



Conference Report

Global Health Management Research Conference GHMRC 2026

Theme: AI for Global Health: Innovation, Integration
and Sustainability

 February 20 - 21, 2026  IIHMR University, Jaipur



LIIHMR UNIVERSITY



INSTITUTE OF HEALTH MANAGEMENT RESEARCH

SCHOOL OF PHARMACEUTICAL MANAGEMENT

MA. MEDICAL SCIENCES & DEVELOPMENT STUDIES

TABLE OF CONTENTS

ACKNOWLEDGMENT.....	2
EXECUTIVE SUMMARY.....	3
BACKGROUND.....	4
INAUGURAL SESSION.....	7
TRACK 1.....	10
TRACK 2.....	12
BUILDING PARTNERSHIP AND COLLABORATION: MOU SIGNING CEREMONY	14
TRACK 3.....	18
TRACK 4.....	20
PAPER, BUSINESS PLANS / CASE STUDIES AND POSTER PRESENTATIONS.....	21
VALEDICTORY SESSION.....	27
AWARD WINNERS.....	30
PROGRAMME SCHEDULE.....	32
CONFERENCE COMMITTEE.....	39

ACKNOWLEDGMENT

The Organizing Committee of PRADANYA – Global Health Management Research Conference (GHMRC 2026) expresses its sincere gratitude to all the distinguished dignitaries, speakers, advisory board members, delegates, and organizing teams whose valuable guidance, encouragement, and support contributed to the successful organization of the conference held at IIHMR University, Jaipur on February 20–21, 2026.

We extend our heartfelt appreciation to Dr. P. R. Sodani, President, IIHMR University, for his visionary leadership and continuous encouragement in advancing global health research and innovation. We also express our sincere gratitude to Dr. Himadri Sinha, Organizing Secretary, GHMRC 2026, for his dedicated leadership and coordination in successfully organizing the conference.

We are deeply grateful to Prof. (Dr.) Pramod Yeole, Vice Chancellor, Rajasthan University of Health Sciences (RUHS), Jaipur; Mr. Arun Kumbhat, Strategic Advisor (Digital Health), Libra Social Research Foundation; and Prof. Ranjit Singh, Vice Chancellor, Shobhit University, Gangoh, Saharanpur (Uttar Pradesh) for their esteemed presence, insightful perspectives, and valuable contributions that enriched the conference discussions.

The Organizing Committee also sincerely acknowledges the guidance and support of the Conference Advisory Board Members, whose expertise and mentorship played a significant role in shaping the academic direction of the conference.

We extend our appreciation to all distinguished speakers, session chairs, and panelists for sharing their knowledge, experiences, and insights across the various thematic sessions of the conference. Their contributions made the discussions intellectually enriching and impactful.

We also convey our heartfelt thanks to all members of the organizing committee, faculty members, administrative staff, and student volunteers of IIHMR University, whose dedication, teamwork, and tireless efforts ensured the smooth conduct of all sessions and conference activities.

Finally, we express our sincere gratitude to all participants, partners, and collaborators for their continuous support and active engagement, which helped make PRADANYA – GHMRC 2026 a successful and meaningful platform for dialogue, collaboration, and innovation in global health management

EXECUTIVE SUMMARY

The PRADANYA – Global Health Management Research Conference (GHMRC 2026) was organized by IIHMR University, Jaipur, on February 20–21, 2026, bringing together a diverse group of stakeholders from academia, industry, government, and the public health sector. The conference served as an important platform for dialogue, knowledge exchange, and collaboration among experts working in the fields of healthcare management, public health, digital health, and emerging technologies.

The two-day conference witnessed the participation of over 475 delegates, including policymakers, academicians, healthcare administrators, industry leaders, researchers, and students from various institutions and organizations. The event was designed to facilitate meaningful discussions on emerging developments in healthcare systems, research advancements, and innovative approaches to addressing global health challenges.

The conference featured a range of academic and professional activities, including an inaugural session, keynote addresses, expert presentations, technical discussions, and a valedictory session. Distinguished speakers from diverse professional backgrounds shared their experiences, research insights, and practical perspectives on strengthening healthcare systems through innovation and collaborative engagement.

