



Report

International Conference organized by School of Management

on

July 22 and 23, 2022

The School of Management, Centurion University of Technology and Management has successfully hosted the International Conference on “Sustainable Initiatives in Agriculture, Business and Management” on July 22 and 23, 2022 at their Paralakhemundi campus. The participation of Senior University Officials, Dignitaries, Leading Industry Professionals, Scholars, and Academicians from India and Abroad; ably supported by cherry-picked, well-researched, and professionally presented papers from diverse domains enabled the School of Management (SoM) to conclude this mega event with aplomb.

The organizers were appreciated for the seamless conduct of 6 concurrent sessions, 17 plenary sessions, and 1 cultural event besides the grand Inaugural and Valedictory sessions in the High-Tech Auditorium. Undoubtedly, the conference has enlightened academia by bringing in fresh ideas along with rich and scholarly works on sustainability. The two-day event offered a great opportunity for the participants, students, and faculty to interact with successful professionals from several top-notch industries, research, and educational institutions who deliberated and threw light upon novel practices, methods, and measures that can make Agriculture, Business, and Management sustainable. The guest speakers deliberated on diverse areas like Food Supply Chain, FPO Engagement, Agri Entrepreneurship, Wealth Management through Mutual Funds, HR Analytics, Goat Marketing, and Value Chains, ESG Frameworks, Net Zero Emissions from Agriculture, Urban Farming, SHGs, etc. to provide the audience with a novel and data-driven insight into the chosen areas.

The international conference attributes its success to the able leadership of Convenor- Prof J Anil Kumar, Co-Convenors- Dr. Umakanta Nayak, Dr. Debi P Satapathy & Dr. Prajna Pani, ably supported by Steering Committee Members- Dr. Kakani Grihalakshmi, Dr. Tapas Bantha, Dr. Subhramaya Nayak, Dr. Satarupa Modak, all Other Faculty, and Student Volunteers.

The esteemed Chief Guest Shri Sridhar Easwaran, Head-Samunnati Foundation, Bangalore inaugurated the Conference along with Dr. Anita Patra, Registrar, Prof. J Anil Kumar, Associate Dean-MSS School of Agriculture, Dr. Umakanta Nayak, Dean-School of Management, and Dr. S P Nanda, Dean-MSS School of Agriculture of Centurion University.

Convenor Prof J Anil Kumar in his welcome address spoke about the history of Centurion University of Technology and Management, the establishment and achievements of the School of Management, and the unique management programs offered by the university. During his inaugural address, he touched upon the need for improving access of farmers to



inputs like technology, credit, etc, improving farm productivity, and enhancing the market linkage, processing, storage facilities, etc for sustainable agriculture and businesses. Dr. Supriya Pattanayak, Vice Chancellor; Dr. Anita Patra, Registrar; Dr. Umakanta Nayak, and Dr. SP Nanda shared details about the inception of the university, its top-notch infrastructure, unique pedagogy, industry collaborations, placement record, and an enviable reputation among peers.

The eminent speakers from the academics, research, and industry who graced the event included Prof. Victoria Salin, Texas A&M University (Keynote Speaker), USA; Mr. Easwar Sridharan, Head, Samunnati Foundation (Chief Guest); Dr. KP Kaushik (Professor, Arun Jaitley National Institute of Financial Management); Lt Col Ashit Mahapatra (MD & CEO, Agri Link Food Processing Pvt Ltd); Mr. Prafulla K Dhal (GM, Head-CSR, JK Paper Mills); Dr. Nalin Bharti (Professor, IIT, Patna), Dr. Bijaya Barik (Chief Manager, UTI Mutual Fund); Dr. Sajeet Pradhan (Assistant Professor, IIM, Tiruchirapalli); Mrs. Jayanti Mahapatra (Founder & CEO, Manikstu Agro Private Ltd); Dr. Siba P Mohapatra (Dy Director, Amity University, Kolkata); Dr. Amaresh K Nayak (Principal Scientist, NRRI, Cuttack); Mr. Rahul Dixit (Sr Officer, Quest Global); Mr Sanjeev Kumar (Founder, The Goat Trust); Dr. Praveen Singh (Director, Prayag Policy Research and Innovation Institute), Dr. Diganta Mohanty (Dir of Programs, Trickle Up, Asia); Dr. Abhijit Mohanti (Assistant Professor, MIT WPU, Pune) and Mr. Abdul Moshawir (Regional Head-PSL, ICICI Bank). The review committee of the conference received 62 abstracts and 24 full-length papers within the cut-off date. All the online and offline guest speakers have drawn the rapt attention of the audience while conducting the sessions in a very interactive manner. Agri Supply Chain Expert, Mrs. Jayanti's live and engaging talk on Marketing and building sustainable livelihoods for smallholder farmers by training and assisting them with rearing, artificial insemination, feed, and marketing of goats. The papers presented in both the plenary and technical sessions primarily dealt with the innovations and inventions that can improve productivity and profitability in the areas of Agriculture, Business, and Management.

The valedictory addresses of Dr. Debi P Satapathy, PGP-Coordinator, School of Management, Paralakhemundi, and Prof. J Anil Kumar aptly concluded the conference by summing up themes of the conference, acknowledging the efforts of the entire faculty and students at School of Management and stressing upon the conduct of more and more such events in the future.

The Conference ended with these probable outcomes and conclusions:

- ❖ The Conference is certainly a step towards the profitable management of agribusinesses and agri enterprises.
- ❖ The conference was highly applauded for bringing together intellectuals and practitioners of Sustainable Agriculture, Businesses, and Management practices. Their views and discussions changed the perceptions of the audience about sustainability.
- ❖ The plenary session emphasized how small and marginal farmers can achieve scale and profitability by forming a farmer producer company. He also spoke about the criticality of availing quality inputs (including timely and affordable credit), doing mechanized farming,



realizing the better price of the agricultural produce, etc. in improving the household income of the farmers. One of the plenary speakers, a successful Agri entrepreneur emphasized that preservation, processing, value addition, packaging, branding, and marketing of products made of fruits like mango and guava has immense business potential in Odisha and Overseas. During the deliberation, he spoke about the roaring success and acceptance of the PRAN (a Bangladeshi food and beverage brand) in India.

- ❖ The conference also provided an active platform to discuss wealth management opportunities through Mutual Fund investments and how the ESG framework can support sustainable investment in India.
- ❖ This is the only international conference organized by the School of Management Paralakhemundi in the past 4 years which offers a golden opportunity to organize many such debates, discussions, and exposure to recent developments in the areas of Sustainability Studies and issues that can be explored and addressed through such forums.
- ❖ The School of Management may continue to engage with like-minded organizations, industry, and academia while organizing such mega conferences in future.



Inaugural Ceremony: Mr. Sridhar Easwaran and Dr. Anita Patra light the lamps



Getting Ready for the Plenary Sessions



Inaugural Address by Convenor Prof J Anil Kumar



Talk and Interactions by Mr. Sridhar Easwaran, Chief Guest



Odissi Dance Performance by Centurion Public School Students after Day-I Session



Participant Presenting a Paper and receiving participation certificate



Guest Speaker Delivering Online Talk



Mrs. Jayanti, Guest Speaker being Felicitated





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Shaping Lives... Empowering Communities!



Steering Committee members and Convenor being felicitated

Dr. Debi Satapathy delivering the valedictory speech



The School of Management Team