



ASTHA | 28 & 29 June 2025 Bhubaneswar, India INTERNATIONAL CONFERENCE-2025



International Conference on
**Fostering Inclusivity for
Future Sustainability:**
Global Perspective and Local Action

ICFIFS - 2025



ASTHA

School of Management
Bhubaneswar



About The Conference

This conference explores the intersection of global sustainability frameworks and localized action, focusing on inclusive strategies to ensure no community is left behind. Through panel discussions, research presentations, case studies, and poster sessions, participants will examine how to integrate diverse voices particularly marginalized groups into sustainability initiatives. The event will highlight context-specific approaches, grassroots engagement, indigenous knowledge, and equitable resource access to strengthen resilience and equity. Attendees will collaborate on inclusive policymaking, technology adoption, and community-driven interventions, fostering just and transformative sustainability solutions that align with the UN SDGs while addressing unique local challenges.

Outcomes

- 01 **Enhanced Knowledge**
- 02 **Policy Influence**
- 03 **Networking Opportunities**
- 04 **Cultural Exchange**
- 05 **Practical Strategies**
- 06 **Skill Development**
- 07 **Innovation & Technology**
- 08 **Global-Local Synergy**

List of Subthemes

- Financial Inclusion, Ethical Finance, & Digital Inclusion
- Sustainable Finance, ESG & Corporate Accountability
- Circular Economy & Sustainable Business Models
- PPP, Economic Resilience & Social Entrepreneurship
- Migration, Displacement, and Development Economics
- Inclusive, Ethical & Sustainable Marketing Practices
- Green Marketing & BOP Marketing
- Digital Marketing & Social Media Marketing
- AI, Big Data & Tech-Driven Marketing
- Experiential & Immersive Marketing
- DEI & Social Cohesion

- Ethical HRM & Organizational Responsibility
- Education, Skills Development & Inclusive Growth
- Climate Change, Health Equity & Human Development
- AI and People Analytics
- Cross-Cultural Management, Global Inclusion, and Conflict Resolution
- Generative AI, Predictive Analytics & Business Process Automation
- Green Logistics and Carbon Neutral Operation
- Sustainable Rural Development and Local Action
- Industry 5.0 and Inclusive Innovation

Submission of Extended Abstracts / Full Papers

Extended abstracts / full papers should be submitted at
<https://asthaeducation.in/international-conference-2025/>
Or send it to researchastha@asthaeducation.in

Guidelines for Submission of Full Papers

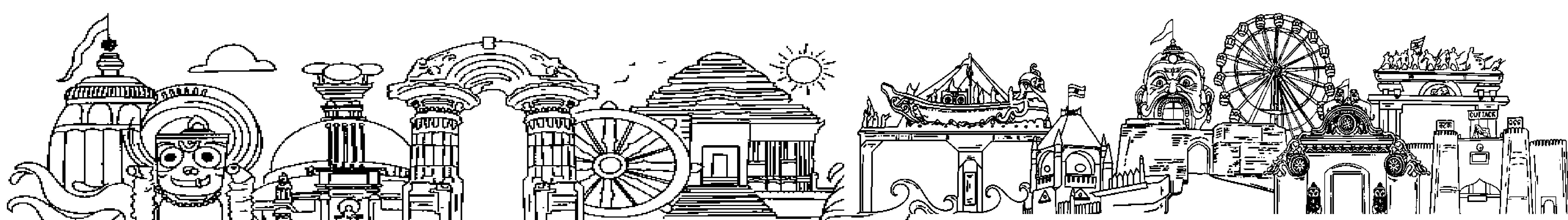
Category	Details
Submission Deadline	On or before 05/06/2025
Submission Format	Microsoft Word file should be sent to the specified email address/ web-link
Word Limit	Not exceeding 4000 words (excluding Title Page, Illustrations, and References)
Formatting	- Font: Times New Roman, size 12 - Line spacing: 1.5 - Margins: 1 inch on all sides
Title Page Requirements	- Title of the paper - Name(s) of author(s) - Designation - Affiliation - Contact number - Email ID
Referencing Style	APA-7 Edition
Review Criteria	- Originality - Importance - Research content - Relevance - Inferences - Presentation & organization
Joint Paper Requirement	- All authors must register for the seminar - At least one author must present the paper

Attractive Cash Rewards for Best Paper & Best Paper Presenter

Guidelines for Submission of Extended Abstracts

Category	Details
Submission Deadline	On or before 08/05/2025
Content to Submit	Title Page + Extended abstract + References
Word Limit	Not exceeding 1000 words (excluding Title Page and References)
Title Page Requirements	- Authors' Names - Affiliation & Contacts (Email ID & Mobile No.)
Keywords	Within 5 to 6 keywords
Formatting	- Font: Times New Roman, size 12 - Line spacing: 1.5 - Margins: 1 inch on all sides
Additional Requirement	A statement confirming the work is the authors' original work

Publication Opportunity
 Selected papers will be published in the SCOPUS INDEXED conference proceedings.