One of the key highlights of the conference was the Memorandum of Understanding (MoU) signing ceremony, which emphasized the importance of institutional partnerships in promoting research collaboration, knowledge sharing, and capacity building in healthcare management and digital health.

Throughout the conference, participants engaged in thoughtful deliberations on the evolving role of technology, artificial intelligence, and data-driven decision-making in strengthening healthcare systems and improving health outcomes. The sessions provided valuable insights into emerging opportunities, implementation challenges, and policy considerations related to digital health innovation and the responsible integration of advanced technologies in healthcare management.

The conference concluded with a Valedictory Session, where key reflections from the two days of deliberations were presented and the importance of continued collaboration between academia, industry, and policy institutions was emphasized. Overall, PRADANYA – GHMRC 2026 successfully created a dynamic platform for intellectual exchange, research dissemination, and institutional collaboration, contributing significantly to the advancement of knowledge, innovation, and strategic partnerships in global health management.

BACKGROUND

PRADANYA – Global Health Management Research Conference (GHMRC 2026) is a flagship academic initiative organized by IIMR University, Jaipur, aimed at promoting research dialogue, knowledge exchange, and collaboration among professionals working in the fields of global health, healthcare management, public health, digital health, and health systems research.

The conference serves as an interdisciplinary platform that brings together academicians, policymakers, healthcare administrators, industry leaders, researchers, and students to discuss emerging innovations, research findings, and practical approaches for strengthening healthcare systems. By fostering engagement between academia, industry, and policy institutions, the conference encourages collaborative efforts to address complex and evolving global health challenges.

The 2026 edition of the conference was organized under the theme “AI for Global Health: Innovation, Integration and Sustainability.” The theme reflects the growing role of Artificial Intelligence (AI) in transforming healthcare delivery and health system management. AI technologies are increasingly being used to improve disease surveillance, enhance diagnostic accuracy, support clinical decision-making, and enable predictive analytics for population health management. These innovations have the potential to significantly improve efficiency, accessibility, and quality of healthcare services across diverse settings.

Artificial Intelligence is enabling healthcare systems to move toward more predictive, preventive, and data-driven approaches to healthcare delivery. By leveraging large datasets and advanced analytical tools, AI can help identify health risks, optimize resource utilization, and strengthen health system planning and governance. However, the effective adoption of AI in healthcare also requires strong ethical frameworks, data governance, transparency, and capacity building to ensure that technological innovations translate into equitable and sustainable health outcomes.

Recognizing these opportunities and challenges, GHMRC 2026 aimed to explore the role of Artificial Intelligence in strengthening global health systems while emphasizing innovation, integration, and sustainability. The conference provided a platform for meaningful discussions on emerging technologies, research advancements, policy implications, and implementation strategies for AI-enabled healthcare systems.

To facilitate focused discussions, the conference was structured around **four thematic tracks**, addressing key dimensions of AI-driven transformation in healthcare:

- **Track 1:** Transforming Community Health Through AI and Behavioural Science Integration
- **Track 2:** AI for Sustainable Development, CSR and ESG Performance Measurement
- **Track 3:** AI for Market Access, Forecasting and Pharmaceutical Commercial Excellence
- **Track 4:** AI in Population Health Management and Predictive Care Pathways

In addition to expert sessions and panel discussions, the conference also featured a Call for Papers, inviting researchers, scholars, and practitioners to submit original research papers aligned with the conference theme and tracks. The Call for Papers provided an opportunity for participants to present innovative research, share evidence-based findings, and contribute to scholarly discussions on the role of emerging technologies in healthcare management and public health.

Selected research papers were presented during the conference, providing a platform for academic exchange and encouraging young researchers and professionals to showcase their work in the field of global health and digital health innovation.

Furthermore, the conference included a Poster Presentation Session, where students, researchers, and professionals displayed their research through academic posters. The poster presentations encouraged interactive engagement, enabling participants to discuss research ideas, methodologies, and findings with experts and fellow delegates.

