6th International Conference on Entrepreneurship, Innovation and Leadership (ICEIL – 2024)
9th - 11th October 2024

SESSION WRITEUP

TRACK-1: Management & Law

Session No	1.1
Panel Discussion Session Topic	Role of Emerging Technologies in the Development of New Business Avenues for a Self–Reliant Nation
Day & Date	Wednesday, 9th October 2024
Time	12 Noon – 1:30 pm
Venue	I-2 Moot Court Hall
Organizing Institute	Amity Business School

Session Overview:

Emerging technologies are playing a key role in fueling the growth of new businesses. By staying attuned to emerging technologies, companies can gain a competitive edge, improve operational efficiency, enhance customer experiences, and foster innovation. Moreover, as the pace of technological change continues to accelerate, those who are proactive in their approach to integrating these trends will be better positioned to navigate the challenges and seize the opportunities that the future holds. The use of cloud computing and artificial intelligence have helped businesses in India to become more efficient and productive. Emerging technologies also have significant potential for the development of new tech-based businesses making India more self-reliant and giving a boost to the economic growth of the country. Al alone is expected to raise India's annual growth rate by several notches in a scenario of intelligent machines and humans working together to solve some of the most difficult problems. India's digital economy is expected to contribute 18-23% to the overall economic activity by 2025, with more than half of it through scaling up new and emerging digital ecosystems.

Session Objectives:

1. To generate debate and discussions on the role of emerging technologies in the development of new businesses to make India more self-reliant.
2. To understand as to how emerging technologies are ushering into an era of innovation and creating new horizons in Industry 5.0.
3. To identify strategies for harnessing emerging technologies for new venture development.
4. To facilitate collaboration between government organisations, academia, and the industry to develop joint initiatives for leveraging emerging technologies for promoting entrepreneurship.

Key Questions to be Explored

1. Which of the emerging technologies have the highest potential for development of new businesses to offer products/services to make India a self-reliant Nation?
2. Can you share some specific examples of the development of new businesses based on emerging technologies?
3. What role can government policy play in promoting the application of emergent technologies for development of new businesses? Can you suggest some policy interventions for this purpose?
4. Can you outline a roadmap for collaboration and partnerships among government organisations, academia, and the industry to develop joint initiatives for leveraging emerging technologies for promoting new businesses?
5. What are the major challenges in harnessing emergent technologies for developing new businesses and how can they be effectively addressed?

Session No	1.2
Panel Discussion Session Topic	Transforming BFSI: AI-Driven Innovations in Security, Efficiency, and Customer Experience
Day & Date	Wednesday, 9th October 2024
Time	2:00 pm – 3:30 pm
Venue	I-2 Moot Court Hall
Organizing Institute	Amity School of Insurance, Banking & Actuarial Science

Session Overview:

The Banking, Financial Services, and Insurance (**BFSI**) sector is experiencing a paradigm shift with the integration of artificial intelligence (**AI**). AI is revolutionizing how businesses in this industry operate, enhancing security, streamlining processes, and improving customer experience. As we move towards a more digitally interconnected world, AI's role in the BFSI sector becomes increasingly critical.

One of the foremost applications of AI in BFSI is its impact on **security**. With the surge in cyber threats, AI-driven technologies like machine learning and predictive analytics are essential in fraud detection, risk management, and enhancing overall cybersecurity. AI systems can swiftly analyze massive volumes of data to identify anomalies and suspicious activities, thus offering proactive and real-time protection against threats. These systems continuously learn and evolve, adapting to new and emerging risks faster than traditional security protocols.

Efficiency is another key area where AI is driving change. AI-powered automation, such as robotic process automation (RPA) and intelligent chatbots, allows financial institutions to optimize operations by automating repetitive tasks like data entry, compliance reporting, and transaction processing. This not only reduces operational costs but also minimizes human error, leading to more accurate and faster service delivery.

In terms of customer experience, AI enables personalized and seamless interactions. With natural language processing (NLP) and AI-powered recommendation engines, financial institutions can offer personalized financial advice, tailored product suggestions, and 24/7 customer support via AI-driven chatbots. These tools empower customers to make informed decisions and access services at their convenience, boosting satisfaction and engagement.

