

**NAIPUNNYA INSTITUTE OF MANAGEMENT AND
INFORMATION TECHNOLOGY**

REPORT

ON

INTERNATIONAL CONFERENCE

**“Multifaceted Role of SDGs in Fostering Socio-Cultural
Fabric and Economic Development”**

(January 17, 2024)

Date of event: 17.01.2024
Prepared by: Dr. Antony George
(Programme Convenor)
Approved by: Fr. Dr. Paulachan K J
(Principal)



REPORT

Naipunnya Institute of Management and Information Technology, located in Pongam, Koratty, Thrissur, hosted an international conference on 17th January 2024, centered on the diverse applications of Sustainable Development Goals (SDGs) in nurturing socio-cultural dynamics and fostering economic progress. The conference on “Multifaceted Role of SDGs in Fostering Socio-Cultural Fabric and Economic Development” commenced with an inaugural address delivered by Dr. Justin Paul, a distinguished academician, holding Ph.D. degrees from both the United Kingdom and the Indian Institute of Technology. Dr. Paul, who serves as the Editor-in-Chief of the esteemed International Journal of Consumer Studies (IJCS), commenced the proceedings at 9:30 a.m. within the esteemed confines of the Nivedika Seminar Hall in the Main Block.

Following the inauguration, each department (Department of Commerce, Department of Computer Science, Department of languages and Department of Hotel Management) facilitated keynote presentations by notable experts in their respective fields. This interdisciplinary approach ensured comprehensive exploration and discourse on the multifaceted implications of SDGs. Embracing modernity, the conference adopted a hybrid format, accommodating both physical and virtual attendance. Approximately 250 delegates representing diverse academic institutions congregated to partake in the enriching discussions.

Throughout the day, a total of 115 research papers were presented, addressing a wide array of thematic domains such as renewable and sustainable energy, waste management, environmental sustainability, culture, gender, technology, and hospitality. These scholarly contributions provided valuable insights and perspectives, contributing to the broader discourse on sustainable development.

The culminating event of the conference was the valedictory session, which commenced at 3:15 p.m. under the joint stewardship of Dr. Jacob P M and Dr. Antony George, the conference convener. This session served as an opportunity to acknowledge the collective efforts and intellectual contributions of all participants. Attendees were duly honored with certificates, symbolizing their engagement and commitment to the ideals espoused by the conference. Dr. Antony George concluded the proceedings with a heartfelt expression of gratitude, officially bringing the conference to a close.

The conference collaborated with IJONS (Indian Journal of Natural Sciences), a Web of Science indexed journal, to publish scholarly articles, resulting in 53 publications. Additionally, each department released proceedings specific to their domains.

In essence, the international conference on the Multifaceted Role of SDGs in Fostering Socio-Cultural Fabric and Economic Development served as a platform for scholarly exchange and collaboration, fostering deeper understanding and awareness of the pivotal role sustainable development goals play in shaping our collective future.

Prepared by:



Dr. Antony George
Event Coordinator

Approved by:



Rev. Fr. Dr. Paulachan K.J
Principal



Report – Department wise

PG DEPARTMENT OF COMMERCE -

Department Coordinator: Mr. Varghese Paul

PG Department of Commerce on January 17, 2024 conducted an International conference on the Topic- **Fostering a green economy through the sustainable development goals.** The resource person for the same was Dr. Justin Paul, Ph.D. (U K) Ph.D. (IIT) who is the Editor in chief of international journal of consumer studies(IJCS). There were about 203 delegates from various institutions who were present for the conference. There were paper presentations on different functional areas namely renewable energy, sustainable energy, waste management, environment sustainability etc. The conference was in a hybrid mode in which the department had 17 offline and 10 online presentations. Paper presentations were simultaneously conducted in three different venues of the department. There were six moderators who very well moderated the sessions. Dr. Joy Joseph Puthussery, Dr. E S Jalendran, Dr. Jesney Antony, Dr. Fairouz Asharef, Dr. Remya Cherian and Mr. Shanmugadas were the moderators.

The conference began at 9.30 a.m. with the inaugural session and thereafter the participants moved to different venues for the presentations. The paper presentations ended at 3.15 p.m. followed by the valedictory session presided over by Dr. Jacob PM and the conference convener Dr. Antony George. All the participants were provided with their certificates, and the conference officially ended with a thank you note by Dr. Antony George.