To recognize excellence in research and innovation, Poster Awards were presented to outstanding posters based on criteria such as originality, relevance to the conference theme, methodological rigor, and clarity of presentation. These awards aimed to motivate emerging researchers and promote high-quality research contributions in the areas of global health management and digital health.

By bringing together diverse stakeholders and encouraging research dissemination and collaboration, PRADANYA – GHMRC 2026 contributed to advancing the global dialogue on how Artificial Intelligence and emerging technologies can support the development of resilient, efficient, and sustainable healthcare systems for the future.

CONFERENCE ADVISORY BOARD



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Shri Sudarshan Jain
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CONFERENCE ORGANIZING COMMITTEE

Organising Secretary



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Provost
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Memeber



Dr. Ritu Vashistha
Assistant Professor
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Ms. Kirti Agarwal
Manager (Strategy & Partnerships)
IIHMR University, Jaipur

STUDENT COMMITTEE

First Year

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Snigdha Walia

Sharma Harsh Kuma

Mehul Agarwal

Patel Harshana Jayendrabhai

Aditi Prakash

Pallavi Singh

Khushi Srivastav

Ayushi Gupta

Patil Vaibhav Sanjay

Second Year

Anushree Mishra

Divya Gupta

Tannavi Patle

Shreshtha Sahu

Aastha Misra

Bhavneet Singh

Chidvinath Reddy

Smridhi Gupta

Arnab Chanda

INAUGURAL SESSION

The PRADANYA – Global Health Management Research Conference (GHMRC 2026) commenced with an inspiring Inaugural Session held on February 20, 2026, at IIHMR University, Jaipur. The session marked the formal beginning of the two-day conference that brought together policymakers, academicians, healthcare professionals, industry experts, researchers, and students to deliberate on emerging developments in global health and healthcare management.

The inaugural session began with the ceremonial lighting of the lamp, symbolizing knowledge, innovation, and collective commitment toward strengthening healthcare systems through research and collaboration.

The dignitaries present on the occasion included Dr. P. R. Sodani, President, IIHMR University; Prof. (Dr.) Pramod Yeole, Vice Chancellor, Rajasthan University of Health Sciences (RUHS); Mr. Arun Kumbhat, Strategic Advisor (Digital Health), Libra Social Research Foundation; and other distinguished guests, speakers, and members of the organizing committee.

The session was formally opened with a welcome address by Dr. Himadri Sinha, Organizing Secretary of GHMRC 2026, who welcomed the distinguished guests, keynote speakers, advisory board members, faculty members, and participants. In his address, he highlighted the importance of creating platforms such as GHMRC that encourage interdisciplinary dialogue, research collaboration, and the exchange of innovative ideas to address complex global health challenges.

In his Presidential Address, Dr. P. R. Sodani emphasized the growing importance of Artificial Intelligence and digital technologies in transforming healthcare systems. He noted that AI has the potential to significantly improve healthcare accessibility, efficiency, and quality through data-driven decision-making, predictive analytics, and improved health system management. He also highlighted the need for responsible and ethical implementation of AI technologies to ensure equitable and sustainable healthcare outcomes.

Delivering the Keynote Address, Prof. (Dr.) Pramod Yeole, Vice Chancellor, Rajasthan University of Health Sciences, emphasized the importance of integrating digital health technologies and Artificial Intelligence in medical education, research, and healthcare delivery. He discussed how collaboration between healthcare professionals, researchers, and technology experts can accelerate innovation and strengthen healthcare systems.

Mr. Arun Kumbhat, Strategic Advisor (Digital Health), Libra Social Research Foundation, shared valuable insights on the development of sustainable digital health ecosystems. He emphasized the need for stronger digital infrastructure, data governance, and collaborative partnerships to scale innovative healthcare solutions and improve health outcomes at the population level.

A significant highlight of the inaugural session was the release of the Conference Souvenir, which featured the conference theme, program schedule, speaker profiles, and research contributions associated with the event. The souvenir release symbolized the academic and research-oriented spirit of the conference.