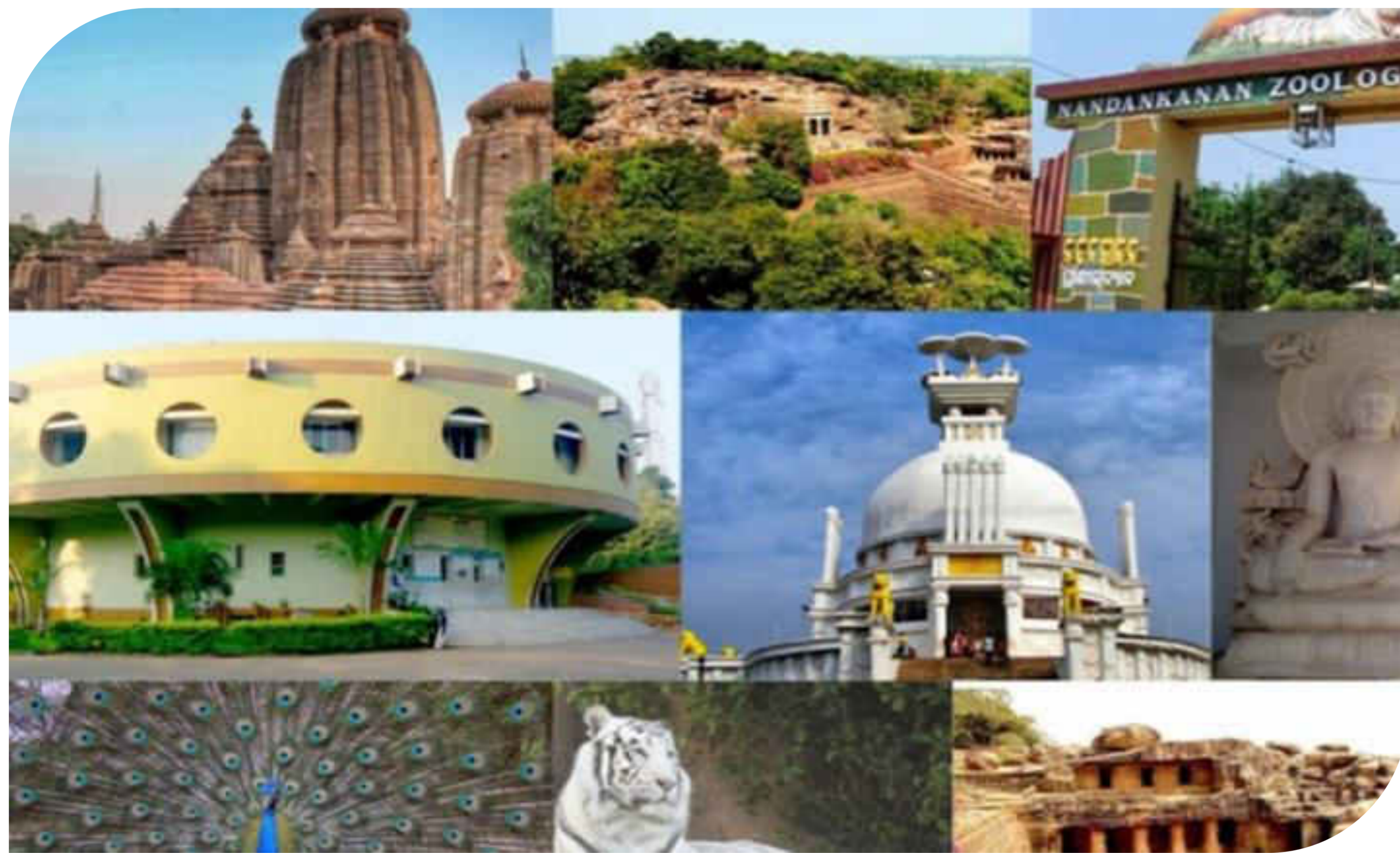
Rules & Regulations for Poster Presentation

- ❖ This event is open to Postgraduate (PG) & Under Graduate Students emphasizing idea generation and innovation.
- ❖ Participants are encouraged to present creative ideas aligned with the conference theme or any sub-theme mentioned in the brochure.
- ❖ Each institution may nominate not more than two students per category.
- ❖ Posters must be in portrait format (3 feet width × 4 feet height) and contain original content, as plagiarism will result in disqualification.
- ❖ The design should include the following sections: Title, Participant Details, Introduction / Background, Problem Statement, Idea Generation /Proposed Solution, Conclusion, and References (if applicable).

Criteria	Offline (Physical)	Online (Digital)
Format	3 ft × 4 ft (Portrait)	24"×36" or 1080×1620px (Portrait)
Tools	Handmade/Printed	Canva / PowerPoint
Submission	Bring to venue	PDF via email (max 10MB)

**Attractive
Rewards**

About Bhubaneswar the Temple City



Bhubaneswar, the capital of Odisha, is famously known as the “Temple City of India.” A radiant blend of spirituality, history, and modernity, the city reflects India’s rich cultural heritage and architectural brilliance. It is home to hundreds of ancient temples, serene green spaces, reputed educational institutions, and a rapidly expanding urban landscape. Bhubaneswar seamlessly fuses its glorious past with the dynamism of the present, offering a unique and enriching experience.

Architectural and Spiritual Marvels:

Lingaraj Temple: A majestic 10th-century shrine dedicated to Lord Shiva, exemplifying the grandeur of Kalinga architecture.

Mukteshvara Temple: Renowned as the “Gem of Odisha Architecture,” famous for its exquisitely sculpted arched gateway and carvings.

Rajarani Temple: Built in the 11th century from reddish sandstone, noted for its elegant structure and intricate sculptures.

Historical and Natural Attractions:

Dhuli Giri: The site of Ashoka’s transformation, featuring the Peace Pagoda.

Khandagiri & Udayagiri Caves: Ancient Jain rock-cut caves from the 1st century BCE.

Nandankanan Zoo: A renowned zoological and botanical park nestled in a forest sanctuary.

Bhubaneswar is more than a destination it's an immersive journey through time, culture, and spiritual resonance.

About The Institute (Organization)



Established in 2008, ASTHA School of Management is a NAAC Accredited and ISO 9001:2015 Certified premier B-School in the state of Odisha. Approved by the All India Council for Technical Education (AICTE), Govt. of India, and affiliated to Biju Patnaik University of Technology (BPUT), Odisha, it offers a two-year full-time MBA program. ASTHA is widely recognized for its modern educational framework that transforms students into industry-ready professionals. The institute excels in teaching-learning processes, research, training, innovation, and community outreach activities. It promotes entrepreneurship through its Business Incubation Cell, having facilitated the creation of over 70 successful entrepreneurs in the past decade. ASTHA integrates experiential learning, competency-building programs, and value-added courses with a strong emphasis on life skills. Honored as the Best Management Institution and recipient of multiple accolades, ASTHA upholds universal human values, nurturing ethically driven, socially responsible leaders who significantly contribute to the growth of management education in Odisha and beyond.

