The conference was organized with support of Association of Management Development Institutions in South Asia (AMDISA) – a SAARC recognized body, Institute of Management Studies (IMS), Bhutan and the National HRD Network (NHRDN), The Society for International Development (SID), Rajasthan Chapter, CASI Global, ComMutiny, Pravah and Impartus. It was attended by 500 student participants, 30 faculty members, 25 eminent speakers from SAARC and other countries and 53 technical papers were presented which made this two day conference culminate on a highly successful note.

“Many, many thanks Dr. Prabhat for the photographs and also your kind note that you wrote immediately after the Lecture. Each moment was very, very worthwhile. I enjoyed very much the contributions of each one of those who spoke, including yourself, and the Minister. Many thanks for having organized everything so well. Conference Team with you must have worked so hard, to make everything happen so beautifully. Many, many thanks for the very special memories I will cherish and carry with myself. All good wishes.”  By B. K. Sister Jayanti, European Director, Brahma Kumaris World Spiritual University, London
Inaugural Session

The inaugural session of “International Conference on YOUTH – 2025: Harnessing Youth for Development, Sustainability and Happiness: Imperatives and Challenges for SAARC and Emerging Asian Countries” at Jaipuria Institute of Management, Jaipur began with an august gathering in its beautifully decorated auditorium. The session was anchored by Dr. Prerna Jain.

Lamp was lit and the goddess of learning was beckoned to bless the occasion. Shri Sharad Jaipuria, Chairman of Jaipuria Institute of Management (Lucknow, Noida, Jaipur and Indore) welcomed the distinguished guests, participants and all involved people. He articulated on the Power of Youth and said youth needs to play a major role in the development process. He was of the opinion that the coming generations will have lesser opportunities to enjoy natural habitat as the world is getting more mechanized heavily dwelling on technology thus, missing the human face of development.

Introducing the theme of the conference Dr. Prabhat Pankaj, Director, Jaipuria Institute of Management, Jaipur delineated the facts from UN and global reports related to the demographic dividend in context to SAARC nations. He opined that youth can act as a catalyst and it’s power needs to be harnessed in shaping the destiny of the nations for sustainability and happiness.
The Chief Guest of the occasion, Shri Rajpal Singh Shekhawat, Hon’ble Industry Minister, Government of Rajasthan highlighted the importance of happiness in terms of growth and quoted fine examples from Indian mythology. Elaborating further on the theme, he stated that happiness can be derived when growth is multi-dimensional which includes ethics, values along with finance, sustainability and human development.

Delivering the keynote address, B.K. Sister Jayanti, European Director, Brahma Kumaris World Spiritual University, London very lucidly brought out the concept of happiness by relating it with the inner self. Happiness does not lie in external factors it lies within ourselves but, we do not harness it. Citing the studies of Michael W. Eysenck from his book, ‘HAPPINESS-Facts and Myths’, she said neither money nor beauty can bring happiness rather it is fear which is associated with them. The true development is the development of human being and not just of the human. Since we have no other planet to go so, we should make this planet a happy planet. Illuminating more on happiness, she talked about positive psychology, and further stated that happiness is the oxygen of well-being, without it, one would be like sleep walking and not walking actively. In addition to this, Sister Jayanti also dwelt upon Karmic theory, post-truth world, spiritual quotient and towards the end, enlightened the august gathering about how to create and embrace happiness.

“Timely conference on an important theme such as the ‘youth’, who are aptly recognized as the leaders of tomorrow.” By Mr. Ugyen Pelgen, Senior Consultant, Institute of Management Studies, Thimphu, Bhutan

“Great event with lot of new ideas. I must congratulate Director and faculty for creating wonderful teaching environment. Interaction with student reveal their satisfaction level. I am happy to attend this conference with Jaipuria Institute and I look for long time professional association.” By Prof. (Dr.) Dewakar Goel, Director, Indian Aviation Academy, HR Consultant, Switzerland
Befitting the occasion, a Souvenir on the Youth Conference along with two Edited Books:

1. Development, Sustainability & Happiness: Perspectives and Challenges for YOUTH 2025

2. Demonetization: What Lies Ahead for Indian Economy

Both published by Bloomsbury India, was released by the eminent guests and dignitaries. The eminent professor Dr. V. S. Vyas, Former Director IIM Ahmedabad, and Former member Prime Minister’s Advisory board, GOI shared his viewpoints and facts about Demonetization as discussed in the book.