As AI continues to evolve, it holds the potential to reshape the BFSI sector, making it more secure, efficient, and customer centric. For leaders and innovators in the field, the challenge lies in adopting AI responsibly while navigating ethical and regulatory considerations, ensuring a balance between technological advancements and human oversight.

Session Objectives:

1. **Explore AI's Role in Enhancing Cyber Security**: Understand how AI technologies like machine learning and predictive analytics are used to detect and prevent fraud, mitigate risks, and strengthen cybersecurity in the BFSI sector.
2. **Examine AI-Driven Efficiency Improvements**: Analyze how AI-powered tools such as robotic process automation (RPA) and intelligent workflows streamline operations, reduce costs, and minimize errors in financial institutions.
3. **Evaluate AI's Impact on Customer Experience**: Discuss how AI technologies like natural language processing (NLP) and recommendation engines enable personalized financial services, improving customer satisfaction and engagement.
4. **Identify Challenges in AI Adoption**: Address the ethical, regulatory, and operational challenges involved in implementing AI technologies in the BFSI industry, and explore strategies for overcoming these barriers.
5. **Foster Innovation and Leadership in AI Integration**: Encourage thought leadership and innovation by highlighting real-world examples of successful AI-driven transformations in the BFSI sector, providing insights for future growth and development.

Key Questions to be Explored:

1. How is AI transforming the approach to cybersecurity in the BFSI sector, and what specific technologies are being used to detect and mitigate fraud?

2. What role does machine learning play in risk management, and how can it predict and prevent potential financial threats?

3. How can financial institutions leverage AI-driven automation tools like to improve operational efficiency and reduce costs?

4. What are the key advantages of using AI-powered chatbots and virtual assistants in customer service, and how do they enhance the overall customer experience?

5. How is AI enabling personalized financial services, and what is the impact of AI-driven insights on customer decision-making?

6. What are the main ethical concerns surrounding AI adoption in the BFSI sector, particularly regarding privacy, transparency, and decision-making?

7. How can regulatory frameworks keep up with the rapid advancements of AI in the BFSI sector, and what steps are needed to ensure compliance?

8. What are the biggest challenges financial institutions face when integrating AI into their existing systems, and how can these be addressed?

9. How AR can be leveraged for embedded Finance in various sectors?

10. What future AI innovations hold the most potential for further transforming the BFSI industry, and how can institutions stay ahead of these technological trends?

Session No	1.3
Panel Discussion Session Topic	Impact of AI on the Legal Framework of the Make in India and Digital India Programmes
Day & Date	Wednesday, 9th October 2024
Time	3:45 pm – 5:15 pm
Venue	I-2 Moot Court Hall
Organizing Institute	Amity Law School

Session Overview:

As Artificial Intelligence (AI) becomes increasingly central to India's transformative programs like Make in India and Digital India, this panel discussion will explore how the legal system is evolving to keep up. AI is revolutionizing industries, from manufacturing to digital governance, bringing speed, efficiency, and new ways of doing business. But along with its potential, AI also introduces challenges—especially when it comes to protecting data, ensuring privacy, and managing the rights of workers in an automated world. This discussion will focus on the cases related to legal framework, examining how current laws handle the complexities of AI and whether we need new regulations to support responsible AI use. Beyond the legal concerns, we'll also touch on the ethical dilemmas AI raises: How do we ensure AI is fair? How do we protect people's privacy in a digital-first world? Our goal is to spark a conversation that will help shape India's future as a leader in both innovation and legal foresight.

Session Objectives:

1. Discussion on how India's current legal frameworks are adapting to the rapid rise of AI in the Make in India and Digital India movements.
2. Highlight the legal and ethical challenges AI brings to sectors like manufacturing, and governance
3. Discuss how AI regulations can balance innovation with responsibility, particularly around privacy, workers' rights, and data protection
4. Share insights and recommendations on how India's legal policies can better support AI-driven growth while ensuring fairness, accountability, and responsibility.

