



# FEDERATION OF RAJASTHAN TRADE & INDUSTRY

## PRESIDENT

RANOO NATHANY SHRIVASTAVA  
Cell : 9001848000  
E-mail: ranooshrivastav@gmail.com

## GENERAL SECRETARY

LALITA KUCHHAL  
Cell : 9314017170  
E-mail : lalita.realtorsla@gmail.com

- ❖ Senior Advisor  
Usha Agarwal
- ❖ Advisor  
Pooja Agarwal  
Abha Meel  
Parul Nayyar
- ❖ Sr. Vice President  
Sunita Sharma
- ❖ Vice President  
Payal Chaudhary  
Neelam Mittal
- ❖ Additional Secretary  
Aditi R Khendelwal  
Priyanshi A.Kedia
- ❖ Joint Secretary  
Poonam Madan  
Mahi Agarwal
- ❖ Executive Member  
Sakshi Ahuja  
Shubra Bohra  
Radhika Agarwal  
Alka M Agarwal  
Reet Choudhary  
Ankita Gupta  
Meenakshi Solanki  
Ratika Bhargava

## MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding is made on August 29, 2021 between "FEDERATION OF RAJASTHAN TRADE AND INDUSTRY" later referred as first party and "Swami Keshvanand Institute Of Technology, Management & Gramothan (SKIT,M&G)" later referred as second party. In consideration of the mutual promises set forth in this MOU, the parties here to agree as follows:

### 1. CO-OPERATION

- 1.1 Both Parties are united by common interests and objectives, and they shall establish channels of communication and co-operation for potential opportunities.

### 2. SCOPE OF THE MOU

- 2.1 First party will give valuable inputs to the second party in teaching/training methodology and suitably customize the curriculum so that the students fit into the industrial scenario meaningfully.
- 2.2 The first party will give inputs regarding the latest developments / requirements of the industries and suggest the appropriate Industry for Industrial Training Programs/Industrial visits.
- 2.3 The first party will provide its Labs / Workshops / Industrial Sites for the hands-on training of the students and staff of second party.
- 2.4 The first party will actively engage to help in facilitating the Internship and placement opportunities to the students of the second party.



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Meenakshi Solanki  
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- 2.5 The first party will help in providing training to the students of second party on management and the emerging technologies in order to bridge the skill gap and make them industry ready.
- 2.6 The first party will extend the necessary support to arrange guest lectures of industry personals for the students of the second party.
- 2.7 Both Parties will obtain all internal approvals, consents, permissions, and licenses of whatsoever nature required for offering the programs on the terms specified herein.
- 2.8 There is no financial commitment on the part of both parties.
- 2.9 In case of any financial consideration to take up any program mentioned in the MOU, it will be dealt separately.

### 3. VALIDITY

This Agreement will be valid until it is expressly terminated by either Party on mutually agreed terms. Both Parties may terminate this MOU upon 30 calendar days notice in writing. In the event of Termination, both parties have to discharge their obligations.

### 4. RELATIONSHIP BETWEEN THE PARTIES

- 4.1 It is expressly agreed that SKIT,M&G, Jaipur and FORTI are acting under this MOU as independent contractors, and the relationship established under this MOU shall not be construed as a partnership. Neither Party is authorized to use the other Party's name in any way, to make any representations or create any obligation or liability, expressed or implied, on behalf of the other Party, without the prior written consent of the other Party.



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Neither Party shall have, nor represent itself as having, any authority under the terms of this MOU to make agreements of any kind in the name of or binding upon the other Party, to pledge the other Party's credit, or to extend credit on behalf of the other Party.

4.2 Any divergence or difference derived from the interpretation or application of the MOU shall be resolved by arbitration between the parties as per the Arbitration Act, 1996. The place of the arbitration shall be at District Head Quarters of the first Party. This undertaking is to be construed in accordance with Indian Law with exclusive jurisdiction in the Courts of Jaipur.

For and on behalf of

SKIT M & G, Jaipur

Jaipal Meel  
(Director)

For and on behalf of

Federation Of  
Rajasthan Trade and  
Industry

Ranoo Nathany Shrivastav  
President Forti Womenwing





**Swami Keshvanand Institute of Technology, Management &  
Gramothan**

**Department of Management Studies**

**In Association With**  

**With Our Sponsor**   

**International Conference  
On  
“Role of Business Management and Social Innovation in  
Sustainable Development”**

**12<sup>th</sup> – 13<sup>th</sup> January, 2023**

*Submitted by:*  
*Dr. Maneesha Kaushik,*  
*Associate Professor*  
*Department of Management Studies*  
*SKIT, Jaipur*



Swami Keshvanand Institute of Technology,  
Management & Gramothan  
Department of Management Studies

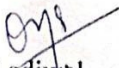
15<sup>th</sup> December, 2022

Notice

**“International conference on “Role of Business Management and Social Innovation in Sustainable Development”**

All the faculty members of SKIT are hereby informed that the Department of Management Studies is organizing an International Conference on Role of Business Management and Social Innovation in Sustainable Development on 12<sup>th</sup> - 13<sup>th</sup> January, 2023

All faculty members who are interested to participate are requested to give their names to the conference convener latest by 10<sup>th</sup> January, 2023. Department will provide certificates to the candidates.

  
Dr. Ona Ladiwal  
HOD-DMS, Convener

  
Dr. Maneesha Kaushik  
Convener

Copy to:

1. Director
2. Registrar
3. Principal
4. Principal (Pharmacy)
5. Advisor
6. Dean
7. In charge B.Tech, I year
8. HODs-EC,EE,CS.IT,ME,CE.Phy,Chem,Maths,English
9. All the Faculty & staff members by circulation
10. All notice boards



**Swami Keshvanand Institute of Technology, Management & Gramothan  
Department of Management Studies**

**In Association With**    
**With Our Sponsor**  

**International Conference  
On**

**“Role of Business Management and Social Innovation in Sustainable Development”**

**12<sup>th</sup> – 13<sup>th</sup> January, 2023**

About the conference:

The conference was dedicated to the discussion, exchange of ideas, and advancement of theory and practise in the fields of Business, Technology, Management, Economy, Trade, Employment, and Social Inclusion following Covid-19. The conference promoted collaborative excellence among academicians, corporate professionals, industrialists, and entrepreneurs from around the world who were multidisciplinary and multi-dimensional in their knowledge and experiences. The goal was to provide a solid platform for the expression of interest and cognitive thoughts, as well as to promote research esteem among all active participants in the conference. We invited research papers that include conceptual analysis and the use of business research tools in dealing with current issues and trends in the economy, trade, and commerce. It provided a platform for professionals from industry and academia to identify key issues in modern management and the challenges that the business world faces in dealing with them in the current New Normal situation.