Finally the session culminated with a vote of thanks by the Conference Convener Dr. Prerna Jain.
Plenary Session I: International Panel: Imperatives for SAARC and Emerging Asian Countries

Dr. Shubha Johri anchored the session on Imperatives for SAARC and Emerging Asian Countries and was chaired by Prof. V.S Vyas, Former Director IIM Ahmedabad and Former Member, Prime Minister's Advisory Board, Government of India.

The esteemed panelists representing SAARC countries were: Dr. Tanbir Ahmed, Dean, East West University, Dhaka, Mr. Tenzin Lekphell, CEO, IMS Bhutan, Dr. C Ramakrishnan Executive Director, AMDISA, Dr. Geeta Pradhan, Professor, Tribhuvan University, Kathmandu, Dr. Paresh Seth, Board Member, CASI Global, New York, USA, Dr. Sunil Jacob, State Program Coordinator, UNFPA - Rajasthan, Jaipur.

Prof. Vyas in his opening remarks stated that every policy in the country should be made keeping in mind the youth of the nation. The need is to make education available for all and without any discrimination. He also highlighted that it is always the knowledge you gain and not just the degrees or diplomas that matters. Going ahead he shared that our happiness ultimately revolves around health and hence one should focus upon holistic wellbeing.
The session was then carried forward by Dr. Tanbir Ahmed. Dr. Tanbir focused upon role of vital policies for Sustainable Development. According to him the challenges faced by South Asian countries were poverty alleviation, jobs for youth, agriculture, food security, health, and education. Consistent and unanimous efforts need to be made to uplift the countries out of these challenges and lead the growth and development globally.

The third speaker was Mr. Tenzin Lekphell from Bhutan. In his initial remarks Mr. Tenzin expressed his happiness over the extensive association with Jaipuria Institute of Management in terms of MDP’s and exchange programs. Going ahead he stated that all the SAARC members are a family and Bhutan being a young tiny kingdom looks forward to getting support and guidance from the larger nations. He mentioned that smaller nations look up to larger nations for development and security and hence trust and peace should be focused among larger SAARC members. In Bhutan the only challenge he sees is the increasing desires of youth, which needs to be channelized and the needs to evolve practices for developing and skilling them. He invited young to innovate and come with something new.

Another panelist of the plenary session was Dr. C Ramakrishnan, Executive Director of AMDISA. He began by sharing a brief description about his organization AMDISA which is a recognized SAARC body and the role it’s playing in development of these countries through conferences for economy trade and business practices development. Further, he highlighted that right now every country is focusing on developing merely the economic conditions. However the ground reality is that the basic needs are not fulfilled and hence the need is to emphasize upon the social development and overall well-being of the youth and not just economic growth of the country.
Dr. Paresh Sheth Board member of CASI Global, New York spoke about Sustainability & Employment. He connected sustainability to the Indian “GOW DAAN” which symbolized the ultimate “daan”. The reason is unlimited supply of milk and dung as it has access to unlimited grass and hence when cow was gifted it was like gifting livelihood. He brought forth a capitalistic view on sustainability, which links up the sustainability to economic advantage. India according to him is an infant and we need to look into complete chain of sustainability and CSR. Mr. Sheth gave a lot of interesting examples form corporate world and focused upon how the sustainability ideas are yielding profits for the innovative companies. He stated that sustainability is used as a differentiator to entice the customer. Hence the youth should understand sustainability and work towards innovative organization solutions.

The next panelist Dr. Geeta shared about ‘Youth harnessing in Nepal’. She highlighted upon about the poor economic condition in Nepal and issues of child mortality rate, Infant mortality rate etc. The youth also is moving out regularly for employment and hence measures are needed to harness the youth in the country. She highlighted upon three aspects for development and sustainability: Improvement of health of children and women, education and employment of youth.

The last speaker of the session was Dr. Rajneesh who is a member of UNFPA Rajasthan. He shared the various policies of NITI AAYOG and the need of an integral focus toward sustainability. Dr. Rajneesh shared that our country has an abundance of policies but the main problem arises in the implementation of those policies. Also the issue is not of funds availability but the way we are utilizing the fund which is an issue.

Overall the session was enriching and panelists shared cross country experiences while deliberating upon the need of harnessing youth towards sustainable development. On this occasion Dr. Prabhat Pankaj and Mr. Tenzin from Bhutan released the book titled "The Eternal Knot" which is dedicated to the friendship and bond which exists between India and Bhutan.
Plenary Session II: Towards a Happy World

Dr Swati Soni anchored the session and welcomed the panelists for second plenary session on, “Towards a Happy World”. Prof. R L Raina focused on the need to equip youth with those things which will help them keep happy. He gave the Mantra of 4 G’s, viz. Green, Growth, Globalization and Governance. Then he said happiness will be there if we have mentors who sensitize our youth on green, growth, globalization and governance issues. And these G’s are complimented by 3 C’s i.e. Communication, Capacity building and Conversion.