During the session, a book titled “The Pharmaceutical Digital Age: Branding and Social Media Marketing Strategies”, authored by Prof. Sudhinder Singh Chowhan, Shailaja Dwivedi Pathak, and Dr. Rahul Singh Shekhawat, was also officially released by the dignitaries. The book explores the evolving landscape of digital transformation in the pharmaceutical industry, focusing on branding strategies, digital communication, and the growing role of social media in pharmaceutical marketing. The release of the book added significant academic value to the conference by highlighting the intersection of healthcare, digital innovation, and strategic communication.

The inaugural session concluded with the felicitation of dignitaries and speakers, followed by the National Anthem, marking the official commencement of the conference proceedings.



Lamp Lighting Ceremony



*Dr. P.R. Sodani
President
IIHMR University*



*Prof. (Dr.) Pramod Yeole
Vice Chancellor
Rajasthan University of Health Sciences
(RUHS)*



*Mr. Arun Kumbhat
Strategic Advisor (Digital Health)
Libra Social Research Foundation*



Felicitation of Mr. Arun Kumbhat



Felicitation of Prof. (Dr.) Pramod Yeole



Release of Conference Souvenir



Book Release: The Pharmaceutical Digital Age: Branding and Social Media Marketing Strategies

TRACK 1

Theme: Transforming Community Health Through AI and Behavioural Science Integration

The first technical session of PRADANYA – Global Health Management Research Conference (GHMRC 2026) focused on the role of Artificial Intelligence (AI) and behavioural science in strengthening community health systems. The discussion highlighted how data-driven insights, predictive tools, and behavioural approaches can improve decision-making, enhance risk identification, and support frontline healthcare workers.

The session commenced with a welcome address by **Dr. (Col.) Mahendra Kumar**, who emphasized the growing need to integrate emerging technologies with behavioural strategies to improve the effectiveness and reach of healthcare programs at the grassroots level.

Experts from healthcare, industry, and development sectors shared insights on leveraging AI and behavioural interventions to improve health outcomes and strengthen community-level healthcare delivery.

Speaker Sessions

Mr. Paras Nath Sidh (Director – Programs, The Antara Foundation)

Topic: From Data to Decisions at Scale: AI Chatbots and Behavioural Nudges Powering Frontline Learning and High-Risk Care

Mr. Sidh discussed AI-powered chatbots and behavioural nudges that support frontline healthcare workers in improving maternal and child healthcare services through real-time decision support systems.

Dr. Ashwani Aggarwal (Director, PwC India)

Topic: Paradigm Shifts Happening in India's Healthcare Industry

Dr. Aggarwal highlighted the transformation in India's healthcare ecosystem driven by AI and digital platforms improving efficiency and decision-making. He also discussed the growing role of telemedicine and digital health infrastructure in expanding access to quality care. Additionally, he emphasized the importance of public-private partnerships in strengthening healthcare delivery.

Dr. Vivek S. Agrawal (Founder, Centre for Development Communication India)

Topic: From Waste to Wellbeing: How AI and Behavioural Science Can Transform Community Health Systems

Dr. Agrawal discussed how AI-driven systems can optimize healthcare resources and improve infrastructure utilization. He highlighted the integration of behavioural insights with

technology to strengthen community healthcare delivery. He also emphasized data-driven planning to reduce inefficiencies and ensure better allocation of healthcare services.

Mr. Hemant Bhatnagar (Facility Director, Narayana Health)

Topic: AI-Enabled Community Health Ecosystem: Integrating Predictive Intelligence with Behavioral Nudges for Sustainable Impact

Mr. Bhatnagar shared practical insights into how AI technologies are being used in healthcare organizations to enhance service delivery and patient care. He highlighted the role of AI-enabled monitoring systems, predictive analytics, and digital health platforms in improving healthcare outcomes while ensuring efficient resource utilization.

The session concluded with an interactive question & answer segment, followed by the felicitation of speakers. The session ended with a vote of thanks delivered by **Dr. Varsha Tanu**, who appreciated the speakers for their valuable insights and contributions.