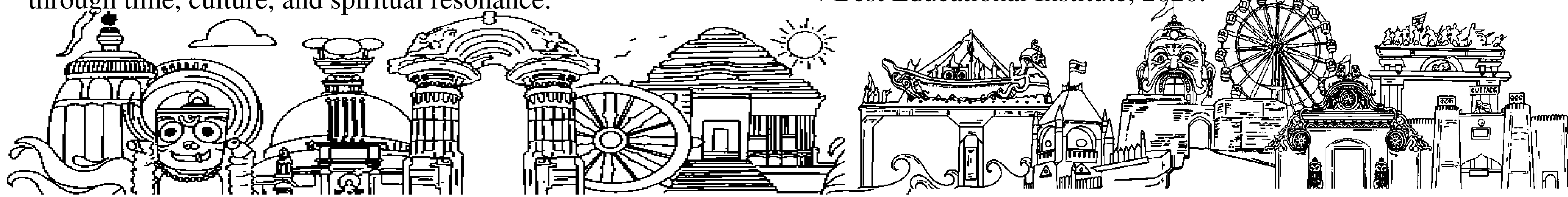
❖ Best Management Institute, 2024.

❖ Best Academic Institution, 2023.

❖ Best College- Placement & Pedagogy, 2022.

❖ Best Management Institute-Pedagogy & Placement, 2021.

❖ Best Educational Institute, 2020.



Members Advisory Board



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Sri Debasis Mohanty
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Professor and Head Dept. of Economics,
Ravenshaw University, Odisha



Prof. (Dr.) Manit Mishra
Professor, IMI, Bhubaneswar

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For Registration

[CLICK HERE <https://bit.ly/internationalconferenceastha>](https://bit.ly/internationalconferenceastha)



Bank Details

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Registration Fees

Participant Category	Fee per Person
Corporate Participant	₹ 7,000 / \$85
Academician, Research Scholar and Student	₹ 7,000 / \$85
Non-Presenting Co-Authors	₹ 2,000 / \$ 25 each
Student (Poster Presentation only)	₹ 300 / \$ 4

**Mandatory Registration for all Co-Authors*

Registration fee should be paid through Net Banking/ UPI. Payment details should be sent via WhatsApp no.: +91 9777080208

Location Distance from Key Points

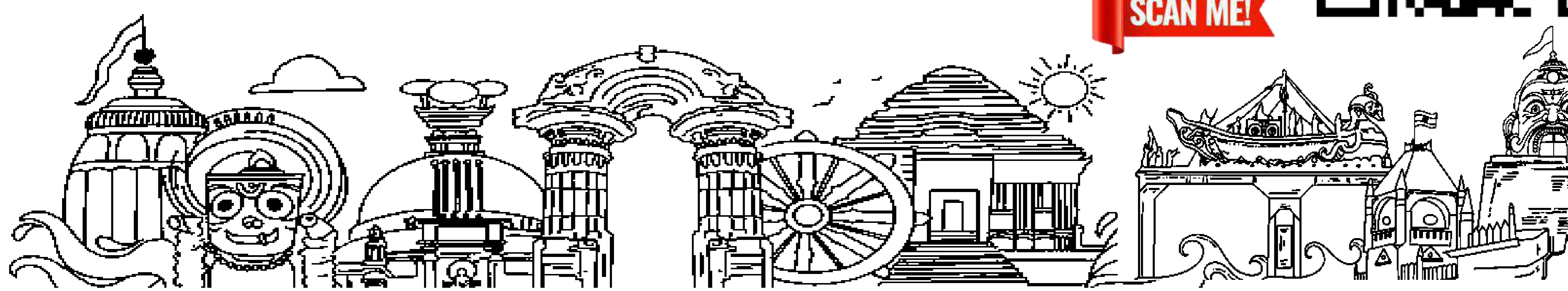
From Bhubaneswar Airport	: 15.0 kms
From Bhubaneswar Rail-Station	: 11.5 kms
From Cuttack Rail-Station	: 22.2 kms
From Bhubaneswar Bus-Stand	: 14.0 kms
From Cuttack Bus Stand	: 21.4 kms

Important Dates

Last date for Submission of Extended Abstract	: 08/05/2025
Acceptance of Extended Abstract	: 10/05/2025
Last date for Submission of Full Paper	: 05/06/2025
Last date for Registration	: 21/06/2025



SCAN ME!





ASTHA School of Management, Bhubaneswar

International Conference on “Fostering Inclusivity for Future Sustainability: Global Perspectives and Local Action” On 28th and 29th June 2025

AGENDA

Technical Session - I

Date: 28.06.2025 (Saturday)	Time: 12.30 onwards	Venue: New Auditorium
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Theme:	<i>Fostering Inclusivity and Sustainability for Market, Health and Educational Services</i>
Track Chairperson:	Prof.(Dr.) Manit Mishra, Professor & Dean (Research and Strategic Initiatives), International Management Institute (IMI), Bhubaneswar
Track Co-Chairperson:	Prof. (Dr.) Debadutta Das, Asst. Professor, Dept. of Business Management, Fakir Mohan University, Balasore
Rapporteur and Session Co-coordinator:	Dr. Anindita Das, Assistant Professor, ASTHA School of Management, Bhubaneswar

Sl. No.	Name of the Author(s)	College/ University/ Industry/ Organization	Title of the paper	Mode of Presentation	Time (Min.)
01.	1. Dr. Kalyan Kumar Sahoo 2. Dr. Swadhin Kumar Rout 3. Ms. Aanchal Chouhan	Faculty of Management Studies, Medicaps University, Indore	Decision Making for Effective Social Media Presence: Understanding Students' Perceptions at Medicaps University, Indore	Offline	10

