



# NABA BALLYGUNGE MAHAVIDYALAYA

(Formerly CHARUCHANDRA EVENING COLLEGE)

27E, Bosepukur Road, Kolkata - 700042

Email: nbmv2005@yahoo.co.in, Website: nbmahavidyalaya.in

Topic of the Seminar: Entrepreneurship, Growth and Competitiveness

Dates: 12<sup>th</sup> and 13<sup>th</sup> August, 2023

Level: International

Organizers: Kolkata Bidhannagar Society for Academic Advancements, IQAC and Department of Commerce, Naba Ballygunge Mahavidyalaya and IQAC and Research and Development Cell, Kabi Sukanta Mahavidyalaya

No. of participants: 160

Link to the webinar: <https://www.youtube.com/watch?v=ELL8zRVY1AU>

**4TH INTERNATIONAL SEMINAR**  
[Virtual Mode]

**THEME:**  
**'ENTREPRENEURSHIP, GROWTH AND COMPETITIVENESS'**

**AUGUST 12 - 13, 2023 (Saturday and Sunday)**

Organized by  
Kolkata Bidhannagar Society For Academic Advancement  
West Bengal, India

In Collaboration With  
Department Of Commerce And Internal Quality Assurance Cell  
Naba Ballygunge Mahavidyalaya, Kabi, Kolkata, India

&  
Research And Development Cell And Internal Quality Assurance cell  
Kabi Sukanta Mahavidyalaya, Bhadrakant, India

**REGISTRATION FORM**

Name: \_\_\_\_\_

Designation / Present Position: \_\_\_\_\_

Name of the Institution: \_\_\_\_\_

Communication Address: \_\_\_\_\_

Email Id and Contact No: \_\_\_\_\_

Whether Presenting Paper: Yes / No (If Yes, Mention Paper Title) \_\_\_\_\_

Title of the Paper: \_\_\_\_\_

Whether Annual Member of KIBSAA: Yes / No (If Yes, Mention the Membership No.) \_\_\_\_\_

Full Signature with date: \_\_\_\_\_

N.B.: The original copy of filling Registration Form along with the Proof of Payment is to be submitted to [nbmv2005@yahoo.com](mailto:nbmv2005@yahoo.com)

**ORGANISING COMMITTEE**

**Patron**  
Professor (Dr.) Dipri Kumar Chakravarty  
Former Professor and Head  
Dept. of Commerce, University of Calcutta, INDIA  
& Hon'ble President, KIBSAA

**Dr. Arundha Ghosh**  
Principal  
Naba Ballygunge Mahavidyalaya  
Kabi, Kolkata, INDIA.

**Dr. Md. Sahabuddin Khan**  
Principal  
Kabi Sukanta Mahavidyalaya  
Bhadrakant, INDIA.

**ADVISORY COMMITTEE**

<b>Dr. Uttam Kumar Datta</b> Professor, School of Professional Studies, Savitri Jadhav Open University, Kolkata, INDIA & Hon'ble Vice - President, KIBSAA.	<b>Dr. Ananta Mohan Pal</b> Professor, Dept. of Business Management University of Calcutta, INDIA & Hon'ble Vice - President, KIBSAA.
<b>Dr. Dhruva Ranjan Dardapat</b> Professor, Dept. of Commerce University of Calcutta, INDIA & Hon'ble Governing Body Member, KIBSAA.	<b>Sourya Mukherjee</b> Assistant Professor, Dept. of Commerce, Mahasweta Mukherjee Charity College, Kolkata, INDIA & Hon'ble Treasurer, KIBSAA.
<b>Dr. Tanal Tani Ray</b> Assistant Professor, Dept. of Commerce & IQAC-Coordinator Naba Ballygunge Mahavidyalaya Kabi, Kolkata, INDIA.	<b>Dr. Indrajit Chatterjee</b> Associate Professor, Dept. of English & IQAC Co-ordinator Kabi Sukanta Mahavidyalaya Bhadrakant, INDIA.

**SECRETARY**  
**Perma Lata**  
Associate Professor, Dept. of Commerce  
University of Calcutta, INDIA

**ORGANISING SECRETARIES**

**CONFERENCE SECRETARY**  
**Dr. Binowjit Paul**  
Assistant Professor, Dept. of Commerce, University of Utkal, Bhubaneswar, INDIA.  
&  
Hon'ble Governing Body Member  
Kolkata Bidhannagar Society for Academic Advancement, West Bengal, INDIA.

**JOINT CONFERENCE SECRETARIES**

<b>Dr. Debasis Banerjee</b> Assistant Professor, Dept. of Commerce Naba Ballygunge Mahavidyalaya Kabi, Kolkata, INDIA.	<b>Dr. Rajan Mukherjee</b> Assistant Professor, Dept. of Economics & Commerce, K & T of Kabi Sukanta Mahavidyalaya, Bhadrakant, INDIA.
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Flyer circulating about the organization of seminar on 12<sup>th</sup> and 13<sup>th</sup> August with registration details

Details of the organizers

*Ghosh*  
Principal  
Naba Ballygunge Mahavidyalaya  
27E, Bosepukur Road,  
Kolkata-700 042



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## SUBMISSION GUIDELINES

Authors are requested to send a soft copy - Abstract through email at kbsaa2022@gmail.com

The authors are requested to adhere to the following guidelines -

1. Every paper must be accompanied by a cover page, which should include the title of the paper, name(s) of the author(s) and their affiliations and the complete postal and e-mail addresses and contact no. of the authors.

