



**NEW HORIZON
COLLEGE
MARATHAHALLI**

Permanently affiliated with Bengaluru North University, Recognized by the Govt. of Karnataka
Recognized under section 2 (f) of the UGC Act, 1956. Accredited by NAAC with 'A' Grade



**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of Education Initiative)

IQAC


presents

5th ONE DAY NATIONAL CONFERENCE

HARNESSING THE TIMELESS WISDOM OF IKS BRIDGING MODERNITY FOR REGENERATION



 17th April 2025

 Chanakya Seminar Hall, Amar Hemu Kalani Block

About NHEI

New Horizon Educational Institutions, (NHEI) established in 1970 is one of the premier institutions located in Bengaluru. Under the umbrella of New Horizon Educational Institutions, there are 8 high performing institutions that take care of the educational needs of students from the pre – primary level to the professional stage. Guided by a noble and clear vision, inspired by NHEI's motto in "Pursuit of Excellence", and motivated by core values that ultimately make a complete human being.

About NHC

New Horizon College, Marathahalli, is permanently affiliated with Bengaluru North University, Karnataka and accredited with Grade 'A' by NAAC. The College campus is located on the IT corridor of Bengaluru and surrounded by MNCs and IT giants like Intel, Accenture, Capgemini, Wipro, Nokia, JP Morgan and Cisco to name a few . Its mission is to create world class professionals by enlightening, educating, inculcating, and imbining a sense of professionalism in every student. The college offers Bachelor of Business Administration (BBA), Bachelor of Commerce (B.com), and Bachelor of Computer Applications (BCA) and Master of Commerce (M. Com)

About the Conference

Every nation's foundation is its educational system. If a nation's educational system cannot support its progress, it will not be able to endure in the cutthroat world. Indian Knowledge System (IKS) is passed down systematically from one generation to the next through IKS. Rather than being a custom, it is an organized system and method of knowledge transfer.

The Conference aims to examine the Indian Knowledge System (IKS), emphasizing its historical foundations and current applicability. It seeks to establish a forum for exchanging concepts, encouraging discussion, and fusing conventional knowledge with contemporary developments. The event will highlight IKS's multidisciplinary nature by addressing topics related to computer applications, management, and commerce. The Conference aims to bring renowned professionals, researchers, contributions, opinions, and innovations to IKS and its integration into education.

Chief Guest and Key note Speaker

Dr. Vinaychandra Banavathy
Director, Center for IKS,
School of Arts, Humanities and Social Sciences,
Chanakya University, Bengaluru

Members of Panel Discussion

Panel member 1

Prof. Dr. Rajdeep K Manwani
Professor and Head of Research,
Sindhi College, Bengaluru

Panel member 2

Dr. Vinaychandra Banavathy
Director, Center for IKS,
School of Arts, Humanities and Social Sciences,
Chanakya University, Bengaluru

Panel member 3

Mr. Vinay Kulkarni
Founder and CEO of ALCHMI
& e-com Elephant, Bengaluru

Moderator

Dr. Sandeep Nair
Associate Professor & Registrar (Evaluation),
Chanakya University, Bengaluru

Objectives of the Conference

- Provides a platform for critical thinking, logical reasoning, and reflective inquiry of integrating IKS with modern education system.
- To use holistic and integrated knowledge, teaching methodologies, cultural orientation to promote inclusivity of diversity.
- To discuss the use of digital platforms for disseminating and preserving traditional knowledge, contributing to the field of education.
- To observe, analyse, record, and validate a documented experience through focus group.
- Formulate policy recommendations for institutions, government bodies, and organizations seeking to integrate traditional knowledge into contemporary practices.