The next panelist, Mr. Ugyen Pelgen from Bhutan talked about Gross National Happiness (GNH) and told that it is a Development Philosophy given by 4th king of Bhutan. He shared that GNH is more important than GDP because GDP measures everything except the things which make life worthwhile like health of children, quality of education, the beauty of our poetry and compassion. He stressed that county’s development should be measured by the happiness of the citizens.
Dr. Vidu Soni from Manipal University, mentioned that happiness is one of the basic emotions which human beings have and talked about how we can make workplace happy. She said that we need to answer questions like, what organizations can do to make people happier? Do they understand the purpose of organization? etc.

Mr. D P Sharma from UNDP, USA talked about excess use, pros and cons of mobile phones and said these days everybody is hooked to mobiles in morning rather than praying, and mentioned that nothing is permanent except change. He suggested that our day should start with prayers like make me happy, or do not make me the cause of anyone’s unhappiness.

He outlined the severe impact of e-mailing, forwarding messages on what’s App etc. on the environment by contributing to increase in CO₂ emissions.

Dr. D. K. Das from Bihar University mentioned that China is considered manufacturing hub and India is considered great human power and talked about issues related to youth happiness and development. He said that every year there are 12 million young people entering the job market but the capability to provide jobs is only 2 million so in this condition of development any person who is jobless can be happy? He said students have to advance their knowledge to survive and to make possible their sustainability. He concluded by saying that Happiness happens when, what you think, what you say and what you do, are in harmony.

“A very good and novel aspect with tremendous scope for articulation of diverse food for thought and action.” By Dr. C. Ramakrishnan, Executive Director, AMDISA
Dr Ashok Bapna, being the session chair, coordinated the discussion and summarized the whole session. He said there is an urgent need to develop the spiritual quotient in youth for sustainable development of the world.

Technical Session I, II and III

The conference witnessed three technical sessions on Day 1. Faculties and students from different institutes presented their research papers on the themes that focused on Youth, Development, Sustainability and Happiness. The three technical sessions had 24 research papers and the sessions were chaired by Dr. Amrita Sengupta, Faculty at MDI, Murshidabad, Dr. M. L. Mittal, Professor & Head, Department of Management Studies, MNIT, Jaipur and Dr. Nishamani Kar, Professor, Rajiv Gandhi University, Arunachal Pradesh. The Technical Sessions were successfully coordinated by Dr. Lokesh Vijayvargy, Conference Convener.

“Well organized conference, outstanding hospitality to the guests, good learning for the youth to be a good citizen.” By Dr. Tanbir Ahmed Chowdhury, Dean, East West University, Dhaka, Bangladesh
Poster Presentation Session:

Posters were made surrounding the broad theme of the conference. Session witnessed total 18 poster presentations from both internal external participation. Dr. Tanbir Ahmed Chowdhury, Dean, East West University, Dhaka and Dr. Geeta Pradhan, Professor, Tribhuvan University, Kathmandu were the jury members for the poster presentation. Best two teams were selected on the basis content, facts, figures, pictures and presentation style. The students enjoyed the poster presentation and the guests and other participants appreciated it. The session was coordinated by Dr. Anvay Bhargava.
Celebrity Youth Icon: Session with Phogat Sisters

Geeta ne Kaha – Hanikarak se Labhkarak Bapu

Jaipuria Jaipur’s auditorium echoed with the names of the two dhakad Dangal fame sisters Geeta & Babita Phogat who came as Celebrity Youth Icon at the 4th International Conference on Youth-2025. As Geeta & Babita entered they were greeted with the loud cheers. Auditorium was full and people were standing to have the glance of these two ladies. They thanked Jaipuria for inviting them. Babita said, “Film ke asli hero aapke samne khade hai”. Geeta and Babita Phogat witnessed the Jaipuria journey through a video about Jaipuria. Dr. Vandana Sharma hosted the session and Dr. Prabhat Pankaj extended green welcome to the duo.

