

About GNDU

Guru Nanak Dev University is accredited A++ by NAAC with CGPA of 3.85, conferred with "University with Potential for Excellence" status by UGC and is ranked 44 by NIRF. It is one among the top ten "High performing state public Universities" across India as per MHRD. The university provides a conducive environment for research and teaching, sports, cultural and other extra-curricular activities to students in various faculties at the University campuses and constituent colleges.

About USFS

USFS is one of the oldest departments of GNDU that provides quality education in the field of Commerce and Finance. USFS is committed to nurture future business leaders, financial experts and entrepreneurs by providing a strong foundation in commerce, trade and finance.

About GJCEI

GJCEI is a dedicated hub established under the RUSA 2.0 initiative to promote entrepreneurship, innovation, and startup culture among students, researchers, and aspiring entrepreneurs. It provides incubation facilities, co-working spaces, advanced labs, mentorship, training programs, and support for startups, including guidance on funding and intellectual property rights, with the aim of transforming innovative ideas into sustainable enterprises and contributing to regional and national economic development.



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Coordinator, GJCEI

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Deputy Coordinator, GJCEI

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GURU NANAK DEV UNIVERSITY
UNIVERSITY SCHOOL OF
FINANCIAL STUDIES



in collaboration with

**GOLDEN JUBILEE CENTRE FOR
ENTREPRENEURSHIP & INNOVATION (GJCEI)**

is organising

Two-Day National Seminar
on

**Punjab 2047: Forging
the Future through
Entrepreneurship &
Innovation**

Date: 10-11 February, 2026

Time: 9 a.m. to 4:30 p.m.

Venue: Dashmesh Auditorium

ORGANISED BY
UNIVERSITY SCHOOL OF FINANCIAL STUDIES
GURU NANAK DEV UNIVERSITY,
G.T.ROAD, AMRITSAR-143005

About the Seminar

India stands today at a defining moment in its developmental journey. As one of the world's fastest-growing emerging economies, the nation is moving rapidly toward modernization, technological transformation and inclusive growth. The national vision of *Viksit Bharat 2047* outlines the aspiration to emerge as a fully developed, socially equitable, culturally proud, environmentally sustainable, and globally competitive nation by 2047—marking 100 years of India's independence. Within this national blueprint, Punjab holds a unique place and responsibility. Historically known as the “breadbasket of India”, Punjab has shaped India's destiny—from being home to ancient civilizations, to being a land of valor during the freedom struggle, and becoming the epicenter of the Green Revolution that secured national food security. Equally powerful is Punjab's cultural and civilizational heritage. Despite its legacy and strengths, Punjab faces structural challenges that demand urgent reform and collective resolve. It is in this context that the vision of Punjab 2047 emerges—seeking to reimagine Punjab as a leader in knowledge, technology, entrepreneurship, social reform and cultural renaissance, fully aligned with the national mission of *Viksit Bharat 2047*. The Two-Day National Seminar on “Punjab 2047: Forging the Future Through Entrepreneurship and Innovation” aspires to bring together researchers, academicians, policymakers, industry leaders, youth organizations and civil society to contribute vision, research, policy ideas, perspectives and actionable strategies toward shaping a dynamic and rising Punjab capable of leading India's future growth story.

The seminar shall cover the following perspectives:

Track 1: Perspectives on Business and Commerce

- From Mandis to Multinationals: Turning Farmers into Agri-Business Entrepreneurs
- Reviving Punjab's Core Industries: Textile, Sports Goods, Agro-Processing & Cycles to EVs
- MSMEs & Family Businesses of Punjab – Modernization, Branding and Global Reach
- FinTech Revolution in Punjab: Digital Payments, Lending and Blockchain for Traders
- Startup Punjab: Building the Next Billion-Dollar Companies from Ludhiana, Amritsar & Mohali
- Venture Capital & Angel Networks: How to Fund Punjab's Future Unicorns
- Taking Punjab Global: Export Hubs, SEZs and “Brand Punjab” Strategy
- E-Commerce & Digital Dukaan: Helping Local Shops Sell to the World
- Marketing and Global Branding of Indigenous and GI-Tagged Products of Punjab: Phulkari, Punjabi Jutti & Handicrafts-From Local to Luxury
- Green Marketing & Sustainable Branding for Agro-Processing and Food Industries
- Banking the Unbanked: Financial Inclusion for Rural Traders and Women Entrepreneurs
- Skilling Punjab for New-Age Commerce: Digital Marketing, Supply-Chain Tech and Export Management
- Succession Planning in Punjab's Family-Owned Businesses: Challenges in Handing Over Business Leadership from One Generation to the Next and New Leadership Models
- Enhancing Workforce Productivity in Punjab's Industries: Engagement, Retention and HR Automation
- Logistics & Trade Infrastructure: Turning Punjab into North India's Trade Gateway (Delhi-Amritsar-Katra Economic Corridor, Dry Ports)
- Cooperative 2.0 Model: Success of Milk Cooperatives

