



TWO DAYS WORKSHOP ON ROLE OF DIGITALIZATION IN MSME CREATION AND GROWTH APRIL 12-13, 2024

ORGANIZED BY
DEPARTMENT OF MANAGEMENT
DAYALBAGH EDUCATIONAL INSTITUTE (DEEMED TO BE UNIVERSITY)
DAYALBAGH, AGRA-282005, UP, INDIA

IN COLLABORATION WITH
INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH (ICSSR), NEW DELHI, INDIA

A transformative workshop exploring the pivotal role of digitalization in the journey of Micro, Small, and Medium Enterprises (MSMEs). Delve into discussions, collaborations, and experiences surrounding the adoption of digital technologies in the entrepreneurial landscape.

OBJECTIVES

- Understand how digital tools help in the creation and growth of a venture.
- Explore challenges and opportunities in the adoption and implementation of digital technologies at the venture creation and growth.
- Foster academic-industry partnerships to mentor students in their entrepreneurial endeavors.

HIGHLIGHTS

- Inaugural address by **Dr. Sunil Shukla, Director General, Entrepreneurship Development Institute of India, Gandhinagar, Gujarat, India.**
- Plenary Talk by **Prof. Francisco Linan, Full Professor-Entrepreneurship, University of Seville, Spain**

Other Eminent Speakers of the Workshop

- **Mr. Vimal Prakash V, Founder - Global Traders, Australia**
- **Mr. Dhruv Khanna, Co-Founder & CEO - Data Resolve, Singapore**
- **Mr. Achintya Sharma, CEO - Amiach Technologies Pvt. Ltd., India**
- **Mr. Vaisakh TR, Founder & CEO - Prophaze, India**
- **Mr. Subhasis Mukhopadhyay - Founder & CEO-Treacle Technologies Pvt Ltd, India**

Case Studies Featuring Successful Women Entrepreneurs

- **Ms. Richa Bansal, Founder & Director-Purple & Pink Digital Marketing Pvt. Ltd., India**
- **Dr. Hifza Afaq, Co Founder & CTO- Shoegaro Fashions Pvt. Ltd., India**
- **Ms. Sangati Bansal-Founder-Currypatta, India**



Panel Discussion on MSMEs and Digitalization: Challenges and Opportunities

Presentation of the selected entrepreneurial ideas from the TechVenture 2024
(A Student Entrepreneurial Ideas Competition held at DEI)



Join us as we embark on a journey of innovation, collaboration, and digital transformation
Together, let's shape the future of entrepreneurship

REGISTRATION FEE*

DEI STUDENTS - ₹500
WOMEN ENTREPRENEURS- ₹750+18%GST
OTHERS- ₹1000+18%GST
ONLINE PARTICIPANT ₹500 +18%GST
*Includes: Tea, Snacks, Working Lunch for both the days
and Participation Certificate.

REGISTRATION DATES - FROM 1.4.24 TILL 4.4.24

**MORE
INFO**

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REGISTER



LOCATION

**SEMINAR HALL COMPLEX,
DEI (DEEMED TO BE UNIVERSITY) DAYALBAGH,
AGRA-282005-UP, INDIA**

CHIEF PATRON

PROF. C. PATVARDHAN, DIRECTOR, DEI

WORKSHOP ADVISORS

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