PG DEPARTMENT OF ENGLISH

Department Coordinator: Dr. Viji Vijayan

Report

The PG Department of English of Naipunnnya Institute of Management and Information Technology, Pongam, Koratty, Thrissur organized an international conference on Multifaceted Role of SDGs in Fostering Socio-Cultural Fabric and Economic Development. The conference was inaugurated by Dr. Justin Paul, Editor-in-Chief of the International Journal of Consumer Studies (IJCS) at 9:30 a.m. at Nivedika, Main Block Seminar Hall. After the inaugural ceremony, each department had their own keynote addresses which was delivered by eminent persons from the respective fields. The PG Department of English had Mr. Chench Wangchuk as the resource person. Mr. Wangchuk delivered a lecture on the topic "Exploring Sustainability: A Holistic Perspective in Transforming Society". The resource person discussed the need of transforming the society for the future generations. The session was conducted in online mode. Academicians, research scholars and students from various universities across India participated in the conference. The keynote address concluded at 11:45 a.m. After the keynote address, paper presentations took place in various venues conducted in offline as well as in online mode.



DEPARTMENT OF HOTEL MANAGEMENT

Faculty-in-Charge: Ms. Akhila Thomas

Report on the International Conference held on 17th January 2024 at Department of Hotel Management, NIMIT-Pongam: "Global Perspectives on Responsible and Sustainable Tourism"

The International Conference, themed "The Multifaceted Role of SDGs in Fostering Socio-Cultural Fabric and Economic Development," took place on 17th January 2024 at Naipunnya Institute of Management and Information Technology -Pongam. The conference aimed to explore the diverse impact of Sustainable Development Goals (SDGs) on societal and economic aspects. Dr. Justin Paul, the distinguished Editor-in-Chief of the International Journal of Consumer Studies, graced the event as the keynote speaker.

The main theme of the conference, "Global Perspectives on Responsible and Sustainable Tourism: Challenges, Innovations, and Future Directions," aimed to delve into critical issues in the realm of responsible and sustainable tourism.

Functional Areas covered the following sub-themes:

Sustainable Food Sourcing and reducing hunger.

Innovations in Waste Management and Recycling in the Hospitality Industry.

Hospitality and Food Security: Sustainable Sourcing and Food Waste Reduction.

Gender Equality in Hospitality Employment.

Responsible Consumption and Production in Hospitality.

Water and Energy Efficiency in Hotel Operations.

The conference commenced at 10:30 a.m. IST, in hybrid mode with Ms. Renita Fernandez serving as the emcee, extending a warm welcome to a diverse audience comprising Hotel Management speakers, students, professionals, presenters, panel members across the globe.

The program opened with a soulful prayer song led by Ms. Julin Mary, Asst. Prof., Dept. of Hotel Management, creating a reflective atmosphere for the ensuing discussions. Mr. Robert Fernandez, HOD/Vice Principal-Campus Management, extended a warm welcome, acknowledging the rich legacy of the Department of Hotel Management at Naipunnya.

Ms. Akhila Thomas, Asst. Prof. Dept. of Hotel Management, provided an insightful briefing on the seminar's theme, emphasizing the importance of global perspectives in addressing challenges and fostering innovation in responsible and sustainable tourism.

The technical sessions commenced with Ms. Hadeel Buqrais, a distinguished Human Rights Trainer from Kuwait, who explored responsible tourism from a global standpoint. Her session covered a range of perspectives, including her experiences as a founder of the Human Rights School and the White Peace Line in Kuwait.

Dr. Ajeet Kumar Singh, Director of the School of Hotel Management and Catering Technology at JNU – Rajasthan, led a plenary session. Drawing on over 20 years of experience, Dr. Singh shared expertise in food production, nutrition, and economics in hospitality, emphasizing the significance of sustainable practices and awareness of SDGs.

The conference featured dynamic moderation, with Mr. Jithu Doyal overseeing the online platform and Ms. Julin Mary Jacob managing the offline audience. The hybrid mode of the conference facilitated the participation of more than 150 attendees, creating a diverse and engaging atmosphere.

A total of 25 presenters from reputed institutions across India, along with 7 teachers from the Department of Hotel Management at NIMIT-Pongam, and 3 final-year Hotel Management students showcased their research papers. The diverse range of topics covered in the research papers added depth and perspective to the discussions. The inclusion of 23 papers from contributors across India added depth to the seminar, providing a platform for valuable insights and perspectives.

