonstrate research focusing on the International Conference's main theme and sub themes. All submitted work should mandatorily have a similarity index below 10%.

Publication Opportunity

In Publishing opportunities section put Special issue to be published with Selected papers will be published in Special Issue of Empirical Economics Letters, an ABDC-Indexed Journal ISSN:-(1681 8997) and ABS International Journal of Management ISSN:-(2319-684X)

Important Dates

Extended Abstract Submission: 15th May 2025.

Full Paper Submission : 27th May 2025

Last Date of Registration: 31st August 2025

Registration Details:

Name :- Asian Business School

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Registration Amount:

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Research Scholar INR 1500

Student INR 500

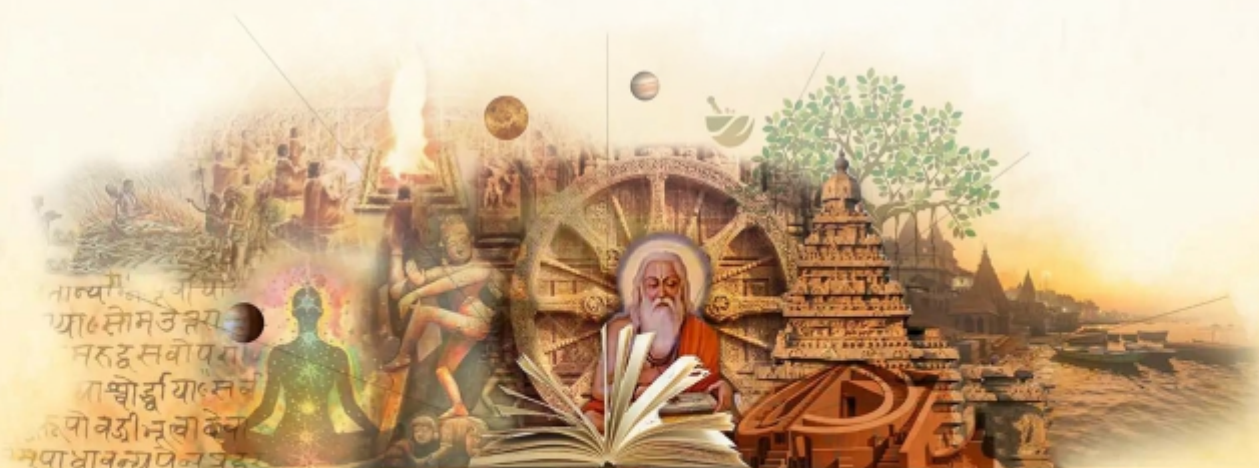
(*the author will bear APC of ABDC Indexed journal)

GUIDELINES FOR FULL PAPER SUBMISSION WITH ABSTRACT

The full paper should include the following:

Title Page: The paper should clearly mention the title, name of the author(s) including the corresponding author, affiliation(s), email address(es), phone numbers.

Abstract: Maximum 250-300 words which include purpose of the study, methodology employed key findings of the study, contribution to the body of knowledge and keywords (maximum 5).



GUIDELINES FOR FULL PAPER SUBMISSION WITH ABSTRACT

Paper must be of 2500 words (approx) length.

Plagiarism report to be submitted by the author. (less than 10 per cent)

The full paper must include Introduction, Review of Literature, Methodology, Data analysis, Discussion of the results, Managerial Implications, Concluding Observations, and References.

The manuscript should be formatted as follows: Spacing 1.5, Font: Times New Roman, Font

Size: 12 Points, margin of one inch all around can be sent on

email id conference Email: iqac@abs.edu.in, Sarmistha.sarma@abs.edu.in

References: APA formatting style. All tables, charts and graphs should be given on separate sheets with title.

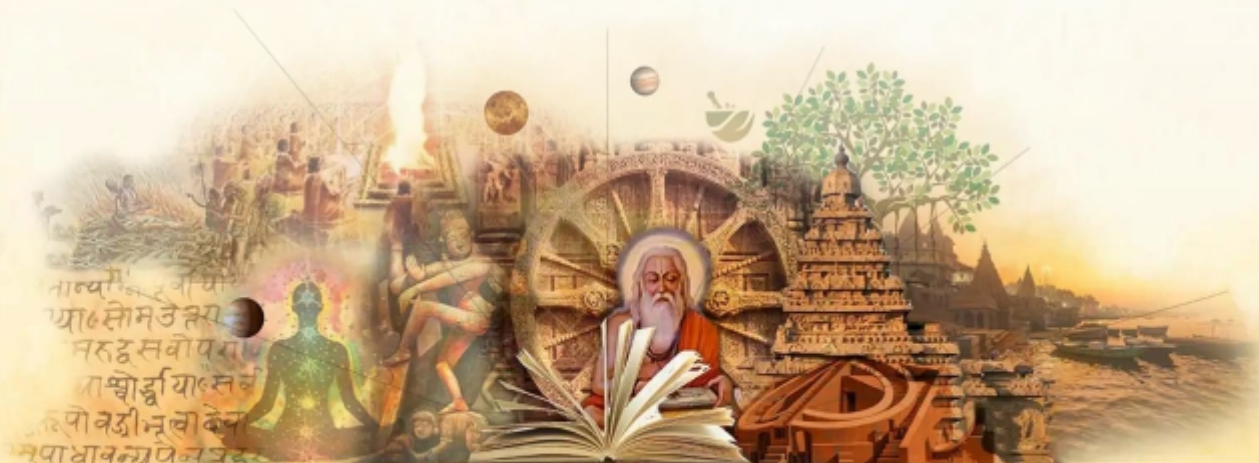
The submitting author will serve as the corresponding author for co-authored papers/abstracts (with more than one author). Paper must not be published or accepted for publication elsewhere, an undertaking to this effect should appear in the cover letter/email.

