



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

SESSION WRITEUP

**TRACK-6:
Health & Allied Sciences, Hospitality & Tourism, Fashion Technology
and Fine Arts**

Session No	6.1
Panel Discussion Session Topic	Innovative Healthcare Solutions for Holistic Wellness in the Modern Life Lifestyle towards Viksit Bharat
Day & Date	Wednesday, 9th October 2024
Time	12 noon – 1:30 pm
Venue	F-1 Seminar Hall
Organizing Institute	Amity Institute of Health & Allied Sciences

Session Overview:

ICEIL has consistently sought to bring together the brightest minds and passionate change-makers from diverse backgrounds and corners of the world. Over the years, we have witnessed remarkable breakthroughs and impactful collaborations that have shaped industries, sparked new ventures, and inspired the next generation of leaders.

Innovation is the lifeblood of progress in healthcare. The field continually benefits from groundbreaking discoveries, cutting-edge technologies, and novel approaches to patient care. From telemedicine and wearable health tech to AI-driven diagnostics and personalized medicine, innovation has the potential to transform the way healthcare services are delivered, making them more accessible, efficient, and patient-centric.

Entrepreneurship in the healthcare sector is not only about starting new medical practices or launching healthcare startups; it encompasses a wide range of opportunities. Entrepreneurs can revolutionize healthcare by introducing disruptive business models, creating healthcare apps, developing medical devices, or even offering innovative healthcare financing solutions.

In conclusion, the theme " Innovative Healthcare Solutions For Holistic Wellness in the Modern Life Style Towards Viksit Bharat " is a call to action, an opportunity to engage in meaningful dialogue, and a catalyst for positive change in one of the most critical sectors of our society. It holds the promise of a healthier, more innovative, and more accessible healthcare future for us all. The 6th ICEIL-2024 aims to explore such opportunities for building a Self-Reliant nation. The conference will be a catalyst for transformative change, inspiring a collective effort towards harnessing the power of technology for sustainable, self-reliant development. Development and contribution towards sports excellence, the role of allied health sciences in managing sports injuries, ensures athletes maintain peak performance, recover effectively from injuries and return to competitive play sooner, contributing to India's aspirations in global sports arenas. With increasing urbanization and industrial growth, workplace health is a growing concern. Allied health science professionals are well equipped to design workplace wellness programs, improve ergonomics, and address musculoskeletal disorders.

In Viksit Bharat, fostering researches and innovations will provide cutting edge care for individuals with disabilities and long-term rehabilitation needs improving outcomes and reducing dependency. Moreover, as India moves towards becoming a global economic powerhouse, Allied health professionals help maintain a productive workforce by reducing the burden of injury and illness and promoting faster recovery thereby improving overall health outcomes, also offering pathways for skill development and employment contributing to both social and economic development.

Session Objectives:

1. To provide a platform for researchers, innovators, and industry experts to discuss and showcase the latest advancements in emerging technologies.
2. To equip participants with the required skills, knowledge, and experience to be an incredible global leader/entrepreneur
3. To highlighting success stories, innovative ideas and case studies of individuals and organizations that have leveraged emerging technologies to drive self-reliance.
4. To facilitate collaboration between government bodies, academia, and industry personnel for joint initiatives and research projects and entrepreneurship opportunities.

Key questions to be explored:

1. What should be the qualities we should try and inculcate in the curriculum to help them become successful entrepreneurs and innovators?
2. What are the soft skills a student should imbibe to become a successful entrepreneur?
3. How does practical hands-on-knowledge help in entrepreneurship development?
4. What are the tips to keep oneself updated with the latest research and development?
5. How people with special abilities can contribute toward a better futuristic society for entrepreneurship innovation and leadership in Healthcare sector?

Session No	6.2
Panel Discussion Session Topic	Innovations in MedTech for Affordable Healthcare at the Doorstep of Citizens
Day & Date	Wednesday, 9th October 2024
Time	2:00 pm – 3:30 pm
Venue	F-1 Seminar Hall
Organizing Institute	Amity Institute of Public Health & Hospital Administration and Amity Institute of Neuroscience & Neuropsychology

Session Overview:

This panel discussion session will delve into the groundbreaking advancements in medical technology (MedTech) that are revolutionizing healthcare accessibility and affordability in India. As healthcare delivery models evolve, innovations in MedTech are playing a pivotal role in bringing quality care closer to the doorsteps of all citizens. From telehealth and remote monitoring devices to AI-powered diagnostics and mobile health apps, these technologies are not only enhancing healthcare outcomes but also extending care to remote and underserved regions.

India's MedTech landscape has witnessed remarkable growth in recent years, with a focus on developing affordable solutions that address the unique healthcare challenges of the country. State-of-the-art innovations, such as low-cost diagnostic devices, telemedicine platforms, and AI-driven healthcare solutions, are being developed and deployed to improve access to healthcare services, especially in rural and underserved areas.