Themes:

1. World economy and future expectations

- Change Management in Dynamic Business Environment
- Dynamics of World Economy & Sectoral Development
- Atam Nirbhar Bharat
- Global Perspective of Agriculture and Rural Development
- Skill Development & Youth
- Global Challenges in the Face of Economic Uncertainty.

2. Recent trends in social innovations

- Internet of Things and Artificial Intelligence

- New Product & Service Management through Robotic
- Quality Control & Six Sigma Management
- Behavioral Operation Management & Industry 4.0
- Smart City & Urban Planning
- Public-interest technology
- Business and Data Analytics

### 3. Environmental issues and sustainable development

- Environmental Issues and Opportunities
- Circular Economy
- Waste Management
- Business Implications of Various Restructuring Plans
- Clean Energy Investments
- Environmental Restoration and Ecological Engineering
- Business Ethics, Governance and Sustainability

### 4. Business leadership and entrepreneurial opportunities

- Strategic Business Leadership
- Responsible Business & Sustainability
- Business Leadership Initiatives for Engaging Youth
- Entrepreneurial Opportunities & Challenges in World
- The New Normal for Business
- Youth and Entrepreneurship.

### **Objectives of the conference:**

1. Providing the interdisciplinary cross sect-oral forum for academicians, practitioners, professionals, industrialists, etc.
2. To foster dialogue among various stakeholders, including senior level policy makers, researchers, academicians, and managers.
3. Three key learning's we aimed to take back with the International Conference include inculcating innovative practices in the field of management, business and economics.
4. To share ideas and knowledge of policy makers, researchers, academicians and industrialists, with various executionary bodies.
5. To adapt the new transformed economy, social settings and political landscape, in a profound way especially post covid-19.

### **Outcomes:**

1. Participants learned about the various opportunities related to the present and future of the Indian economy in the context of the new normal.

2. Researchers discovered new potential research areas in the fields of business, commerce, management, and economics.
3. Conference enlightens the various issues and challenges of different functional areas of Economy.
4. Conference presented the problems of employer and employees of different nation and also the way of resolving those problem used by the nations.
5. The Conference attracted a fair amount of attention from Scholars & Educationists in the field of Entrepreneurship, Business Management and Social Innovations.
6. The conference created an orientation toward entrepreneurship among the students, which would drive them towards thinking at it a career option.





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**12<sup>th</sup> – 13<sup>th</sup> January, 2023**

**Report**

As we all know, trade forms are the foundation of the world's economies, stimulating investment, job creation, economic growth, and raising living standards. Promoting entrepreneurship and start-ups will ensure an unprecedented wave of well-deserved growth, prosperity, and well-being that will benefit both the rest of the world and the spirit of New India. Creating a nation of job creators rather than job seekers is critical for long-term growth. And at the heart of this is the need for extensive collaboration among corporate industry, academia, and governments at the village, district, state, and national levels. Revolutionary technological advancements are indeed transforming the world at a dizzying rate, giving rise to new technology and business innovations. Learning's we aimed to take back with this International Conference include inculcating innovative practices in the field of management, business and economics. International Conference on Role of Business Management And Social Innovation in Sustainable Development was organized by Department of Management Studies, SKIT, from 12<sup>th</sup> January 2023 to 13<sup>th</sup> January 2023. This Conference was conducted in the seminar hall of SKIT itself along with the Webex online platform.

#### **Inauguration:**

The program was inaugurated with Saraswati Vandana. Dr. Ona Ladiwal and Dr. Maneesha Kaushik were the Conveners of the conference. The event began with the welcome address by Prof. R. K Jain Sir Dean SKIT, who shared about the success story of SKIT to all the honored guests and participants. Institute was really privileged to have Shri Suresh Agarwal, President, FORTI Federation of Rajasthan Trade and Industry as Chief Guest, Shri Akshay Goyal, Executive Director BNI, Jaipur as Guest of Honour, Mrs. Ranoo Shrivastava, President, Forti Women's Wing, Jewelry Manufacturer and Exporter as Special Guest, Mrs. Neelam Mittal, Regional Co-ordinator BNI, Jaipur as Special Guest, Dr. S.B Goyal, Director, Faculty of Information Technology, City University Malaysia as International Speaker, Professor Durgesh Batra, Amity University Mauritius as international speaker. Dr. Maneesha Kaushik proposed vote of thanks on the occasion of Inauguration. More than 100 faculty members from different institutes of the country have participated in this event.

## **Day-1**

In the first session of Conference, Mr. Akshay Goyal Executive Director BNI, Jaipur shared his journey and his idea about exporting, foreign currency and getting the green field project (joint venture). He mentioned about the philosophy of givers gain which his company BNI follows. To be successful in business is hunger, persistence and passion, he mentioned. He explained his views about the execution of knowledge.

Mrs. Ranoo Shrivastava, President, Forti Women's Wing, mentioned never giving up spirit, And set up your priorities, create opportunities and make your morals strong.

In the second session, two MOUs were signed. Dr. Rajeev Naruka, COO of Pink Adrak shared his views on innovation and business management. "Need to have a commitment towards yourself about what you want to achieve in your life." he mentioned. An MOU was also signed with "India Hedge" with their representative Mr. Bharat and he also addressed the students on "Achieving value proposition and Business Switch". After that an online session was taken by Dr. S. B. Goyal on Webex where he told about the sustainability and its outcomes to the participants.

## **Day -2**

Second day of the Conference began with interactive session of Mr. Avnish Vijay, Associate Professor from Manipal university. He told the students about the social innovation and the roots from India. He also told about the stages of social innovation to the students.

Dr. Sheetal Mundra, Associate Professor from JKLU university, told the students about the development and growth. She mentioned that the theme of the conference was highly relevant.

In the second session of the conference, selected participants and devotees present in the same event gave their enthusiastic participation through research paper and presentation. Then a session was taken by Professor Durgesh Batra, Amity University Mauritius on Webex.



