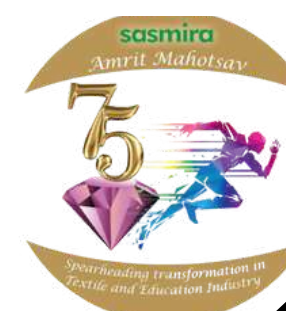




sasmira's
Institute of Management
Studies & Research



**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of Education Initiative)



SASMIRA'S INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

ORGANISES

A NATIONAL CONFERENCE

ON

VIKSIT BHARAT @ 2047: ROLE OF BUSINESS, ARTIFICIAL INTELLIGENCE AND SUSTAINABLE ENVIRONMENTAL PRACTICES

DATE – 28TH FEBRUARY 2026

TIME: 10:00 AM - 5:00 PM

DAY: SATURDAY

MODE: HYBRID



SASMIRA'S INSTITUTE OF MANAGEMENT STUDIES & RESEARCH

**AN INITIATIVE OF THE SYNTHETIC & ART SILK MILLS' RESEARCH ASSOCIATION,
AN APPROVED BODY OF THE MINISTRY OF TEXTILES, GOVERNMENT OF INDIA**

AFFILIATED TO THE UNIVERSITY OF MUMBAI, APPROVED BY AICTE

SASMIRA MARG WORLI, MUMBAI, MAHARASHTRA – 400030

Website : simsr.edu.in

REGISTRATION LINK

[CLICK HERE](#)



ABOUT SASMIRA

The Synthetic & Art Silk Mills' Research Association (SASMIRA) is a cooperative venture of the Man -Made Textile Industry of India. Set up in the year 1950, SASMIRA is responsible for developing and managing the scientific and technological needs of the industries. It is recognized by the Council of Scientific and Industrial Research, under the Ministry of Science & Technology, and is an approved body of the Ministry of Textiles, Government of India.

SASMIRA commenced operations with testing of textiles and then expanded its activities to keep pace with the evolving needs of the man-made textile industry. Over time it further broadened its portfolio to cater to the escalating demands of the emerging technical textiles' industry. Over the seven decades of its existence, SASMIRA has aptly demonstrated its credentials, serving the textile industry and accelerating its growth in the areas of Management and Fashion education.

SASMIRA'S INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH (SIMSR)

Sasmira's Institute of Management Studies and Research located in Worli, Mumbai was established in the year 2010. SIMSR belongs to the family of the seventy-five years old SASMIRA group. The Institute's courses are approved by AICTE and affiliated to the University of Mumbai. The Management programme taught in the Institute is designed with a clear vision of what the future holds for business and industry. Our institute offers courses that strongly emphasize on the challenges faced by business not only in India but also globally. The interactive learning environment at the Institute equips students with rigorous analytical tools for effective managerial decision making. The Institute believes in providing quality teaching by experts skilled at integrating the cutting edge of theoretical knowledge with practical applications. At SIMSR, we strive to craft leaders who will shape the future. We cultivate a community of lifelong learners, arming them with knowledge, skills, and the right attitude to drive positive change.