The session will explore real-world case studies and discuss future trends in MedTech, emphasizing the importance of affordability, scalability, and sustainability in making healthcare accessible to all.

Session Objectives:

1. **Understand** the role of MedTech innovations in enhancing healthcare accessibility and affordability.
2. **Analyze** key technologies, such as telemedicine, AI-driven tools, and remote diagnostics, that are revolutionizing healthcare delivery.
3. **Explore** the impact of MedTech on improving health outcomes, particularly in rural and underserved regions.
4. Identify future trends and challenges in scaling MedTech solutions for broader societal impact.

5. To bring in a synergy between Technologists & Healthcare Researchers and thereby develop innovative Healthcare products.

Key Questions to be Explored:

1. What are the most impactful innovations in MedTech that have significantly improved healthcare access for underserved populations?
2. How can MedTech solutions be made more affordable without compromising on quality, especially in low-resource settings?
3. What role does telemedicine and remote patient monitoring play in reducing healthcare costs while improving patient outcomes?
4. How are AI and data analytics being leveraged in MedTech to deliver personalized and efficient healthcare at the patient's doorstep?
5. How can governments, private sector players, and startups collaborate to foster innovation in MedTech for affordable healthcare?

Session No	6.3
Panel Discussion Session Topic	Strengthening India's Leadership in Drug Discovery Using Next-Generation Technologies
Day & Date	Wednesday, 9th October 2024
Time	3:45 pm – 5:15 pm
Venue	F-1 Seminar Hall
Organizing Institute	Amity Institute of Pharmacy

Session Overview:

The workshop, titled "Strengthening India's Leadership in Drug Discovery Using Next Generation Technologies," will explore the transformative impact of emerging technologies on drug discovery and development in India. This will discuss how new emerging technologies have created a transformative impact on drug discovery and development in India. Through innovations like Artificial Intelligence, Machine Learning, Precision medicine, Clustered Regularly Interspaced Short Palindromic Repeats (CRISPR) Gene editing, and high-throughput screening. This panel discussion will bring together experts from academia, industry, and research institutions to examine how these technologies are changing the look of drug discovery. Key topics to be discussed will range from the role of Artificial Intelligence and machine learning in predicting drug interaction, streamlining the discovery process, and enhancing precision medicine approaches for the individualized patient to the potential of CRISPR for gene-targeting therapies and breakthroughs in personalized medicine. Novel theronistic approach of the nano drug delivery for the diagnosis and treatment of the chronic disorders will also cover in the workshop. Most importantly, the panel will discuss how India can play to its strengths-a well-developed pharmaceutical industry, sound research infrastructure, and skilled manpower-through which it can remain competitive and continue to lead from the front in this space.

Objectives:

1. **Explore Emerging Technologies:** Discuss the role of emerging technologies in transforming drug discovery processes. Further, the generation of idea can be used for UG/PG NTCC projects. The event will explore how emerging technologies will help in collaborative drug discovery.
2. **Unveiling India's Strengths:** Discussion on how India can leverage the pharmaceutical industry, research talent, and infrastructure to drive global leadership.
3. **Foster Collaboration:** Engage academia, industry, and research institutions across sectors in a concerted effort to drive innovation in drug discovery.
4. **Addressing Regulatory Challenges:** Explore strategies for overcoming regulatory challenges related to the adoption of next-generation technologies in India.
5. **Addressing the Scalability problem:** Several scalability issues that may arise while adopting new technologies will be addressed.

Key Questions to be Explored:

1. How can next-generation technologies accelerate drug discovery and development in India?
2. What is the role that innovative approaches can play in drug manufacturing and standardisation?
3. What are the major challenges and regulatory barriers to the wide diffusion of new technologies in drug discovery?
4. How might such collaboration between academia and the pharmaceutical industry in India advance drug development?
5. How can India leverage its strengths and capabilities for a leading position in the world in drug discovery?

Session No	6.4
Panel Discussion Session Topic	Smart Destination and Enhanced Visitor Experiences with Optimized Management: An Entrepreneurial Perspective
Day & Date	Thursday, 10th October 2024
Time	10:00 am – 11:30 am
Venue	F-1 Seminar Hall
Organizing Institute	Amity Institute of Travel Tourism

Session Overview :

In the rapidly evolving tourism industry, the concept of a "Smart Destination" is redefining how destinations are managed, experienced, and promoted. Smart destinations leverage cutting-edge technologies like IoT, artificial intelligence, big data analytics, and digital platforms to optimize visitor experiences and improve destination management. From entrepreneurs to destination managers, stakeholders are increasingly focusing on innovative approaches that ensure sustainable growth while enhancing the overall travel experience.

