



International Conference-2020

Army Institute of Management, Greater Noida organized one day International Conference on the theme “**Inclusive Development through social Innovation: Opportunities and Challenges**” on 28th February 2020. The Conference was attended by many delegates, research scholars, academicians and industry professionals.

The Conference started with the ceremonial lamp lighting along with Saraswati Vandana followed by Cmdr Dr. Vivel Chawla, Director AIMT welcoming all the dignitaries. The Director introduced the theme of the conference.

This was followed by the address of H.E Yerlan Alimbayev- Ambassador of the Republic of Kazakhstan talking about the changes at the global level and dependence of future on global development. The Guest of Honor Mr. Rajneesh Singh spoke about social change being a good cause and community workers doing remarkable work are the real champions. Next session speaker Mr. Sujeet Ranjan focused on the role of nutrition in inclusive development of the society and the gap between Disha (where we are now) and Dasha (where we want to reach). The speaker lives by the motto “Sahi Poshan, Desh Roshan” and “Health is Wealth”. The session speaker Mr. Faizi Mohsini talked about companies nowadays bringing change in innovation. The session concluded with a token of gratitude by the Academic Head, AIMT, Dr. Shruti Gupta.

The first technical session consisted of paper presentations. The session was started with the welcome address of Dr. Kavita Indupulkar. The speaker focused on the importance of significance of knowledge at every level. The speaker further talked about the technology being a bane yet innovation playing a key role and the localisation of solutions. The session included a paper on the challenges faced by differently abled people in an organization based on Lemon Tree hotels. The session also included a paper on psychological contract and its increasing significance in today’s world. Profitability and liquidity, HR Analytics and role of premium pricing used by online travel agents were also among the other papers presented.

The second technical session commenced with Dr. Prashant Dev Yadav focusing on the significance of social innovation. The session included paper presentation on topics of impulse buying, retail marketing and empowering sections of societies. The topics of market basket analysis and the urban health revolution with fitness bands were also discussed. The session was concluded by vote of thanks by Dr. Babita Bhati, internal coordinator and certificate distribution.

The valedictory session commenced with a welcome address by Cmdr. Dr. Vivek Chawla, Director, AIMT. The session initially focused on rise of conscious capitalism and purpose beyond profits of giving back to the society. The session speaker Mr. Praveen Karn talked about importance of inclusive development and social innovation for businesses apart from profits. The session speaker Mr. Kushal Sharma talked about rural marketing, focus on skill ability of new technologies which help in social innovation. At the end, Ms. Sumita Ghose, Chief Guest of the valedictory session and founder of Rangсутra shared her journey how she decided to start her own company to help rural artisans, she needed capital. But no bank was willing to give her a loan because she had nothing to show by way of collateral. Instead of abandoning the idea she turned to weavers and craftspeople and offered them equity. To become shareholders, 1000 artisans invested Rs. 1000 each, providing her with a seed fund of a respectable Rs. 10 lakh. With her own money and contributions from her family, friends and well-wishers, she began the company on a small scale. The session concluded with vote of thanks by Prof. Rahul Verma Conference Convener, AIMT.





