



# JAYPEE BUSINESS SCHOOL

(A constituent of Jaypee Institute of  
Information Technology, Noida)  
A-10, SECTOR 62, NOIDA-201309



**SEPTEMBER  
20-21, 2024**



**ICSSR  
SPONSORED  
SEMINAR  
ON  
WOMEN  
ENTREPRENEURSHIP:  
DRIVING ECONOMIC  
EMPOWERMENT IN  
ATMANIRBHAR BHARAT**

## ABOUT THE COLLEGE

Jaypee Institute of Information Technology, Noida was established in the year 2001 and has been declared as a "Deemed to be University" under section 3 of UGC Act 1956 in the year 2004. JIIT is a NAAC accredited, AICTE approved and NIRF ranked institute and has continued to become a centre of excellence in emerging areas of science, technology and management.

## ABOUT JBS

Jaypee Business School (JBS) is the latest symbol of the vision of our Founder Chancellor Hon'ble Shri Jaiprakash Gauri Ji. JBS was started in the year 2007 as a constituent of Jaypee Institute of Information Technology (Deemed University). The mission of JBS is "to prepare and produce competent, passionate and market centric professionals who can manage human resources, business operations and ensure world class practices with endurance and commitment."

## ABOUT THE SEMINAR

The Seminar on Women Entrepreneurship: Driving Economic Empowerment in Atmanirbhar Bharat is an event aimed at fostering the spirit of entrepreneurship among women in India. This seminar is an essential platform for women entrepreneurs, policymakers, educators and industry leaders to come together, share insights, and strategize on promoting women-led enterprises as a cornerstone of India's journey towards self-reliance. The primary objective of this seminar is to address the unique challenges faced by women entrepreneurs and highlight success stories, the seminar seeks to inspire and equip participants to contribute significantly to the economic development of the country.

## CALL FOR PAPERS

Research papers are invited on various sub-themes of the seminar from the faculty, research scholars, students from universities, colleges and institutes and corporate professionals. Joint publications with international authors are also welcomed.

**NO  
REGISTRATION  
FEE FOR THE  
SEMINAR**

## SUB-THEMES

- Gender-specific Investment Funds and Government Policies.
- Breaking Financial Barriers: Success Stories from Women Entrepreneurs.
- The Role of Microfinance and Crowdfunding in Women-led Startups in Atmanirbhar Bharat.
- Role of Formal and Informal education in empowering women entrepreneurs.
- Effective Mentorship and Networking Opportunities for Women.
- Developing an Entrepreneurial Mindset.
- Challenging Societal Norms: Women Entrepreneurs Breaking Stereotypes.
- Stories of Resilience: Overcoming Cultural Barriers in Entrepreneurship.
- Impact of Women Entrepreneurship on Economic Development
- Women in Tech: Opportunities and Challenges.
- The impact of E-commerce and Social Media on Women- Led Businesses.
- Start-up and Innovation Ecosystem for Atmanirbhar Bharat.
- The Next Frontier: Emerging Trends Opportunites for Women Entrepreneurs in Atmanirbhar Bharat.

**Any other topic related to the theme of seminar.**

### IMPORTANT DATES

**Last date for  
submission  
of abstract:  
August 26, 2024**  
**Notification of  
acceptance  
of abstract:  
August 28, 2024**  
**The last date for full  
paper submission:  
September 7, 2024**

## **GUIDELINES FOR THE PAPER**

- Only original and unpublished work is sought.
- Length of the abstract should not be more than 500 words including 4-5 keywords.
- Maximum word limit for research paper should be between 4000 to 6000 words.
- Research paper must be in Times New Roman with font size 12 and 1.5 line spacing.
- The paper should start with a title page that shows author's name, affiliations and contact information.

**All abstracts will be published in the Book of Abstracts with an ISBN. Selected papers will be published in an edited book published by Taylor & Francis.**

**All the papers should be submitted to : [jbsseminar2024@gmail.com](mailto:jbsseminar2024@gmail.com)  
Contact us: 0120-2594473/ 2594479/ 2594482**

<b>Chief Patron:</b>	Professor (Dr.) S C Saxena Pro Chancellor, JIIT Noida.
<b>Patron:</b>	Professor (Dr.) Bodh Raj Mehta Vice- Chancellor, JIIT Noida.
<b>Seminar Director:</b>	Professor (Dr.) Anubha Vashisht Director, JBS, JIIT Noida.
<b>Convener:</b>	Dr. Shivani Kapoor
<b>Organizing Committee:</b>	Dr. Richa Chauhan Dr. Arshi Barin Dr. Yogita Dwivedi