



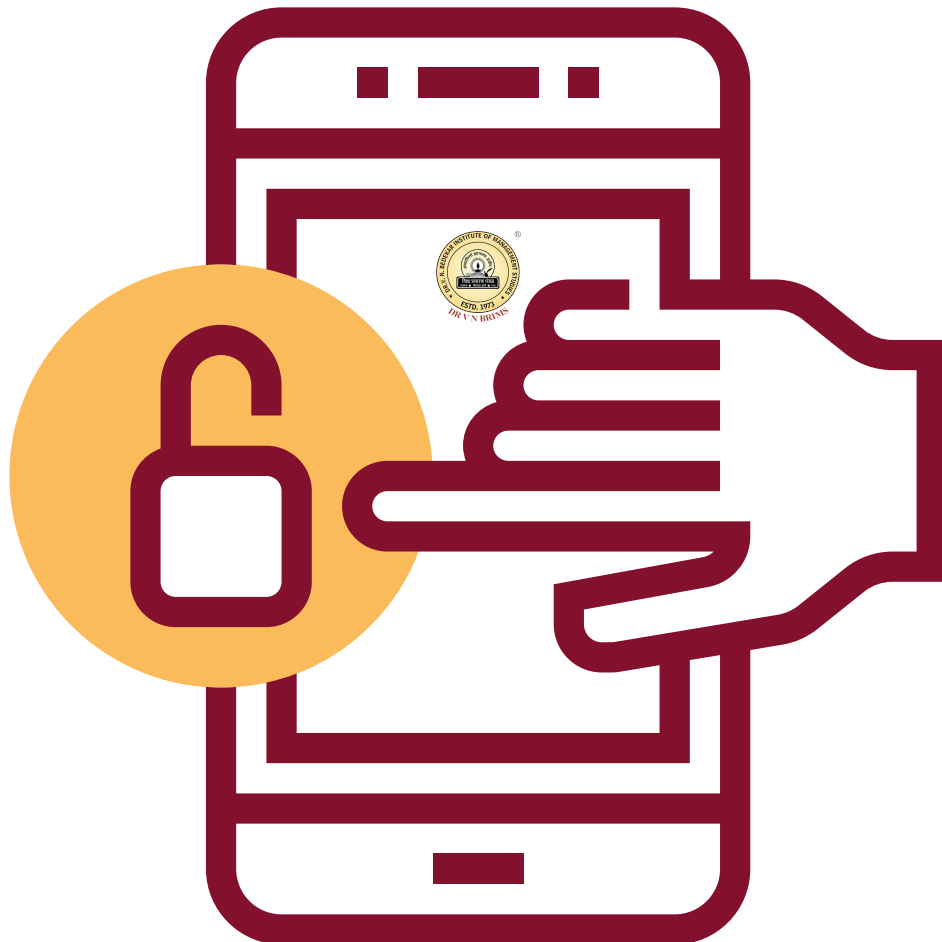
Vidya Prasarak Manadal's  
**Dr. V N Bedekar Institute of Management Studies, Thane**

Affiliated to university of Mumbai.  
AICTE Approved, NAAC accredited B++, ISO 9001:2015

NATIONAL CONFERENCE

# MANAGEMENT EDUCATION: FACILITATING ENTREPRENEURSHIP

Saturday, 4th February, 2023



**UNLOCK THE ENTREPRENEURIAL JOURNEY  
WITH THE KEY OF MANAGEMENT EDUCATION**

## **Vidya Prasarak Mandal (VPM)**

Vidya Prasarak Mandal (VPM), Thane established in 1935, a registered charitable educational Trust in the field of education caters to the need of nearly 19,000 students through variety of educational institutions. In the campus itself we have a Commerce and Arts college, Polytechnic, Law college, Management college, Science college and an Engineering college at Velneshwar, Ratnagiri. We can very confidently and proudly say that all the above Institutions are doing extremely well because of the strong values and foundation provided by VPM. These values have assured us strength to progress and withstand the uncertainties in the educational environment in our country.

### **Dr. V. N. Bedekar Institute of Management Studies (DR. VN BRIMS)**

Dr. V. N. Bedekar Institute of Management Studies (BRIMS) was set-up as a pioneer management college in Thane. Dr. Vijay Bedekar, Chairman of VPM fulfilled the dream of his father by establishing DR. VN BRIMS in academic year 2005-06. Since inception and subsequent recognition by All India Council for Technical Education (AICTE), the institute has grown by leaps and bounds.

#### **Awards & Accolades**

- Accredited by National Assessment and Accreditation Council (NAAC) and is awarded "B++".
- Ranked as Top Outstanding B-School of Excellence in India by CSR-GHRDC B-Schools Survey, 2020.
- AICTE CII Survey of Industry Linked Technical Institutes, for which DR VN BRIMS received "Platinum Rating", as per the AICTE CII Survey Report 2019.
- Listed in the "Rank Band: 76-100" in the Country, by the Human Resource Development Ministry's National Institutional Ranking Framework (NIRF), 2017.
- Outstanding B-school of Excellence by GHRDC ranked in Competition Success Review 2017
- Best B-school award in Innovative Marketing to the Target Segment by DNA 2016
- Higher Education Review awarded DR. VN BRIMS as Management College of the Year-2016
- Award of Excellence by Logistics Service Provider Awards 2016 as the Best Supply Chain Management Institute.

#### **Theme for the Conference 2023 Management Education: Facilitating Entrepreneurship**

National Education Policy (NEP) impetus to entrepreneurial revolution in India. The focus on technical education is decisive for India's overall growth and development, and is well addressed in the policy.