Swami Keshvanand Institute of Technology, Management & Gramothan  
Department of Management Studies

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International Conference

On

“Role of Business Management and Social Innovation in Sustainable Development”

January 12-13, 2023 (Thursday & Friday)

Program Schedule

Day 1. Thursday, 12 January, 2023	
10.30 AM – 11.00 AM	<b>Inaugural Session</b> <b>Chief Guest</b> : <b>Shri Suresh Agarwal</b> President, FORTI Federation of Rajasthan Trade and Industry <b>Guest of Honour</b> : <b>Shri Akshay Goyal</b> Executive Director BNI, Jaipur <b>Special Guest</b> : <b>Mrs. Ranoo Shrivastava</b> President, Forti Women’s Wing, Jewelry Manufacturer and Exporter <b>Special Guest</b> : <b>Mrs. Neelam Mittal</b> Regional Co-ordinator BNI, Jaipur <b>Special Guest</b> : <b>Mrs. Ranoo Shrivastava</b> President, Forti Women’s Wing, Jewelry Manufacturer and Exporter <b>Special Guest</b> : <b>Mrs. Neelam Mittal</b> Regional Co-ordinator BNI, Jaipur <b>Special Guest</b> : <b>Dr. S.B Goyal</b> Director, Faculty of Information Technology, City University Malaysia <b>International Speaker</b>
11.00 AM – 12.15 PM	<b>Plenary Session-I</b> <b>Speaker</b> : <b>World Economy &amp; Future Expectation</b> : <b>Dr. Bhawna Johri</b> Assistant Professor Department of Applied Business Economics, Faculty of Commerce Dayalbagh Educational Institute to be Deemed University, Agra, UP, India.
12.15 PM – 1.30 PM	<b>Address by Dr. S.B Goyal</b> Director, Faculty of Information Technology, City University Malaysia
	<b>Paper Presentation</b> <b>Chair person</b> : <b>Dr. S.B Goyal</b> Director Faculty of Information Technology, City University Malaysia

Day 2. Friday, 13 <sup>th</sup> January, 2023	
10:30 AM – 11:30 AM	<b>Plenary Session-II</b> <b>Speaker</b> : <b>Recent Trends in Social Innovation</b> : <b>Dr. Avnish Vijay</b> Associate Professor Manipal University, Jaipur.
	<b>Paper Presentation</b> <b>Chair person</b> : <b>Dr. Avnish Vijay</b> Associate Professor Manipal University, Jaipur.
11:30 AM – 12:30 AM	<b>Plenary Session-III</b> <b>Speaker</b> : <b>Environment Issues &amp; Sustainable Development</b> : <b>Dr. Sheetal Mundra</b> Associate Professor, JKLU, Jaipur
	<b>Paper presentation</b> <b>Chair person</b> : <b>Dr. Sheetal Mundra</b> Associate Professor, JKLU, Jaipur

12:30 PM – 1:30 PM	<b>Plenary Session- IV Speaker</b>	<b>: Business Leadership &amp; Entrepreneurial Opportunities : Professor Durgesh Batra</b> Professor, Amity Business School, Amity University Mauritius.
1.30 PM – 2:30 PM	<b>Paper Presentation Chair Person</b>	<b>: Professor Durgesh Batra</b> Professor, Amity Business School, Amity University Mauritius.
3.00 PM – 3:20 PM	<b>Certificate &amp; Awards Distribution</b>	
3:20 PM – 3:30 PM	<b>Vote of Thanks by</b>	<b>: Dr. Savita Choudhary</b> Associate Professor DMS, SKIT

**Dr. Ona Ladiwal**  
Conference Convener

**Dr. Maneesha Kaushik**  
Conference Convener



Swami Keshvanand Institute of Technology, Management & Gramothan  
Department of Management Studies

In Association With **FORTI** **BNI**  
FEDERATION OF RAJASTHAN TRADE & INDUSTRY JAIPUR

With Our Sponsor **PA** **PINK ADRAK** **VESTA DESIGNS**

International Conference  
On  
“Role of Business Management and Social Innovation in Sustainable Development”  
January 12-13, 2023 (Thursday & Friday)  
Glimpses







Swami Keshvanand Institute of Technology, Management & Gramothan  
Department of Management Studies

In Association With **FORTI** **BNI**  
An Apex Chamber of Trade & Industry JAIPUR

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January 12-13, 2023 (Thursday & Friday)  
Media coverage

# अंतरराष्ट्रीय कार्यशाला में 120 से अधिक पेपर किए प्रस्तुत



## पत्रिका plus रिपोर्टर

जयपुर. स्वामी केशवानंद इंस्टीट्यूट ऑफ टेक्नोलॉजी मैनेजमेंट एंड ग्रामोत्थान में प्रबंधन विभाग की ओर से पिंक अदरक, विस्ता डिजाइन के सहयोग से दो दिवसीय अंतरराष्ट्रीय सम्मेलन का आयोजन किया गया। सम्मेलन में 120 से अधिक पेपर प्रस्तुत हुए। विभागाध्यक्ष डॉ. ओना लाडीवाल ने सभी अतिथियों का स्वागत किया। कार्यक्रम के मुख्य अतिथि मणिपाल यूनिवर्सिटी के डॉ.

अवनीश विजय, जेकेएलयू की डॉ. शीतल मुंद्रा, दयालबाघ एजुकेशन की डॉ. भावना जोहरी, फिल्म्स लाइटिंग सिंगापुर से जितेंद्र खुराना ने शिरकत की। एसोसिएट प्रोफेसर डॉ. सविता चौधरी ने आगंतुकों को स्मृति चिन्ह दिए। समापन सत्र में सम्मेलन संयोजक एसोसिएट प्रोफेसर डॉक्टर मनीषा कौशिक ने सभी अतिथियों को धन्यवाद दिया। सम्मेलन में डायरेक्टर जयपाल मील, एकेडमिक डायरेक्टर एस एल सुराना, प्रिंसिपल रमेश कुमार पचार सहित अन्य उपस्थित रहे।



# CONFERENCE!



On Thursday, an International Conference was organised by the Department of Management on Role of Business Management and Social Innovation & Sustainable Development at Swami Keshvanand Institute of Technology Management & Gramothan Jaipur. The conference was inaugurated by Ranoo Shrivastava (President, Forti Women Wing Jewellery Manufacturer & Exporter), Akshaya Goyal (Executive Director, BNI), Dr Rajeev Naruka (COO, PINK ADRAK), Deepak (PINK ADRAK). The conference was associated with FORTI and BNI & sponsored by 'Pink Adrak & Vesta Design.