In the interaction with the audience, the sisters shared their experiences and their life journey so far. Geeta shared that when they started learning the art of wrestling, they were only 13-14 years old. They had only heard from their father about it. Babita told about how they just played it like a game and had no idea about what the future had in store for them. They also shared about the training pressure they were subjected to during their initial years. Getting up at 3.30 AM in the morning was a part of their daily routine and they hated it to the core. They prayed to the almighty that it rains in the morning so that they could get an off. Geeta said, how their father, mother and brothers have contributed in their life and just because of their hard work, persistence and discipline they reached to the top. Further, they emphasised on the fact that the girls need to break through the stereotypical mentality of assuming themselves to be weak. They must be motivated to participate in sports right from their childhood not just to win the medals.
but to build their inner strengths. Babita asked the people to change their thinking towards girls. Girls are no less than boys.

In their advice to students, Geeta said “Hard work karo who bhi discipline ke saath, and apne mata, pita and guru ki advice hamesha follow karo. Audience was eager to have a photograph clicked with them, and selfie queens allowed people to click hundreds of selfies. The students were overwhelmed to see the Phogat sisters and said that it was a dream come true moment to meet them after watching the movie. Their words were really inspiring and we were lucky to have them here.

Plenary Session III: Towards Sustainable Business & Society

The session was chaired by Dr. SP Sharma Chief Economist, PHDCCI, New Delhi and was comprised of eminent panelists Dr. Dewakar Goel, Director Indian Aviation Academy and Mr. Subodh Kumar, General Manager, Alternate Energy and Sustainable Development, Indian Oil Corporation Limited, New Delhi. Dr. Nidhi Vashishth anchored and extended welcome to esteemed panelists.
Dr. S P Sharma in his initial remarks discussed the economic dimensions for sustainable growth in society and cited examples from India and western economies. He talked about wide spectrum of issues like GST and demonetization to explain the economic growth. He outlined various challenges to India’s growth model and identified reforms in labor laws, capital market, MSME as major drivers to sustainable business.

Next panelist Dr. Dewakar discussed the financial and CSR perspective of sustainability. He emphasized that CSR culture need to be adequately supported by financial infrastructure for building long term sustainable developments.

Mr. Subodh Kumar further discussed the Self Sustainability role of business operations moving from compliance to solution driven practices. He also talked about environment sustainability through Carbon footprint reduction, water footprint management, and responsible waste management.

“Very satisfactory, good team, well management.” Prof. Geeta Pradhan, Professor, Tribhuvan University, Nepal

“The conference was student oriented with remarkable consortium of delegates, scholars and esteemed experts brainstorming about significant issues of YOUTH. It was nice to meet and interact with you at Jaipuria Institute of Management. The humble feeling of being appreciated, acknowledged and lauded. Great audience, esteemed organizers and coordinators. The spirit of optimism, hope and happiness was the heart of the Conference. All under the aegis of Prabhat Pankaj Sir! And his diligent team 😊:) Feeling blessed indeed. 😊:)” by his industrious team for makes this conference a successful event of my life. Thanks!” By Ms. Quleen Kaur Bijral, Author of Best Seller The Witch-Some Witch, Partridge/Penguin, Jammu
Session on Meet the Young Authors:

Dr. Elmer Towns has rightly said, if you want to reach the world, reach for the pen. Writing is an extreme privilege, but it’s also a gift. It’s a gift to yourself, and it’s a gift of giving a story to someone. After the Dhakad conversation of Dangal fame girls and an important plenary session on towards sustainable business and society it was time for the Author Chat Session. Host for the afternoon was Dr. Sheenu Jain and author guests for the afternoon were Quleen Kaur Bijral and Mukesh Bhor.

Quleen Kaur Bijral known by the pen name Quleen O Queen is a writer, journalist, musician and an avid lawn tennis player. She works at the Logical Indian- India’s fastest growing online community, as a Bureau Chief (Jammu and Kashmir) to unearth the ignored stories of the region and capture the important issues of the world at large. She was the debut author of the book The Witch Some Witch - damning her and damning me. It’s a crime thriller, mystery novel added with satire which addresses the issues, concerns of the voiceless/helpless people. Though a young author, she has been able to address very sensitive and emotional issues in her novel. This novel has been published by Partridge – Penguin books.

During the author chat session we had another budding writer a bestseller That Untold Story published by Inked Publication Mr. Mukesh Bhor. It’s rare to find a civil engineer turned author, but we were lucky enough to have one amidst us. From the raw field of space, construction and calculation Mr. Bhor has been able to paint a wonderful saga of love, care, promises, struggle and satisfaction. It is indeed a story that touches many emotional chords.

