

**SRI SATHYA SAI  
INSTITUTE OF HIGHER  
LEARNING**

(Deemed-to-be-University)

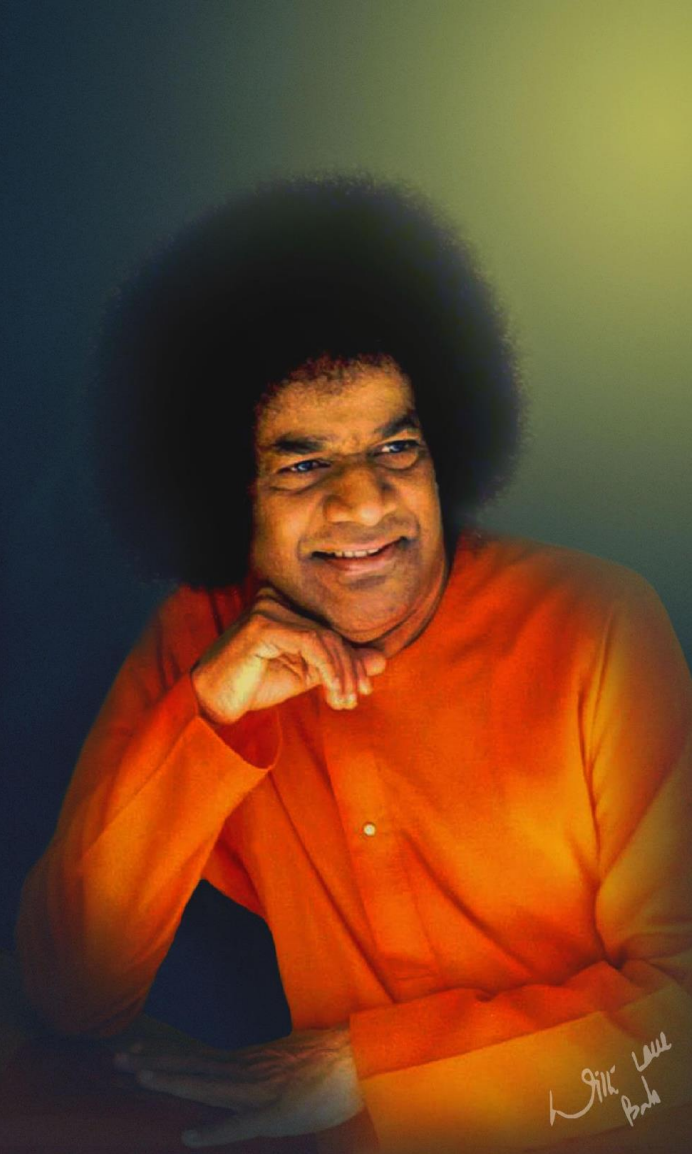
*Invites you for an*

**e-Conference  
on**

**Entrepreneurship &  
Innovation**

*Organised by*

**Department of  
Management &  
Commerce**





***“Stand-Up ,Start-Up and Scale-Up!  
The Dimensions of Entrepreneurship & Innovation  
in the Post-COVID Era”***

**4<sup>th</sup>-5<sup>th</sup> September, 2021**



**SEPTEMBER 4<sup>th</sup>-5<sup>th</sup>, 2021**

**e-CONFERENCE on  
STAND-UP, START-UP,  
SCALE-UP!**

**ENTREPRENEURSHIP AND  
INNOVATION IN THE POST  
COVID ERA**

Feedback link :

<https://forms.gle/CYb2ocFY515mjgsK6>

## **VISION**

*Young Individuals are Repositories of  
Manoshakti , Dehashakti , Indriyashakti,  
Budhishakti , Atmashakti.  
–Founder Chancellor, Sri Sathya Sai  
Baba*

## **MISSION**

*To Create Entrepreneurs of Integrity and  
Character.*

## **OBJECTIVE**

*To channelize and empower the young  
entrepreneurial passions through a  
common platform.*

## **ORGANISED BY**

**Department of  
Management & Commerce**

**Sri Sathya Sai Institute  
of Higher Learning**

## **CONFERENCE OVERVIEW**

The conference serves as a platform for students / researchers to discover and unleash breakthrough ideas, innovations, and insights that can disrupt the social, economic, and tech ecosystem and create a whole new world. The aim is to bring together inspiring entrepreneurs and investors and to create new opportunities for building new partnerships and collaboration, and highlight the need for entrepreneurship as a means to address some of the most intractable social challenges.

The conference is designed to create new knowledge, discuss survival strategies, and build strong connections needed to start and grow a business.