Swami Keshvanand Institute of Technology, Management & Gramothan  
Department of Management Studies

In Association With    
With Our Sponsor   

International Conference  
On  
“Role of Business Management and Social Innovation in Sustainable Development”  
January 12-13, 2023 (Thursday & Friday)  
MOUs

## MEMORANDUM OF UNDERSTANDING

### PARTIES

- This Memorandum of Understanding (hereinafter referred to as the “Agreement”) is entered into on **23-12-2022** (the “Effective Date”), by and between **Stocnerv Learning Private Limited** with an address of **Imperial Heights, Gandhi Path(W) Vaishali Nagar, Jaipur, 302021** (hereinafter referred to as the “party1”), and **Department of Management Sciences, SKIT** with an address of **Ram Nagariya Rd, Shivam Nagar, Jagatpura, Jaipur, Rajasthan 302017** (hereinafter referred to as the “party2”) (collectively referred to as the “Parties”).

### PURPOSE

- This Agreement is entered into for the following reasons:
  1. For financial market learning and internship at Stocnerv
  2. Upskilling of students in financial domain, live project
  3. Corporate training of students so they have better understanding during recruitment drive
  4. Financial market workshop & seminars or webinars
  5. Corporate relations

### DURATION

This MOU stands valid for 3 years and is extendable as per the mutual understanding.

### GOVERNING LAW

- This Agreement shall be governed by and construed in accordance with the laws of **mutual understanding of both the parties**.

### ALTERNATIVE DISPUTE RESOLUTION

- Any dispute or difference whatsoever arising out of or in connection with this Agreement shall be submitted to negotiation in accordance with, and subject to the laws of mutual understanding.

#### AMENDMENTS

- The Parties agree that any amendments **made to this Agreement** must be in writing and they must be signed by both Parties to this Agreement.
- As such, any amendments made by the Parties **will be applied** to this Agreement.

#### ASSIGNMENT

- The Parties hereby agree not to assign any of the responsibilities in this Agreement to a third party unless consented to by both Parties **in writing**.

#### ENTIRE AGREEMENT

- This Agreement contains the entire agreement and understanding among the Parties hereto with respect to the subject matter hereof, **and supersedes** all prior agreements, understandings, inducements and conditions, express or implied, oral or written, of any nature whatsoever with respect to the subject matter hereof. The express terms hereof control and supersede any course of performance **and/or** usage of the trade inconsistent with any of the terms hereof.

#### REPRESENTATION AND WARRANTIES

- The Parties agree and disclose that they are authorized fully for entering this Agreement. Both Parties' performances and obligations are not to violate the rights of any third party or else violate other, if any, agreements made between them **and/or** any other organization, person, business or law/governmental regulation.

#### LIMITATION OF LIABILITY

- Under no circumstances will either party be liable for any indirect, special, consequential, or punitive damages (including lost profits) arising out of or relating to this Agreement or the transactions it contemplates (whether for breach of contract, tort, negligence, or other form of action) in case such is not related to the direct result of one Party's negligence or breach.

#### SEVERABILITY

- In an event where any provision of this Agreement is found to be void and unenforceable by a court of competent jurisdiction, then the remaining provisions will remain to be enforced in accordance with the Parties' intention.

**SIGNATURE AND DATE**

- The Parties hereby agree to the terms and **conditions** set forth in this Agreement and such is demonstrated throughout by their signatures below:

Name: **Bharat Sharma (Director)**

Signature: *BS / Stocnerv*

Date: **23-12-2022**

**Stocnerv | [www.indiahedge.org](http://www.indiahedge.org)**

Name: *Dr. Ramesh Kumar Pachar*

Signature: *[Handwritten Signature]*

Date: *23/12/2022*

PRINCIPAL  
Swami Keshvanand Institute of  
Technology, Management & Gramothan  
Ramnagar (Jagatpura), JAIPUR-302017



# FORTI FEDERATION OF RAJASTHAN WOMEN TRADE & INDUSTRY WING

## PRESIDENT

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E-mail: ranooshrivastav@gmail.com

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- 2.1 First party will give valuable inputs to the second party in teaching/training methodology and suitably customize the curriculum so that the students fit into the industrial scenario meaningfully.
- 2.2 The first party will give inputs regarding the latest developments / requirements of the industries and suggest the appropriate Industry for Industrial Training Programs/Industrial visits.
- 2.3 The first party will provide its Labs / Workshops / Industrial Sites for the hands-on training of the students and staff of second party.
- 2.4 The first party will actively engage to help in facilitating the Internship and placement opportunities to the students of the second party.



## FORTI FEDERATION OF RAJASTHAN TRADE & INDUSTRY

### PRESIDENT

RANOO NATHANY SHRIVASTAVA  
Cell : 9001848000  
E-mail: ranooshrivastav@gmail.com

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Cell : 9314017170  
E-mail: lalita.realtorsla@gmail.com

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Usha Agarwal

❖ Advisor  
Pooja Agarwal  
Abha Meel  
Parul Nayyar

❖ Sr. Vice President  
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❖ Vice President  
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❖ Executive Member  
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Shubra Bohra  
Radhika Agarwal  
Alka M Agarwal  
Reet Choudhary  
Ankita Gupta  
Meenakshi Solanki  
Ratika Bhargava

- 2.5 The first party will help in providing training to the students of second party on management and the emerging technologies in order to bridge the skill gap and make them industry ready.
- 2.6 The first party will extend the necessary support to arrange guest lectures of industry personals for the students of the second party.
- 2.7 Both Parties will obtain all internal approvals, consents, permissions, and licenses of whatsoever nature required for offering the programs on the terms specified herein.
- 2.8 There is no financial commitment on the part of both parties.
- 2.9 In case of any financial consideration to take up any program mentioned in the MOU, it will be dealt separately.

### 3. VALIDITY

This Agreement will be valid until it is expressly terminated by either Party on mutually agreed terms. Both Parties may terminate this MOU upon 30 calendar days notice in writing. In the event of Termination, both parties have to discharge their obligations.

