

JAGRAN INSTITUTE OF MANAGEMENT
7th International Conference on
“LEVERAGING IT FOR SUSTAINABLE BUSINESS
TRANSFORMATION AND ENTREPRENEURIAL GROWTH”
(IT-SBEG-2024)
Saturday 21st December, 2024

Aim of the Conference

In our rapidly evolving world, where technology drives innovation, grasping the synergy between IT and efficient management is crucial for entrepreneurial triumph. Resource available empower entrepreneurs with essential tools, blending IT expertise with strategic management for informed decisions and sustainable success. This conference acted as a guiding light for entrepreneurs, corporate, researchers, scholars, and academicians, illuminating pathways to impact in the modern business landscape.& Effective Management" is to foster a collaborative platform for knowledge exchange, exploration, and discussion on the intersection of information technology and effective management practices. The conference seeks to empower entrepreneurs by examining innovative approaches, emerging trends, and transformative strategies that leverage technology for sustainable business growth. Through insightful presentations and discussions, the conference aims to provide a holistic understanding of how the synergy between information technology and effective management can drive entrepreneurship, enhance organizational success, and contribute to the broader economic landscape.

Introduction

The topic "Leveraging IT for Sustainable Business Transformation and Entrepreneurial Growth" focuses on exploring the transformative power of Information Technology (IT) in driving sustainable business practices and fostering entrepreneurial growth. In today's rapidly evolving digital world, IT has become a key enabler for businesses to innovate, adapt, and stay competitive while also contributing to long-term sustainability goals. The conference will examine how businesses can integrate IT solutions such as cloud computing, artificial intelligence, big data, and blockchain to reshape their operations, reduce environmental impact, and create more efficient, agile, and scalable business models. Additionally, the conference will explore in creating a future-proof business environment where both established and new ventures can thrive in harmony with the planet's ecological limits and empowering entrepreneurs by providing the tools, platforms, and digital infrastructure necessary to grow startups, expand into new markets, and build resilient enterprises.

Objective of the Conference

This conference explores how businesses and entrepreneurs can leverage IT to drive sustainable transformation and growth by optimizing operations, enhancing efficiency, and fostering innovation. It will highlight IT's and sustainable ecosystem's role in promoting responsible practices and helping entrepreneurs scale and compete in a dynamic digital economy, serving as a platform for impactful collaboration among entrepreneurs, corporations, and researchers

Following are the sub-themes of the Conference. However the list is not exhaustive and researchers may

submit their work relevant to any of the topics mentioned below or as per theme:-

Sub Theme

- Innovation & Startups
- Artificial intelligence and machine learning
- Information and Communication Technology
- Entrepreneurial Ecosystem
- Sustainable Businesses Transformation & Practices.
- Digital Innovation and Disruption
- Data-Driven Sustainability
- Green IT and Energy Efficiency
- Government Policies and Incentives for Sustainable Business
- Social Sciences
- Finance & Accounts
- Hospitality & Tourism
- Emerging Technologies

Conference has four main sessions- Inaugural Sessions, Panel Discussion, Technical Session-1,-2 and Valedictory Session. A brief of all four sessions is as follows:

Inaugural Session

Chief Guest by Prof. (Dr.) R.K. Khandal, Former Vice Chancellor of UPTU (AKTU) and Director of Technology & Innovation at Premier Green Innovation Pvt. Ltd., delivered the Inaugural Address on the concept of sustainability in contemporary times. He highlighted its focus on meeting present needs without jeopardizing the ability of future generations to meet theirs. Sustainability, he emphasized, has evolved into a multidimensional framework addressing environmental, economic, and social aspects, all aimed at fostering a balanced and resilient future.

Keynote Address by Dr. Justin Paul, Professor Marketing University of Puerto Rico, USA Provost & Dean – NMIMS University, Mumbai, India delivered about the digital transformation of business has redefined the global economic landscape, evolving rapidly from the early days of basic computing to today's interconnected digital economy. In the past, businesses leveraged technology primarily for operational efficiency through basic automation and early internet adoption.

Panel Discussion

A panel discussion was held on the sustainable business practices and how to implement IT services in the advancement of current business. This panel discussion was taken by the following members.

- Prof. Narendra Mohan Agarwal, Ex-Director National Sugar Institute, Kanpur discussed about

Sustainability in IT Infrastructure Green IT practices, including energy-efficient data centers, renewable energy use, and eco-friendly hardware, contribute to sustainability. Circular economy approaches, like recycling and refurbishing electronic waste, further reduce IT's environmental footprint.