02	1. Dr. Anindita Das 2. Dr. Nirajana Das	1. Assistant Professor, Astha School of Management, Bhubaneswar. 2. Assoc. Prof (HR & OB), ODM Business School	A PRISMA-Based Systematic Review of Workplace Spirituality, Decision-Making, and Organisational Wellbeing among Indian High School Teachers	Offline	10
03	Mrs. Anita Mohapatra	Research scholar, Utkal University, Vani Vihar, Bhubaneswar	Resource Management and Supply Chain Optimization in Odisha's Coconut Industry: A Machine Learning Approach for Sustainable Agriculture	Offline	10
04	1. Dr. Arunava Mookherjee, 2. Dr. Somroop Siddhanta, 3. Dr. Bijoy Gupta	Dr. B.C. Roy Engineering College, Durgapur, West Bengal.	Sustainable Channel Growth through Channel Partner Satisfaction- A Case of DS Group in Assam.	Offline	10
05	1. Dr. Aftab Ara 2. Dr. Swetapadma Dash 3. Dr. Shree Kanungo	1. 1.Asst. Professor, University of Hail 2. Assoc. Professor, ASTHA School Of Management 3. Assoc. Professor and HoD, MBA, ABIT, Cuttack	Integrating quality Management and Sustainability in Higher Education Institutions through policy and strategy	Online	
06	Mrs. Dwipanita Mishra	Assistant Professor ASTHA School of Management	Tourists' Ambience and Destination Sustainability: A Study of the Mediating Role of Green Brand Equity	Offline	10
07	Subhasis Datta Kamalika Tiwari	Assistant Professor, FMS, Dr. B. C. Roy Engineering College, Durgapur	The Influence of Blockchain Technology on Efficient Management of	Offline	10

			Construction and Demolition Waste		
08	<ol style="list-style-type: none"> 1. Mr.Amarendra Bhuyan 2. Dr.B.C.M. Patnaik 3. Dr.Ipseeta Satpathy 4. Dr.Annada sankar Dash 5. Dr.Sudipta Kishore Nanda 	Research Scholar, KIIT School of Management, KIIT University	Assessing the Impact of Pradhan Mantri Bharatiya Jan Aushadhi Pariyojana (PMBJP) on Health Equity and sustainable health care among Marginalized Communities	Offline	10
09	<ol style="list-style-type: none"> 1. Mr. Ajit Kumar Das 2. Prof(Dr.) Bhagwan Singh 	<ol style="list-style-type: none"> 1. Research Scholar, 2. Professor, Central University of Jharkhand 	Drone Delivery Services In India: A Technology For A Sustainable Future	Offline	10
10	<ol style="list-style-type: none"> 1. Jharana Rout, 2. Hrudayananda Padhan 	<ol style="list-style-type: none"> 1. Librarian, Astha School of Management 2. Asst. Librarian, KIIT Deemed University 	Role of Library Administrators in Strategically Positioning Libraries as Catalysts for “Sustainable Development Goals” in India	Offline	10
11	<ol style="list-style-type: none"> 1. Shailendra Yadav 2. Tatayya Bommali 3. K Gowri Kumari 	Associate Professor, Narsimha Reddy Engineering College	Facebook Marketing and Gen Z: Understanding Engagement Drivers and Brand Perception for Sustainable Marketing Decision Making	Online	10
12	<ol style="list-style-type: none"> 1. Dr. Tattya Bomalli 2. Durga Prasad 3. Dwipanita Mishra 4. Pramit Chandra Rout 5. Saibabu Neyyila 	<ol style="list-style-type: none"> 1. Assoc. Professor Astha School of Management 2. Asst. Professor, Aditya University Kakinada. 3. Asst. Professor, 	Bridging the Digital Divide: A Global-Local Approach to Financial and Ethical Inclusion in the Era of Digital Finance	Offline	10

		<p>ASTHA School of Management,</p> <p>4. Asst. Professor, ASTHA School of Management,</p> <p>5. Assoc. Professor, Aditya Institute of Technology and Management Tekkali</p>			
	Open House Discussion				05
	Presentation of memento to the Track Chairperson, Co-Chairperson and Rapporteur				02
	Vote of thanks by Session Coordinator				03
	Group Photo session				03



ASTHA School of Management, Bhubaneswar
International Conference on
“Fostering Inclusivity for Future Sustainability:
Global Perspectives and Local Action”
On 28th and 29th June 2025

AGENDA

Technical Session – II

Date: 29.06.2025 (Sunday)	Time: 10:30 to 1:00	Venue: New Auditorium
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Theme:	<i>Fostering Inclusivity and Sustainability for People, Planet and Purpose</i>
Track Chairperson:	Prof.(Dr.) R. N. Subudhi, Former Professor, KIIT University, Bhubaneswar
Track Co-chairperson:	Prof.(Dr.) Bhagirathi Nayak, Professor, FMS, Sri Sri University, Cuttack
Rapporteur and Session Co-coordinator.	Dr. Swetapadma Dash, Associate Professor, ASTHA School of Management, Bhubaneswar, Odisha

Sl. No.	Name of the Author(s)	College/ University/ Industry/ Organization	Title of the paper	Mode of Presentation	Time (Min.)
01	1. Dr. Kalyan Kumar Sahoo 2. Aafiya Md. Mushtaq 3. Lipsita Mohanty	1. Professor, Medicaps University, Indore 2. Scholar (MBA), Medicaps University, Indore 3. Lecturer, SVM Autonomous College	Unlocking Organizational Growth: Evaluating the HRD Climate at Medicaps University	Offline	10