2. The Research Papers should be in a Word Document format, Times New Roman, 12 - point font size with 1.5 line spacing, 1 inch margins and APA style of referencing.

3. The word limit for the Full Research Paper is limited to 3000 words, and must include the following: Title, Objectives of the Study, Methodology, Analysis and Findings, Conclusion / Implications / Recommendations, Limitations (if any), References, Appendices (if appropriate).

4. Abstracts should be limited to 200 words.

5. The KBSAA is going to release Journal of Academic Advancement [ISSN (Online): 2583-5203] - Special Issue on the theme of 'Entrepreneurship, Growth and Competitiveness' followed by the above seminar.

Only Papers with Good Quality based on the Double Blind Peer Review (Reviewer's Report) and Plagiarism Check Report will get an opportunity.

Selected candidates for Paper Presentation will be informed through mail. The decision of the Review Committee regarding the selection of papers will be final and binding.

A declaration must be submitted, along with the paper, by the author(s) mentioning that the manuscript is not copyrighted, and has not been submitted/ published elsewhere.

## Sub Topics of the Theme

- Entrepreneurship and Regional Development
- Women / Social / Community / Green Entrepreneurship
- Policy Entrepreneurship
- International Entrepreneurship
- Corporate and Strategic Entrepreneurship
- The Role of Educational Institutions in Fostering Entrepreneurship
- Spin off Processes and Knowledge Transfer
- Entrepreneurial Finance and Venture Capital
- Innovation and Technological Entrepreneurship
- Entrepreneurship and Governmental Support
- Entrepreneurial Culture
- Entrepreneurship and Gender
- Entrepreneurial Learning and Communities of Practice
- Studies of New Businesses / Studies of Business Survival

Details of submission of research papers for the seminar titled *Entrepreneurship, Growth and Competitiveness*

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**MESSAGE**

A warm welcome to the distinguished delegates, participants and researchers to the 4th International Seminar [Virtual Mode] on 'Entrepreneurship, Growth and Competitiveness'.

I would like to congratulate all the organizers and participants for taking up such a topic for discussion, which is very relevant in today's time; when we are witnessing a thorough change not only in the academia, but also everywhere else with the implementation of NEP.

I would like to convey my best wishes and regards to all the participants and contributors. I would also like to specially thank the resource persons who have taken of their valuable time for making this attempt a successful one. At the end, a special mention to the collaborators and organizing committee without whose efforts and hard work the programme could not have been culminated.

Regards,

*A. Ghosh*  
**Dr. Ayantika Ghosh**  
Principal, Naba Ballygunge Mahavidyalaya  
Kasba, Kolkata, INDIA

A cordial note of welcome from Dr Ayantika Ghosh, Principal, Naba Ballygunge Mahavidyalaya

The seminar began with the conference secretary Dr. Biswajit Paul, Conference Secretary, KBSAA, welcoming the President and Secretary of KBSAA, the principal of Naba Ballygunge Mahavidyalaya, Dr. Ayantika Ghosh and principal of Sukanta Mahavidyalaya and other eminent guests, dignitaries and faculties present in the webinar and the joint secretaries- Dr Debisree Banerjee, NBM and Dr. Rupam Mukherjee, Sukanta Mahavidyalaya. After introducing the dignitaries, the secretary moved on to mentioning the components of the day's webinar-- that it consists of four technical sessions and four plenary sections. Dr Paul mentioned that the reason for selecting a topic on entrepreneurship for the seminar instead of some popular topics like accountancy, business ethics and tax consultancy is that research on entrepreneurial activities is extremely needed in developing countries. He added that a subtle difference between business and entrepreneurship is that business targets ascending scale on profit graph, whereas entrepreneurship involves probing and innovation. He went on analysing the title of the webinar with his inputs on the relationship between entrepreneurship and growth of a developing country like India in the realm of commerce that entrepreneurship leads to the advancement of a nation.

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Dr Biswajit Paul addressing the audience in *Entrepreneurship, Growth and Competitiveness*

Professor Dipti Kumar Chakravorty, Professor, Dept of Commerce, University of Calcutta, expressed his views on entrepreneurship, saying that's in this age of recession, and when interests in working at someone else's business is also thinning, there is much security in owning one's own business, and there lies the prospects of entrepreneurship. He added that a successful entrepreneur doesn't happen overnight or by fluke. Citing the examples of entrepreneurship icons like Jamshedji Tata, Ratan Tata or Ambani, he said that they became successful with hard work and deep insights though they started as small businessmen and gradually with perseverance, became entrepreneurs. For growth of entrepreneurship and to sustain oneself in the world of competition, innovation is necessary, as he meant.