Key Questions to be Explored:

1. Are India's current laws equipped to regulate AI's role in the Make in India and Digital India initiatives? Where do they fall short?
2. What specific legal issues arise when AI is used in manufacturing and digital governance? How can we address them?
3. How do data protection laws in India handle the massive amounts of data AI systems generate? Are they enough to safeguard privacy?
4. What changes are needed in intellectual property law to protect innovations and ideas generated by AI?
5. How do we ensure fairness and accountability in AI systems, especially when it comes to bias, liability, and cybersecurity risks?
6. What steps can be taken to ensure AI supports workers' rights and doesn't lead to exploitation or job loss? How can labour laws adapt?

Session No	1.4
Panel Discussion Session Topic	Transforming the Business Landscape through Digitalization for Sustainability
Day & Date	Thursday, 10th October 2024
Time	10:00 am – 11:30 am
Venue	I-2 Moot Court Hall
Organizing Institute	Amity College of Commerce & Finance

Session Overview:

As the world increasingly struggles with climate change, resource depletion, and social inequality, businesses are under pressure to adopt sustainable practices. Digitalisation offers promising solutions to these challenges by improving efficiency, transparency, and scalability. However, integrating digital technologies for sustainability requires understanding their potential, risks, and best practices. This panel discussion aims to explore how digitalisation can drive sustainable practices within businesses and industries. It will delve into the intersection of technology and sustainability, examining how digital tools and innovations can be leveraged to enhance environmental stewardship, social responsibility, and economic efficiency. By bringing together experts from various fields, the discussion aims to foster a collaborative dialogue that will drive innovation and practical solutions in the intersection of technology and sustainability.

Success Stories:

The Digital India initiative has led to many successful outcomes, including:

- UMANG app: This app gives over 50 million users access to more than 1,700 government services.
- e-Hospital: This service has made healthcare more accessible for over 380 million registered patients.
- PMG Disha: This initiative has trained and certified over 50 million people in digital skills.
- Aadhaar: This service has streamlined welfare delivery and promoted financial inclusion with 2 billion authentication transactions per month.
- UPI: In 2023, there were a record-breaking 118 billion UPI transactions.

Session Objectives

1. To provide a platform for panel of experts in the area of digitalization and sustainability.
2. To benefit the student community and research scholars to enrich their knowledge on the theme of ICEIL 2024.
3. To raise awareness about need for sustainable development in the mindset of students.
4. To have collaborative dialogue among experts from various fields of economic system.

Key Questions to be Explored:

1. Is digitalization (the way it is being practiced today), a boon or bane?
2. What are the challenges that we face in implementing policies, business practices aimed towards sustainable development?
3. As a future leader, what inputs can be imbibed by students to effectively pursue digitalization?
4. In keeping with modern economic realities, what initiatives can be taken by students to achieve sustainable development?
5. What are the latest business ideas or broad vision of leaders today in order to change the business landscape?
6. How the legacy businesses can leverage the technology for its transformation?

Session No	1.5
Panel Discussion Session Topic	Leveraging the Power of Digital Strategies for Business Growth and Success
Day & Date	Thursday, 10th October 2024
Time	12:00 noon – 1:30 pm
Venue	I-2 Moot Court Hall
Organizing Institute	Amity School of Business

Session Overview:

In today's digital age, leveraging digital strategies is crucial for business growth and success. Digital strategies encompass a range of tactics, including social media campaigns, digital marketing, search engine optimization (SEO), content marketing, and data analytics. These tools help businesses reach wider audiences, engage with customers more effectively, and drive growth.

One of the primary benefits of digital strategies is the ability to target and personalize marketing efforts. Through data analytics, businesses can gain insights into customer behavior and preferences, allowing for tailored marketing campaigns that resonate with specific segments. This personalization increases engagement, conversion rates, and customer loyalty.

Moreover, digital strategies offer cost-effective solutions compared to traditional marketing methods. Social media platforms and content marketing provide opportunities for businesses to connect with potential customers without the high costs associated with print or television advertising. Additionally, SEO helps improve a company's online visibility, driving organic traffic to their website and reducing the need for expensive paid advertising.

Digital strategies also enable businesses to monitor and measure performance in real-time. Tools like Google Analytics provide valuable data on website traffic, user behavior, and campaign effectiveness, allowing businesses to make data-driven decisions and adjust strategies as needed for optimal results.

In summary, embracing digital strategies is essential for businesses aiming to thrive in a competitive landscape. By leveraging these tools, companies can enhance their marketing efforts, reach a larger audience, and drive growth more efficiently and effectively.