Conference Sub - Themes

Accounts and Finance:

- Vedic Mathematics and Accounting
- Dharma and Ethics in Accounting
- Asian Record Keeping and Modern Accounting
- Vedic Philosophy and Financial Management
- The Chakra System and Financial Well being
- Mantras and Mudras for Financial Abundance
- The Mind – Body Connection in Financial Decision Making
- Overcoming Financial Anxiety through Vedic Techniques
- The Role of Desire and Attachment in Financial Habits

Marketing:

- Vedic psychology in consumer behavior
- Ayurvedic principles for consumer segmentation
- Vedic symbols for brand identity
- Holistic Advertising with Ayurveda
- Ethical marketing with Dharma
- Ancient wisdom for modern campaigns

HR:

- Indian Ethos & Values
- Performance Models based on Eastern Principles of Management
- Karma-based performance management
- Dharma-based organizational values
- Vasudhaiva Kutumbakam for diversity
- Ayurvedic concepts for work-life balance
- Vedic philosophy for conflict resolution
- Holistic employee development programs
- Ayurvedic wellness programs
- Yoga and meditation for employees
- Vedic principles for leadership
- Guru-Shishya Parampara in organizations

Computer Applications:

- Indian Knowledge System and Artificial Intelligence
- Intersection of Indian Knowledge System and Artificial Intelligence
- Potential for AI powered tools to preserve and disseminate IKS
- AI in virtual system
- Emphasize of IKS on digital literacy
- IKS to Machine Learning

Participants

Industry professionals, Academicians, Research scholars, Students.

Note: Only Outstation participants are allowed to present papers online.

Research Papers Guidelines

- Scholarly research papers and articles are invited on theme and sub theme-based topics, adhering to the prescribed format.
- The content should be fact – driven and effectively highlight the chosen topics.
- All selected papers and articles will undergo evaluation by a screening committee, and upon approval, will be published in ISSN Accredited Journal, and proceedings of the conference will be published with ISBN with publication charges in addition to registration fees.
- Papers should be submitted exclusively via email to the designated email address: iksconference2025@gmail.com
- Registration for the conference is also exclusively available online in the college website. Details for the registration, fee payment, including bank account information are provided below. Ensure to complete your registration promptly to secure your participation.
- In case of multiple authored papers, all authors should register for the paper to be included in the proceeding.

Specification and Format

| | | | |
|-----------------------|----------------------------|--------------|---|
| Language of the paper | English | Font | Times New Roman |
| Font size | 12 | Line spacing | 1.5 lines |
| Paper size | A4 with 1” Margin sides | Word limit | 500 words(Abstract) 4500 words(Full paper) |
| Format | MS Word | | |

Guidelines

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|------------------------|---------|
| Submission of Abstract | 03/4/25 |
| Full paper submission | 10/4/25 |
| Last date of Payment | 12/4/25 |
| Date of conference | 16/4/25 |

Registration Link: <https://tinyurl.com/IKSCONFO>

SCAN FOR REGISTRATION



SCAN FOR LOCATION



Registration Fees

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|-----------------------|------------|
| Student (UG/ PG) | Rs. 200 * |
| Research Scholar | Rs. 300 * |
| Academician | Rs. 500 * |
| Industry professional | Rs. 1000 * |
| Only participation | Rs. 300 |

*** Publication charges in addition to Registration fee**

Special Note

- Registration fee includes Conference Kit, Lunch, Refreshment and certificate
- Outstation participants would be provided accommodation based on request and availability with a minimal charge
- Attendance certificate will be provided to all the participants

Program Schedule

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|-----------------------|--|
| 8.30 A.M – 09.30 A.M | Registration |
| 9.30 A.M – 10.00 A.M | Inauguration |
| 10.00 A.M – 10.45 A.M | Key note Address |
| 10.45 A.M – 11.00 A.M | Tea Break |
| 11.00 A.M – 1.00 PM | Panel Discussion |
| 1.00 P.M – 2.00 P.M | Lunch |
| 2.00 P.M – 4.00 P M | Presentations |
| 4.30 PM | Valedictory & Certificate Distribution |

Chief Patrons

Dr. Mohan Manghnani
Chairman, NHEI

Mr. Dhermesh Manghnani
President, NHEI

Patron

Dr. R Bodhisatvan
Principal - New Horizon College

Advisory Committee

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