

RESOURCE PERSONS

THEME : Empowering Start-ups through IKS:
Women, Finance, and Technology Perspectives



Dr. K. Balanaga Gurunathan
Professor and Research Head
School of Commerce and Management
Jain University
Bengaluru, Karnataka.

THEME : Sustainable Futures through IKS:
Green Entrepreneurship and Start-up Pathways

Dr. J. Kirubakaran
Assistant Professor
Department of Management Studies
NIT, Tiruchirappalli, Tamilnadu.



THEME : Traditional Wisdom to Modern
Enterprises: Sustainable Start-up Models



Mr. Karthi Eswaramoorthi
Founder and CEO
Kanavu Start-up Village Private Limited
Sivagiri, Erode, Tamilnadu.

ORGANIZING COMMITTEE

CHIEF PATRONS:

Thiru.C.Jayakumar - President
Thiru.S.D.Chandrasekar - Secretary

PATRON:

Dr.R.Parvathi - Principal
Vellalar College for Women (Autonomous)

CONVENOR:

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Associate Professor & Head - Commerce (PA)

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Associate Professor & Head - Commerce (E-Com)

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Assistant Professor & Head i/c - Commerce (PA)

Dr. K. Gunasundari
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Dr. S. Nirmala, Assistant Professor in Commerce (E-Com)

Ms. M. Resma, Assistant Professor in Commerce (PA)

Ms. N. Mounika, Assistant Professor in Commerce (E-Com)



VELLALAR COLLEGE FOR WOMEN (AUTONOMOUS)
'COLLEGE WITH POTENTIAL FOR EXCELLENCE'
AN ISO 9001:2015 CERTIFIED INSTITUTION
(Re-accredited with 'A' Grade by NAAC (Cycle IV) & Affiliated to Bharathiar University, Coimbatore)
Thindal, ERODE - 638 012, TAMIL NADU, INDIA.



DEPARTMENT OF COMMERCE (E-COMMERCE)

DEPARTMENT OF COMMERCE (PROFESSIONAL
ACCOUNTNG) and

DEPARTMENT OF COMMERCE WITH ACCOUNTING &
FINANCE

organize

ONE DAY NATIONAL LEVEL CONFERENCE

on

**INDIAN KNOWLEDGE
SYSTEMS (IKS) - DRIVEN
GREEN START-UPS:
SUSTAINABLE BUSINESS
PATHWAYS FOR A SELF-
RELIANT INDIA**



: 27.01.2026



: 10.00 a.m.



: Kasturba Kalaiarangam

ABOUT THE INSTITUTION

Vellalar College for Women was established by Vellalar Educational Trust in the year 1970. It is a pioneer institution to educate and empower the first generation women scholars of the locale, specifically those hailing from rural, underprivileged sections of the society to become leaders and contributors to every sector of the society. For more than five decades, the institution has passed many ground breaking milestones and forged benchmarking traditions eventually evolving into the eye of conscience of the society. Conferred with the status of autonomy in 2007 and re-accredited by NAAC with 'A+' Grade in 2022 in the fourth cycle, UGC has bestowed upon the institution 'College with Potential for Excellence' for its overall excellence in the domain of education in 2011. A promising and potential space for research culture is woven into the academic landscape of the institution, which is furthered by the financial assistance sanctioned under FIST programme by DST to strengthen the research and infrastructure facilities in all science departments of the college. Furthermore, under STAR College Scheme, DBT has accorded substantial funds to bolster and intensify the Life Science and Biotechnology education and training. Rich in academic offerings and research accomplishments and well-resourced co-curricular provisions, the academic journey of the learners encourages them to venture into unfamiliar fields of knowledge and perhaps discover new passions and directions there by nurturing the spirit of inquiry and at the same time instilling them with a lifelong love for learning.

ABOUT THE CONFERENCE

The conference aims to explore how India's rich indigenous knowledge in areas such as agriculture, health, energy, water conservation, crafts, and community living can be integrated with modern entrepreneurship to promote sustainability and self-reliance. In line with the vision of Atmanirbhar Bharat, the event will bring together academicians, policymakers, entrepreneurs, students, and professionals to identify replicable green startup ideas rooted in IKS, examine policy and support mechanisms for their growth, and foster interdisciplinary collaboration. Through case studies and discussions, the conference seeks to build capacity among young entrepreneurs, develop frameworks for IKS-based business models, and generate policy insights that contribute to ecological resilience, economic empowerment, and cultural continuity.

Sub-Themes

- IKS and Green Entrepreneurship: Concepts and Cases
- Traditional Practices in Agriculture, Food, and Handicrafts: Startup Possibilities
- Startup India and MSMEs: Supporting IKS-Based Enterprises
- Ecopreneurship and Indigenous Wisdom: Success Stories
- Women Entrepreneurs and IKS: Empowerment through Enterprise
- Sustainable Finance and Green Business Models
- Digital Technologies to Promote Traditional Knowledge Systems
- Policy Support and Institutional Framework for IKS-Driven Startups
- IPR and Protection of Indigenous Knowledge in Business
- Role of Higher Education Institutions in IKS Promotion

SUBMISSION GUIDELINES

- The full paper must be prepared in Times New Roman font, with a font size of 12 point and 1.5 line spacing in Microsoft Word format.
- The word limit for the article is 1500–2000 words, including tables, references, and all other content.
- Each paper may have a maximum of three authors (one author and two co-authors).
- Selected papers will be published in a peer-reviewed international journal.

GENERAL GUIDELINES

- Last date for online registration :02.01.2026
- Spot registration is available with prior intimation by 20.01.2026
- Registration will begin at 8.30 a.m. near College Auditorium (College Campus)
- Participants must bring their College ID Card
- The Registration fee includes lunch, refreshment, certificate and kit.
- Publication fee for selected papers is Rs. 750

Registration Link :

For registration and submission of paper:

<https://forms.gle/UAFH9bi8rUtftXzF9>

For Further Details, Contact:

Dr. E. THENMOZHI - 9942353000

Dr. R. GOWRI - 8883712624



Scan here to register

Category	Fees* (Rs.)
Corporate Delegates	500
Academicians / Research Scholars	300
Students	250
Participation Only	200
*Inclusive of GST	

Bank Details :

Account Number : 25670100019843

Account Name : The Secretary, (OR)
Vellalar College for Women

IFSC Code: BARB0THINDA (Fifth Value is Zero)

Branch : Thindal

G-Pay:



Scan here to pay