- Dr. Shalabh Nepalia, Zonal Head - AISECT Bhopal discussed about the IT as a Catalyst for Sustainable Transformation Information Technology (IT) plays a pivotal role in reducing environmental impact through paperless operations and energy-efficient systems. Innovations like cloud computing, AI, and IoT enable smarter resource management and operational efficiency.
- Mr. Sushank Arora, Founder & CEO Nyra Kitchenware & Co-founder Vision Startup Accelerator, Kanpur discussed Future Trends in IT for Sustainability and Growth Emerging technologies like blockchain enhance supply chain transparency, while AI enables predictive analytics for sustainability forecasting. IT will continue to drive resilience in businesses, addressing global challenges such as climate change and economic disruptions.

Technical Session-1

- **Venue/Mode:** Hybrid through Zoom Platform
- **Time:** 02:30 P.M.to 3:30 P.M.
- **Session-Chair:** Dr. Rahul R.Verma, Commerce Department, Delhi University
- **Rapporteur:** Dr. Akshat Gupta –Management, Jagran Institute of Management
- **Best Paper Award:** Prof. (Dr.) Th. Prabha Devi, ,Dr. Cristina Mary Alexander, Ms. Maebeama Thoudam

The First technical session was chaired by Dr. Rahul R. Verma, Lecturer Commerce Department, Delhi University. There were total of 30 papers out of which 20 papers were presented.

Dr.Akshat Gupta Rapporteur for Technical Session-I.

1. CS Shantanu Kumar, Dr. Sidhanshu Rai

Topic:-Sustainability Reporting through Data Analytics in India

A study on leveraging data analytics for enhancing sustainability reporting in India, emphasizing transparency and compliance.

2. Dr. Sanjay Kumar Chandani, Dr. Srachna Sachdeva

Topic:-Pollution in Delhi NCR: A Business Crisis and the Path to Sustainability through Vedic Wisdom
The paper proposed solutions based on ancient Vedic principles to address the pollution crisis in Delhi NCR.

3. Jhalkesh Sharma, Nilakshi Shukla

Topic:-Evolution and Prospects of Technopreneurship in India

This paper explored the development of technopreneurship in India and its potential to drive innovation.

4. D. Shashi

Topic:-A Case Study on Sustainable Digital Transformation in the Retail Industry: AMAZON & SWIGGY .he author analyzed how retail giants have achieved sustainable transformation through digitalization.

5. **CMA Mayank Bajpai, Dr. Rakhi Gupta, Dr. Divya Chowdhry**
Topic:-Entrepreneurial Education: A Tool to Shape Economic Aspirations of Indian Youth
The authors demonstrated how entrepreneurial education can inspire and empower Indian youth.
6. **Dr. Divya Chowdhry, Archita Agnihotri, Prajjwal Shukla**
Topic:-A Comprehensive Study on the Impact of Gamification on the Social Aspect of Society
This study examined the social implications of gamification and its influence on community behavior.
7. **B. Anjali Pai**
Topic:-Impact of GST on Spending Behavior of Consumers in India
A detailed analysis of how the introduction of GST has impacted consumer spending patterns.
8. **Dr.Jharna K. Tolani**
Topic:- Sovereign Green Bonds: A Roadmap for Sustainable and Responsible Investment
The study proposed a roadmap for using green bonds to promote responsible and sustainable investment practices.
9. **Shweta Srivastava, Sushmita Malik**
Topic:-A Study on Sustainable Finance Policies and Their Effectiveness in Developing Economies
This paper analyzed sustainable finance policies and their effectiveness in spurring growth in developing nations.
10. **Rachita Manglik, Sarika Yadav**
Topic:-Social Marketing Campaigns for Food Waste: An Overview
The authors presented strategies for reducing food waste through innovative social marketing campaigns.
11. **Rina Dave**
Topic:-A Study on the Healthcare Industry in Gujarat: Performance of the Public Health Facilities and the Pharmaceutical Sector
A performance evaluation of public health and pharmaceutical services in Gujarat.

Technical Session-2

- **Venue/Mode:** Hybrid through Zoom Meeting Platform
- **Time:** 03:30P.M.to5:00P.M.
- **Session-Chair:** Dr. Sachin Gupta - Dean Research at Vivekananda Institute of Professional Studies –Technical Campus, New Delhi
- **Rapporteur:** Mr. Adarsh Srivastava (Assistant Professor, JagranInstitute of Management)
- **BestPaperAward:** Dr. Aarti Gupta

The Second Technical Session was chaired by **Dr. Sachin Gupta - Dean Research at Vivekananda Institute of Professional Studies –Technical Campus, New Delhi.**
There were total 20 papers out of which 10 paper were presented.