Their books were relaunched during the session. Ms Quleen made a beautiful musical and pictorial presentation on her novel. The presentation was knitted around the
protagonist of the novel named Grace and after going through the presentation we all look forth towards reading the novel.

This was followed by conversation with authors. During the conversation Dr. Sheenu asked set of questions to both authors

- If you were to describe your book in two words. What would those two words be?
- What was the biggest challenge
- What led you to the novel?
- Why did you choose this issue?
- What was the turning point in the novel?
- How long was the journey of writing this novel?
- Do you have any advice for budding authors?
- Who encouraged?
- Do you intend to continue with this journey?

She dealt beautifully with audience questions and described her novel’s character Grace so well.

After hearing this wonderful lady’s saga it was time to hear that untold story.

There is no greater agony than bearing an untold story inside you. Someone has rightly said, if you can tell stories, create characters, devise incidents, and have sincerity and passion, it doesn’t matter a damn how you write, said Mukesh Bhor. He read few extracts from his book and his simple thoughts caught audience fancy. He answered all the questions put forth by Dr. Sheenu beautifully and said we should write every day, anywhere and everywhere and we can draw our inspiration from all around. Having met the young authors we all were energized, activated, and enthused. Who knows that
one of you may be inspired enough to follow the suit and debut with writing or may also join us here tomorrow.

In the end Dr. Sheenu thanked both the young authors Ms. Quleen Kaur and Mr. Mukesh Bhor for sparing time and sharing their wonderful stories. She said, they have clearly given us the message Start writing no matter what……the water does not flow until the faucet is turned on. Just write every day of your life. Read intensely, then see what happens. She said, Dear students, A day will come when the story inside you will want to breathe on its own ………that’s when you will start writing. In the end she said a writer only begins a book…a reader finishes it. Do read their novels.

**Technical Session IV, V and VI**

The conference witnessed three technical sessions on Day 2. The technical sessions were a platform for individuals to share new ideas and also for participants to present new dimensions regarding the role of youth in nation building. Faculties and students from different institutes presented 21 research in the three technical sessions which were chaired by Dr. Seema Joshi, Associate Professor, University of Delhi, Dr. N. D. Mathur, Former Professor, Rajasthan University, Jaipur and Dr. Anil Mehta, Professor, University of Rajasthan, Jaipur. The Technical Sessions were successfully coordinated by Dr. Lokesh Vijayvargy.

**Valedictory Session**

All Good Things Do Come to an End…and so did the Fourth International Youth Conference. The Valedictory session witnessed an exhaustive conference report which recapped the events of the two days-brilliant inaugural session, three power packed plenary sessions, one young authors interaction and the most awaited session of Celebrity Youth Icon of Phogat sisters - Geeta and Babita.
This was followed by distribution of certificates to all delegates who presented papers in the conference.
The award for the Best Paper in Faculty category was given to Ms Meena Menon, Officer at CISF-Hyderabad for her paper on “Youth for Development & Happiness: Lessons from Insurgency Related Conflicts in India.” She received a certificate and a cash prize of Rs. 5000/-

The Best Paper in student category was bagged by Mr. Deepak Kumawat from Commerce College, Jaipur & the title was “Choose to be Happy.” He was awarded with a certificate and a cash prize of Rs. 3000/-.

In the Poster Presentation Competition Ms. Pallavi Maindola and team was adjudged the best team and their theme was on “Unhappy India to Happy India” and won a cash prize of Rs. 2000/- and Ms Ashi Gupta & team was adjudged the second best team and their theme was on “Sustainability” and won a cash prize of Rs. 1000/-

This was followed by an elaborate vote of thanks by Conference Conveners -Dr. Prerna Jain and Dr. Lokesh Vijayvargy and finally closing remarks by the Director, Dr. Prabhat Pankaj.

“It has been a great experience of organizing and attending "4th International Conference on YOUTH 2025. Personally, I think that the conference was very well executed and very successful. Students fully enjoyed the well-organized two day conference with interesting presentation by different well known personalities. The event was a big hit and we were quite lucky to listen to some great speakers during the event. Organizing a professional conference was an energizing and interesting experience. At last I would like to thank Director sir Dr. Prabhat Pankaj, Conference Conveners Dr. Prerna Jain, Dr. Lokesh Vijayvargy, for keeping trust on me and motivating myself and Student Conference Committee 2017 us throughout and all the students for participating, volunteering and making the event a great success.” By Ms. Meenaxi Rajawat, Conference Secretary