The online panel, chaired by Dr. Suja P K Asst. Professor & HOD, Sree Sankara Vidyapeetom College and Dr. Sreenish S R, Asst. Professor FISAT Business School contributed valuable insights from their respective institutions. The offline panel was chaired by Dr. Mathew Jose -HOD-Commerce and Mr. Robert Fernandez-HOD-Hotel Management from NIMIT, brought in-depth expertise to the discussions.

The conference concluded with a vote of thanks by Mr. Richi Thomas, Asst. Prof. Dept. of Hotel Management. Event concluded at 3.10 p.m. (IST) and Co-ordinator Ms. Akhila Thomas expressed appreciation for everyone involved, marking the event as a milestone in the journey towards responsible and sustainable development.

The event successfully fostered a commitment to responsible and sustainable practices in the field of tourism, with the offline and online panels providing diverse perspectives.

DEPARTMENT OF COMPUTER SCIENCE

Department Coordinator: Ms. Dhanya G S

Report on International Conference - Multifaceted role of SDGs in fostering socio-cultural fabric and economic development

The Department of Computer Science at Naipunnya Institute of Management and Information Technology, conducted an International Conference on “MULTIFACETED ROLE OF SDGs IN FOSTERING SOCIO-CULTURAL FABRIC AND ECONOMIC DEVELOPMENT” on 17th January 2024 in hybrid mode. The inauguration of the conference was done at the seminar hall in Nivedika at 9.30 a.m. The sub-theme adopted is “Tech Innovations: Shaping the Future Together,” with the objective of bringing industry thought leaders and visionaries together to talk about cutting-edge developments like augmented reality, block chain, artificial intelligence, etc., emphasize the most recent technical developments and how they have affected different businesses, and showcase case studies and success stories that show how technology can change an industry.

Dr. Justin Paul, Editor-in-Chief of the International Journal of Consumer Studies (IJCS), inaugurated the conference in Nivedika's Main Block Seminar Hall at 9:30 a.m. Following the inauguration ceremony, distinguished speakers from each department's field of study gave keynote presentations. Mr. Jayakrishnan S, HoD, Department of Computer Science, NIMIT welcomed the participants and Ms. Siji Jose Pulluparampil, Assistant Professor, Department of Computer Science, NIMIT briefed the profile of resource person. The resource person for computer science, Mr. Lijeesh M. S., Co-Founder, TalPods, Dubai, UAE, delivered a lecture on “Tech Innovations: Shaping the Future Together” in online mode. The resource person discussed the evolution of technology with a presentation. The participants joined the conference in both online and offline modes. Academicians, students, and research scholars from various universities in India and the UK participated in the conference in hybrid mode. The keynote address concluded at 11:15 a.m. Ms. Dhanya G S, Assistant Professor, Department of Computer Science, NIMIT delivered the vote of thanks. Later, paper presentations were conducted offline as well as online. The offline presentations were chaired by Dr. Soni P. M., Assistant Professor, Department of Computer Science, NIMIT, and the online presentations by Dr. Sarika S., Associate Professor, Department of Computer Science, Viswajyothi College of Engineering and Technology, Muvattupuzha.



BROCHURE

**INTERNATIONAL CONFERENCE
ON**

**Multifaceted Role of SDGs in Fostering
Socio-Cultural Fabric and Economic Development**

In Hybrid Mode

17 January 2024



Publication Partner:

Indian Journal of Natural Sciences

**NAIPUNNYA INSTITUTE OF MANAGEMENT
AND INFORMATION TECHNOLOGY (NIMIT)**

(Affiliated to the University of Calicut, Accredited by NAAC with B++, ISO 9001-2015 Certified)

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About NIMIT

Naipunnya was established in 1998 under the Archdiocese of Ernakulam - Angamaly. Naipunnya Institute of Management and Information Technology (NIMIT) was formally inaugurated in 2002, offering a wide array of undergraduate and postgraduate courses under the University of Calicut. NIMIT prioritizes professionalism, discipline, and comprehensive student development.

The name "Naipunnya," meaning dexterity in Sanskrit, reflects its commitment to outstanding teaching, vocational training, and community service. NIMIT's inclusive approach enables students from all backgrounds to unlock their potential. It was the first college in Kerala to offer a regular degree in Hotel Management. NIMIT is certified with ISO 9001-2015 for education standards and received NAAC accreditation with a B++ grade in 2019.



