

# **JAGRAN INSTITUTE OF MANAGEMENT**

**Two-Day Conclave on  
“Eco-Entrepreneurship & Sustainability: Transforming Passion into Action”  
(IT-SBEG-2024)  
April 11 & 12, 2025**

A transformative two-day conference was held at Jagran Institute of Management on the theme "Eco-Entrepreneurship & Sustainability: Transforming Passion into Action." The event brought together industry experts, entrepreneurs, and academia to engage the youth in meaningful conversations around sustainable business practices, environmental preservation, industrial startups, AI integration, and policy support, and effective networking.

## **Inaugural Session and Innovation Gallery Launch**

The conference commenced with the grand inauguration of the Innovation Gallery, marked by a ribbon-cutting ceremony led by distinguished dignitaries including Dr. Mahendra Mohan Gupta (Chairman, Jagran Group), Prof. Narendra Mohan Agarwal (Ex-Director, National Sugar Institute, Kanpur), Dr. J.N. Gupta (CEO, Jagran Education Foundation), Dr. Divya Chowdhry (Director, Jagran Institute of Management), Dr. Anil Kumar Singh (Dean Academics), Dr. Upendra Pandey (Director, Jagran Institute of Management and Mass Communication), Mr. Amardeep Singh (Director, Digital Animation), and Dr. Asmita Dubey (Principal, Jagran Degree College).

The event opened with the ceremonial lighting of lamps and floral tributes to the late visionaries—Lt. Purnachandra Gupta Ji, Lt. Narendra Mohan Gupta Ji and Lt. Yogendra Mohan Gupta Ji.

## **Exhibition and Entrepreneurial Showcases**

A central highlight of the conference was the exhibition and live demonstration of sustainable products by 18-20 local startups. These stalls displayed innovative solutions grounded in eco-conscious entrepreneurship. Ten nationally renowned entrepreneurs were felicitated for their exemplary contributions to environmental protection, innovation, and sustainable development.

## **Keynote Addresses and Expert Sessions**

Dr. Divya Chowdhry, stressed the need for balance between environmental sustainability and entrepreneurship and inspired the youth to bring about social change by using environmental entrepreneurship development. The earth is using natural resources 1.7 times faster than its replenishment capacity. He said that we generate more than 2 billion tons of waste every year, out of which more than 90% of plastic is not recycled. By Green Economy 2030, we will be one of the top countries in India to provide employment to 24 crores of people globally. She said that at present, sustainable startups and businesses with strong environmental protection and conservation principles such as pollution control, sustainable use of natural resources, tackling climate change are attracting 3 to 5 times more investors' attention than traditional models. 94: Your generation believes that companies should make future-oriented plans on environmental and social issues. Highlighting the importance of long-term thinking

Prof. Narendra Mohan Agarwal (Ex. Director, National Sugar Institute) while speaking on the direction of innovation in entrepreneurship, said that the use of biofuel worth Rs 2600 crore in the sugar industry in our state has taken an important step towards green energy and environmental protection. So far, biofuel worth about Rs 2600 crore is being used in the sugar industry. This achievement is not only a

milestone in reducing dependence on traditional fuels, but farmers are also getting additional income from sugarcane residue. This initiative has not only promoted clean energy, but has also contributed to the economic development of the state. The use of biofuel by the sugar industry has reduced pollution and strong steps are being taken towards self-sufficiency in the energy sector. The state government is bringing new policies and incentive schemes to further strengthen this commendable effort, which will help in increasing the production and use of biofuel in the coming time. He also inspired all the students to emerge as role models to become skilled entrepreneurs.

#### **In the subsequent sessions:**

Dr. Ritu Singh (HBTU) discussed the importance of environmental protection and sustainable living.

Dr. Sanjay Mittal (IIT Kanpur) spoke about aerospace innovation and the role of wind tunnel testing in validating aircraft and shuttle designs.

Ms. Mansi Agarwal, a successful entrepreneur, recounted her 20-year journey and the challenges she overcame in building a business from the ground up.

Mr. Anoop Kesharwani, an expert in the sugar industry, offered valuable insights from his entrepreneurial experience.

Dr. Harshit Mishra (CSJM University) presented a case study on sustainability.

All guest speakers were honored with mementos and certificates, while stall representatives received trophies in recognition of their participation.