Screenshot from the webinar *Entrepreneurship, Growth and Competitiveness*. Prof Dipti Chakravorty speaking

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Professor Ananda Mohan Pal, Professor, Department of Business Management, University of Calcutta began his speech with two anecdotes. The first one was on the iconic shoe company Adidas, pioneered by Adolf Adi Dassler whose vision was to make the best shoes for the athletes, from 1949 to 1957 whose struggle went on and finally shaped in becoming a premier shoemaking company. He understood the psychology and pains of the customers and that, in Prof Pal's views, is the true essence of being a successful entrepreneur. The next anecdote was of the online designing tool canva. Melanie Perkins, a teacher in Perth, Australia in 2007 was teaching students how to use desktop designing with an app that was expensive and cumbersome which prompted her to explore a much easier app like Canva. After many hurdles of three years Canva finally attained success and Perkins told her narrative everywhere. Entrepreneurship, thus, begins with effectively communicating one's business idea. Prof Pal mentioned the case of Warby Parker, a famous eyewear, who had once lost his eyewear and was reluctant to buy a pair of new one because of the probable expenses. In the middle of night he mailed his three friends: Jeffrey Raider Andrew Hunt Neil Blumenthal David Gilboa and the four brainstormed and suddenly hit upon a plan that would help Parker and million others with clearer vision. The situation led him on to invent a pair of eyeglasses, and that was the stepping stone of beginning of Parker eyeglasses. Necessity is the mother of invention, and the seed of entrepreneurship is thus embedded in necessity. 15th February 2010, the website was launched. In three weeks it reached a humongous number of 20000 sales. The lens with prescriptions of Warby Parker glasses price much less than others. Prof Pal also opined that entrepreneurship does not only involve profit-making because Parker eyeglasses began with donation.



Screenshot from the webinar  
*Entrepreneurship, Growth and  
Competitiveness*. Prof Ananda  
Mohan Pal speaking

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Warby Parker initially offered five pairs of glasses to his customers and they bought one from them and returned to the four, and for every pair of glass purchased parker, donate it another pair to a needy person. These three success stories of Adidas, Perkins, Parker drive home the fact that secret of entrepreneurship is presenting the ordinary thing extraordinary and among rival-entrepreneurs, one needs to continuously innovate to continuously grow. Doctor Paul wrapped up his session putting forward certain questions to business aspirants to contemplate wisely before being decisive about entrepreneurship. The first question being, "Is it the right time now to start a business?" because the aspirant's offering needs a current demand. The second question is: "Will my idea cater to the need of the masses?" because the secret of successful entrepreneurship lies not in novelty of idea, but in the alliance of the idea with popular need. As much as innovation is required accessibility and functionality off the product is more necessary for the growth of business that concomitant leads to successful entrepreneurship in a competitive market. The third question is: "Are you prepared to revert to your former business plans?" because the outside environment changes, it is always in a state of flux and therefore for growth of business, an entrepreneur must be prepared to revert; not abandoning the core idea, entrepreneur must be able to adapt to the changes. The fourth question is: "Will you be able to form a strong team?" because team work is the core of entrepreneurship. The fifth question is: "Do you have access to funding?" because without ample funding, entrepreneurship cannot grow and one has to struggle a lot in order to keep pace with the competitors. The sixth question is, "Are you prepared for the possibility of failure?" because as much as success is guaranteed in entrepreneurship, failure is much anticipated as well. The seventh question is: "What is your hope in starting this business? Why did you pursue this instead of anything else?" If all the answers are positive, one is ready to start an entrepreneurial project. With this insightful address, Dr Paul ended his lecture on entrepreneurship and growth.

The next speaker was Dr Uttam Kumar Dutta. Professor of Commerce, School of Professional Studies, Netaji Subhas Open University, Kolkata, West Bengal, began his lecture delineating the qualities of a good entrepreneur. He said that a good entrepreneur is someone who is capable to inspire, e others and incite confidence and motivate them to work as a team to enhance growth and sustainability in a world of competition. Quoting Martin Luther King Jr Which says that once resilience found not in comfort and convenience, but in challenge and controversy Dr Dutta said that an entrepreneur grows in tough times. Citing real life examples of queues at every shop in the cities and rural corners of India and a cinema like *Slumdog Millionaire* Dr. Dutta wanted to manifest India's economy.

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Dr Uttam Kumar Dutta is presenting in the seminar *Entrepreneurship, Growth and Competitiveness*

Dr Dutta went on saying that IT sectors are now playing significant role in entrepreneurship development, and how America is massively affecting Indian entrepreneurship—Bangalore being a miniature of America now.

## Outcomes of the Seminar:

- ✓ Having a clear idea of entrepreneurship
- ✓ Knowing the pros and cons of entrepreneurship
- ✓ Knowing the tricks of survival as an entrepreneur in a competitive business-world
- ✓ Grasping the strategies to begin a business from scratch

  
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