02.	<ol style="list-style-type: none"> 1. Mr. Krushna Prasad Patnaik 2. Dr. Subash Chandra Nath, 3. Dr. Malaya Malla 	<ol style="list-style-type: none"> 1. Research Scholar, FMS, Sri Sri University, Cuttack 2. Professor, FMS, Sri Sri University, Cuttack 3. Deputy Director, Sri Sri University, Cuttack 	Hr Policy and Employee Retention: A Bibliometric Analysis and Synthesis of Scopus Data (1994-2024)	Offline	10
03	<ol style="list-style-type: none"> 1. Snigdhamayee Choudhury 2. Siddharth Shankar Kanungo 	<ol style="list-style-type: none"> 1. Assistant Professor, Institute of Management & Information Science, Bhubaneswar 2. IIPM School of Management, Kansbahal 	Optimizing Sustainability in Indian Higher Education: Dynamics of Job Satisfaction, Employee Engagement, and Faculty Performance	Online	10
04	<ol style="list-style-type: none"> 1. Sonali Priyadarshini, 2. Dr. Sumitra Murmu, 3. Dr. Bijaya Kumar Sundaray 	<ol style="list-style-type: none"> 1. Research Scholar, Utkal University, 2. Assistant Professor, Utkal University, 3. Professor, Utkal University, 	Study on Employee Engagement on Turnover Intention in Private Banks in Odisha: A Managerial Decision Making	Offline	10
05	<ol style="list-style-type: none"> 1. Jyotisman Das Mohapatra 2. Mr.Susil Kumar Pradhan 	<ol style="list-style-type: none"> 1. Asst. Prof. C.V.Raman Global University 2. Assistant Professor, Centurion University 	Driving Impulse Buying through Emotional and Brand Connections in Social Commerce: A Sustainability-Oriented Perspective	Offline	10
06	<ol style="list-style-type: none"> 1. Tanmaya Kumar Pattnaik 2. Dr.Bhagirathi Nayak 	<ol style="list-style-type: none"> 1. Research Scholar Sri Sri University 2. Professor, Sri Sri University, Cuttack, Odisha 	Role of Artificial Intelligence (AI) for Skills Development, Inclusive Growth and Sustainability of e-Governance	Offline	10
07	<ol style="list-style-type: none"> 1. Ricky Mohanty 2. Sunil Kumar Mishra 3. Bani Bhusan Praharaj 	<ol style="list-style-type: none"> 1. Associate professor, ASBM University 2. Assistant Professor, Astha School of Management 3. Assistant Professor, Nalanda Institute of Technology 	Blockchain-Informed Resource Management for Socially Inclusive and Sustainable Innovation Contribution in Industry 5.0	Offline	10

08	Dr. Prafulla Kumar Padhi	Associate Professor (Marketing), Astha School of Management, Bhubaneswar	Fostering Inclusivity for Global Sustainability: Integrating Climate Risk Disclosure and Artificial Intelligence towards Local Resilience	Offline	10
09	Prof. (Dr.) Jyoti Ranjan Mohanty	Professor, HRM, Astha School of Management, Bhubaneswar	Environmental Sustainability Through Solid Waste Management in Rural India	Offline	10
10	1. Subhashree Pradhan 2. Prof. D.K. Mahalik	1. Research Scholar, Sambalpur University 2. Professor, Sambalpur University	Optimizing Sustainable Waste Solutions for Odisha: A Comparative BWM Analysis of Current Practices	Offline	10
11	1. Dr. Anasuya Barik, 2. Dr. Swapnamoyee Palit, 3. Dr. Ronismita Mishra, 4. Ms. Ananya Swain	1. Research Scholar, KIIT Deemed University, 2. Assoc. Professor, KIIT Deemed University, 3. Assistant Professor, Centurion University of Technology and Management, Bhubaneswar, 4. Assistant Professor of Economics, ASTHA School of Management, Bhubaneswar	Role of Education in Skill Enhancement for Sustainability and Inclusive Growth in India	Offline	10
12	1. Ms. Subhasri Garnaik, 2. Dr. S Tarakeswara Rao , 3. Dr. Sujit Kumar Patra	Research Scholar, Asst. Professor, GIET University Professor, Jaipuria Institute of Management, Lucknow	Sustainable Marketing Strategies in Fashion Apparel: Unpacking Consumer Behaviour and Perceptions of Eco-Friendly Brands	Offline	10
13	1. Dr. Pritidhara Hota 2. Dr. Bhagirathi Nayak 3. Dr. Sharanika Dhal	1. Assistant Professor, Dept. of FMS , Sri Sri University 2. Professor, Dept. of FMS , Sri Sri University 3. Assistant Professor, Dept. of FMS , Sri Sri	Evaluating Sustainable Strategy: A Comprehensive Approach towards Selected Steel Industries in Odisha	Offline	10

	4. Dr. Deepti Ranjan Sabat	University 4.Faculty Associate, Dept of FMS, Sri Sri University)			
	Open House Discussion				05
	Presentation of memento to the Track Chairperson, Co-Chairperson and Rapporteur				02
	Vote of thanks by Session Coordinator,				03
	Group Photo session				03



ASTHA School of Management, Bhubaneswar

International Conference on “Fostering Inclusivity for Future Sustainability: Global Perspectives and Local Action” On 28th and 29th June 2025

AGENDA

Technical Session – III

Date: 29.06.2025 (Saturday)	Time: 2:00 – 4:30	Venue: New Auditorium
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Theme:	Fostering Inclusivity and Sustainability for Financial Empowerment and Economic Growth
Track Chairperson:	Prof. Sanjay Adalakha, Director, Zetica Institute of Finance & Investment Finance Ltd.
Track Co-chairperson:	Prof. (Dr.) Sachi Nandan Mohanty, Professor, School of Computer Sc. & Eng., VIT-AP University
Rapporteur and Session Co-ordinator:	Prof. Pramit Chandra Rout, Assistant Professor, Astha School of Management, Bhubaneswar

Sl. No.	Name of the Author(s)	College/ University/ Industry/ Organization	Title of the paper	Mode of Presentation	Time (Min.)
01	1. Dr. Ashok Botta 2. Vonumu Preethi	1. Ass.t Professor, Gayatri Vidya Parishad College, Visakhapatnam 2. PG Student, Gayatri Vidya Parishad College, Visakhapatnam	Moderating Effects of Demographic Factors on Digital Financial Literacy” With reference to North Coastal Andhra Pradesh.	Online	10

