



**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

5<sup>th</sup> ONE DAY NATIONAL CONFERENCE

## HARNESSING THE TIMELESS WISDOM OF IKS BRIDGING MODERNITY FOR REGENERATION



17<sup>th</sup> 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 imbibing 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. Vinayachandra 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. Vinayachandra 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](mailto: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

Submission of Abstract	28/2/25
Full paper submission	28/3/25
Last date of Payment	1/4/25
Date of conference	17/4/25

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

SCAN FOR REGISTRATION



SCAN FOR LOCATION



## Payment Details

Account Holder Name	New Horizon College
Account Number	484700067
IFSC CODE	IDIB000N112
BANK	INDIAN BANK

## Registration Fees

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

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

Dr. Nagaraju Kilari  
HOD - Department of Computer Application  
97421 33454

Mr. Arun Raghu Babu  
HOD - Department of Management  
99723 42775

Ms. Kampa Belliappa  
HOD - Department of Commerce  
98459 91121

## **Conference Convenor**

Ms. Kokila M S  
Department of Management  
7022698377

## **Conference Coordinators**

Ms. Pallavi N  
Department of Management  
9845912771

Ms. Sunitha Paramesh S  
Department of Commerce  
9845593816

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9592443103

Ms. Janaki M  
Department of Computer Application  
9886620133

## **Organizing Committee**

Ms. Nischitha B P  
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7348849161

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9035512748

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