



**Maharaja Agrasen Institute of Management Studies**

(A unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGSIP University; Recognized u/s 2(f) of UGC

NAAC Accredited with Grade "A++"

Recognized by Bar Council of India; ISO 9001:2015 Certified Institution

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## **Report -MAIMS International Conference 2024: Re-Visiting Business, Education and Communication with an Emphasis on Sustainable Development**

**Name of Event: MAIMS International Conference 2024: Re-Visiting Business, Education and Communication with an Emphasis on Sustainable Development**

**Organizing Unit: Maharaja Agrasen Institute of Management Studies**

**Head of the Institution: Prof. (Dr.) Rajni Malhotra Dhingra**

**Conveners: Dr. Bharti Chaudhary, Dr. Charu Mohla & Dr. Shilpee Aggarwal**

**Date of the Event: March 12-13, 2024**

**Time of the Event: 11 AM onwards**

**Mode: Hybrid**

**Location: Main Auditorium, Maharaja Agrasen Institute of Management Studies and**

**Zoom Platform**

**Number of Students participated: 127**

Maharaja Agrasen Institute of Management Studies organized MAIMS International Conference 2024 – MIC'24 on the theme 'Re-Visiting Business, Education and Communication with an Emphasis on Sustainable Development' on March 12-13, 2024 in the campus. The conference was sponsored by Indian Council of Social Science Research, Gandhi Smriti and Darshan Samiti with St. John's University as their Academic Partner. The conference received more than 350 papers in total from across the world, out of which 127 were shortlisted. The papers were received from various parts of the world like Australia, Canada, Punjab, Karnataka, Rajasthan, Uttar Pradesh, Haryana, Chennai, Jammu, to name a few.

The Inaugural session was marked by the gracious presence of Honourable Chief Patron Dr. Nand Kishore Garg, Founder & Chief Advisor, MATES & Chancellor-MAU, who joined the session online to enlighten the participants. The session was graced with the presence of Chief Guest Prof. (Dr.) Dhananjay Joshi, founding Vice Chancellor, Delhi Teachers University; Guest of Honor Sh. Bhupesh Chaudhary, IAS, Director Higher Education and Training and Technical Education, Government of NCT, Delhi; Special Guest Dr. Vijay Garg, Chairman,

SEAC, Delhi; Mr. Ibai Rigby, Architect and Urban Planner, Aachen University, Germany; Sh. S.P. Aggarwal, IAS, Executive Chairman, MATES; Sh. S.K. Garg, Director General, MAIMS, Sh. S.P. Aggarwal, Executive Chairman, MATES, Dr. Jwala Prasad, Director, Gandhi Smriti and Darshan Samiti, Prof. (Dr.) Rajni Malhotra Dhingra, Director, MAIMS. Furthermore, there were Heads of various Departments, faculty, conference participants and students.

The Inaugural session commenced with the welcoming of guests and dignitaries, followed by Saraswati Vandana and Lighting of the Holy Lamp. Prof. (Dr.) Rajni Malhotra Dhingra, Director, MAIMS delivered the welcome address to the dignitaries and audience, enlightening the crowd about the theme of the year and its importance in the modern development era where the technology race is punishing the environment. Our Chief Guest **Prof. Dhananjay Joshi**, founding Vice Chancellor, Delhi Teachers University, discussed re-visiting history and how diverse and rich the culture of our nation is. Guest of Honor **Sh. Bhupesh Chaudhary**, IAS, Director Higher Education and Training and Technical Education, Government of NCT, Delhi focused on leading with innovation, entrepreneurship and research and development.

**Sh. S.P. Aggarwal**, IAS, Executive Chairman, MATES shared a wonderful thought-provoking statement that no matter what venture you dive in, you are not going to get the desired results if you distract yourself and your plans from sustainable development. **Ms. Radhika Jha**, Associate Dean, Graduate Studies & Academic Engagement, The Lesley H. and William L. Collins College of Professional Studies, St. John's University, USA addressed the conference audience by key wonderful insights on how the events serve as a catalyst in shaping the society and how this conference would particularly help in embracing sustainable practices.