02	<ol style="list-style-type: none"> 1. Puja Tripathy 2. Dr. Aditya Prasad Sahoo 3. Prof. (Dr.) Kishore Kumar Das 	<ol style="list-style-type: none"> 1. Research scholar, 2. Asst. Prof., 3. Head & Dean, School of Commerce & Business Management, Ravenshaw University 	An Empirical Study on Corporate Perceptions of ESG Commitment And Sustainable Financial Practices in India	Offline	10
03	<ol style="list-style-type: none"> 1. Ms. Tania Guharay 2. Puja Tripathy 3. Prof. (Dr.) Kishore Kumar Das 	<ol style="list-style-type: none"> 1. Research Scholar 2. Research scholar, 3. Head & Dean, School of Commerce & Business Management, Ravenshaw University 	The Influence of Overconfidence Bias on Retail Investors' Trading Frequency, Risk-Taking, and Decision Making in Virtual Trading Platforms	Offline	10
04	<ol style="list-style-type: none"> 1.P. Sanyasi Rao 2.Tatayya Bommali 3.Chandra Sekhar Patro 4. P. Lavanya 	<ol style="list-style-type: none"> 1.Associate Professor Vignan's Institute of Information Technology Visakhapatnam 2. 2Associate Professor, ASTHA School of Management, Bhubaneswar 3. Assistant Professor, , Gayatri Vidya Parishad College of Engineering Visakhapatnam 4.Assistant Professor, Vignan's Institute of Information Technology Visakhapatnam 	Using "Sustainability" "From Digital Access to Ethical Accountability: Evaluating SBI Credit Card Services in Visakhapatnam through the Lenses of Financial Inclusion and ESG-Driven Sustainability	Online	10
05	Ms. Soumyalin Santy	Assistant Professor, Regional College of Management, Bhubaneswar	ESG Strategy and Sustainability: Financial Impact Assessment Through Panel Data Analysis of Indian FMCG Companies	Offline	10
06	<ol style="list-style-type: none"> 1. Sukesh Ranjan Mohanty 2. Subhalaxmi Mohanty 3. Dr. Puspallata Mahapatra 	<ol style="list-style-type: none"> 1. Research Scholar, KIIT University ,BBSR 2. Research Scholar, KIIT Deemed University 3. Assistant Professor, KIIT Deemed University 	Exploring the interplay between financial inclusion and investment decision of retail investors: Bhubaneswar a case	Offline	10

			study		
07	1. Mr. Suryakant Sahoo 2. Prof. (Dr.) Bhagirathi Nayak	1. Research Scholar, Sri Sri University 2. Professor, Sri Sri University, Cuttack	Generative AI for Predictive Analysis and Sustainability in Stock Market Data	Offline	
08	1. Dr. Krishna Kavitha Acharya 2. Sanjukta Mohanty 3. Dr. Bishnu Prasad Kar	1. Professor, Ajay Binay Institute of Technology, Cuttack, Odisha 2. Asst. Professor, OUTR, Bhubaneswar 3. Assistant Professor Finance, Astha School of Management, Bhubaneswar	Sustainable Strategies and Financial Success: A Statistical Exploration of ESG Metrics and Financial Performance of Nifty 50 Companies	Online	
09	1. Deepti Saksena, 2. Dindoyal Swain 3. Bhagirathi Nayak	Faculty of Management Studies, Sri Sri University, Cuttack	Bridging the Information Gap for Sustainable Rural Development: Evaluating Effective Utilisation of Communication Methods for Women Farmers in Odisha	Offline	
	Open House Discussion				05
	Presentation of memento to the Track Chairperson, Co-Chair person and Rapporteur				02
	Vote of thanks by Session Coordinator,				03
	Group Photo session				03



**ASTHA School of Management
Bhubaneswar**
Two-Day International Conference

On

“Fostering Inclusivity for Future Sustainability: Global Perspective and Local Action”

AGENDA

Date: 28 June 2025 (Saturday)

09.00 AM - 10.15 AM : Registration of Participants

Inaugural Session

- 10.15 AM – 10.20 AM** : Opening Note by Prof. **Ananya Swain**
10.20 AM – 10.25 AM : Welcoming the Guests, Lighting the Lamp & Institutional Prayer.
10.25 AM – 10.35 AM : Welcome Address by **Dr. Bankim Mohanty**, Chief Patron
10.35 AM - 10.45 AM : Theme Address by **Prof. (Dr.) Sharmila Subramanian**, Patron
10:45 AM – 10.55 AM : Address by Guest of Honour- **Shri Pradeep Ghosal**, Head – CSR, Sustainability & Special Projects, TPCODL, Bhubaneswar
10.55 AM – 11.05 AM : Address by Guest of Eminence by **Mr. Masood Alam**, Senior Director Global Program, Alpharetta, Georgia, United States (Virtual)
11.05 AM – 11.20 AM : Address by Chief Guest **Sri Bibhu Prasad Mishra**, Executive Vice President (Corp. Affairs) Jinadal Steel & Power Ltd.
11.20 AM – 11.30 AM : Unveiling of Book of Abstracts
11.30 AM – 11. 40 AM : Guest felicitation
11. 40 AM – 11.50 AM : Vote of Thanks followed by National Anthem

Keynote Session

- 11.50 AM - 12.10 PM** : Keynote Address by- **Prof. (Dr.) Chee Yoong Liew**
University of Malay, Malaysia (Virtual)
12.10 PM - 12.30 PM : Keynote Address by- **Shri Pradeep Ghosal**, Head - CSR,
Sustainability & Special Projects, TPCODL, Bhubaneswar