The technical sectors like engineering, technology, management, architecture, town planning, pharmacy, hotel management and catering technology continue to demand well-qualified individuals and hence closer collaboration between industry and institutions to drive innovation and research is actively encouraged in NEP.

Since these domains will become part of the multi-disciplinary education and curricula will be renewed with a focus on opportunities to engage deeply with the field making, the education will be entrepreneur oriented.

To aid the above, NEP proposes the National Committee for the Integration of Vocational Education (NCIVE) so as to promote integration of education with industry and the National Research Foundation (NRF) to seed, grow, and facilitate research by funding competitive proposals by liaison between researchers and relevant branches of industry.

Management education acts as a fertile ground to develop entrepreneurial skills, independent thinking, ability to spot the opportunities, risk taking ability and many more. For students driven to be entrepreneurs, a good blend of theoretical grounding and practical exposure and interaction with entrepreneurs could be a boon. To instil confidence in their idea's classroom education and attitudinal training in entrepreneurship should go hand in hand.

Since the job market is likely to reach saturation, the inventory of available jobs may be exhausted soon. Creating entrepreneurs would go a long way towards the development of the economy as well as job creation. The education sector, by encouraging entrepreneurial spirit could itself become an established growth industry. It could provide a hunting ground to discover

the hidden entrepreneurs from amongst the otherwise academically talented crop of students National Start-up Day, to be observed on 16th January every year, is a celebration of the entrepreneurial spirit of India, democratizing innovation across the country through targeted government policies and extensive support from start-up ecosystem stakeholders. Catalysing startup culture & building an inclusive ecosystem for innovation & entrepreneurship in India, @startupindia is scaling new heights & giving wings to millions of aspirations. India has created a culture of innovation which is powering the nation's growth trajectory.

As per Times news, India has emerged as the third largest startup ecosystem in world after the US and China and the pace of growth is not showing any signs of slowing down. India has created the fastest growing ecosystem for Unicorns. Over the last year, India has added three unicorns every month taking the total count to 51, ahead of the UK (32) and Germany (18).

A privately held startup company valued at over \$1 billion is called a unicorn.

The UNESCO Report of the International Commission on Education in the 21st century strongly believes that the rethinking of teacher education is necessary in order to develop future teachers with those human and intellectual qualities that will facilitate a fresh approach to teaching. (UNESCO, 1999). The National Curriculum Framework (NCF, 2005) also emphasized innovation and good practices in teacher education. The National Assessment and Accreditation Council Report on Quality Indicators for Teacher Education (NAAC, 2007) has highlighted that the quality of teacher educators is an important factor that decides the quality of education. The content and pedagogical inputs of teacher require educators who are qualified and competent to provide them. Their professional development should be of concern for an institution that seeks to provide quality teacher education in terms of creating entrepreneurs.

Through this conference, BRIMS would provide platform to discuss how management education would mould the minds of millennials towards entrepreneurship and also about Faculty entrepreneurship, an area where the educational system needs to focus to make the ecosystem holistic. Teacher would take the hybrid role of an expert, mentor, leader, innovator, coordinator, entrepreneur and or role model, and facilitate students towards entrepreneurship thus nurturing their mindsets.



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# SRUJAN: A MULTIDISCIPLINARY JOURNAL ANNOUNCEMENT AND APPEAL

Vidya Prasarak Mandal, Thane (VPM), a registered society engaged in educational activities, is happy to announce the publication of a multidisciplinary journal - "Srujan", meaning creativity. Srujan considers original works that deliberate on ideas, suggestions and works that have global, national, or regional perspective. Works such as:

- Research papers
- Surveys
- Abstracts
- Case-Studies
- Essays

Srujan has adopted a multi-disciplinary approach to highlight the developments, innovations and intellectual research works in the extensive field of traditional and modern management, business theory and business models, intellectual contributions in management excellence and social and economic practices that contribute to business and societal growth.

The articles/papers in Srujan will be peer reviewed before their inclusion. A panel of experts will be created from among the academicians in India and abroad. The papers submitted for publication will be sent to subject experts for a blind review. Suggestions received from the experts will be promptly communicated to the contributors. The author/authors will have to make appropriate modifications in the paper based on these suggestions before submitting for final editing by the editorial board.

An appeal is made to all the academicians to send their articles for publication in Srujan. With your help we propose to make the journal an outstanding quality publication from India. Guidelines for contributors are enclosed herewith. Please send the papers to the following email id: [srujan@vpmthane.org](mailto:srujan@vpmthane.org)

**Theme & Content:** " Management Education : Facilitating Entrepreneurship"

Srujan 2023 will be released during our International Conference which will be held on 4 th February 2023. The theme of Srujan 2023 is in accordance with the theme of the conference i.e. "Management Education : Facilitating Entrepreneurship'. Refer cover page of Srujan and BRIMS website for more information.

However, as Srujan is a multidisciplinary journal, contributors, scholars and researchers can contribute substantial research content in the domains of finance, marketing, operations management, information systems, human resource, organizational theory and behavior, design thinking, project management, quality management, sustainable business management, general management, international business, economy etc.

## **Calendar for submission:**

Extended Date for Submission of Abstract: 10th November,2022

Extended Date for Submission of Full Paper: 30th November,2022

*Please send the papers to the following email id: [srujan@vpmthane.org](mailto:srujan@vpmthane.org)*

**Conference Assistance-** Dr. Smita Jape Associate professor, Conference Convener  
Dr. Kanchan Akshay, Assistant Professor, Coordinator  
Mr. Dinesh Sonkul, Assistant Professor, Coordinator

## **Who Can Participate: Registration Fees**

Academicians / Faculty Members 1000/-

Industry Participants 2000/-

Research Scholars 500/-

Students 100/-

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