About the Keynote Speaker



Dr. Justin Paul, currently serving as the Editor-in-chief of International Journal of Consumer studies (IJCS), a 45-year-old, global academic journal ranked as A grade by Australian Business Deans Council. A former faculty member at the University of Washington, he holds dual appointments as professor of PhD & MBA programs at University of Puerto Rico, USA and University of Reading, UK. He holds two honorary titles as 'Distinguished Scholar/Distinguished Professor' at Indian Institute of Management (IIM-K), and SIBM, the premier business schools in South Asia.

He is known for being the author/co-author of books such as Business Environment (4th ed), International Marketing, Services Marketing, Export-Import Management (2nd edition), Management of Banking & Financial Services by McGraw-Hill, Oxford University Press & Pearson respectively. Dr. Paul has served and is currently serving as an Associate/Managing Editor with the International Business Review, Journal of Business research, European Management Journal, Journal of Retailing & Consumer services, Asia Pacific Business Review, European Business Review, Small Business Economics, Journal of Strategic Marketing, International Journal of Emerging Markets, The Services Industries Journal and European Journal of International Management.

Overview of the Theme

The Sustainable Development Goals (SDGs), established by the United Nations in 2015, comprise a set of 17 interlinked objectives designed to address pressing global challenges and foster a more sustainable future by the year 2030. These goals span a broad spectrum of issues, ranging from eradicating poverty and hunger to ensuring good health, quality education, gender equality, clean water, and affordable clean energy. The SDGs also aim to promote economic growth, industry, innovation, and infrastructure while reducing inequality within and among nations. Sustainable cities, responsible consumption and production, climate action, life below water, life on land, and the promotion of peace, justice, and strong institutions are integral components of this global agenda.

Crucially, the SDGs recognize the interconnected nature of these challenges, emphasizing that progress in one area is often contingent on advancements in others. The goals underscore the need for collaboration, both within and between countries, to confront shared global challenges effectively. Each goal is accompanied by specific targets and indicators, providing a framework for measuring and monitoring progress. The overarching objective is to create a balanced and equitable world that addresses environmental, social, and economic dimensions, ensuring the well-being of current and future generations. The SDGs serve as a comprehensive blueprint, guiding international efforts toward sustainable development, resilience, and inclusivity on a global scale.

Call for Research Papers

Original research papers related to the role of SDGs in socio-cultural and economic development are invited from students, academicians, research scholars and corporate professionals. Research areas could also be explored in the following sub-themes.

SUB-THEMES

Sub-Theme 1 - Commerce

"Fostering a Green Economy Through the Sustainable Development Goals (SDGs)"

Technical Session Speaker



Dr. Justin Paul, Ph.D. (UK) Ph.D. (IIT)
Editor-in-chief of International Journal of
Consumer studies (IJCS)
Professor of PhD & MBA programs,
University of Puerto Rico, USA and University of Reading, UK



Functional Areas:

1. Renewable Energy
2. Sustainable Agriculture
3. Ecosystem Conservation and Biodiversity
4. Waste Management and Circular Economy
5. Clean Water and Sanitation
6. Sustainable Urban Development
7. Climate Action and Mitigation
8. Sustainable Business and Corporate Responsibility
9. Community Resilience and Empowerment
10. Green Finance and Investment
11. Environmental Education and Awareness
12. Environmental Sustainability

Co-ordinator

Mr. Varghese Paul
Ph: +91 94468 00999

Sub-Theme 2 - Languages

"Exploring Sustainability: A Holistic Perspective in Transforming Society"

Technical Session Speaker



Mr. Chenchu Wangchuk
Asst. Professor, Gedu College of Business Studies
Royal University of Bhutan
Chukha, Bhutan



Functional Areas:

1. Culture, power and inequality
2. Development of gender identity
3. Sociology issues: Language, culture and gender
4. The social construction of gender roles
5. Role of gender in cartoons and commercials
6. Migrant and refugee women and girls
7. Beauty standards and gender
8. Contemporary theories of gender and sexuality
9. Cognitive differences between genders

Co-ordinator

Dr. Viji Vijayan
Ph: +91 90480 73590

Sub-Theme 3 – Computer Science

**“Tech Innovations:
Shaping the Future Together”**

Technical Session Speaker



Mr. Lijeesh M. S.
Co-Founder, TalPods,
Dubai, UAE.