**Mr. Ibai Rigby**, Architect and Urban Planner, Aachen University, Germany talked about the visionary ideas with the examples of Tesla so as to set up a model for the students. It is crucial to see development from a broader horizon, inclusive of sustainability and long-term growth. **Dr. Jwala Prasad**, Director, Gandhi Smriti and Darshan Samiti mentioned about the new collaborations with the organisation with the inclusion of a new value-added course on 'Non-Violence Teachings'. Special Guest **Dr. Vijay Garg**, Chairman, SEAC, Delhi discussed how sustainable development is economically viable and innovative. **Sh. S.K. Garg**, Director General, MAIMS highlighted the multi-dimensional growth of the country in all sectors, with competent work-force.

With the presence of illuminate dignitaries, distinguished academicians as session chairs and co-chairs, the conference was a resounding success with 8 technical sessions conducted on March

12 and 13, 2024. The conference witnessed the participation of over 104 presentations from across the world. The Conference Compendium was released by the Founder Chairman, Dr. Nand Kishore Garg, Prof. (Dr.) S.K. Garg, Director General MAIMS, Prof. (Dr.) Rajni Malhotra Dhingra, Director, MAIMS, Chief Guest, Guest of Honour, Special Guests, Dignitaries and Conference team.

The next segment of the Conference witnessed a panel discussion on a pertinent theme - **“Challenges and Opportunities for Sustainable Development in Global Context”**. The speakers in the plenary session were Prof. (Dr.) Neetu Jain, Professor, Indian Institute of Public Administration, Mr. Shishir Sinha, Associate Editor, The Hindu Businessline, Mr. Abhishek Gupta, General Manager & Head- International, Appliances & Strategy, EESL, Ministry of Power, Govt. of India, Mr. Vijay Garg, Chairman SEAC, Department of Environment, NCT Delhi and Dr. Vedabhyas Kundu, Program Officer, Gandhi Smriti and Darshan Samiti. The plenary session provided a platform for meaningful dialogue and collaboration among stakeholders committed to advancing sustainable development. The insights shared by panellists underscored the critical role of business, education, and communication in driving progress towards a more sustainable and equitable future.

Towards the end, a valedictory session was organised in which Ms. Kamna Vaid, Assistant Professor addressed the audience with introductory remarks. Prof. (Dr.) Manju Gupta, HoD, Commerce, Department of Commerce welcomed all the special guests in the session. Dr. Gaurav Aggarwal, HoD, Economics, presented a comprehensive report summarising the key highlights, achievements, and insights gained from the conference sessions. The Valedictory session was marked by the presence of Honourable Chief Patron Dr. Nand Kishore Garg, Founder & Chief Advisor, MATES & Chancellor-MAU and special Guests Ms. Ariadna Garreta, Altrim Publishers, Dr. R.P. Rai, Central University of Himachal Pradesh, Dr. Durgesh Tripathi, GGSIPU with Chief Guest, Ms. Sushma Rawat, Director (Exploration), ONGC, Chairperson OTBL. The session was attended by the head of all departments, faculty, academicians, conference participants and students.

Ms. Ariadna Garreta, CEO of Altrim Publishers, focussed on establishing a planned city for sustainable development and appreciated the efforts in creating green hubs across cities. Dr. R.P. Rai, Dean, Central University of Himachal Pradesh, focussed on Climate change and how season shifting is the most alarming issue right now. Dr. Durgesh Tripathi, Associate Professor, GGSIP University appreciated the theme of the Conference and insisted on focussing on spreading quality education in India. Ms. Sushma Rawat, Director (Exploration), ONGC,

Chairperson OTBL guided the audience to do their part to heal the planet and stressed to include sustainable development in Education.

Prof. (Dr.) Rajni Malhotra Dhingra, Director, MAIMS extended heartfelt thanks to one and all and declared the best paper award for each technical session. There was a total of 8 presenters from each track who won best paper in their respective track. Towards the end, Prof. (Dr.) Umesh Chandra Pathak, HoD, Journalism & Mass Communication delivered vote of thanks & expressed gratitude to all the guests, researchers, delegates, dignitaries, and participants for the successful completion of the event.