Track-1

- 12.30 PM - 12.40 PM** : Opening by **Prof.(Dr.) Manit Mishra**, Track Chair
12.40 PM - 12.50 PM : Address by **Prof. (Dr.) Debadutta Das**, Track Co-Chair
12.50 PM - 01.50 PM : Commencement of Track Presentation
01.50 PM - 02.30 PM : **Lunch Break**
02.30 PM - 04.00 PM : Continuation of Track Presentation
04.00 PM - 07.30 PM : **City Visit**
08.00 PM Onwards : **Grand Dinner**

***Poster presentation will be conducted simultaneously on Day- 1 along with Track-1**





**ASTHA School of Management
Bhubaneswar**
Two-Day International Conference

On

“Fostering Inclusivity for Future Sustainability: Global Perspective and Local Action”

AGENDA

Date: 29 June 2025 (Sunday)

Track-2

- 10.00 AM - 10.10 AM** : Expert Talk **Dr. Sana Reynold**, Associate Professor
City University, New York (Virtual)
- 10.10 AM - 10.20AM** : **Opening Address by Prof. (Dr.) Rabi Narayan Subudhi**, Track Chair
- 10.20 AM - 10.30 PM** : Address by **Prof. (Dr.) Bhagirathi Nayak**, Track Co-Chair
- 10.30 AM - 01.00 PM** : Track Presentation
- 01.00 PM - 02.00 PM** : **Lunch Break**

Track-3

- 02.00 PM - 02.10 PM** : Expert Talk by **Santoshi Chander**, Director NSW (Virtual)
- 02.10 PM - 02.20 PM** : Opening Address by **Prof. Sanjay Adalkha** Track Chair
- 02.20 PM - 02.30 PM** : Address by **Prof.(Dr.) Sachi Nandan Mohanty** Track Co-Chair
- 02.30 PM - 05.00 PM** : **Commencement of Track Presentation**

Valedictory Session

- 05.00 PM - 05.10 PM** : Rapporteurs' Report by Prof. Jinasis Mohanty
- 05.10 PM - 05.20 PM** : Expert Talk by **Mr. Krish Pitchumani**
IT Service Management Professional at Emirates (Virtual)
- 05.20 PM - 05.35 PM** : Valedictory Address by Guest of Honour **Dr. Kishore Kumar Das, Professor & Head, Dept. of Commerce , Ravenshaw University Cuttack**
- 05.35 PM - 05.50 PM** : Valedictory Address by Chief Guest **Prof. (Dr.) Bidhu Bhusan Mishra, Hon'ble Vice Chancellor, Sambalpur University**
- 05.50 PM - 06.10 PM** : Award & Certification
- 06.10 PM - 06.20 PM** : Vote of Thanks followed by National Anthem





ASTHA School of Management

1st International Conference: 2025

Two-Day International Conference on “Fostering Inclusivity for Future Sustainability: Global Perspective and Local Action”

1. **Name of the Program** : International Conference
2. **Date** : 28th – 29th June, 2025
3. **Time** : 10.00 AM - 5:30 PM
4. **Venue** : New Auditorium
5. **Convener** : Dr. Bishnu Prasad Kar

Day 1: Saturday, 28 June 2025

The two-day international conference commenced with a warm welcome at ASTHA School of Management, Bhubaneswar. The event brought together distinguished academicians, industry leaders, researchers, and students to deliberate on fostering inclusivity as a pathway toward sustainable development.

Inaugural Session (09:00 AM – 11:50 AM)

The event began with the registration of participants, followed by the Inaugural Session. The opening note was delivered by Prof. Ananya Swain, setting the tone of the conference. The guests were welcomed with a ceremonial lighting of the lamp and institutional prayer. A Welcome Address was presented by Dr. Bankim Mohanty, Chief Patron. Prof. (Dr.) Sharmila Subramanian, Patron, presented the Theme Address, articulating the vision behind the conference. Shri Pradeep Ghosal, Head – CSR, Sustainability & Special Projects, TPCODL, Bhubaneswar, addressed the audience as Guest of Honour. An engaging virtual address was delivered by Mr. Masood Alam, Senior Director, Global Program, Alpharetta, Georgia, and USA. Sri Bibhu Prasad Mishra, Executive Vice President (Corporate Affairs), Jindal Steel & Power Ltd., served as Chief Guest and addressed the gathering. The Book of Abstracts was unveiled, followed by guest felicitation. The session concluded with a Vote of Thanks and the National Anthem.

Keynote Session (11:50 AM – 12:30 PM):

Two eminent keynote speakers shared their insights:

Prof. (Dr.) Chee Yoong Liew, University of Malaya, Malaysia (virtual), delivered a keynote on inclusive and sustainable development. Shri Pradeep Ghosal continued his thought-provoking discussion on CSR and sustainability.

Track-1 Technical Session (12:30 PM – 04:00 PM)

The session began with opening remarks by Prof. (Dr.) Manit Mishra, Track Chair, and Prof. (Dr.) Debadutta Das, Track Co-Chair. A series of paper presentations took place, engaging participants in critical discussions. The session paused for lunch break from 01:50 PM to 02:30 PM. Presentations continued till 04:30 PM.

City visit (05:00 PM to 07:30 PM)

Participants enjoyed a City Visit from 05:00 PM to 07:30 PM. The day concluded with a Grand Dinner from 08:00 PM onwards, providing an informal setting for further networking and exchange of ideas.

Day 2: Sunday, 29 June 2025

Track-2 Session (10:00 AM – 01:00 PM)

The day began with a virtual Expert Talk by Dr. Sana Reynold, Associate Professor, City University, New York. Prof. (Dr.) Rabi Narayan Subudhi, Track Chair, and Prof. (Dr.) Bhagirathi Nayak, Track Co-Chair, delivered the opening address respectively. The session featured scholarly presentations and discussions around inclusivity and sustainability.

Track-3 Session (02:00 PM – 05:00 PM)

A virtual Expert Talk was delivered by Mr. Santoshi Chander, Director NSW. Prof. Sanjay Adalkha and Prof. (Dr.) Sachi Nandan Mohanty opened the session as Track Chair and Co-Chair, respectively. Researchers continued with insightful paper presentations till the evening.