- Role of NRI Investment in Punjab's Business Ecosystem
- Ease of Doing Business in Punjab: One-Window Clearance, Land Banks & Policy Reforms by 2047
- Future of Retail in Punjab: Smart Mandis, Mall Culture and Experiential Shopping
- Impact of Taxation, GST on Economic Growth: Making Punjab the Lowest-Tax, Highest-Growth State

Track 2: Perspectives on Social Development

- Addressing Silent Social Crises: Poverty, Drug Abuse, Dowry and Female Foeticide in Punjab
- Women Empowerment in Punjab: Education, Jobs and Leadership
- Women-Led Businesses: From Self-Help Groups to CEOs – The Rising Force of Punjab
- Channelizing Punjab Youth: Away from Drugs & Digital Distraction, Towards Entrepreneurship
- Youth Migration & Brain Drain: Strategies for Retaining Talent and Creating Local Opportunities
- Changing Family Structures & NRI Social Impact: Elderly Care Challenges, Empty Villages and Emotional Breakdown of Family Systems
- Mental Health & Well-being in Punjab: Social Priority, Institutional Mental Wellness, Agrarian Distress and Suicide Prevention Mechanisms
- Education Gap: Government Schools vs Private Schools in Rural Punjab
- Strengthening Healthcare and Well-Being in Punjab: Opportunities, Innovations and Community Partnerships
- Unemployment and Social Unrest: Linking Joblessness to Crime and Migration
- Sanitation and Dignity: Open Defecation to Clean Villages Movement
- Social Audit of Government Schemes: Are Welfare Programs Really Reaching the Poor?
- Community Kitchens and Food Security: Langar Model Beyond Gurdwaras

Track 3: Perspectives on History, Heritage and Culture

- Punjab's Freedom Struggle and Lessons for Vision 2047
- Sikh Heritage and Guru Teachings: Relevance in Modern Society
- Preserving Punjabi Language: From Schools to Global Platforms
- Revival of Folk Culture: Bhangra, Giddha and Traditional Festivals
- Unsung Heroes of Punjab: Integrating Real History in Education
- Heritage Tourism: Amritsar, Anandpur Sahib and Historic Circuits
- Punjabi Literature and Cinema: Waris Shah to Modern OTT Era
- Partition Memories and Healing: Building Peace through Shared History
- Sufi-Bhakti Traditions: Bulleh Shah, Baba Farid and Cultural Harmony
- Protection of Historic Gurdwaras and Sacred Manuscripts
- Ancient Punjab: Harappa to Takshila – Reclaiming 5000-Year Legacy
- Punjab's Contribution to Indian Classical Music
- Religious Reform Movements: Singh Sabha, Nirankari and Namdhari Contributions
- Food Heritage to Food Business: From Sarson da Saag to Global Punjabi Restaurant Chains
- Punjabi Wedding Economy: Traditional Rituals as a Multi-Crore Business
- Heritage Markets & Old Bazaars as Living Heritage and Business Hubs
- Cultural Festivals as Commerce: Baisakhi Mela, Jarag Mela and Rural Tourism Revenue

Track 4: Perspectives on Media & Communication

- From Print to Reels: 100 Years of Punjabi Media (1947–2047)
- Social Media as Punjab's New Voice: Power, Responsibility & Regulation
- Punjab's Reel-to-Real Business: Village Creators Selling Phulkari, Jutti, Pickles & Farm Produce on Instagram & YouTube Shops
- Taking Punjab Global through Vlogs, VR Tours & Online Darshan
- Fighting Fake News & Drug Glorification on Social Media
- Digital Marketing & Brand Building: Selling Phulkari, Basmati, Jutti & Punjab Globally
- Memes, Satire, Stand-Up & Reels as Weapons for Social Change & Youth Awakening
- Social Media Advertising for Local Businesses: From Pind di Dukan to Viral Sales
- Women Digital Creators & Influencers: From Kitchen Recipes to Lakhpati Channels
- Using Social Media for Social Change: Successful Campaigns Against Dowry, Drugs & Female Foeticide
- NRI Influencers: Building Positive Punjab Image & Counteracting Stereotypes
- Digital Punjab: Social Media for Government Services, Farmer Help & Job Creation
- Punjabi Music, Films & Culture Going Global: Role of Social Media & OTT Platforms
- Future of Journalism & Digital Literacy: AI Reporting, Cyber Safety & Skill Training
- Making Punjab the Ad-Making Hub of North India: Building Ad Agencies, Graphic Studios and Animation Houses in Mohali-Ludhiana-Amritsar
- Creating a Unified Digital Identity & Global Marketing Strategy for the State (like "Incredible India" but for Punjab)