### 4. RELATIONSHIP BETWEEN THE PARTIES

- 4.1 It is expressly agreed that SKIT,M&G, Jaipur and FORTI are acting under this MOU as independent contractors, and the relationship established under this MOU shall not be construed as a partnership. Neither Party is authorized to use the other Party's name in any way, to make any representations or create any obligation or liability, expressed or implied, on behalf of the other Party, without the prior written consent of the other Party.



**Swami Keshvanand Institute of Technology, Management & Gramothan  
Department of Management Studies**

In Association With  

With Our Sponsor  

**International Conference  
On  
“Role of Business Management and Social Innovation in Sustainable Development”  
January 12-13, 2023 (Thursday & Friday)  
Paper Presentation Schedule(13,January)**

S. No	Name	Designation	Time
1.	Mr. Monish Manikandan	Research Scholar, Department of Commerce, Bharathiar University, Coimbatore, India	09:30 AM-09:35 AM
2.	Dr. Tapasya Julka Malhotra & Dr. Priyanka	Doctoral Fellow, Department of Business Administration, University of Rajasthan, Jaipur	09:35 AM-09:40 AM
3.	Dr. Atul Gupta & Ms. Krati Agarwal	Associate Professor, Department of Management Studies, SKITM&G, Jaipur & Research Scholar, Department of Management Studies, SKITM&G, Jaipur	09:40 AM-09:45 AM
4.	Vedika Sharma & Dr. Atul Gupta	Assistant Professor, Sasmira's Institute of Management Studies and Research, Mumbai & Associate Professor, Department of Management Studies, SKITM&G, Jaipur	09:45 AM-09:50 AM
5.	Mrs. Neha Yadav & Pro. Varun Kumar	Research Scholar, Department of Commerce and Management Arunanchal University of Studies, Arunanchal Pradesh & Supervisor, Department of Commerce and Management Arunanchal University of Studies, Arunanchal Pradesh	09:50 AM-09:55 AM
6.	Devendra Kumar Bhatt	Research Scholar, School of Entrepreneurship & Skills, Bhartiya Skill Development University, Jaipur	09:55 AM-10:00 AM
7.	Dr. Muralidhar S & Ms. Bhagya GB	Head and Associate Professor, Department of Commerce and Management Government First Grade College, Kolar & Assistant Professor, Department of Commerce	10:00 AM-10:05 AM
8.	Kirti Bhargava	Assistant Professor, Faculty of Management, JECRC University, Jaipur	10:05 AM-10:10 AM
9.	Dr. Sushil Kumar	Assistant Professor, Amity School of Hospitality, Amity University, Rajasthan	10:10 AM-10:15 AM
10.	Bhawna Johri & Ms. Divya Gautam	Assistant Professor, Department of Applied Business Economics, Faculty of Commerce Dayalbagh Educational Institute to be Deemed University, Agra & Research Scholar	10:15 AM-10:20 AM
11.	Ms. Naina Banshal & Bhawna Johri	Research Scholar, Dayalbagh Educational Institute to be Deemed University, Agra & Assistant Professor, Department of Applied Business Economics, Faculty of Commerce Dayalbagh Educational Institute to be Deemed University, Agra	10:20 AM-10:23 AM
12.	Mr. Basu Vansit	Research Scholar, Amity University, Jaipur	10:23 AM-10:26 AM
13.	Mr. Kapil Mehta	Research Scholar, Amity School of Hospitality, Amity University, Rajasthan	10:26 AM-10:30 AM



Swami Keshvanand Institute of Technology, Management & Gramothan  
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Broture



INTERNATIONAL CONFERENCE

ON

ROLE OF BUSINESS MANAGEMENT  
AND SOCIAL INNOVATION IN  
SUSTAINABLE DEVELOPMENT

12-13 JANUARY, 2023

ORGANISED BY



DEPARTMENT OF MANAGEMENT STUDIES  
SWAMI KESHVANAND INSTITUTE OF TECHNOLOGY,  
MANAGEMENT & GRAMOTHAN

Ramnagaria, Jagatpura, Jaipur - 302017, Rajasthan  
Phone : 0141-3500300, 243, 244, 239  
mbaconference@skit.ac.in | www.skit.ac.in

CONVENERS:  
PROF. ONA LADIWAL  
DR. MANEESHA KAUSHIK

## ABOUT THE CONFERENCE

The global economy of the twenty-first century has transformed the economic, social and political landscape in a profound way. This century has witnessed revolutions in the information and communication technologies, enhanced economic integrations with capital mobility across the borders and rapidly changing social environment. Our society is very different from what it was a few decades ago, people now are more open to explore and innovate. It is right to say that the key to the future lies in innovative practices in the field of management, business and economics.

In accordance with this, we welcome studies in the fields of management, business, economy and their relative branches. The aim of the conference is to gather leading academicians, policy makers, independent scholars and researchers to share their knowledge, new ideas as well as to discuss future development in these fields.

An additional goal of the conference 2023 is to offer an opportunity for young researchers, academicians and practitioners with multi-disciplinary interests to meet and interact with members inside and outside their own particular disciplines.

## SUB-THEMES OF THE CONFERENCE

### 1. WORLD ECONOMY & FUTURE EXPECTATIONS

- Changing role of Management in Dynamic Business Environment
- Dynamics of World Economy & Sectoral Development
- Atam Nirbhar Bharat
- Global Perspective of Agriculture & Rural Development
- Skill Development & Youth
- Global Challenges in the Face of Economic Uncertainty

### 2. RECENT TRENDS IN SOCIAL INNOVATION

- Internet of Things and Artificial Intelligence
- New Product & Service Management through Robotic
- Quantity Control & Six Sigma Management
- Behavioural Operation Management & Industry 4.0
- Smart City & Urban Planning
- Public-Interest Technology
- Business and Data Analytics

### 3. ENVIRONMENTAL ISSUES & SUSTAINABLE DEVELOPMENT

- Environmental Issues & Opportunities
- Circular Economy
- Waste Management
- Business Implications of Various Restructuring Plans
- Clean Energy Investments
- Environmental Restoration and Ecological Engineering
- Business Ethics, Governance and Sustainability

### 4. BUSINESS LEADERSHIP & ENTREPRENEURIAL OPPORTUNITIES

- Strategic Business Leadership
- Responsible Business & Sustainability
- Business Leadership Initiatives for Engaging Youth
- Entrepreneurial Opportunities & Challenges in World
- The New Normal for Business
- Youth and Entrepreneurship

