



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

SESSION WRITEUP

TRACK-7: Arts, Humanities and Social Sciences

Session No	7.1
Panel Discussion Session Topic	Entrepreneurship Opportunities in Built Environment and Urban Analytics
Day & Date	Wednesday, 9th October 2024
Time	12 noon – 1:30 pm
Venue	F-3 Seminar Hall
Organizing Institute	Amity School of Architecture and Planning

Session Overview:

The theme "Entrepreneurship Opportunities in Built Environment and Urban Analytics" explores the transformative impact of emerging technologies on urban spaces and infrastructure. These technologies open new avenues for entrepreneurs to innovate in areas such as smart cities, sustainable urban planning, real-time data analysis, and intelligent infrastructure management. By harnessing urban analytics, businesses can develop solutions that enhance efficiency, reduce costs, and address key urban challenges like traffic management, resource optimization, social management and environmental sustainability. This theme highlights the potential for entrepreneurial ventures to reshape the built environment and drive smarter, more resilient cities as well educate young architects and planners of today to broaden their horizons for opportunities that would unfold in the near future.

The field of built environment and urban analytics presents a wealth of opportunities for entrepreneurs. By leveraging data-driven insights and innovative technologies, entrepreneurs can develop solutions to address pressing urban challenges and improve the quality of life for city dwellers. Some key areas of opportunity include creating IoT-enabled infrastructure for smart cities, developing sustainable urban planning software, offering innovative real estate technology solutions, investing in micro-mobility platforms and autonomous vehicle technology, providing urban design and planning consulting services, and utilizing data

analytics to predict future trends in urban areas. By combining technical expertise with a deep understanding of cities and their challenges, entrepreneurs can capitalize on the growing demand for innovative solutions in this field.

The theme will delve into the symbiotic relationship between built environment and urban analytics. By harnessing the power of data-driven insights, cities can optimize infrastructure, foster sustainability, and enhance resource allocation. The discussion will illuminate a diverse range of business ventures, encompassing smart city solutions, sustainable development initiatives, innovative real estate technologies, urban mobility options, and cutting-edge urban design concepts. Entrepreneurs will learn the critical importance of identifying unmet needs and market gaps to develop impactful solutions. The panel will address the essential competencies required for success in this field, including technical proficiency, business acumen, and creativity. Networking and building strategic partnerships will also be highlighted as crucial factors for entrepreneurial growth. The real-world examples of successful entrepreneurs in built environment and urban analytics will be presented to know their contribution to their success, including innovative ideas, effective market positioning, and strong leadership. The discussion will address common obstacles faced by entrepreneurs in this field, such as funding constraints, regulatory hurdles, and technological limitations. Strategies for mitigating risks and ensuring the long-term sustainability of entrepreneurial ventures will be explored, providing valuable guidance for aspiring entrepreneurs.

Session Objectives:

1. The panel discussion aims to inspire students to explore entrepreneurial opportunities at the intersection of built environment and urban analytics. It will provide them with the information and insights needed to launch their own ventures.
2. The panel will delve into the synergistic relationship between built environment and urban analytics, helping students understand how data-driven insights can inform and shape cities.
3. By highlighting successful case studies and exploring emerging trends, the panel will assist students in identifying promising business ventures that align with their interests and expertise.
4. The discussion will focus on developing the entrepreneurial skills necessary for success in this field, including technical knowledge, business acumen, and creativity.

Key Questions to be Explored:

1. How can entrepreneurs leverage emerging technologies and data-driven insights to develop innovative solutions that address pressing urban challenges and improve the quality of life for city dwellers?
2. What are the emerging trends and technologies shaping the built environment?
3. What are the most promising business models in the field of built environment and urban analytics?
4. How did these entrepreneurs navigate challenges and overcome obstacles?
5. What are the major funding challenges faced by entrepreneurs in this field?
6. How can entrepreneurs mitigate regulatory risks and ensure compliance?

Session No	7.2
Panel Discussion Session Topic	Leveraging Immersive Technologies for Innovation and Entrepreneurship in Designing Product
Day & Date	Wednesday, 9th October 2024
Time	2:00 pm – 3:30 pm
Venue	F-3 Seminar Hall
Organizing Institute	Amity School of Design

Session Overview:

Immersive technologies, such as augmented reality (AR), virtual reality (VR), and mixed reality (MR), are revolutionizing the product design process. By providing designers with tools to create highly interactive and realistic experiences, these technologies are driving innovation and fostering new entrepreneurial opportunities. For product design, immersive technologies enable real-time testing and virtual simulations, reducing development costs and time. Designers can create virtual models and environments, allowing stakeholders and consumers to experience products before physical prototypes are made. This not only improves decision-making but also facilitates rapid iterations based on feedback, fostering a more agile and adaptive design process.

