



**Hamidia Girls' Degree College**  
Constituent Minority P.G. College, University of Allahabad

**Golden Jubilee Celebration**

**Department of Fashion Design & Embroidery and  
Department of Software Technology**

Organizing a Conference on the Topic

**"Entrepreneurship and Sustainable Business Development"**

Date: 08th February 2025 to 15th February 2025

You are cordially invited to attend the Conference

**Eminent Speakers**

**"Artificial Intelligence Applications in Real Life"**

**Dr. Rajesh Kumar**

Assistant Professor

J. K. Institute of Applied Physics and Technology,  
Department of Electronics and Communication  
Faculty of Science, University of Allahabad, Prayagraj

Date: 8th February 2025

Time: 12:30 pm - 1:30 pm



**"The Impact of ICT on Entrepreneurship and Start-up"**

**Dr. Sudhakar Singh**

Assistant Professor

J. K. Institute of Applied Physics and Technology,  
Department of Electronics and Communication  
Faculty of Science, University of Allahabad, Prayagraj

Date: 8th February 2025

Time: 1:30 pm - 2:30 pm



**"Technology Transformations: Driving Business Innovation and Growth"**

**Prof. Rohit Ramesh**

Hon'ble Vice Chancellor  
Nehru Gram Bharti University  
(Deemed University), Prayagraj

Date: 10th February 2025

Time: 12:30 pm - 1:30 pm



**"Effective Sales and Marketing Strategies for Entrepreneurs"**

**Dr. Ekta Verma**

Associate Professor  
Department of Commerce and Business Administration

University of Allahabad

Date: 10th February 2025

Time: 1:30 pm - 2:30 pm



**"The Role of Memory Enhancing Techniques in Learning:  
Examining the Effects of Item Level Brain Training  
Techniques on Learning"**

**Mr. Sudhir Dhanyog**

Entrepreneur

Prayagraj

Date: 14th February 2025

Time: 12:30 pm - 1:30 pm



**"Sustainability Through Entrepreneurship and Innovation"**

**Prof. Neetu Mishra**

HoD

Family and Community Science (Department of Home  
Science)

University of Allahabad, Prayagraj

Date: 14th February 2025

Time: 1:30 pm - 2: 30 pm



**" The Impact of E- Commerce on Traditional Retailing"**

**Dr. Monisha Gupta**

Department of Fashion Design & Embroidery

Hamidia Girls' Degree College

University of Allahabad, Prayagraj

Date: 14th February 2025

Time: 2:30 pm - 3:30 pm



**"Government Schemes to Promote Entrepreneurship  
and Start-up"**

**Dr. Sarita Maxwell**

Assistant Professor

Department of Commerce and Business Administration,

University of Allahabad

Date: 15th February 2025

Time: 12:30 pm - 1:30 pm



# "Entrepreneurial Leadership: From Start-up to Market Leader and Navigating Business Growth"



**Dr. Shefali Nandan**

Associate Professor

Department of Commerce and Business Administration

Coordinator, Incubation Centre

University of Allahabad, Prayagraj

Date: 15th February 2025

Time: 1:30 pm - 2:30 pm

Discussions and Insight through

- Panel discussions
- Interactive sessions
- Q & A sessions

**Venue: Conference Hall**

**Chief Patron**

**Mrs. Tazeen Ahsanulla**

Manager

Hamidia Girls' Degree College,  
Prayagraj

**Patron**

**Prof. Naseha Usmani**

Principal

Hamidia Girls' Degree College,  
Prayagraj

- All the participants are requested to fill the registration form.
- **Registration link:**

[https://docs.google.com/forms/d/1m145QZ530E\\_IgOZn0F9nh\\_4wjxkaU8RyiNsEOhoSYBU/](https://docs.google.com/forms/d/1m145QZ530E_IgOZn0F9nh_4wjxkaU8RyiNsEOhoSYBU/)

- **It is mandatory to fill feedback form.**
- Feedback link will be provided after the end of session.
- An E- Certificate of participation will be given to all the participants through email.

**Programme Convenor**

**Prof. Nasreen Begum**

Professor of Ancient History, Culture & Archaeology

Nodal Officer of B. Voc. and M. Voc.

Hamidia Girls' Degree College,  
Prayagraj