#### **Day Two Highlights**

The second day of the event was hosted at Laxmi Devi Auditorium, beginning with Ganesh Vandana, lamp lighting, and floral tributes. A review of the exhibitions and entrepreneur stalls was also presented.

#### **During the first session:**

In the first session, the speaker Mr. Prabhat Kumar Singh, Unit Head, DCM Sugar Industries Limited, while sharing his views said that the basic pillars of sustainable development and social environmental resources are our Panchtatva, out of which pollution is one of the most harmful elements, on which it is necessary to maintain balance by being alert towards the future. It is our responsibility to work as a positive country towards the society. He also shared his important views on climate change and corporate sustainability in front of all the students and guests. Sugarcane farmers need about one lakh liters of water to mobilize irrigation resources for the production of sugar industry. From the point of view of pollution and water transmission through sustainable environment, farmers are being encouraged to adopt alternative means of irrigation.

#### **In the second session:**

In the second session, Mr. G.S.C.Rao, Founder & Public Director, Global Chaune Sugar Services Pvt. Ltd., while highlighting the importance of entrepreneurship, said that there is a class in the society which seeks jobs (Shravai Mammata) and there is a class which gives jobs to others. He clarified the difference between the two classes and urged the youth not to just think of getting jobs but to adopt such ideas which will enable them to give employment to others as well. He advised the youth to think big and set big goals. If we dream big and work with determination, we can achieve big goals too. Dr. Rao shared

important facts on Eco-entrepreneurship (Eco-Entrepreneurship) and how by adopting environment sensitive businesses, not only can we earn profit but also serve society and nature. In addition, he said that youth educated about modern technical fields like digital marketing, e-commerce, artificial intelligence are going to be the backbone of developed India. Presenting his side, he said that while describing the comparison between India and America, the popular startups being used are playing an important role in technological innovation and setting up new businesses in both the countries. Today, solar energy is being used extensively under renewable energy. He called upon the youth to recognize the possibilities within themselves and play their role in the development of the country.

The sessions concluded with an engaging Q&A round, where students interacted with speakers to clarify their doubts and gain actionable insights.

### **Jagranpreneurs 2025 – Idea Pitching Competition**

The event also hosted “Jagranpreneurs 2025,” an idea-pitching competition where students from various institutions showcased innovative business ideas. Selected winners were offered mentorship and support opportunities through partnerships with MSME, IITs, and venture capitalists to turn their ideas into viable startups.

### **Valedictory Session**

The conference concluded with a vote of thanks by Assistant Professor Mr. Pawan Omer, and the felicitation of all guest speakers and entrepreneur representatives by Dr. Divya Chowdhry, who awarded those certificates and tokens of appreciation.

### **Glimpses of Two Days Conclave**



Dr. Mahendra Mohan Gupta & other dignitaries inaugurating the Two Day Conclave



Dignitaries at the Conclave

Stalls Gallery







Guest in Auditorium



Lightning of the Lamp

## Honoring the Entrepreneurs



Dr. Ritu Singh from HBTU welcomed by Prof. Narendra Mohan Ex. Director NSI Kanpur



Dr. Sanjay Mittal IIT Kanpur welcomed by Dr. Divya Chowdhry Director JIM



Mr. Prabhat Kumar Singh, Unit Head, DCM Sugar Industries Ltd addressing the audience





Mr. G.S.C.Rao, welcomed by Dr. Divya Chowdhry & Prof. Narendra Mohan



Students at Jagranpreneurs 2025 Idea Pitching Competition



## सस्टेनिबिलिटी के साथ स्टार्टअप की शुरुआत लाएगी नई क्रांति

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प्रसिद्ध, और पर्यवेक्षण संरक्षण को दिला में एक अलग कक्ष में इकट्ठा है। जंगल में इंडोटेस्टाएन्ट को निरक्षण का दिखाने योग्य चौरांग में युवाओं को पंचांगारण्य डफाली विभागीय के उपयोग के लिए सावधान बचतवा लक्ष्मी को प्रोत्साहित किया।

यहकाओं को प्रोत्साहित करने के लिए प्रसिद्धि

य सभी मशीन स्टाल प्रतीतिनीयों को ट्राफी के लिए सम्मानित किया गया। तब आहआहरी के प्रोत्साहन का संयोजन मिलता, पर्यवेक्षण को अतिरिक्त प्रोत्साहन का रूप सिंह, पवन ओमर, उद्यमी आरु केसरानी, डा हापित मिश्र मीरपुर रहे।

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