AR overlays digital information onto the real world, enhancing the user's perception of their environment. In product design, AR can be used to prototype and visualize designs, provide assembly instructions, and enhance customer experiences. VR immerses users in a completely digital environment, allowing designers to create immersive experiences, conduct usability testing, and collaborate remotely. MR combines elements of AR and VR, enabling designers to design and visualize products in their intended environments, train employees, and enhance customer service.

Immersive technologies are driving innovation and entrepreneurship by reducing time-to-market, improving product quality, creating new business models, and encouraging collaboration. By providing designers with powerful tools for visualization, prototyping, and collaboration, these technologies are enabling the creation of more innovative, user-friendly, and successful products. As immersive technologies continue to evolve, we can expect to see even more groundbreaking applications in the field of product design.

Session Objectives:

To explore the transformative potential of immersive technologies—such as Virtual Reality (VR), Augmented Reality (AR), and Mixed Reality (MR)—in reshaping product design, innovation, and entrepreneurship.

The session will aim to:

1. **Highlight the Role of Immersive Technologies:** Demonstrate how immersive technologies are revolutionizing traditional product design processes by enhancing user experience, enabling rapid prototyping, and improving customer engagement.
2. **Showcase Entrepreneurial Success Stories:** Share insights from Indian and global entrepreneurs who have leveraged AR/VR/MR to create innovative products and services, overcoming challenges and capitalizing on opportunities in the market.
3. **Explore Emerging Trends and Applications:** Discuss current trends and emerging applications of immersive technologies in various industries, including education, healthcare, e-commerce, gaming, and manufacturing, focusing on their relevance to product innovation.
4. **Identify Challenges and Opportunities for Startups:** Address the challenges startups face in adopting and integrating immersive technologies, and identify key opportunities for growth, investment, and scalability in the Indian and global ecosystems.
5. **Encourage Collaborative Innovation:** Facilitate discussions on how companies, startups, and government initiatives can collaborate to create an ecosystem that supports innovation in immersive technologies and product design.

Key Questions to be explored:

1. How are immersive technologies (AR/VR/MR) transforming traditional product design processes?
2. What are the most successful use cases of immersive technologies in product innovation?
3. What challenges do startups face in adopting immersive technologies for product development?
4. What role do immersive technologies play in shaping the future of customer experience and engagement?
5. What are the key investment and funding opportunities in the immersive technology space?
6. What is the role of collaboration between startups, corporates, and government in fostering innovation in immersive technologies?
7. How can Indian entrepreneurs leverage immersive technologies to scale globally?
8. What are the ethical and societal implications of immersive technologies in product design?
9. What are the current and future trends in immersive technologies that will shape the next decade of product design?
10. How can immersive technologies foster creativity and innovation in design teams?

Session No	7.3
Panel Discussion Session Topic	AI, Technology, Mobility and Entrepreneurship: Voices from India and the World
Day & Date	Wednesday, 9th October 2024
Time	3:45 pm – 5:15 pm
Venue	F-3 Seminar Hall
Organizing Institute	Amity Institute of English Studies & Research / Amity School of Foreign Languages and Amity School of Sanskrit Studies & Research

Session Overview:

The panel discussion will centre on how the NEP 2020 aligns with the vision of 'Viksit Bharat@2047' in leveraging emerging technologies like AI/LLM-based multilingual translation engines and other innovations to foster sustainable economic growth and new business opportunities. It will examine current trends in language technologies and evaluate the impact of such innovations on creating the space for entrepreneurship.

To realize the Hon'ble PM's vision of an 'Atmanirbhar Bharat,' concrete action must be taken. Emerging language technologies can enable startups and businesses to thrive across cultural, political, and linguistic divides. Recent advancements in this field promote inclusivity, allowing individuals from diverse backgrounds to communicate and collaborate effectively.

Teaching English and other foreign languages in India plays a crucial role in facilitating international business relationships. Additionally, proficiency in these languages, helps in the advancement, updating, and ethical application of technology. This panel discussion will explore the connections between language education, translation, and the Sustainable Development Goals (SDGs).

In addition, the Indian Knowledge System is a vital aspect of our cultural identity, and one must focus on keeping an essence of it alive in one's future. The research community in India has concentrated on developing language technologies and innovations that reflect our cultural heritage, showcasing Indian design and innovation. Finally, the panel will examine how educational institutions can contribute to fostering entrepreneurship.