Session Objectives:

1. To learn about key digital strategies, including social media marketing, SEO, content marketing, and data analytics, and their roles in driving business growth.
2. To explore how to leverage data analytics to create personalized marketing campaigns that effectively target specific customer segments, increasing engagement and conversion rates.
3. To assess various digital marketing tools and platforms, comparing their cost-effectiveness with traditional marketing methods to identify the best strategies for maximizing ROI.
4. To gain insights into using analytics tools to monitor and measure the effectiveness of digital strategies in real-time, enabling them to make informed, data-driven decisions to enhance business outcomes.

Key Questions to be Explored:

1. How can digital strategies such as SEO and social media marketing be integrated into an existing business model to enhance growth?

2. What challenges might businesses face when implementing these strategies, and how can they be overcome?
3. What role does data analytics play in personalizing marketing efforts, and how can businesses use this data to better understand customer behavior?
4. Can you provide examples of successful personalized marketing campaigns and the impact they had on business growth?
5. What are the most cost-effective digital marketing tools available today?

Session No	1.6
Panel Discussion Session Topic	Logistics Infrastructure and Technology Innovation: Essential Pillars of Gati Shakti Initiative for Self-Reliant India
Day & Date	Thursday, 10th October 2024
Time	2:00 pm - 3:30 pm
Venue	I-2 Moot Court Hall
Organizing Institute	CII School of Logistics

Session Overview:

In 2023, India advanced to 38th place out of 139 countries in the World Bank's Logistics Performance Index (LPI), reflecting an improvement of six positions since 2018. The country now aims to be among the top 25 nations by 2030, with the strategic objective of reducing logistics costs to less than 10% of GDP. By lowering manufacturing costs, enhancing business competitiveness, and integrating with global value chains, the logistics and supply chain sector is constantly advancing the self-reliant India initiative. Among the key initiatives by the government of India, the Pradhan Mantri Gati Shakti National Master Plan and the National Logistics Policy, are the flagbearers of an integrated and robust logistics infrastructure. Moreover, the policy reforms continue to leverage advanced technological tools to enhance efficiency, reduce costs, and improve coordination across the sector and its verticals. Despite the latest advancements, there is considerable potential to further leverage technologies such as big data and artificial intelligence to realize a nationally integrated, cost-effective, reliable, and digitally enabled logistics ecosystem. Additionally, the importance of cross-border settlements and the emergence of deep tech startups are revolutionizing the logistics sector. Cross-border payment systems simplify international trade by ensuring seamless, faster, and more transparent transactions, helping Indian businesses integrate more efficiently with global markets. The Panel discussion, therefore, aims to foster a deeper understanding of the synergies between infrastructure development and technology innovation in the era of transforming India under Viksit_Bharat 2047. The conference session will serve as a platform for debate and deliberations between industry leaders, policymakers, and technology experts to discuss actionable insights and strategies that can drive the Gati Shakti initiative forward, ultimately contributing to a more self-reliant and globally competitive India.

Session Objectives:

1. The Connectors - Nationwide Logistics Infrastructural Development
   To discuss the common vision behind the recent infrastructural policy reforms in the sector including BharatMala, SagarMala, ParvatMala, UDAN, SEZs, dry and wet ports, and e-platforms such as ONDC.
2. The Enablers - Geographic Information System (GIS)
   To assess the role of the National and State Master Plan under GIS in bridging infrastructure gaps, identifying bureaucratic delays, eradicating information asymmetries, and fostering data sharing and faster decision-making.
3. The Disruptors - Artificial Intelligence and Machine Learning

To discuss the potential of technology-extensive spatial planning tools, AI-powered route optimization and chatbots, real-time data processing, collaborative robots, proactive risk management, and predictive analytics in the logistics and supply chain sectors.

4. The Movers - Skilled Logisticians for Precision and Expertise
   To discuss the future of job creation and desired skill-set in the sector, including the emphasis on experiential learning, analytics, and other soft skills.

