

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 Mammat) 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

Newspaper Coverage

सस्टेनिबिलिटी के साथ स्टार्टअप की शुरुआत लाएगी नई क्रांति

सहोदय आइडियल को
प्राप्त करने के लिए नजराना
इंस्टीट्यूट ऑफ कैनेजोटे ट्रे
ट्रान्से टिक्कीया कॉलेज

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इस कार्यक्रम का मकसद है कि वाइडो का ऐसा जेटवॉश देना, जहाँ वो अपने छोटे-छोटे पिन्गुआ आइसबार्ग और टेम्पोलेट्स को सौंपेगा जो लोगों के समान रह सकते हैं। पहले दिन सुबह ६ बजे से सल्टेडोविलेजो इन्फैंट, मेडिटल और पौलिसी स्पॉट जैसे लोकप्रिय कार्यक्रमों से पहले वाइडो को बिस्, सल्टेडोविलेजो को हेलो सेल्फ को छोड़ना एक जलवायु और समुद्र का कार्यक्रम का विविध कार्यक्रम है।

Eco Entrepreneurship & Sustainability Transforming Passion into Action



● सार्वजनिक वित्त खाते माली इन्फो एड. ● स्टार्टअप चेकन हूट स्टूडियो. ●



● **फेब्रुअरी महिन्यात** दुर्लभ.

मानविकी अधीनस्थ के विद्यार्थियों को पुरस्कार प्रदान किया गया

ग्रीन इकोनॉमी में मिलेगी जोड़
लखनऊ, १६ फरवरी : ग्रीन इकोनॉमी को बढ़ावा देने के लिए केंद्र सरकार ने एक नया कानून पारित किया है। इस कानून के अंतर्गत ग्रीन इकोनॉमी को बढ़ावा देने के लिए सरकार ने एक नया कानून पारित किया है। इस कानून के अंतर्गत ग्रीन इकोनॉमी को बढ़ावा देने के लिए सरकार ने एक नया कानून पारित किया है।

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माडल के जरिये युवाओं ने दिखाया
उद्यमिता और एआइ का समावेश

पञ्चांग सारदायक, जन्मपु.
पञ्चांगविषय विभाता और उद्दिष्टता
पञ्चांगविषय विभाता और उद्दिष्टता के
बोध साधन स्वयंसेवक नेत्र के
क्षेत्र में युक्तता को धीरे धीरे नष्ट
करके शुद्ध ज्ञान को जगत्पट्टीय-
असह मेकित, समेत नगर में
पञ्चांगविषय उद्दिष्टता और विस्तरता
विचारों से किञ्चनयन को और
विचार पर ले डालिये समस्तता की
सुरक्षा और। जन्मपु-एवमावर्त-
को और से इन्दियुक्त के स्वयं
दीप्त सभापर में आश्रित उद्दिष्ट-
प्रदर्शनी में युक्तता से महात्मा के
जन्म उद्दिष्टता उद्दिष्टता, विस्तरता
प्रदर्शनी में युक्तता, विस्तरता
नोति सम्यक् और उद्दिष्टता और
एवमात् के सम्यक् को दर्शाए। 18
से जन्म उद्दिष्टता पर प्रतीतिविषय
महात्मा के जन्म उद्दिष्टता की प्रदर्शनी
व लब्ध हो गये। अधिवर्ष में
महात्मा का अवलोकन कर युक्तता
की प्रतीति को समस्त।

जगन्नाथ एडुकेशनल सर्विसेज के चेयरमैन डा. मोहन मोहन गुप्त, राष्ट्रीय शैक्षणिक संस्थान के पूर्व निदेशक प्रो. नरेंद्र मोहन, डा. जेम्स गुप्ता, निदेशक डा. दिव्या चौधरी, डॉन एंजेलिक्स डा. अमिता कुमार सिंह, निदेशक डा. उपेंद्र पंडेय, निदेशक अमरादीप सिंह, प्राचार्य डा. अर्जुना दूबे ने संयुक्त रूप से प्रोता कटकर इन्वेषेशन फैलरी के उद्घाटन किया।

प्रो. नरेंद्र मोहन ने उद्घाटनशाला में नवाग्रह की दिशा में कहा कि राज्य की शुरुआत वर्ष में 2600 करोड़ का कार्यक्रम बनकर इन्वेषण प्रीन पत्रों

जयराज इन्डियन स्कूल अन्तर्गत असमिता इन्डोनेशिया मेरी का पब्लिक डेवेलपमेन्ट मुकाम
कस्ते जयराज इन्डियन स्कूल पब्लिक डे मेले पर हा. मेले मे मुल धन, सव-सव प्रदर्शन प्रदर्शन
संस्कार के धुनि प्रदर्शन मेले मे हा. जेपन मुल मे अमे. कस्ते प्रदर्शन



इन्डोनेशिया मेरी मे लसे स्टाम्प मेले देवता कस्ते जयराज

और पर्यावरण संरक्षण की दिशा में एक अलग कदम उठाया है। जंगलण इंस्टीट्यूट की निदेशिका डा. दिव्या चोपड़ा ने युवाओं को पर्यावरणीय उद्योगिता विकसार के उपायों में शिक्षा साधनाक बढावा देने को प्रोत्त किया।

ककनाओं को द्वाी संर्तिकाकै

व सभी प्रमुख स्तरल प्रतिनिधियुव को द्वाी देकर सम्भाषित किया गया। साथे आहवादी के प्रोक्त डा. सूरज मित्तल, एचआईवी के असंर्तित प्रोक्तस डा. री सिंह, पवन ओमर, उदमी अरुण सिंह, आदी डा. हर्षित मिश्र

मोजुर रहे।

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उद्यमिता के साथ पर्यावरण संरक्षण जागरूकता का किया आह्वान

पृष्ठ 3 अन्त / पीपुष त्रिवादी

● सख्खनक/ 11 अखेल



अपने मातृगत धारणा में पार्थिवतापूर्ण विचारों को छोड़कर राष्ट्रीय स्वयंसेवक संघ (

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और प्रमाण के अनुसार को आवश्यक
 या नहीं के तहत को पेश करने
 के लिए को प्रमाण के अनुसार को आवश्यक
 या नहीं के तहत को पेश करने

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डबल राउंड का डॉ. रीतु मिश्र डिपार्टमेंट ऑफ मेडिकल स्टडीज विभाग अडमिनिस्ट्रेटिव प्रोफेसर एच.ओ.टी. यू. यूनिवर्सिटी में चर्चा सत्राध्यक्ष एवं सत्राध्यक्षता सौंपी विभाग के मेमबर प्रोफेसर रीतु मिश्र ने कहा कि।

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मार्गक्रम के अंतर्गत डॉ. सुमित्रा सिन्हा (आ
सुविज्ञापीठ) ने साठेवर्षीयता जियन
अभ्यर्चन केस बट्टी के विचार बहाल में
प्रतिपाद लेने वाले सबसे बहालपूर्ण में
सहित किया। एवं सभी प्रमुख स
प्रतिनिधियों द्वारा देकर सम्मानित किया
दो दिवसीय कार्यक्रम का सफलतम
संचालन संभव के अतिरिक्त प्रेक्षक
श्रेम द्वारा किया गया।
संविदा प्रकाशित करने के अतिरिक्त
जानकारी दी।

जागरण इंस्टीट्यूट ऑफ मैनेजमेंट के तत्वाधान में जस्ट फॉर एन्वॉयरमेंट के सहयोग से दो दिवसीय सम्मेलन का आयोजन

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