Session Objectives:

1. To look at Entrepreneurship as a contributing factor to development indices and SDGs
2. To examine the role of NEP2020 in developing technologies for the future of education
3. To examine the psychology and ethics of the use of AI in education
4. To critically examine the role of Indian Knowledge systems in educational and instructional design
5. Social Networks and Social Change

Key Questions to be Explored:

1. What is the role of AI, and Language Technologies in fostering the spirit of Entrepreneurship in students from the perspective of Viksit Bharat challenges?
2. How can the Language Teaching and Translation contribute to the Economic Development of India and the world?
3. What are the Ethical considerations of AI use for educational technology? What is the nature of Pedagogical principles to be applied for the integration of AI in the teaching of entrepreneurial spirit in the students of the 21st century?
4. How do the Indian Knowledge systems influence India's contribution in the world, especially in the context of SDGs?
5. What is the role of NEP2020, Translation activities in securing higher scores in the Human Development Index?
6. What should be the Role of Educational Institutions in fostering Entrepreneurship and Policy implications for Viksit Bharat? How can this knowledge be disseminated?

Session No	7.4
Panel Discussion Session Topic	Indian Knowledge System in the Digital Age: Prospects of Entrepreneurship and Innovation through Traditional Wisdom
Day & Date	Thursday, 10th October 2024
Time	10:00 am – 11:30 am
Venue	F-3 Seminar Hall
Organizing Institute	Department of History and Philosophy, Amity Institute of Social Sciences

Session Overview:

The session titled **“Indian Knowledge System in the Digital Age: Prospects of Entrepreneurship and Innovation through Traditional Wisdom”** aims to explore how India's rich intellectual traditions, encompassing History, Philosophy, Science, arts, and culture, are adapting to and thriving in the digital age. The Indian Knowledge System (IKS) is rooted in ancient texts like the Vedas, Upanishads, and other classical literature, which offer deep insights into metaphysics, epistemology, ethics, and holistic well-being. Historically, these knowledge streams were passed down orally and through manuscripts, preserving a diverse range of disciplines including Ayurveda, mathematics, astronomy, and linguistics. The session will examine how digital technologies are playing a transformative role in preserving, disseminating, and evolving IKS. Through digitization efforts, open-source platforms, and e-learning, these traditional forms of wisdom are becoming accessible to a global audience. Furthermore, the session will delve into the philosophical aspects of IKS, questioning how ancient epistemological frameworks interact with modern technological paradigms like artificial intelligence, machine learning, and data science.

The trajectory from history to modernity will be mapped, showcasing how IKS can not only coexist but also flourish in a digitally connected world. By bridging the gap between ancient wisdom and contemporary challenges, the session will address how IKS can contribute to solving global issues like sustainable living, mental health, and education in the 21st century.

This session also discusses some of the modern technological initiatives such as TKDL and its role in preserving and retaining IKS. The Traditional Knowledge Digital Library (TKDL) is an Indian digital knowledge repository dedicated to traditional Indian knowledge, aiming to prevent the patenting and misappropriation of that knowledge. Hence, the session will delve into how technology can aid in preserving and promoting this wisdom, highlighting its relevance in today's world while driving economic growth and global competitiveness.

Session Objectives

1. **Trace the historical evolution of IKS**, understanding their philosophical foundations, intellectual traditions, and contributions to global knowledge.
2. **Analyze modern relevance of IKS**, investigating how the principles and frameworks of ancient Indian knowledge can offer solutions to contemporary challenges in technology, education, and society.
3. **Identify entrepreneurial opportunities that emerge from applying ancient wisdom** to modern challenges.
4. **Understand the role of digital techniques such as TKDL** in preserving and fostering the Indian traditional knowledge sources.

Key Questions to be Explored:

1. What entrepreneurial opportunities arise from merging traditional wisdom with modern technology?
2. How can we ensure that traditional knowledge is ethically leveraged for innovation?
3. What role can startups and enterprises play in promoting sustainable practices through Indian knowledge systems?
4. How has the Indian Knowledge System (IKS) evolved through history, and what are its key philosophical underpinnings?
5. How the Traditional Knowledge Digital Library (TKDL) can contribute in protecting and preserving India's rich wisdom and traditional knowledge by digital documentation methods?

Session No	7.5
Panel Discussion Session Topic	Transforming India: Innovative Entrepreneurial Leadership in Emerging Political Scenario
Day & Date	Thursday, 10th October 2024
Time	12:00 noon – 1:30 pm
Venue	F-3 Seminar Hall
Organizing Institute	Department of Political Science, Amity Institute of Social Sciences

Session Overview :

This symbiotic interaction between creative entrepreneurial leadership and the changing political environment is crucial for India's fast socio-economic change. In the current period characterized by rapid technology progress, changing demographics, and increasing global interconnectedness, the significance of entrepreneurial leaders has grown crucial.

Furthermore, these individuals are not just economic innovators but also crucial catalysts of social transformation, exerting influence on policy orientations and promoting inclusive development.

An analysis of the developing political landscape in India reveals both obstacles and prospects for businesses. The government's efforts to promote self-reliance via programs such as "Atmanirbhar Bharat" and the implementation of business reforms have provided a very conducive environment for the growth of startups and SMEs. Nevertheless, the instability generated by coalition politics and the uncertainty surrounding regulations still provide substantial obstacles. Within this particular framework, entrepreneurial leaders are required to possess agility, adaptability, and vision by effectively using their power to mold policies that promote sustainable development.