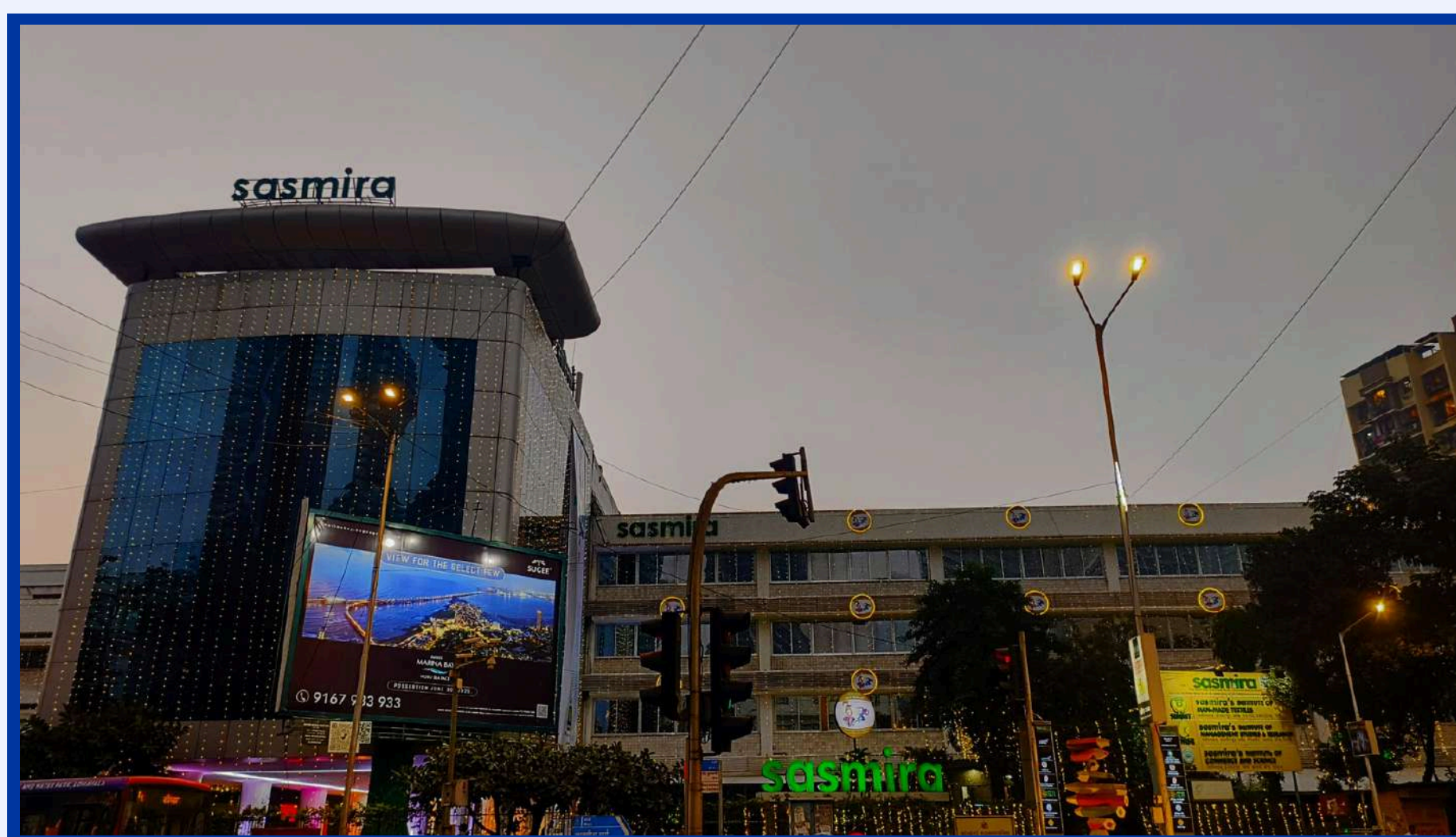
As they embark on their journey, our students are equipped to navigate the complexities of the industry, fueled by creativity, innovation, and a passion for excellence.

VISION:

Empowering tomorrow's leaders through transformative education, sustainable research and ethical leadership. We nurture a diverse community of lifelong learners, equip them with knowledge, skills, and the right attitude to drive a positive change in society.

MISSION:

- To create and nurture socially responsible leaders.
- To foster a culture of academic experience.
- To instill a strong foundation of leadership skills, critical thinking, research ability and strategic decision - making.
- To ensure experiential learning, industry exposure and mentorship to make the students corporate ready.
- To encourage stakeholders' involvement for collaborative development.



ABOUT THE CONFERENCE

The National Conference on “Viksit Bharat @ 2047: Role of Business, Artificial Intelligence, and Sustainable Environmental Practices” aims to explore India’s transformative journey towards becoming a developed nation by its centenary year of independence. The conference provides a multidisciplinary platform to examine how businesses, emerging digital technologies particularly Artificial Intelligence and sustainable environmental strategies can collectively drive inclusive and resilient economic growth. It emphasizes the role of innovation-driven enterprises, ethical AI adoption, and green business models in achieving national development goals.

The deliberations will focus on policy frameworks, industry best practices, and academic research supporting sustainable industrialization and digital transformation. By fostering dialogue among academicians, researchers, industry professionals, and policymakers, the conference seeks to bridge theory and practice. The event aspires to generate actionable insights that align economic progress with social equity and environmental stewardship, contributing meaningfully to the vision of Viksit Bharat @ 2047

OBJECTIVE OF THE CONFERENCE

- To examine the role of businesses and entrepreneurship in achieving the vision of Viksit Bharat @ 2047 through innovation, inclusive growth, and responsible governance.
- To analyze the transformative impact of Artificial Intelligence and emerging digital technologies on business efficiency, competitiveness, and national economic development.
- To explore sustainable environmental practices and green business models that support long-term economic growth while preserving ecological balance.
- To promote interdisciplinary dialogue and collaboration among academia, industry, and policymakers for developing future-ready and sustainable development strategies.
- To encourage research-driven solutions and best practices that integrate AI adoption with ethical, social, and environmental considerations.