The conference encompasses inspiring keynotes to challenge your preconceptions, unearth the next big business ideas and disclose the best execution practices. It is a means to overcome networking hurdles and grow your mind, business, and the bottom line.

The focus of the conference is on the theme “**Start-Up, Stand-Up, and Scale-Up!**”, where there will be engaging discussions on the dimensions of Entrepreneurship and Innovations in the Post-COVID era.

## **TARGET AUDIENCE**

Students with entrepreneurial zeal,  
Research Scholars and Budding  
Entrepreneurs.

## **IMPORTANCE & SCOPE**

Given that in spite of having excellent business ideas, a large majority of start-up companies fail, one questions- “Why does this happen? And how can one avoid failure? What are the common mistakes that entrepreneurs make?”

The main purpose of the Conference is to bring experts in all areas of business & entrepreneurship under one roof and encourage sharing of their experiences.

Also, holding discussions about innovative ideas in the background of the pandemic could instigate the entrepreneurial ambitions of young students.

## **WHY ATTEND THIS e-CONFERENCE?**

- Are Entrepreneurship and Innovation the need of the hour?
- What does the new world look like and how to seed alternative futuristic businesses?
- What post-pandemic opportunities can the budding entrepreneurs take advantage of?
- Do values play a role in building better businesses?
- How does empathy help in Innovation?
- What is the role of technology in innovation?

## **TAKEAWAYS**

1. To have insightful interactions with successful entrepreneurs.
2. To discuss the latest trends in entrepreneurial business management.
3. To get to know the aye and nay of starting a business.
4. To understand what the entrepreneurial journey entails.
5. To facilitate exchange of knowledge
6. To be exposed to entrepreneurs and experts from India and abroad.
7. To explore academia-industry collaborations.





**Prof. CARL JOHAN SUNDBERG**

Head, Dept. of Learning, Informatics,  
Management & Ethics,  
Karolinska Institute  
Stockholm, Sweden



**Dr. HANNA JANSSON**

Head, Unit for Bioentrepreneurship  
Karolinska Institute  
Stockholm, Sweden



## **SPEAKERS' DETAILS**



**Dr. RENU SWARUP**

Secretary,  
Department of Biotechnology,  
Ministry of Science & Technology  
Govt. of India  
&  
Chairperson, Biotechnology Industry  
Research Assistance Council (BIRAC)



**Dr. VISHAL RAO**

Chief of Surgery  
(H & N Oncology and Robotic Surgery)  
HealthCare Global Ltd.



**Mr. NAVEEN LAKKUR**

Chief Innovation Coach  
Institute of Inspiring Innovation



**Mr. SHALABH MITTAL**

CEO, School for Social  
Entrepreneurs



## **SPEAKERS' DETAILS**



**Mr. PAVAN KUMAR**

Founder-Director, Diabetic Food  
International Pvt. Ltd.



**Mr. VIJAY SAI PRATHAP**

Co-founder & CEO,  
Gram Vaani



**Dr. T. JAGANNATH PAWAN**

Associate Professor  
University of Southampton, UK



**Prof. RAM RAMDAS**

Founder, Wonderlend Hubs  
& Herald Logic





**Mr. SATHYABRATA MOHANTY**

Founder, Smart X Connected  
Products Pvt. Ltd.