This panel discussion will explore how entrepreneurs can tap into the smart destination ecosystem to create value, generate business opportunities, and contribute to sustainable

tourism practices. The focus will be on the intersection of technology, visitor experience, and optimized destination management, and how entrepreneurial ventures can play a critical role in shaping the future of tourism.

As destinations continue to embrace smart technologies, entrepreneurs are uniquely positioned to lead the charge in developing innovative solutions that enhance visitor experiences and optimize destination management. This panel will shed light on how entrepreneurial ventures can contribute to creating smarter, more sustainable, and ultimately more successful destinations. By leveraging the opportunities presented by technology, entrepreneurs can help shape the future of tourism in a way that benefits both visitors and the communities they visit.

Session Objectives:

1. Defining Smart Destinations
2. Entrepreneurial Opportunities in Smart Destinations
3. Enhancing Visitor Experience through Smart Solutions
4. Optimized Destination Management for Entrepreneurs
5. Sustainability and Smart Tourism
6. Future Trends

Key Questions to be Explored:

1. How smart technologies are transforming traditional tourism models
2. Challenges faced by entrepreneurs when integrating with destination management systems and possible solutions
3. How smart destinations can personalize and elevate visitor experiences through real-time data and digital touchpoints
4. How can smart technologies enable better resource management, crowd control, and sustainability in tourist destinations?
5. How smart destinations promote responsible and sustainable tourism practices

Session No	6.5
Panel Discussion Session Topic	Leveraging Emerging Technologies in Hospitality start-ups for a Self-Reliant Nation
Day & Date	Thursday, 10th October 2024
Time	12:00 noon – 1:30 pm
Venue	F-1 Seminar Hall
Organizing Institute	Amity School of Hospitality

Session Overview:

Leveraging emerging technologies in hospitality startups can significantly contribute to creating a self-reliant nation by enhancing operational efficiency, improving customer experiences, and fostering innovation

Emerging technologies are transforming hospitality startups by enhancing customer experiences, streamlining operations, and fostering innovation. Artificial intelligence (AI) and automation are key drivers, with AI-powered chatbots, dynamic pricing, and automated check-ins improving service efficiency. Robotics is also gaining traction, with robots delivering room service and performing cleaning tasks, reducing operational costs while offering contactless solutions. The Internet of Things (IoT) enables smart rooms, allowing guests to control lighting and temperature via mobile apps, while also helping hotels monitor energy use and sustainability. Blockchain is being used for secure payments, loyalty programs, and supply chain management, adding transparency and trust to hospitality transactions. Augmented reality (AR) and virtual reality (VR) are providing immersive experiences, such as virtual property tours, helping guests make informed decisions before booking. Mobile apps and contactless solutions have become central to the guest experience, enabling seamless room booking, mobile keys, and payments. Additionally, big data analytics is helping startups make data-driven decisions, improving personalization and operational efficiency. Sustainability is a growing focus, with startups integrating technologies like IoT and AI to reduce energy consumption and carbon footprints. Voice-activated technology, such as smart speakers, is also being adopted to enhance convenience by allowing guests to request services through voice commands. These technologies are reshaping the hospitality landscape, offering startups a competitive edge in delivering personalized, efficient, and sustainable services.

By strategically integrating emerging technologies, hospitality startups can drive innovation, sustainability, and operational excellence. This not only enhances their competitive edge but also contributes to the broader goal of national self-reliance by fostering local industries, reducing dependency on imports, and building a resilient economy.

Session Objectives:

1. To explore how innovative technologies such as AI, automation, IoT, blockchain, AR/VR, and big data are transforming the hospitality industry.
2. The discussion aims to provide insights into how startups can effectively adopt these technologies to enhance customer experiences, improve operational efficiency, and drive business growth.
3. Additionally, the panel will highlight challenges and opportunities in integrating these emerging technologies, fostering sustainability, and shaping the future of hospitality through innovation and entrepreneurship.

Key Questions to be Explored

1. What are the most promising emerging technologies currently transforming the hospitality industry, and how are startups uniquely positioned to leverage these innovations?
2. Can you share some examples of how startups have successfully integrated IoT or AR/VR into their business models? What has been the impact on customer experience?
3. What are the key challenges that hospitality startups face in adopting and scaling emerging technologies? How can these challenges be overcome?
4. How do you manage the balance between the cost of implementing new technologies and the return on investment, especially for early-stage startups?
5. How can emerging technologies help hospitality startups implement more sustainable practices? Can you provide examples where technology has directly contributed to sustainability?