DETAILS OF CONFERENCE:

Title	“Viksit Bharat @ 2047 : Role of Business, Artificial Intelligence and Sustainable Environmental Practices”
Date	28 th February 2026
Eligibility	Students, Research Scholars, Academicians and Corporate Professionals
Mode of Delivery	Hybrid

REGISTRATION FEES

Category	Mode	Amount
Research Scholars	Online	Rs. 500 only (Rs. Five Hundred Only)
	Offline	Rs. 1,500 only (Rs. One Thousand Five Hundred Only)
Academicians	Online	Rs. 1,000 only (Rs. One Thousand Only)
	Offline	Rs. 2,000 only (Rs. Two Thousand only)
Corporate Professionals	Online	Rs. 2,000 only (Rs. Two Thousand Only)
	Offline	Rs. 2,500 only (Rs. Two Thousand Five Hundred Only)

Students	Online	Rs. 300/- Only (Rupees Three Hundred Only)
	Offline	Rs. 1,000/- Only (Rupees One Thousand Only)
Best Paper Award	Best paper presentations will be awarded with cash prizes. Winner – Rs. 3,000/- First Runner Up – Rs. 2,500/- Second Runner Up – Rs. 2,000/- Third Runner Up – Rs. 1,500/-	
Abstract and Research Paper Submission Mail Id	conference@simsr.edu.in	
Registration Details	Last Date for Registration 20 th February 2026 Registration Link: https://forms.gle/juHZTtoLcUtSzmoP7	

NOTE: All the participants have to pay registration fees separately



PAYMENT DETAILS:

A/C Name: The Synthetic & Art Silk Mills Research Association

A/C Number – 10865756037

A/C Type – Current

IFSC Code – SBIN0000290

Branch – Worli (North), Mumbai.

QR Code



NOTE:

E – Certificate of Participation will be provided to the participants after the completion of the Conference within two weeks.

PUBLICATION OPPORTUNITIES

All the Research Papers selected for the conference will be published in any one of the following:

- Peer Review International Journal
- ABDC Journal

NOTE:

- Intimation regarding the selection and acceptance status of paper for the publication is subject to the approval from Peer Review Committee of the Journal.
- Charges for the publication will be borne by the participants



GUIDELINES FOR PAPER SUBMISSION:

Abstract	Authors are required to send an abstract of their papers not exceeding 500 words and should precede the text of a paper to mail id - conference@simsr.edu.in
Keywords	Three to five keywords on the title page.
Size and Word Limits	Maximum of 3,000 words excluding References and Abstract.
Format, Length and Style	Paper Title in Capital letter with 14 point font size and Times New Roman Font. The manuscript should be submitted in MS Word document, with 1.5 spacing and 12pt font size for full text, all main and subheadings. Heading and sub- heading in bold. Use 10 font size for footnotes
Order of the Manuscript	Title page, Abstract, Keywords, Introduction, Review of Literature, Research Methodology, Data Interpretation/Analysis, Findings & Conclusion, and References.
Tables and Figures	All tables, charts and graphs should be black & white. Tables must be concise and cited consecutively using Roman numerals in the text (Table 1, Table 2, etc.)
References	American Psychological Association (APA) style
Copyright	Wherever copyrighted material is used, the authors should be accurate in reproduction and obtain permission from copyright holders, if necessary. Research work published in any other journals should not be reproduced or reprinted in any form, either in full or in part, without prior written permission from the Editor/Journal authorities.
Undertaking	The author should mention the undertaking that the manuscript has not been published elsewhere or considered for publication by any other journal. Research article should also accompany another undertaking that the article is the original work of the author(s).

Team will be disqualified if research paper is found plagiarised
A Team should comprise of maximum three members. All the participants have to register individually.