## OBJECTIVES OF THE CONFERENCE

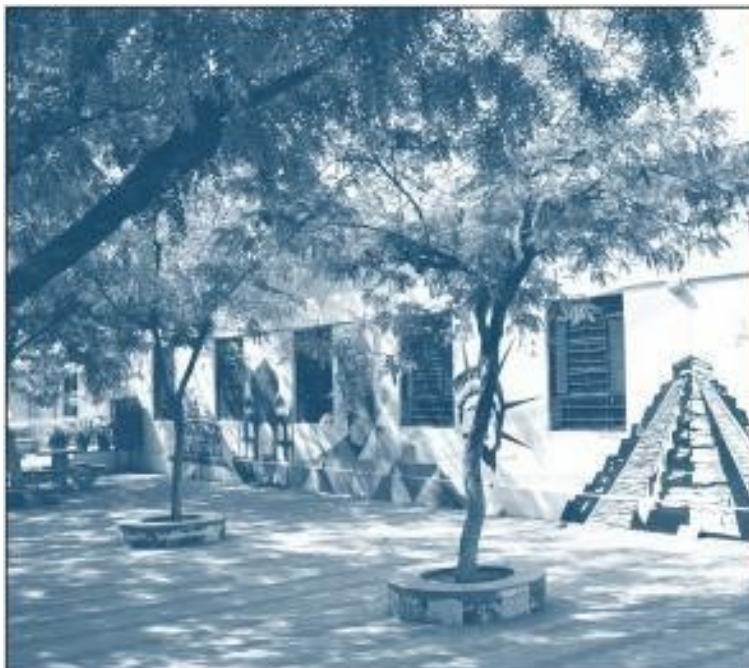
- To provide an interdisciplinary cross-sectoral forum for academicians, professionals, practitioners, industrialists and other participants.
- To address opportunities for visioning the present & future in the changing environment of the global economy.
- To foster dialogue among various stakeholders, including senior level policy makers, researchers, academicians, managers, regulators and those engaged in the non-government sector.
- To give an exposure to the young students, who are the potential leaders of the future, to ideas and practices that will help them to meet the new challenges.
- To exchange experiences and networks with fellow professionals, academia and industry experts.

## TARGET GROUP

- Policy Makers, Regulators & Government Officials.
- Corporate Officers from related sectors including technology.
- Professionals & Consultants, NGO's.
- Faculty and Research Scholars of Management
- Post-graduate Students of Management, Economics, Commerce, Engineering, CA/CS/ICWA/CFA/MCA/other Professional Courses







Eminent speakers from Corporate Sector, Policy Makers, Regulatory Policy Bodies, Professors and Academicians.

Thursday & Friday 12<sup>th</sup> & 13<sup>th</sup> January, 2023  
Gyan Mandir Auditorium & J.C. Bose Seminar Hall, SKIT, Jaipur

Day 1: Thursday 12<sup>th</sup> January, 2023  
Session I: Inaugural Session: World Economy & Future Expectations  
Session II: Recent Trends in Social Innovation Paper Presentation

Day 2: Friday 13<sup>th</sup> January, 2023  
Session III: Environmental Issues & Sustainable Development  
Session IV: Business Leadership & Entrepreneurial Opportunities  
Paper Presentation

Selection of the papers will be based on the abstract not exceeding 300 words, including a clear indication of the purpose of research methodology, major results implications and key references. The selected abstract and paper approved by the experts will be included in the conference. The complete paper, not exceeding 5000 words, should be submitted in duplicate along with soft copy through mail.

Final paper & abstract should be typed on A-4 format with 1.5 spacing, left-aligned, with one and a half inch margin and typed in 12-point font (Times New Roman) in MS Word. PDF format will not be accepted. Graphs or exhibits should be in JPEG format or compatible with MS Office formats such as Excel or Word. We would appreciate if the title of your presentation and abstract is communicated to [mbaconference@skit.ac.in](mailto:mbaconference@skit.ac.in) by 31, October, 2022

## PAPERS & PUBLICATIONS

The Conference would highly focus on Papers /Case Studies etc for presentation and publication. All abstracts of selected papers would be published in Souvenir and some selected papers will be published in International SKIT Research Journal (ISSN 2278-2508). Also the selected papers will get published in proceedings with ISBN. Publication in SCOPUS, UGC Care list journal is also available for good papers on an extra charge basis. For guidelines regarding submission of papers, please visit our website [www.skit.ac.in](http://www.skit.ac.in)

## AWARD FOR OUTSTANDING PAPERS

In line with the philosophy of our institute for promoting qualitative contribution in research and academics, the conference has instituted reward for the outstanding papers selected with a Certificate of Appreciation and Cash Prize of:

Reward	Corporate/Faculty Research Scholar/ Student (Rs.)
First Prize	4000
Second Prize	3000

## IMPORTANT DATES FOR AUTHORS

Last date for submission of abstract	October 31 <sup>st</sup> , 2022
Confirmation regarding the acceptance of abstract	November 15 <sup>th</sup> , 2022
Last date for submission full length papers	December 15 <sup>th</sup> , 2022
Last date of registration	January 5 <sup>th</sup> , 2023

## PARTICIPATION FEE

The participation fee for the conference is given below:

REGISTRATION FEE DETAILS		
Category	Indian Delegates (Rs.)	Foreign Delegates
Industry/ Corporate	1500	US\$ 19/-
Faculty	1000	US\$ 13/-
Research Scholar/Student	700	US\$ 9/-

## REGISTRATION NOTES

- At least one of the authors listed on the accepted paper, must pay the registration fee by 5<sup>th</sup>, January 2023.
- Please send the required documents: 1.) Final paper; 2.) Signed copyright form; 3.) Filled registration form; 4.) Payment proof to [mbaconference@skit.ac.in](mailto:mbaconference@skit.ac.in) to complete the registration.
- Participants/ delegates should send the filled-in registration form in the format appended along with requisite participation fee (that includes seminar kit, refreshment & lunch) through Demand Draft/ Cheque/ NEFT/ RTGS in favor of "Swami Keshvanand Institute of Technology" payable at Jaipur. RTGS/ NEFT IFSC: HDFC0001329; Bank: HDFC Bank; Branch: 3 D Villa Station, Jaipur, Rajasthan; A/c No. : 50100200092582.
- The participants/ delegates are required to make their own arrangements for travel, boarding and lodging. For stay in the SKIT Campus Guest House contact the Conference conveners in advance (on chargeable basis).

