



ETERNAL UNIVERSITY

Institution's Innovation Council



Activity Report (International Conference – BSICMP-2024) March 9th-10th, 2024

1.	Academic year	:	2023-24
2.	Program driven by	:	Self-driven activity
3.	Quarter / Date / Month	:	Quarter III
4.	Program/Activity Name	:	International Conference-(BSICMP-2024)
5.	Program type	:	Level 2 Conference
6.	Program Theme	:	Innovation and Design Thinking
7.	Duration of the activity (in hrs)	:	16 Hours
8.	Start Date	:	09-03-2024
9.	End Date	:	10-03-2024
10.	Number of Student Participants (Minimum 50 Students)	:	250
11.	Number of Faculty Participants	:	50
12.	Number of External Participants, If any	:	41
13.	Expenditure Amount, If any	:	NA
14.	Remark	:	NA
15.	Mode of Session Delivery	:	Hybrid
16.	Objective (max 100 letters)	:	To explore management practices and challenges facing India Inc. in both global and Indian contexts
17.	Benefit in terms of Learning/Skill/ Knowledge obtained (max 150 letters)	:	Participants gained insights on managing businesses ethically & sustainably in today's India
18.	Video URL (EU YouTube channel)	:	
19.	Photographs (only 2) (max size 2 MB)	:	Uploaded on IIC portal
20.	Overall report of the activity (PDF, max 2MB)	:	Uploaded on IIC portal
21.	Social media links of activity (at least one is mandatory) Linkedin: https://www.linkedin.com/posts/eternal-university-baru-sahib-sirmour_planet-discussions-societal-activity-7172591031899578369-v1U4?utm_source=share&utm_medium=member_desktop Facebook: Twitter:		

Brief report

International Conference on “Business and Society Interface: Contemporary Management Practices and Issues before India Inc. – Global & Indian Dimensions- BSICMP-2024”

A two-day international conference held at Baru Sahib, co-organized by Eternal University and Akal University, brought together leading minds to explore the crucial role of value-based education and sustainable development in securing our planet's future. The conference fostered transformative discussions on key themes like sustainable practices, societal progress, and contemporary management approaches. Sponsored by esteemed organizations like Indian Oil Corp Limited, SBI, and PFC, the event delved into critical issues like gender equality, climate change, and fostering collaboration between academia and industry. With a distinguished speaker roster of 41 individuals and seven engaging panel discussions, the conference explored a wide range of vital topics, from social entrepreneurship to the importance of India's knowledge systems. This collaborative effort aimed to shape a brighter future for our planet. The conference served as a powerful reminder that while human ambition can be boundless, Earth's resources are not. By prioritizing sustainability and integrating ethical values into education, we can pave the way for a brighter future for generations to come.

The poster for the International Conference on “Business and Society Interface: Contemporary Management Practices and Issues before India Inc.- Global & Indian Dimensions” (BSICMP-2024) is set against a dark blue background with a faint image of a mountain range. On the left, three circular portraits of spiritual leaders are arranged vertically. The top right corner features logos for G20 India 2023, Eternal University, and Akal University. The main title “INTERNATIONAL CONFERENCE” is in large, bold, yellow and white letters. Below it, the subtitle ““Business and Society Interface: Contemporary Management Practices and Issues before India Inc.- Global & Indian Dimensions”” is in white, followed by “BSICMP- 2024 (HYBRID MODE)” in yellow. The dates “On 9th - 10th March, 2024” are in a yellow box. The venue “| Venue: Baru Sahib, Bhai Gurdas Hall |” and organizers “Organized by University Corporate Resource Centre (UCRC), Eternal University, Baru Sahib - Himachal Pradesh” are listed below. A section titled “EMINENT ORGANIZATIONS PARTICIPATING” includes logos for the United Foundation, The Climate Reality Project, India & South Asia, NTPC Business School, Noida, Convergence360, Inspire, and Golden. The bottom line states “In Joint Collaboration With Akal College of Economics, Commerce & Management, Eternal University, Baru Sahib, H.P & Akal University, Bhatinda, Punjab”.

INTERNATIONAL CONFERENCE

“Business and Society Interface: Contemporary Management Practices and Issues before India Inc.- Global & Indian Dimensions”

BSICMP- 2024 (HYBRID MODE)

On 9th - 10th March, 2024

| Venue: Baru Sahib, Bhai Gurdas Hall |

Organized by University Corporate Resource Centre (UCRC),
Eternal University, Baru Sahib - Himachal Pradesh

EMINENT ORGANIZATIONS PARTICIPATING

United Foundation - United Foundation for Advancement of Transcendental & Human Wellness, New Delhi and USA

The Climate Reality Project
INDIA & SOUTH ASIA

India & South Asia

NTPC Business School, Noida

Convergence360

INSPIRE - NOIDA

GOLDEN

In Joint Collaboration With Akal College of Economics, Commerce & Management, Eternal University, Baru Sahib, H.P & Akal University, Bhatinda, Punjab