Valedictory Session (05:00 PM – 06:30 PM)

Prof. Jinasis Mohanty presented the Rapporteurs' Report, summarizing the outcomes of the conference. The Valedictory Address was given by Dr. Kishore Kumar Das, Professor and Head, Dept. of Commerce, Ravenshaw University, Cuttack. The Chief Guest, Prof. (Dr.) Bidhu Bhusan Mishra, Hon'ble Vice Chancellor, Sambalpur University, addressed the audience with inspiring remarks.

The session concluded with Awards & Certification distribution followed by a Vote of Thanks and the National Anthem.

Photo :



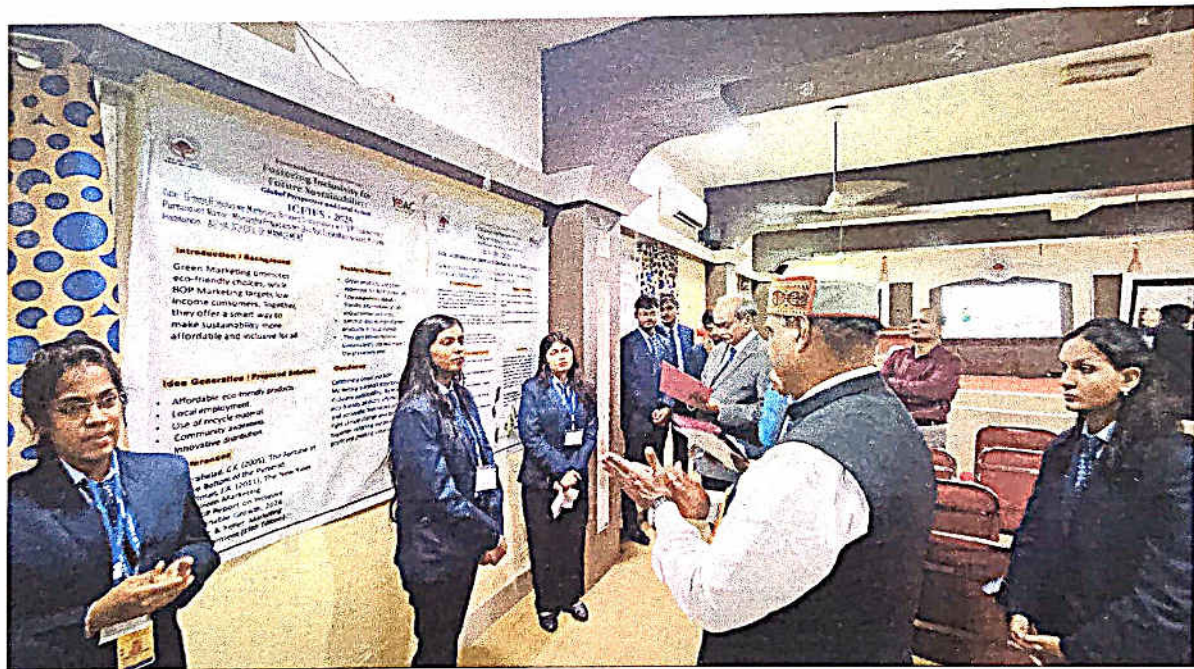
Hon'ble ED-cum-Secretary is addressing the audience on International Conference-2025



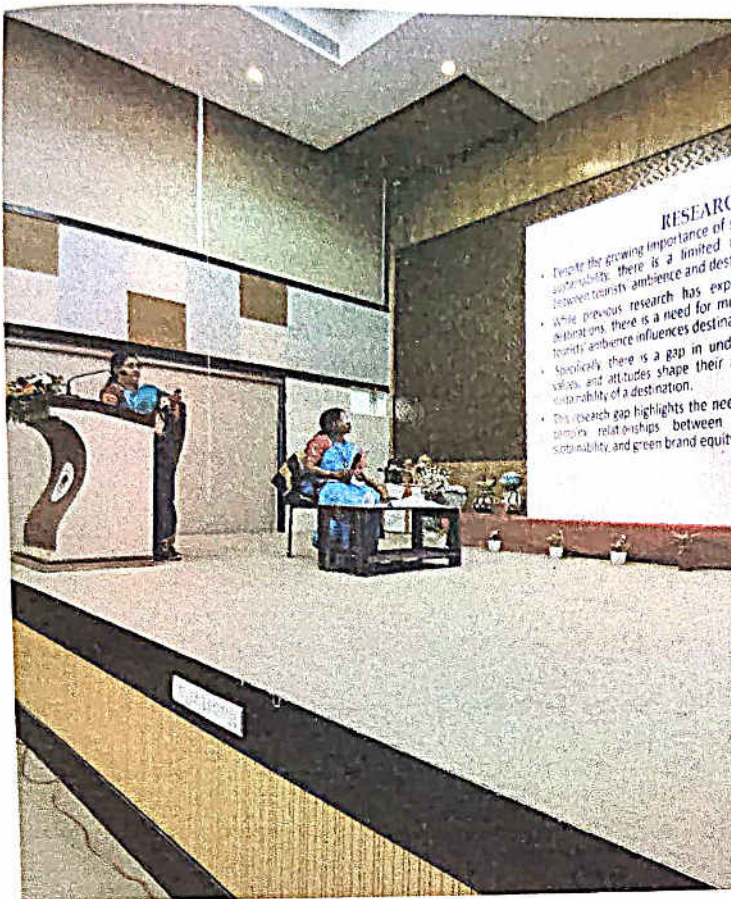
Unveiling of the Book of Abstract on Two-Day International Conference on Fostering Inclusivity for Future Sustainability: Global Perspective and Local Action on 28 June 2025.



The participant is receiving certificate from the Hon'ble Guests on International Conference- 2025.



Students from different institutions and universities participating in Poster Presentation Competition.



Paper presenters presenting their research papers in different sessions in International conference-2025

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Signature of the convener