



**ACROPOLIS FACULTY OF MANAGEMENT AND RESEARCH (AFMR),
INDORE**

Internal Quality Assurance Cell (IQAC)

Report on XIV International Conference – BESTI 2025

***(Business, Entrepreneurship and Sustainability through Technology and
Innovation)***

AFMR's First Evergreen Conference Initiative

Dates: October 10–11, 2025 **Venue:** Acropolis Campus, Indore

The XIV International Conference on “Business, Entrepreneurship, and Sustainability through Technology and Innovation (BESTI 2025)”, organized by the Internal Quality Assurance Cell (IQAC) of the Acropolis Faculty of Management and Research (AFMR), Indore, was successfully held on October 10 and 11, 2025, as the first ever green Conference Initiative under the Acropolis Group’s green academic practices. The two-day event aimed to promote dialogue on sustainable business models, entrepreneurship and technology-driven innovation through an environmentally responsible and digitally enabled conference format. The inaugural ceremony, held at the Dhairya Prabha Auditorium, commenced with a formal welcome by the Director, AFMR, followed by addresses from the Vice Chairman, Group Director and Dean. The ceremony featured three keynote addresses— Mr. Manish Dabkara, Chairman and MD, EKI Energy Services Ltd., spoke on “*Importance of Carbon Markets to Make a Net Zero World*”; Dr. Samapti Guha, Professor, Tata Institute of Social Sciences, Mumbai, delivered a session on “*Social Enterprises: Catalysts for Inclusive and Sustainable Development*”; and Ms. Jeannine Jordan, Senior Data Scientist and AI



Consultant, Ohio, USA, addressed the audience virtually on *“Harnessing AI, Big Data, and Generative Technologies for Sustainable and Impactful Innovation.”* The inaugural session concluded with the release of the *Book of Abstracts*. Post -noon, a pre-conference workshop on *“AI in Research – Innovations, Applications, and Impact”* was conducted by Dr. Dhaval Maheta from Veer Narmad South Gujarat University, Surat, providing valuable hands-on insights into the use of AI tools in academic research.

The second day began with a panel discussion on *“Sustainability and Innovation: Towards Successful Entrepreneurship”* featuring distinguished panelists—Mr. Nilesh Trivedi, Assistant Director, Ministry of MSME, Government of India; Dr. Sanjeevv Khanna, Vice President and COO, Patanjali Ruchi Soya; Mr. Narendra Sen, Founder and CEO, RackBank; and Ms. Anupama Modi, COO, Acropolis Innovation and Incubation Hub, who moderated the session. The afternoon was devoted to three parallel conference tracks that showcased rich academic participation: *Track 1* (Research Paper Presentations), *Track 2* (Online Research Papers and Ph.D. Thesis Presentations), and *Track 3* (Student Digital Poster Presentations). The sessions were chaired by eminent academicians and industry experts — Track 1 was chaired by *Dr. Avadhesh Dalpati* with *Dr. Sandeep Singh* as Co-Chair; Track 2 was chaired by *Dr. Prashant Siddhey* with *Dr. Rajeshwari Gwal* as Co-Chair; and Track 3 was chaired by *Mr. Bhagyesh Dwivedi* with *Dr. Payal Sharma* as Co-Chair. The sessions received extensive contributions on emerging themes such as artificial intelligence, sustainability, entrepreneurship, and digital innovation. The valedictory session, held at Dhairya Prabha Auditorium, included reflections from session chairs and the distribution of certificates and awards. As AFMR’s first-ever Evergreen Conference, BESTI 2025 set a benchmark for sustainable academic practices through its eco-conscious execution, contributing meaningfully to the mission of promoting research, innovation, and sustainability in higher education.

Conference Secretary
Dr Juhi Kamakoty