Track 5: Perspectives on Sustainability and Environment

- Tech Solutions for Stubble Management and Cleaner Air in Punjab
- Water Solutions & Clean Energy Startups: Smart Irrigation, River Restoration with Fish Farms & Tourism, Rooftop, Canal-Top Solar Startups, Green hydrogen footprints
- Waste-to-Wealth Ventures: Stubble Briquettes, Plastic Recycling and Bio-CNG Plants
- Organic & Natural Farming: Startups in Bio-fertilizers, Vermicompost and Zero-Budget Models
- Climate-Resilient Cities: Eco-friendly city planning and green buildings
- Eco-Entrepreneurship in Biodiversity: Beekeeping, Herbal Farming and Nature based Tourism
- Using AI, drones and satellites to track pollution and protect nature
- Sustainable Mobility: EV Startups, Charging Networks and Electric Public Transport
- Green Finance for Eco-Friendly Businesses
- Green & Circular Businesses: Stubble-based Industries, Sustainable Fashion and Zero-Waste Models
- Building Consumer Demand: Awareness Campaigns for Organic & Eco-Friendly Products
- ESG & Clean Industry: Becoming carbon-neutral and achieving zero carbon footprint
- Strengthening Sustainable Development in Punjab: CSR Initiatives, NGO Participation and Public-Private Partnerships

Track 6: Perspectives on Governance, Legal Systems and Public Policy

- Right to Business Act & One-Window Clearance: Starting Any Business in Punjab in 24 Hours
- Startup Punjab Policy: Tax Breaks, Grants & Easy Funding for New Companies
- GST and State level implementation
- Special Economic Zones (SEZs) & Export Hubs: New Engines of Punjab's Growth
- Clean Land Records & Fast Registry: Ending Land Disputes & Fake Papers Forever
- Water-Saving Laws & Crop Change: Updating Subsoil Water Act for Secure Farming
- Air & Water Pollution Laws: Effective Enforcement for a Cleaner, Healthier Punjab.
- The Plastic Waste Management Rules: Promoting Alternatives and a Circular Economy.
- Punjab State Energy Conservation Policy: Legal Mandates for Renewable Energy Adoption.
- The Punjab Land Revenue Act: Modernizing Land Records for Industrial and Infrastructure Projects.
- CSR & Company Money for Punjab: Big Firms Funding Schools, Hospitals & Villages
- E-Waste Management Rules: Creating Formal Recycling and Entrepreneurship Opportunities.
- The Micro, Small and Medium Enterprises (MSME) Act: Improving Access to Credit and Government Contracts.
- Clean Money Punjab: Strict Tax Rules to End Black Money & Benami Deals
- Corporate Governance: Revamping Cooperative Laws ensuring full Transparency & Profit-Sharing for Farmers
- Political Leadership and Policy Stability for Punjab's Long Term Growth
- Role of State Government Policies in Promoting Entrepreneurship in Punjab
- Politics of Welfare Schemes in Punjab: Impact, Effectiveness and Sustainability
- Punjab Politics in the Era of Economic Liberalization and Globalization

CALL FOR PAPERS

Contributions are invited from the Academicians, Professionals, Researchers and experts on the above mentioned theme/sub-themes of the seminar. Full research papers are to be submitted through Email ID-

usfs.seminar26@gmail.com

Last date for paper submission is 5 Feb, 2026

Note: The selected papers will be published in the form of Edited Book with ISBN number.

REGISTRATION

Registration form is to be submitted by all co-authors through GOOGLE FORM LINK-

<https://forms.gle/GGtCxpwUMDapwdU57>

Last date for registration is 5 Feb, 2026

There is no registration fees.

PRESENTATION GUIDELINES

Mode- Powerpoint Presentation

Time Duration- 10 to 15 minutes

E-mail the ppt on

usfs.seminar26@gmail.com

by 7 Feb, 2026

SUBMISSION GUIDELINES

- The language of the paper should be English only.
- The Abstract must contain the highlights of the full paper and should not exceed 250 words.
- Author(s) Name(s), University/Organization, Paper Title, Track in which paper is submitted, Email Address and Mobile Number to be stated clearly in the cover page of the research paper.
- Paper should not have been published earlier nor should it be under consideration for publication. Any form of plagiarism will result in immediate disqualification.
- The word limit for research paper (inclusive of abstract) is 3000 words (minimum) to 5000 words (maximum). This word limit is inclusive of footnotes. The word limit must be strictly adhered to by the participants.
- All submissions must be sent to email id- **usfs.seminar26@gmail.com**

FORMAT GUIDELINES

- The research papers text should be in MS Word Format (doc./docx.) with Times New Roman, Font Size 12, Line Spacing 1.5 on an A4 size paper.
- The Footnotes should be in Times New Roman, Font Size 10 with Single Spacing. End notes are not permissible.
- APA citation format shall be strictly followed.
- One inch margins on all sides should be maintained.



Contact for Queries

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