Mr. Adarsh Srivastava was the Rapporteur for Technical Session-2.

A brief report of the session regarding papers is as follows:

1. **Archana Kumari**

Topic:- Artificial Intelligence in Autonomous Vehicles: Enabling Smarter, Safer and Efficient Transportation for Future

Autonomous vehicle (AV) is considered to be the future of mobility. With the development of AV, safety is said to be the major challenge for AV. Application of artificial intelligence (AI), machine learning (ML) along with deep learning (DL) techniques for assessing risk is an emerging topic for safety of autonomous vehicle.

2. **Dr. Aarti Gupta**

Topic:-Information and Communication Technology

ICT plays a very important role in improving research and research quality. An attempt has been made to analyze the higher education infrastructure as well as research institutions in India. The research paper discusses the overall infrastructure and the process of monitoring and controlling research quality.

3. **Bharath Kumar Nakka, Dr. Shobha Bhatt, Dr. Patteti Krishna**

Topic:- Efficient Hindi Speech Synthesis with Limited Resources using transfer Learning and Augmented Learning

Effective Hindi speech generation with restricted resources can be attained by using a blend of transfer learning and enhanced learning methods. Due to the limited amount of labeled Hindi audio data, transfer learning enables us to use pre - trained models from larger, resource - rich languages such as English.

4. **Sherya Pandey, Veer Bhan Singh, Vaibhav Tripathi, Dr. Anand Kumar Dixit**

Topic:-Integrating Vedic Knowledge into Contemporary Education for Balanced Growth

This research paper explores the idea that modern head transplantation technology may find its roots in ancient Indian scriptures, specifically the Vedas and related texts. By examining the story of Lord Ganesha, whose head was replaced with that of an elephant, we analyze parallels between mythological accounts and current advancements in medical science.

5. **Swasti Mishra, Adarsh Srivastava, Dr. Anand Kumar Dixit**

Topic:-Enhancement in security by merging AES & RSA: A Hybrid approach

In digital era, ensuring data security is a critical concern. We want our information to remain secure, but achieving this requires innovative solutions. One potential approach is creating a hybrid encryption technology by combining AES and RSA. AES, asymmetric encryption algorithm, provides robust security with its 256-bit key, while RSA, an asymmetric algorithm, ensures securedigital signatures.

6. **Prabhat Kumar, Ayushi Mishra, Aman Kesharwani**

Topic:-IoT Based Smart Cities: Application, Challenges and Future Prospects

The integration of the Internet of Things (IoT) in urban environments has become a cornerstone of modern smart city initiatives, aiming to improve urban efficiency, sustainability, and quality of life. IoT enables the seamless interaction of interconnected devices, facilitating real-time data exchange to

optimize various urban processes such as transportation, energy consumption, healthcare, and waste management. This paper examines the concept and evolution of IoT-based smart cities, exploring their core components and key applications in addressing contemporary urban challenges.

7. Vishnu Kumar Shukla

Topic:-Roadmap from Traditional Software Testing Model to Cloud Testing as a Service (TaaS) Model: A Review of Cloud Testing (TaaS) Frameworks

Software engineering is an important field of computer science where software testing is a sub-section of any software and is an evaluation tool to assess the capability of the program and whether it meets the requirement. Software testing is a very important factor in terms of elaborate as well in terms of user code, reliable, flexible, security, performance and usability of system requirement.

8. Dr. Anil Kumar Singh

Topic:-Inference Techniques in Artificial Intelligence: A Comparative Analysis of Forward Chaining and Backward Chaining

Forward chaining and backward chaining are significant inference techniques in artificial intelligence, used in rule-based systems and expert systems. Forward chaining follows a data-driven approach, starting with known facts and applying rules to infer new conclusions, making it suitable for real-time systems.

9. Aman Kesharwani

Topic:-Autonomous Vehicles: The Role of AI and IoT in Revolutionizing Transportation

Nearly every industry is incorporating artificial intelligence (AI). The growing field of autonomous vehicles pushes policymakers, customers, and regulators to comprehend the requirements, challenges, and uses of artificial intelligence. The applications of AI in self-driving cars are the main topic of this study.