IMPORTANT DATES

Last Date of Abstract Submission	30 th January 2026
Intimation of Acceptance	1 st February 2026
Submission of Full Paper	18 th February 2026
Last Date for Registration	20 th February 2026
Conference Date	28 th February 2026



TOPICS:



FINANCE

- Corporate Finance and Strategic Financial Management
- Investment Analysis and Portfolio Management
- Capital Markets, Derivatives, and Risk Management
- Behavioural Finance and Investor Decision-Making
- Banking, NBFCs, and Financial Sector Reform
- Public Finance, Fiscal Policy, and Financial Inclusion
- FinTech, Digital Payments, and Blockchain Applications
- Business Valuation, Mergers, and Acquisitions
- Sustainable Finance, ESG, and Green Investments
- Financial Reporting, Auditing, and Corporate Governance
- AI in Finance



MARKETING

- Digital Marketing and Social Media Strategies
- Consumer Behaviour and Neuromarketing
- Brand Management and Brand Equity
- Integrated Marketing Communication (IMC)
- Marketing Analytics and Data-Driven Marketing
- International and Cross-Cultural Marketing
- Services Marketing and Customer Experience Management
- Rural and Agri-Marketing, Retail.
- E-Commerce and Omni-Channel Marketing
- AI in Marketing
- Green Marketing and Sustainable Consumption
- B2B Marketing



OPERATIONS

- Operations Strategy and Competitive Advantage
- Supply Chain Resilience and Risk Management
- Lean Management, Six Sigma, and Quality Systems
- Logistics, Warehousing, and Distribution Management
- Technology Applications in Operations (AI, IoT, Robotics)
- Sustainable and Green Operations Management
- Production Planning, Scheduling, and Control
- Service Operations and Capacity Management
- Project Management and Operations Excellence
- Operations Analytics and Data-Driven Optimization



HUMAN RESOURCES

- Talent Acquisition, Retention, and Employer Branding
- Performance Management Systems and Metrics
- Learning, Training, and Development in the Digital Era
- Leadership, Emotional Intelligence, and Team Dynamics
- DEIB (Diversity, Equity, Inclusion, and Belonging)
- Industrial Relations and Labor Laws
- Employee Engagement, Motivation, and Well-Being
- HR Analytics and AI in HR Decision-Making
- Compensation, Rewards, and Strategic Pay Systems
- Managing Remote, Hybrid, and Gig Workforce
- Sustainable HR Practices
- Green HRM



ENTREPRENEURSHIP

- Startup Ecosystems and Entrepreneurial Culture
- Innovation Management and Design Thinking
- MSMEs and Economic Development
- Family Business Management and Succession Planning
- Social Entrepreneurship and Inclusive Growth
- Women Entrepreneurship and Leadership
- Entrepreneurial Finance and Venture Capital
- Business Model Innovation and Scaling Startups
- Government Policies and Support for Startups
- Technopreneurship and Digital Startups
- AI in Entrepreneurship





IT/SYSTEMS

- Digital Transformation and Business Process Automation
- Artificial Intelligence and Machine Learning Applications
- Big Data Analytics and Business Intelligence
- Cyber Security, Data Privacy, and IT Governance
- Cloud Computing and Platform-Based Business Models
- Blockchain Technology and Enterprise Applications
- Internet of Things (IoT) and Smart Systems
- ERP Systems and Enterprise Integration
- Technology Adoption, Innovation, and Change Management
- Ethical Issues in Information Systems and AI Governance



ETHICS, ENVIRONMENT AND SUSTAINABILITY

- Business Ethics and Corporate Social Responsibility (CSR)
- Environmental Management and Climate Change
- Sustainable Development Goals (SDGs) and Business
- Corporate Governance and Ethical Leadership
- ESG Reporting and Sustainability Disclosure
- Ethical Issues in AI, Data, and Technology
- Sustainable Supply Chain and Operations
- Social Impact Measurement and Reporting
- Responsible Consumption and Production Practices
- Green Business Models and Circular Economy

Above Sub themes are indicative, recent topics related to any domain can be submitted for review and presentation.



CHIEF PATRONS

SHRI MIHIR MEHTA, PRESIDENT SASMIRA,
SMT SMITA YEOLE, VICE PRESIDENT SASMIRA

PATRON

DR. ASHOK TIWARI, DIRECTOR GENERAL, SASMIRA
DR. RUPALI MORE, I/C DIRECTOR, SIMSR

CONFERENCE CONVENORS

DR. PRIYANKA SHARMA	DR. VEDIKA SHARMA
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