## SWAMI KESHVANAND INSTITUTE OF TECHNOLOGY, MANAGEMENT AND GRAMOTHAN, JAIPUR

Swami Keshvanand Institute of Technology, Management and Gramothan, Jaipur, was established in the year 2000 by a team of committed professionals and academicians. SKIT enjoys the reputation of being one of the premier institutes in northern India, possessing qualified and experienced faculty along with well-developed infrastructure. A great sense of discipline, sincerity and an environment conducive to learning makes SKIT an educational paradise. All the courses are duly approved by AICTE and affiliated to Rajasthan Technical University, Kota. B.Tech courses are accredited by the National Board of Accreditation (NBA, New Delhi). The institute has been successful in obtaining the highest possible NAAC - A++ Grade with 3.67 institutional CGPA on a 4 point scale. SKIT is now among the top institutions of India and the only affiliated technical institute in Rajasthan state to have earned an A++ grade by National Assessment and Accreditation Council (NAAC).



### DEPARTMENT OF MANAGEMENT STUDIES

In its endeavor to strengthen the philosophy of Swami Keshvanand Ji and achieve excellence in the Techno-managerial environment, the institute established the Department of Management Studies in the academic year 2006-2007. The Department of Management Studies offers an AICTE approved Master of Business Administration (MBA) degree course, affiliated to Rajasthan Technical University, Kota. The Department aims at developing future managers equipped with curricular & co-curricular skills, which will help them to make a mark in the industry. To achieve its vision the Department uses a blend of well-qualified and experienced core faculty and renowned visiting faculty members from other institutes. To enhance the horizon of knowledge, various Seminars, Workshops, and Entrepreneurial Activities are organized regularly. The Department is an active member of All India Management Association (AIMA).

### ABOUT JAIPUR: THE PINK CITY

Jaipur is named after its founder, the warrior and astronomer, Sawai Jai Singh II. It is 260 km from Delhi and 240 km from Agra and forms the most chosen tourism golden triangle of Delhi, Agra and Jaipur. The old Jaipur painted in pink colour can grip any visitor with admiration. Stunning backdrop of ancient forts Nahargarh, Amber, Jaigarh and Moti Dungri are dramatic testimonials of the by-gone era. It has been ranked as the seventh best place to visit in Asia.



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Prof. Neha Purohit, HOD (English), SKIT

### CONVENORS

Prof. Ona Ladiwal, HOD (DMS), SKIT (+91 8302020007)  
Dr. Maneesha Kaushik, Associate Professor, DMS, SKIT (+91 97853 81999)

### PROCEEDING COORDINATORS

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Dr. Nidhi Sharma, Associate Professor, SKIT  
Dr. Maneesha Kaushik, Associate Professor, DMS, SKIT

### ORGANIZING COMMITTEE

Dr. Atul Gupta, Dy. HOD & Associate Professor, DMS, SKIT

### CONFERENCE SECRETARIAT

Mr. Dileep Singh Gurjar  
Mr. Yogesh Sharma  
Mr. Shiv Prasad Sharma



Swami Keshvanand Institute of Technology, Management & Gramothan  
Department of Management Studies

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International Conference  
On  
“Role of Business Management and Social Innovation in Sustainable Development”  
January 12-13, 2023 (Thursday & Friday)  
List of Participants

S. No.	Name	Topic
1.	Aayushi Pahariya	Recession in IT and Tech industry
2.	Abhishek Chaudhary	An analytical study of Instagram Account Monetization
3.	Aman Bansal	An analytical studies of significance of solar energy in modern area of business
4.	Amit Sharma	Descriptive study of the problems of food insecurity in Rajasthan
5.	Ankit Singh	To analyse the health care bias in India
6.	Aris Yadav	Trends and Challenges in adoption of E-payment service in India
7.	Arti Soni	Merger and Acquisitions
8.	Ashutosh Jangid	A study on MSMEs: focusing on food service industry
9.	Atish Kumar Ray	Role of Aatm Nirbhar Bharat Scheme in reduction of unemployment
10..	Bhaskar Agarwal	Descriptive analysis of impact of Liberalization on Indian economy
11.	Chirag Saini	Impact of COVID-19 on the performance retail store employees in Jaipur
12.	Deepika Babberwal	A study on Crypto Currency
13.	Divyanshi Ledwani	Analysis of Non-performing assets with special references to private sector banks.
14.	Ekta Sharma	The explorative study of risk management in banking sector with reference to SBI
15.	Gautam Jaiswal	Gender equity in the work place, what management strategy supports females in traditionally male dominated industries
16.	Gorang Sharma	Potentials and challenges in E-startups promoting entrepreneurship
17.	Govind Jangid	Role of ethics in business
18.	Heeralal Meena	Economic crisis in Sri Lanka
19.	Himani Arora	Issues and challenges for electronic payment system
20.	Himanshi Sharma	Green marketing in sustainable development for environment
21.	Jatin Khandelwal	Impact of Byju's in changing era of online education
22.	Kanchan Shakya	An analytical study of corporate social responsibility with reference to Tata Group
23.	Khushbu Bhat	E-waste management in India
24.	Khushi Makwana	Pros and Cons of YouTube on business
25.	Khushi Singhal	A study of customer satisfaction in respect to HDFC bank
26.	Komal Sharma	A study on impact of Ola and uber on transportaion in urban cities
27.	Lavina Dhawan	An analytical study on Black Lives Matter Movement
28.	Laxmi Choudhary	Challenges of remote learning during Covid 19
29.	Mohit Chauhan	Digital marketing with special reference to Instagram
30.	Mohit Kumar	Health care issues in rural areas