10. Ashish Mishra

Topic:-Challenges and Issues in Multimodal Sentiment Analysis for Product Reviews: A Comprehensive Survey

Multimodal sentiment analysis (MSA) combines data from multiple modalities, such as text, images, audio, and video, to provide a comprehensive understanding of user sentiment. In the domain of product reviews, MSA is especially important as consumers frequently express sentiments through diverse modes. Despite its promise, MSA faces challenges such as feature fusion, modality alignment, contextual understanding, and interpretability.

11. Anand Kumar Dixit, Dr. Meenakshi Srivastava, Dr. Rajiv Srivastava

Topic:-Review on Integrating AI-Powered Heat Mitigation Strategies in Data Center Design

As the demand for data processing and storage continues to surge, the energy consumption and heat generation within data centers have become critical concerns for sustainable operation. This study explores the integration of Artificial Intelligence (AI) into data center design to implement advanced heat mitigation strategies.

Valedictory Session

More than 40 papers were published & presented on 7th International Conference on “LEVERAGING IT FOR SUSTAINABLE BUSINESS TRANSFORMATION AND ENTREPRENEURIAL GROWTH.” is a

giant step in the journey of Jagran Institute of Management. Our aim during the conference and through the technical sessions was to gather in conversation the most knowledgeable experts and researchers on the subject matter. It helps and share knowledge, enhances common understandings and build consensus on possible policy options for meeting the current and future challenges in innovation.

We hope that the intense discussions during various sessions have enriched the deliberations, identified the threats that need resolution and paved the way for more enlightened progress in the respective areas in future. The conference theme took into consideration the varied aspects and planned its sessions around the theme of innovation as a tool for accelerating implementation of sustainable development.

n the presence of CEO, Dr. J. N. Gupta, Convener Prof. (Dr). Divya Chowdhary and Co-conveners, Prof. (Dr). Anil Kumar Singh and Assistant Professor Mr. Pawan Omer, Further, Certificates were presented to the authors and presenters in hybridmode however printed certificates were sentbypost. The jurypanel had a tough time selecting best papers in technical session. These awards are the encouragement and rise in enthusiasm for doing the best and reaching more great heights that makes us eligible for receiving award every time at this huge platform of recognition.

Best papers in each technical session in category of Management and Information technology were awarded with certificates as follows:

Name of Authors	Name of the Paper
Prof. (Dr.) Th. Prabha Devi, Dean, Dr. Cristina Mary Alexander, Ms. Maebeama Thoudam	A Conceptual Framework for Data-Driven DecisionMaking in Sustainable Entrepreneurship
Dr. Aarti Gupta	Information and Communication Technology

Prof. (Dr.) Divya Chowdhary, Director of the Institute proposed Vote of Thanks to the International & National Guests and special thanks to the Chairman - M.M. Gupta Ji & CEO Dr. J.N.Gupta Ji, Former vice chancellor - Prof. (Dr.) R.K .Khandal & Key Note Speaker Dr. Justin Paul for their infinite support and encouragement.

Further, allthe faculty members, staff, students, Directors & Principals of all the verticals of Jagran Education Foundation were present.Report of technical sessions was presented by Mr. Pawan Omer.

In the endvote of thanks was toasted for the success of the conference by Prof. (Dr.) Anil Kumar Singh.

IT-SBEG 2024 Inaugural Session





Lightning the lamp by Chief Guests



Welcome Speech by Respected Chairman Dr. Mahendra Mohan Gupta



CEO Dr. J.N.Gupta presenting Green Certificate to Dr. Justin Paul, Professor Marketing University of Puerto Rico, USA Provost & Dean – NMIMS University, Mumbai, India