**Mr. VIJAYANANDA REDDY**

CEO & Co-Founder  
LOANYANTRA.com



## **SPEAKERS' DETAILS**



**Dr. SUBHADRA DRAVIDA**

Founder & CEO  
Transcell Biologics



**PROF. SOMASUNDARAM**

Assistant Professor, Bharathidasan  
Institute of Management



**Mr. LAKSHMIKANT SHARMA**

Co-Founder,  
ValueCraftz Advisors

## CONFERENCE DETAILS : DAY 1

**Morning Session link:** <https://youtu.be/zHNnndd65SA>

**Afternoon Session link:** <https://youtu.be/8xLLHmlo82q>



09:30 am to 09:35 am	<b>Veda Chanting</b> – by MBA Students, Sri Sathya Sai Institute of Higher Learning (SSSIHL), Anantapur
09:35 am to 09:45 am	<b>Welcome Address:</b> Prof. (Miss) Rajeshwari C Patel, Director, SSSIHL, Anantapur Campus for Women
09:50 am to 10:00 am	<b>Introductory Remarks:</b> Dr.(Miss) U. Suma, Head, Department of Management and Commerce, SSSIHL, Anantapur
10:05 am to 10:20 am	<b>Inaugural Address:</b> Prof. B. Sai Giridhar, Registrar, Sri Sathya Sai Institute of Higher Learning
10:25 am to 10:40 am	<b>Keynote:</b> Prof. (Dr.) C.B. Sanjeevi, Vice-Chancellor, Sri Sathya Sai Institute of Higher Learning
10:45 am to 10:55 am	<b>Divine Benediction</b> - Bhagawan Sri Sathya Sai Baba, Founder Chancellor, Sri Sathya Sai Institute of Higher Learning
11:00 am to 11:30 am	<b>Address by the Guest of Honor:</b> Dr. Renu Swarup, Secretary, Department of Biotechnology, Ministry of Science and Technology, Govt. of India & Chairperson, BIRAC
11:35 am to 12:05 pm	<b>Talk 2: Entrepreneurship- National Priority, Indian Context and Path Ahead</b> By Mr. Naveen Lakkur, Chief Innovation Coach, Institute of Inspiring Innovation, Bengaluru, India
12.05 pm to 02:00 pm	<b>Lunch Break</b>
	<b>POST LUNCH SESSION</b>
02:00 pm to 02:40 pm	<b>Talk 3:</b> Prof. Carl Johan Sundberg & Dr Hanna Jansson , Karolinska Institute, Stockholm, Sweden
02:45 pm to 03:45 pm	<b>Panel Discussion: Building Innovation and Entrepreneurial Ecosystem &amp; Entrepreneurial Journey - An Entrepreneur Perspective</b>
	<b>Moderator:</b> Dr. Swetha Thiruchanuru, Assistant Professor, SSSIHL, Anantapur Campus <b>Panelists:</b> <ul style="list-style-type: none"><li>• Prof. Ram Ramdas, Herald Logic</li><li>• Mr. Vijayananda Reddy, CEO &amp; cofounder-Loanyantra</li><li>• Prof. Somasundaram-Assistant Professor at Bharathidasan Institute of Management</li><li>• Mr. Pavan Kumar, CEO, Diabetic Food International Pvt Ltd.</li></ul>
03:50 pm to 04:00 pm	<b>Mangala Aarathi – End of Day 1</b>



## CONFERENCE DETAILS : DAY 2

Morning Session link: <https://youtu.be/xCcHIQFH2GY>

Afternoon Session link: <https://youtu.be/fSNioQIELuM>



09:50 am to 09:55 am	<b>Veda Chanting</b> – by MBA Students, SSSIHL, Anantapur & Inaugural session for Day 2 - Mrs. Akanksha Aggarwal, Asst. Professor, DMC, SSSIHL, Anantapur
10:00 am to 10:40 am	<b>Talk 1: Seed Investment-Grants, Bootstrapping</b> By Mr. Satyabrata Mohanty, CEO, SmartX Connected Products & Mr. Laxmikantha Sharma, Co-founder at ValueCraftz Advisors
10:45 am to 11:30 am	<b>Talk 2: Understanding the Role of Entrepreneurship in Bridging the Gap Between Academia/Research and the Society/Industry</b> By Dr. T. Jagannatha Pawan-Associate Professor at University of Southampton, Greater Southampton Area, United Kingdom
11:30 am to 02:00 pm	<b>LUNCH BREAK</b>
	<b>POST LUNCH SESSION</b>
02:00 pm to 02:40 pm	<b>Talk 3: Opportunity in the Crisis – Startups Showing the Way During COVID Pandemic</b> By Mr. Vijay Sai Prathap Co-founder & CEO, Gram Vaani
02:45 pm to 03:40 pm	<b>Panel Discussion 2: Role of Values in Building Better Enterprises</b> <b>Moderator:</b> Dr. U. Suma Rao, Head of the Department, DMC, SSSIHL, Anantapur Campus <b>Panelists:</b> <ul style="list-style-type: none"><li>• Dr. Vishal Rao, Chief of Surgery (H &amp; N Oncology and Robotic Surgery) HealthCare Global Ltd.</li><li>• Mr. Shalabh Mittal, CEO, School for Social Entrepreneurs, India</li><li>• Dr. Subhadra Dravida, Founder CEO, Transcell Biologics, India</li></ul>
03:40 pm to 03:50 pm	<b>Valedictory Session</b> – Dr. Swetha Thiruchanuru, Assistant Professor, DMC, SSSIHL, Anantapur
03:50 pm to 03:55 pm	<b>Vote of Thanks</b> – Mrs. Shilpy, Assistant Professor, DMC, SSSIHL, Anantapur
03:55 pm to 04:00 pm	<b>Mangala Aarathi – End of DAY 2</b>