31.	Monika Kasliwal	Impact of COVID-19 on financial market in India
32.	Mukesh Kumar	Social problems in India
33.	Mulsaniya Hiteksha	Study of Job satisfaction
34.	Naveen Choudhary	A descriptive study of various poverty eradication schemes in India
35.	Nihal Soni	Women empowerment employment opportunities in India
36.	Nisha Saraswat	Social media marketing is a new tool of marketing
37.	Nitish	Intellectual property and risk in international partnerships/business
38.	Pooja Joria	An elementary study of big data and their challenges
39.	Pooja Verma	Investment opportunities in Rajasthan
40.	Pranay Tiwari	Global impact of Russia and Ukraine war
41.	Pratishtha Pareek	A study on effective marketing strategy of classmate
42.	Prerna Sharma	Impact of GST on Indian economy
43.	Pritam Polley	Customer relationship management in banking sector problem and challenges
44.	Rahul Chugh	Report in social media marketing a new tool in modern era
45.	Rashmi	Effective communication and leadership strategy in IBM
46.	Ravi Mehta	An analytical study of E-commerce business in India
47.	Rupali Bhatnagar	An analytical study of Marketing strategy of Netflix
48.	Saba Parveen	Challenges for entrepreneurs in post COVID business environment
49.	Safal Jain	Contribution of MSME sector in the Indian economy and its major challenges
50.	Sakshi Chaturvedi	A study on industrial disputes and its negative impacts
51.	Sanjeev Dhariya	Challenges faced by electric vehicles in India
52.	Shivani Bhandari	Online shopping v/s offline shopping: A comparative study of human behaviour
53.	Shivani Kumawat	Gender equity and women empowerment in India
54.	Shrishti Kumari	A study about onion shopping trend with references to flip kart and snap deal
55.	Sneha Khandelwal	Modern education system
56.	Sunil Kumar Kulhari	Brand management
57.	Tanisha Gupta	The digital revolution impact of social media on youth
58.	Vijay Motiramani	Mentoring of employees and its impacts
59.	Vineet Yadav	Study of problem related to absenteeism in organization
60.	Vishal Sain	Training and development issues in India



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Ramnagariya, Jagatpura, Jaipur (Rajasthan)

Department of Management Studies

*Certificate of Appreciation*

**2 DAY INTERNATIONAL CONFERENCE**

IN ASSOCIATION WITH  

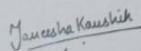
On

*Role of Business Management and Social Innovation in Sustainable Development*

The Certificate is awarded to Divyanshi Ledwani of SKIT

for the Participation/ Paper Presentation Titled - Analysis of Non Performing Assets with references to private sector banks.

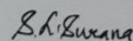
in 2 Day International Conference On "Role of Business Management and Innovation and Sustainable Development"  
organized by Department of Management Studies, Swami Keshvanand Institute of Technology, Management & Gramothan,  
Jaipur From January 12, 2023 to January 13, 2023



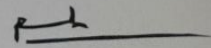
Dr. Maneesha Kaushik  
Convener



Dr. Ona Ladiwal  
Convener & HOD-DMS



Dr. S.L. Surana  
Director (Academics), SKIT



Prof. Ramesh Kumar Pachar  
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**2 DAY INTERNATIONAL CONFERENCE**

IN ASSOCIATION WITH **FORTI** **BNI**  
FEDERATION OF RAJASTHAN TRADE & INDUSTRY JAIPUR

On

*Role of Business Management and Social Innovation in Sustainable Development*

The Certificate is awarded to Ravi Mehta of SKIT, Jaipur

for the Participation/ Paper Presentation Titled - An analytical study of E-commerce Business in India.

in 2 Day International Conference On "Role of Business Management and Innovation and Sustainable Development" organized by Department of Management Studies, Swami Keshvanand Institute of Technology, Management & Gramothan, Jaipur From January 12, 2023 to January 13, 2023

*Maneesha Kaushik*  
 Dr. Maneesha Kaushik  
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*Ona Ladiwal*  
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On

*Role of Business Management and Social Innovation in Sustainable Development*

The Certificate is awarded to Rupali Bhatnagar of SKIT, Jaipur

for the Participation/ Paper Presentation Titled - An analytical study of Marketing Strategy of Netflix.

in 2 Day International Conference On "Role of Business Management and Innovation and Sustainable Development" organized by Department of Management Studies, Swami Keshvanand Institute of Technology, Management & Gramothan, Jaipur From January 12, 2023 to January 13, 2023

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 Dr. Maneesha Kaushik  
 Convener

*Ona Ladiwal*  
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 Convener & HOD-DMS

*S.L. Surana*  
 Dr. S.L. Surana  
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*Ramesh Kumar Pachar*  
 Prof. Ramesh Kumar Pachar  
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**SWAMI KESHVANAND INSTITUE OF TECHNOLOGY, MANAGEMENT & GRAMOTHAN****DEPARTMENT OF MANAGEMENT & STUDIES****International Conference on****“Role of Business Management and Social Innovation in Sustainable Development”****January 12-13, 2023 (Thursday & Friday)****List of MBA Students Participated in the Conference**

<b>S.No.</b>	<b>Roll No</b>	<b>NAME OF STUDENT</b>	<b>CONTACT NO</b>	<b>Email ID</b>
1	21MSKXX601	Aashita Sharma	8742879627	aashitasharma186@gmail.com
2	21MSKXX602	Abhinav Pandya	9587681542	abhinavkp245@gmail.com
3	21MSKXX604	Abhishek Nagar	7014403373	abhisheknagar9636@gmail.com
4	21MSKXX605	Anshi Jha	7568051195	anshijha95@gmail.com
5	21MSKXX607	Atika Khandelwal	6377179163	nishuatika7733@gmail.com
6	21MSKXX608	Bhavit Jain	8209962672	bhavitjain8@gmail.com
7	21MSKXX609	Bhavya Nayyar	6377645853	bhavyanayar1@gmail.com
8	21MSKXX610	Dheeraj Shukla	9829089633	dheerajshukla1999@gmail.com
9	21MSKXX611	Dilip Singh Rawat	6350525196	dsrawat1505@gmail.com
10	21MSKXX612	Dolly Khatri	8949841958	dolly.khatri166@gmail.com
11	21MSKXX613	Dolly Sharma	9602272792	dollydollysharma000@gmail.com
12	21MSKXX615	Ekta Modi	7791899881	ektamodi3103@gmail.com
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**SWAMI KESHVANAND INSTITUTE OF TECHNOLOGY, MANAGEMENT & GRAMOTHAN  
DEPARTMENT OF MANAGEMENT & STUDIES**

**International Conference on  
“Role of Business Management and Social Innovation in Sustainable Development”  
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