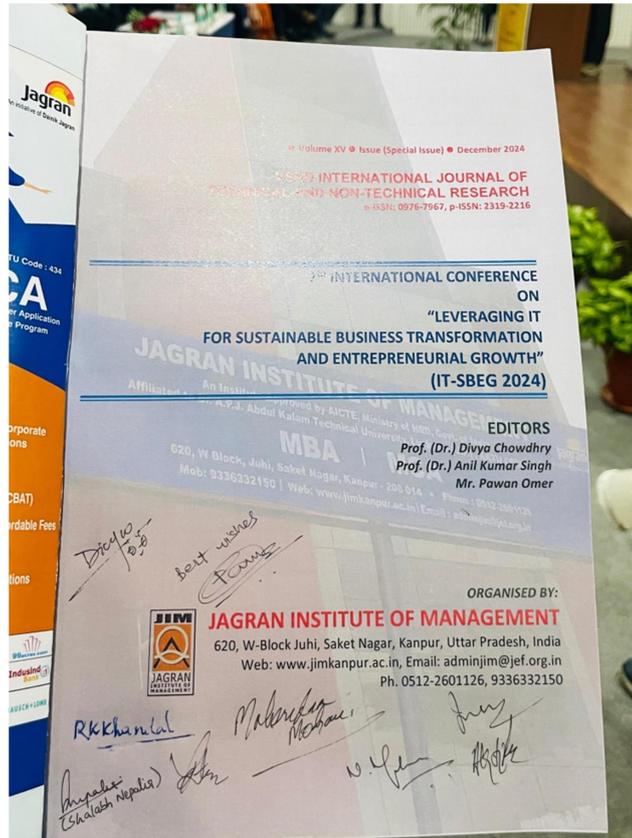
Chairman presenting Green Certificate to Prof. (Dr.) R. K. Khandal - Former Vice-Chancellor, UPTU (AKTU Director Technology & Innovation Premier Green Innovation Pvt. Ltd)



Release of the International Journal by the Dignitaries

Certificate Distributed to the Presenters & Students





Signed Journal of Dignitaries



Panel Discussions of Dignitaries Mr. Sushank Arora , Dr. Narendra Mohan Agarwal & Mr. Shalabh Nepalia

‘किसी भी काम में सफलता के लिए प्रतिबद्धता, स्थिरता व निरंतरता जरूरी’

PIC DAINIK JAGRAN I-NEXT



● कांफ्रेंस के दौरान मौजूद गेस्ट.

जागरण इंस्टीट्यूट ऑफ मैनेजमेंट साकेत नगर की तरफ से हुई कांफ्रेंस

KANPUR (23 Dec): जागरण इंस्टीट्यूट ऑफ मैनेजमेंट साकेत नगर की तरफ से Leveraging It For Sustainable Business Transformation Entrepreneurial Growth विषय पर सातवीं इंटरनेशनल कांफ्रेंस 2024 का आयोजन हुआ. शुभारंभ स्व. पुर्णचंद्र गुप्त व स्व. योगेंद्र मोहन गुप्ता के चित्र पर माल्यार्पण व दीप प्रज्वलित कर किया गया. चीफ गेस्ट के रूप में यूबीटीयू (एकेटीयू) के पूर्व कुलपति प्रो. डॉ. आरके खंडाल, जागरण एजुकेशन फाउंडेशन के चेयरमैन महेंद्र मोहन गुप्ता, सीईओ

डॉ. जेएन गुप्ता व निदेशक डॉ. दिव्या चौधरी मौजूद रहें. जागरण एजुकेशन फाउंडेशन के चेयरमैन महेंद्र गुप्त ने कहा कि आज आईटी सेक्टर सतत विकास के लिए नवीनतम तकनीकों की सहायता से गोजगार परक अवसरों की उपलब्ध करा रहा है. जीवन के प्रत्येक क्षेत्र में किसी कार्य में सफल होने के लिए तीन बातों प्रतिबद्धता, स्थिरता एवं निरंतरता पर ध्यान आकर्षित करने के लिए कहा.

छोटी-छोटी चीजों पर ध्यान

चीफ गेस्ट प्रो. डॉ. आरके खंडाल ने स्टूडेंट्स से कहा कि बेहतर करियर में आगे बढ़ने के लिए छोटी-छोटी चीजों पर ध्यान देने व अपने शिक्षा के साथ-साथ संस्कृति एवं संस्कार पर ध्यान केंद्रित देना आवश्यक है. नेशनल शुगर इंस्टीट्यूट के पूर्व डायरेक्टर प्रो.

नरेंद्र मोहन अग्रवाल ने बताया कि आज के आधुनिक दौर में शुगर इंडस्ट्री की फोल्ड में बहुत सारे परिवर्तन आ चुके हैं.

यूरोपीय देशों की तुलना में

भारत सरकार के दिशानिर्देश पर यूरोपीय देशों की तुलना में फॉसिल फ्यूल एवं गन्ना शोधदान प्रक्रिया में कुशलतापूर्वक कार्य कर रहे हैं. आईसेक्ट भोपाल के जोनल हेड डा. शलभ नेपालिया ने कहा कि आर्टिफिशियल इंटेलीजेंस के बेहतर उपयोग से जनाधार डेटाबेस को लिंक किया जा सकता है. कार्यक्रम में सुशांत अरोड़ा, कांफ्रेंस को संयोजक व संस्थान की निदेशक डा. दिव्या चौधरी आदि थे. धन्यवाद प्रस्ताव कांफ्रेंस के सह संयोजक एवं संस्थान के डीन एकमेडिक्स डॉ. अनिल कुमार ने किया.