Functional Areas:

1. Cyber Security
2. Blockchain Technology
3. Cloud Computing
4. Wireless Networks
5. Machine Learning and Deep learning
6. Internet of Things
7. Data Science
8. Data Mining and Data Warehousing
9. Image Processing
10. Big data analytics
11. Artificial Intelligence
12. Electronic Materials Science and Technology
13. Energy Storage and Conversion Materials
14. Oxide Semiconductors and Dielectrics
15. Algebra
16. Applied Mathematics
17. Numerical Analysis
18. Probability

Co-ordinator

Ms. Dhanya G. S.
Ph: +91 90202 22255

Sub-Theme 4 – Hotel Management

**“Global Perspectives on Responsible and Sustainable Tourism:
Challenges, Innovations & Future Directions”**

Technical Session Speaker



Ms. Hadeel Buqrais
Human Rights Trainer since 2013
Founder of the Human Rights School in Kuwait in 2017
Founder of the White Peace Line in Kuwait since 2012
Human Rights Defender
Writer and Photographer



Functional Areas:

1. Sustainable Food Sourcing and reducing hunger.
2. Innovations in Waste Management and Recycling in the Hospitality Industry
3. Hospitality and Food Security: Sustainable Sourcing and Food Waste Reduction
4. Gender Equality in Hospitality Employment
5. Responsible Consumption and Production in Hospitality
6. Water and Energy Efficiency in Hotel Operations

Co-ordinator

Ms. Akhila Thomas
Ph: +91 91691 60019

Important Guidelines for submission of research papers

- Abstracts, not exceeding 250 words, should reach NIMIT (conference@naipunnya.ac.in) by **10th December, 2023**.
- Authors must clearly indicate the respective functional area / sub-theme in which their papers could be considered.
- The research paper should include the title, author's name, mailing address, telephone number and e-mail address.
- The paper should be based on original work not yet published, not exceeding 5000 words or 13 pages.
- Full paper should be submitted by **31st December, 2023**.
- All papers should be in English or in the respective language for research in other languages. Research papers should be in MS Word format with Times New Roman font style, 12 font size and 1.5 line spacing. For research in other languages, respective language fonts can be used.
- Papers should not have more than two authors. Each author must register separately. The lead author shall send the paper.
- The registration for the conference can be made by providing the name of the author and co-author if any, mailing address, telephone number, e-mail address, title of the paper, payment particulars etc.
- Authors for the accepted papers for presentation will be notified by email on or before **08th January, 2024**.
- All future correspondence regarding the conference is encouraged through e-mail (**conference@naipunnya.ac.in**).

Registration Fee

Participation only (all categories) : Rs. 200/- per participant

Participation and Paper presentation

Students: Rs.250/- per participant

Research Scholars: Rs.500/- per participant

Academicians: Rs.750/- per participant

Corporate and Foreign delegates: Rs. 1000/- per participant

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Publication Charges

The selected papers will be published in Web of Science with an additional payment.

Processing and publishing charges and the Journal details will be communicated based on the acceptance of publication

All the papers presented in the conference will be published in theme wise proceedings as an edited volume with ISBN number.

Cost of Soft copy of the ISBN proceedings : Rs.100/- per copy

Cost of Hard copy of the ISBN proceedings : Rs.300/- per copy

Bank Account Details :

Account Holder Name : Naipunnya Institute of Management and
Information Technology
Account Number : 0637053000001849
Bank Name : South Indian Bank, Karukutty
IFSC Code : SIBL0000637

For Registration

[CLICK HERE](#) or Scan QR Code



Important Dates

Deadline for abstract submission: **December 10, 2023**

Deadline for full paper submission: **December 31, 2023**

Notification of acceptance of full paper: **January 8, 2024**

CONFERENCE DAY: 17th JANUARY, 2024

Organizing Committee

Dr. Antony George
Assistant Professor,
PG Department of Commerce,
NIMIT

Mr. Varghese Paul
Assistant Professor,
PG Department of Commerce,
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Ms. Akhila Thomas
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Advisory Board

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Scan the QR to join
WhatsApp group of the conference.
Meeting link and updates
will be shared in the group.



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Contact Us

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PHOTOGRAPHS



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