6. How are technologies like AI and machine learning being used to personalize customer experiences in hospitality? What are the most significant benefits you've observed?
7. How can hospitality startups effectively pitch the value of their technological innovations to attract investment and scale their operations?
8. How can hospitality startups leverage global technological trends while also catering to the unique needs of their local markets?
9. What lessons can be learned from global leaders in hospitality technology, and how can these lessons be adapted to fit the context of a self-reliant nation?
10. What ethical considerations should be taken into account when implementing emerging technologies in hospitality? How can startups ensure they are using technology responsibly?

Session No	6.6
Panel Discussion Session Topic	Visualizing Self-Reliance: Artistic Narratives of Current Art Trends.
Day & Date	Thursday, 10th October 2024
Time	2:00 pm – 3:30 pm
Venue	F-1 Seminar Hall
Organizing Institute	Amity School of Fine Arts

Session Overview:

Artistic narratives in current art trends are defined by a blend of technology, identity, and social issues. Digital art, AI-generated art, and non-fungible token (NFTs) have transformed how artists create and distribute work, challenging traditional ideas of ownership and authorship. There's a strong focus on identity, with artists exploring themes of race, gender, and personal experience, often through multimedia and performance art. Social and environmental issues, such as climate change and political unrest, are frequently addressed, reflecting a growing desire to use art as a tool for activism and change. These narratives are diverse, global, and deeply connected to contemporary issues.

Session Objectives

1. Analyze how artists are using their work to explore and express themes of race, gender, and personal experience, with a focus on multimedia and performance art.
2. Study how contemporary artists address social and environmental issues, such as climate change and political unrest, using their work as a medium for advocacy and change.
3. Evaluate the impact of globalization on current art trends, considering how diverse cultural perspectives contribute to the evolving narratives in contemporary art.
4. Analyze how technology and new platforms like NFTs have altered the way art is distributed and consumed and consider the implications for the future of the art market.

Key Questions to be Explored:

1. In what ways are artists using multimedia and performance art to explore themes of race, gender, and identity?
2. How do contemporary art practices reflect and shape cultural discussions around identity?
3. How are artists addressing urgent social and environmental issues through their work?
4. What role does contemporary art play in promoting social change and raising awareness about global challenges?
5. How does globalization influence the themes and styles present in contemporary art?
6. In what ways do artists from different cultural backgrounds contribute to and reshape global art narratives?
7. How NFTs could leverage the intellectual creativity of the artists in the digital age.

Session No	6.7
Panel Discussion Session Topic	Empowering Fashion and Textile Entrepreneurs for a Self-Reliant Nation
Day & Date	Thursday, 10th October 2024
Time	3:45 pm – 5:15 pm
Venue	F-1 Seminar Hall
Organizing Institute	Amity School of Fashion Technology

Session Overview:

The conference session titled "Empowering Fashion and Textile Entrepreneurs for a Self-Reliant Nation," to be organized by Amity School of Fashion Technology, is designed to inspire and support budding entrepreneurs within the fashion and textile industries. This event will focus on strategies to promote self-reliance and innovation, emphasizing the importance of skill development, sustainable practices, and technological advancements. Industry experts and thought leaders will provide valuable insights into building resilient and self-sustaining businesses that contribute to the national goal of Atmanirbhar Bharat (Self-Reliant India). Attendees will gain practical knowledge on how to navigate challenges, harness emerging opportunities, and drive growth in the fashion and textile sectors. The session aims to create a collaborative environment where entrepreneurs can interact with budding student entrepreneurs, exchange ideas, and develop actionable strategies to strengthen their ventures and support the broader vision of economic self-sufficiency.

Session Objectives:

1. **Enhance Entrepreneurial Skills:** Provide participants with practical knowledge and tools to improve their entrepreneurial skills, focusing on leadership, management, and innovative thinking within the fashion and textile sectors.
2. **Promote Sustainable Practices:** Educate attendees on sustainable and eco-friendly practices in fashion and textile production, emphasizing how these practices contribute to business resilience and environmental stewardship.
3. **Leverage Technology:** Explore the role of emerging technologies in transforming the fashion and textile industries, and how entrepreneurs can use these technologies to enhance productivity, efficiency, and market reach.
4. **Foster Industry Networking:** Facilitate networking opportunities for entrepreneurs to connect with industry experts, peers, and potential collaborators, promoting knowledge exchange and collaboration to drive collective growth and innovation.

Key Questions to be Explored:

1. What are the most effective strategies for fostering innovation and entrepreneurship in the fashion and textile industries?
2. How can fashion and textile businesses integrate sustainable practices to enhance competitiveness and contribute to environmental conservation?
3. What emerging technologies are reshaping the fashion and textile sectors, and how can entrepreneurs leverage these technologies for growth and efficiency?
4. What are the key challenges facing fashion and textile entrepreneurs in the context of the Indian market, and how can they overcome these obstacles?
5. How can entrepreneurs build and sustain meaningful industry connections and collaborations to support their business development and align with the Atmanirbhar Bharat vision?