Key Questions to be Explored:

1. How does the PM Gati Shakti Initiative serve as the remedy to the prior problems and inconvenience of infrastructural programs carried out in silos?
2. The six pillars of the Gati Shakti Program have a staunch focus on data analytics and synchronization. Are technology-driven tools and algorithms the one-go solution to better visibility and efficiency across projects?
3. The challenges of last-mile delivery are multifaceted, especially in the era of speedy deliveries and sophisticated customers. How do we balance the cost and time components in such scenarios?
4. In comparison with our counterparts from developed economies, our geography is trickier than most countries, how do we plan risk management and agility in the times to come given the climate conditions and topography?
5. When the logistics industry stands on the brink of a transformative era, where innovation, agility, and sustainability are the cornerstones of success, what could be the sustaining and innovative business models in this dynamic industry?
6. Trust and collaboration are the pillars of multi-modal transportation. How do we suspect the risks of data breaching and other disruptions in the case of multi-touch points?
7. The Geo-political situations have been tough, earlier it was a pandemic, then it has been war and war-like crisis, including instances of natural calamities, pirates, prolonged conflicts, and much more. Isn't being in the logistics and supply chain business in current times has become more difficult yet demanding than ever?

Session No	1.7
Panel Discussion Session Topic	Blueprints for Future Built Environment: Emerging Technological Innovations
Day & Date	Thursday, 10th October 2024
Time	3:45 pm – 5:15 pm
Venue	I-2 Moot Court Hall
Organizing Institute	RICS School of Built Environment

Session Overview:

The Built Environment (Civil Infrastructure) is on the threshold of a profound transformation, driven by the convergence of cutting-edge technology, sustainability, and human-centered design principles. As urban areas and communities evolve, the integration of advanced technologies such as Building Information Modelling (BIM), the Internet of Things (IoT), and Digital Twins, etc, are revolutionizing how structures are envisioned, designed, constructed, and maintained. This shift extends beyond mere technological advancements, reflecting a broader cultural transformation within the construction industry towards greater innovation, collaboration, and continual improvement.

The rising interest in adopting artificial intelligence, robotics, and new construction methodologies is enabling projects to be completed more swiftly and efficiently. Fully connected projects that employ sensors, drones, and other advanced tools during the whole life cycle of projects are generating real-time data, which is subsequently used to produce detailed drawings, models, and strategic insights, thereby facilitating more

informed decision-making by both businesses and clients. These advancements underscore a push to challenge outdated practices and usher in a new era for the industry.

India, rapidly establishing itself as a pivotal player in the global built environment sector, is leading this transformative wave. Initiatives such as the Smart Cities Mission and the National Infrastructure Pipeline (NIP) are accelerating the adoption of these advanced technologies, positioning India as a trailblazer in sustainable and intelligent infrastructure. These efforts are in harmony with the Startup India initiative, which promotes innovation and entrepreneurship, and the Viksit Bharat vision, which aims to foster a progressive and inclusive nation.

Session Objectives:

1. To showcase the convergence of technology, sustainability, and human-centred design.
2. To explore how advanced technologies like BIM, IoT, Digital Twins, and other similar technologies are revolutionizing the Construction Industry.
3. To discuss the benefits of AI, robotics, and new construction methodologies in terms of efficiency and speed.
4. To highlight the role of data-driven decision-making in improving project outcomes.
5. To showcase India's leadership in the adoption of advanced technologies through initiatives and emphasize the alignment of these initiatives with the Startup India and Viksit Bharat visions of Govt. of India.
6. To address the issues of upskilling the construction manpower and the role of Academia.

Key Questions to be Explored:

1. How can startups and established firms develop solutions that effectively integrate emerging technologies while enhancing user experience in the built environment?
2. How will these and upcoming technological advancements influence the design, operation, execution and collaboration and different stakeholders involved in different infrastructure projects?
3. What strategies can bridge the skill gap, equipping ground-level workers with the tech know-how needed for evolving technologies like AI, IoT, and BIM?
4. How can firms manage ongoing investments in new tools and equipment while maintaining profitability and affordability amidst continuous technological upgrades?
5. How can technological advancements be effectively implemented in smaller projects with conservative budgets, ensuring innovation is accessible to all scales?
6. How can government regulatory bodies or councils or different frameworks ensure the ethical, safe, and sustainable adoption of emerging technologies in the built environment?