About the Organizing Institution:

Asian Business School is an innovative centre of academic excellence approved by AICTE and is one of the top colleges for PGDM / MBA in India. The flagship PGDM degree program offered here is accredited by the National Board of Accreditation (NBA) and granted equivalence to the MBA Degree of an Indian University by the Association of Indian Universities (AIU).

Our programmes are purposeful and professionally oriented. The core advantage of studying at ABS is to get an internationally recognized qualification, by the finest academic minds who impart holistic knowledge through outcome-based teaching methodology. The support from the industry is immense in the form of internships and job placements. ABS believes that education and training are vital inputs for human resource development, which in turn is essential for the economic well-being and growth of society. This Business School is established to prepare the youth for taking advantage of the unprecedented opportunities and face the challenges posed by the economic reforms, which have radically changed the complexion of businesses and their management across the world. ABS is run by a non-profit society registered under the Societies Registration Act XXI of 1860. To add to it, the Asian Academy of Film & Television run by this Society is one of the ten best film schools in the world for short-term courses. The motto of Asian Business School is 'Growth with Education'.

ABS has international tie-ups with renowned international institutions of higher learning like Oxford Business College, U.K. which are partnering with ABS in providing globally recognized management education. ABS has a strong industry–business school interface to integrate classroom teaching and training and practical experience in the field to bridge the gap between theory and practice. ABS focuses on enhancing the capability of the students to lead and manage businesses by learning to adopt a systematic approach to identifying problems and finding their solutions using analytical, problem solving and decision-

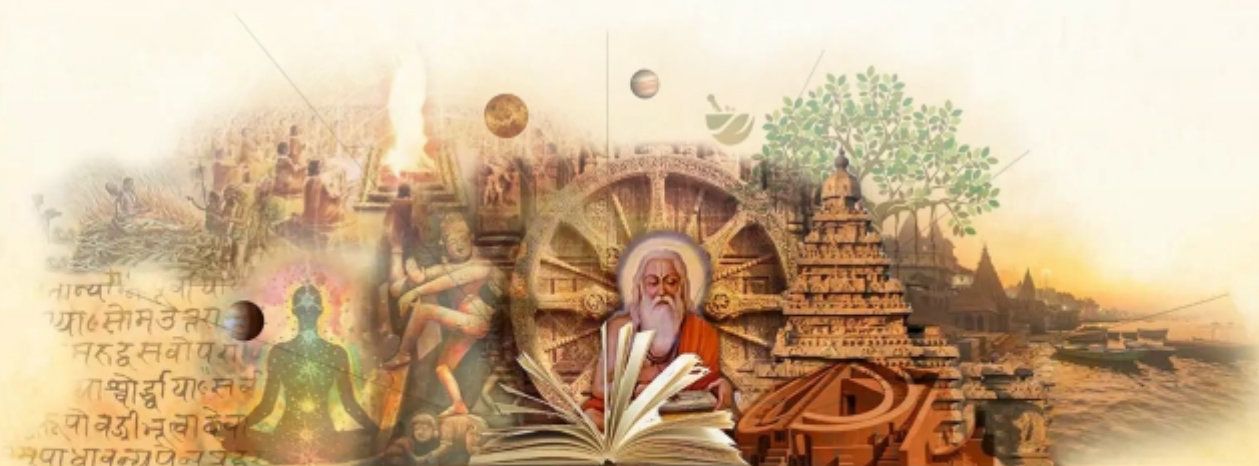


making skills and understanding financial and accounting aspects of business in a logical manner. This makes ABS not only the best PGDM college in Delhi NCR only but also AICTE approved top PGDM college in India.

ABS also prepares its students to pursue opportunities for doing business with due emphasis on inculcating the spirit as well as skills of entrepreneurship in its students. In other words, due emphasis is laid on inculcating the spirit of entrepreneurship in its students. Personality development, physical fitness, personal grooming and training in communication skills are integral parts of education and training at ABS for preparing its students to enter the business world with determination and necessary self-confidence.

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