The following panel discussion will deliberate on the convergence of entrepreneurship and politics in present-day India, with a specific emphasis on the role of creative leadership in stimulating national development. Through an analysis of case studies of accomplished entrepreneurs who have effectively managed the political environment, this discussion will emphasize tactics for surmounting obstacles and optimizing potential. The panel seeks to motivate a new cohort of leaders capable of revolutionizing India's economic terrain while also making valuable contributions to the wider socio-political conversation.

Session Objectives:

1. To explore how entrepreneurial leaders can influence and shape policies that foster innovation, economic growth, and social equity in India's evolving political landscape.
2. To analyze the challenges faced by entrepreneurs due to political instability and regulatory uncertainties, and to discuss strategies for overcoming these obstacles to ensure business sustainability and growth.
3. To showcase case studies of successful entrepreneurs who have effectively navigated India's political ecosystem, demonstrating how they have contributed to national development and policy reforms.
4. To evaluate the effectiveness of government initiatives like "Atmanirbhar Bharat" and "Startup India" in promoting entrepreneurship, and to suggest improvements that align with the needs of emerging business leaders.
5. To inspire and equip the next generation of entrepreneurial leaders with the knowledge and tools needed to drive India's transformation by addressing both economic and political challenges in an increasingly complex global environment.

Key Questions to be Explored:

1. How can entrepreneurial leaders effectively influence policy-making to create a more favorable business environment in India's complex political landscape?
2. What are the major challenges faced by entrepreneurs in navigating the political and regulatory uncertainties in India, and how can they be addressed?
3. How have government initiatives like "Atmanirbhar Bharat" and "Startup India" impacted the entrepreneurial ecosystem, and what further measures can be taken to support innovative leadership?
4. In what ways can successful entrepreneurial leaders contribute to sustainable and inclusive growth in India, particularly in the context of socio-political changes?

5. How can entrepreneurial leadership drive the integration of technology and innovation in traditional sectors, and what role should the government play in facilitating this transformation?
6. What lessons can be learned from the experiences of entrepreneurial leaders who have successfully adapted to the emerging political scenario, and how can these lessons be applied to future challenges?

Session No	7.7
Panel Discussion Session Topic	Entrepreneurial Opportunities for Sustainable Development towards 5 trillion Dollar Economy
Day & Date	Thursday, 10th October 2024
Time	3:45 pm – 5:15 pm
Venue	F-3 Seminar Hall
Organizing Institute	Amity Institute of Economics & Amity Institute of Public Policy

Session Overview:

The theme tracks the fast-paced growth of entrepreneurial opportunities in the aegis of sustainable development and how it can ensure a leap towards a Five trillion Dollar economy. Entrepreneurship has been emerging as an engine that boosts economic growth, especially for the developing countries. Sustainable development contributes to uplifting human well-being in the ecosystem and aims to preserve the resources in a well-managed way. Over the recent past, much attention has been paid to entrepreneurship and entrepreneurs seek to devise solutions through innovations. Entrepreneurship, coupled with concerns for sustainable development bears the potential for fulfilling the SDGs.

Sustainable development encompasses inter alia social, environmental and economic aspects and strikes a balance between them. Natural capital can be threatened by the uncontrolled utilisation of resources. In this regard, sustainable entrepreneurship pursues economic, ecological and social goals which can be integrated in business operations. While identifying business opportunities, entrepreneurs exclusively consider those that do not pose a challenge to the environment in the long run.

The session aims to provide a holistic revisit to the state-of-the-art phenomenon of entrepreneurship development by adding the components of sustainable development. It will provide insights into identifying sustainable practices for a developed nation.

Session Objectives:

5. The panel discussion aims to inspire participants to explore entrepreneurial opportunities that will be effective right now and will be sustainable.
6. The panel will assess the relationship between entrepreneurship development and sustainable development, helping students understand how preserving natural resources is important.

7. The panel will discuss cases that will assist the students in identifying prospective business ventures that are streamlined with the goals of sustainable development.
8. The panel will identify some key interventions that can propel India to the Five trillion Dollar mark economy and balance sustainable development.

Key Questions to be Explored:

1. How can entrepreneurs harness various opportunities to enhance economic growth?
2. What are the emerging trends of entrepreneurship and how do they align to the goals of sustainable development?
3. What are the most effective business models in this domain?
4. How do entrepreneurs strike a balance between ventures and sustainability?
5. What challenges are faced by entrepreneurs in maintaining sustainability?
6. What is the role of public policy and what are the new policy measures in reaching the Five trillion-dollar target by 2027-28?