News coverage by I-NEXT News paper

सप्तम इंटरनेशनल कांफ्रेंस 2024 का आयोजन

कानपुर (नगर छाया समाचार)। जागरण इंस्टीट्यूट ऑफ मैनेजमेंट साकेत नगर कानपुर के स्थानीय लक्ष्मीदेवी स्पागार में 'LEVERAGING IT FOR SUSTAINABLE BUSINESS TRANSFORMATION ENTREPRENEURIAL GROWTH' विषय पर सप्तम इंटरनेशनल कांफ्रेंस 2024 का आयोजन किया गया। कार्यक्रम का प्रारम्भ स्व. पूर्णचन्द्र गुप्त एवं स्व.योगेंद्र मोहन गुप्त के चित्र पर माल्यार्पण एवं दीप प्रज्वलन से हुआ। मुख्य अतिथि प्रो. (डॉ.) आर. के. खंडाल पूर्व कूलपति, यू.पी.टी.यू. (ए.के.टी.यू.), लखनऊ एवं निदेशक, शैक्षणिकी एवं नवाचार प्रीमियर ग्रीन होटेल प्राइवेट लिमिटेड, महेंद्र मोहन गुप्त चेयरमैन, जागरण एजुकेशन फाउंडेशन, डॉ. जे. एन. गुप्ता सी.ई.ओ.



जागरण एजुकेशन फाउंडेशन, संस्थान की निदेशक डॉ. दिव्या चौधरी एवं देश एवं विदेश से पधारे सभी अतिथियों ने जर्नल स्मारिका का विमोचन गणमान्य सदस्यों द्वारा किया गया, जिसमें 31 से ज्यादा

शोध प्रपत्र प्रकाशित किये गए। इस अवसर पर जागरण इंस्टीट्यूट ऑफ मैनेजमेंट एंड मास कम्यूनिकेशन के निदेशक डॉ. उर्वेन्द्र पाण्डेय एवं संस्थान के समस्त शिक्षकगणों सहित सभी छात्र

/छात्राएं उपस्थित हुए।

अपने स्वागत भाषण में महेंद्र मोहन गुप्त चेयरमैन, जागरण एजुकेशन फाउंडेशन ने सभी देश एवं विदेश के प्रतिष्ठित व्यावसायिक उद्यमियों एवं छात्र/छात्राओं को सम्बोधित करते हुए कहा कि आज आई. टी. सेक्टर सतत विकास हेतु नवीनतम तकनीकों की सहायता से आर्थिक रूप से रोजगारपरक अवसरों को उपलब्ध करा रहा है। जीवन के प्रत्येक क्षेत्र में किसी कार्य में सफल होने के लिए तीन बातों प्रतिबद्धता, स्थिरता एवं निरंतरता पर ध्यान आकर्षित करने के लिए कहा। स्थापन समारोह के अंतर्गत कांफ्रेंस के सह-संयोजक एवं संस्थान के एम.सी.ए. संकाय के ऑसस्टेंट प्रोफेसर पवन ओमर ने समस्त विशिष्ट

यकागणों को धन्यवाद देते हुए सम्बन्धित विषय पर आधारित प्रतिवेदनों को प्रस्तुत कर अपने विचारों को प्रस्तुत किया जिसमें से दो श्रेष्ठ शोध प्रपत्रों को श्रेष्ठतम सूची में सम्मिलित किया गया। अंत में अतिथि यकागणों को संस्थान के सम्बन्धित एम.सी.ए. एवं एम.सी.ए. संकायों के शिक्षकगणों की ओर से ग्रीन सर्टिफिकेट्स वितरित किये गए। धन्यवाद प्रस्ताव कांफ्रेंस के सह-संयोजक एवं संस्थान के डीन एकमेडिकस डॉ. अनिल कुमार खिंटा द्वारा किया गया। इस अवसर पर संस्थान के समस्त शिक्षकगण, छात्र/छात्राएं अन्व विभागों के निदेशकों सहित इस इंटरनेशनल कांफ्रेंस के कार्यक्रम में उपस्थित हुए।

News coverage by Nagar Chhaya Newspaper