*Mr. Paras Nath Sidh
Director – Programs
The Antara Foundation*



*Dr. Ashwani Aggarwal
Director
PwC India*



*Dr. Vivek S Agarwal
Founder, Centre for Development
Communication India*



*Hemant Bhatnagar
Facility Director
Narayana Health*



Track 1: Group Photograph

TRACK 2

Theme: AI for Sustainable Development: CSR, ESG and Performance Intelligence

The second technical session of PRADANYA – Global Health Management Research Conference (GHMRC 2026) focused on the use of Artificial Intelligence (AI) in advancing sustainable development, CSR initiatives, and ESG performance measurement. The discussion highlighted how AI-driven tools can enhance transparency, accountability, and data-driven decision-making.

The session began with a welcome address by **Dr. Goutam Sadhu**, who emphasized the importance of integrating AI with sustainability and governance frameworks to improve impact assessment and align organizational strategies with broader development goals.

Experts from corporate, development, and research sectors shared insights on leveraging AI technologies to strengthen monitoring systems, sustainability reporting, and overall performance measurement.

Speaker Sessions

Mr. Tara Chand (Head -CSR- OakNorth)

Topic: AI and CSR for Sustainable Development

Mr. Tara Chand discussed how Artificial Intelligence can enhance the effectiveness and transparency of CSR initiatives. He highlighted that AI-based analytics can help identify priority areas, track program outcomes, and evaluate social impact, thereby strengthening accountability and ensuring meaningful contributions to sustainable development.

Dr. Chethana Thithahali (Technical Lead (Health)- HCL Foundation)

Topic: Integrating AI into Achieving CSR and SDG Health – Our Experience

Dr. Thirthahalli shared practical experiences from implementing AI-enabled health interventions within CSR programs. She explained how AI-driven tools are being used for health screening, data analysis, and population health monitoring to improve community health initiatives. Her presentation highlighted the importance of leveraging digital technologies to support health-related Sustainable Development Goals (SDGs) and expand the reach of community health programs.

Dr. Srijan Kishore (Manager- Humana People to People India)

Topic: Keeping Humans in the Loop: AI, ESG, and the Risk of Losing Stakeholders' Voice

Dr. Kishore emphasized the need for a human-centered approach in AI adoption for sustainability and ESG monitoring. He highlighted the risks of over-reliance on automated systems and stressed that stakeholder participation and community voices must remain central, with AI serving as a support tool rather than replacing human judgment.

Dr. Neepa Saha Sharma (General Manager & Head-CSR- CESC Limited)

Topic: Convergence of Technological Innovation, Corporate Responsibility and Regulatory Requirements

Dr. Sharma discussed the intersection of technological innovation, corporate responsibility, and regulatory compliance. She highlighted how AI can enhance ESG reporting, environmental monitoring, and compliance through real-time data, while emphasizing the importance of ethical and responsible technology use.

The session concluded with an engaging Q&A discussion, where participants interacted with the speakers and shared their views on the opportunities and challenges of integrating Artificial Intelligence into sustainability, CSR, and ESG frameworks. The session ended with the felicitation of the speakers, followed by a Vote of Thanks by **Dr. Ratna Verma**, who expressed gratitude to the speakers and appreciated the active participation of all delegates.



*Mr. Tara Chand
Head -CSR
OakNorth*



*Dr. Chethana Thirthahalli
Technical Lead-Health
HCL Foundation*



*Dr. Srijan Kishore
Manager
Humana People to People*



*Dr. Neepa Saha Sharma
General Manager & Head-CSR
CESC Limited*



Track 2: Group Photograph

BUILDING PARTNERSHIP AND COLLABORATION: MOU SIGNING CEREMONY

Strengthening institutional partnerships plays a crucial role in promoting innovation, research collaboration, and capacity building in the field of global health management. As part of PRADANYA – Global Health Management Research Conference (GHMRC 2026), IIHMR University, Jaipur, organized a MoU Signing Ceremony to formalize strategic collaborations with leading organizations working across healthcare, research, development, and sustainability sectors.

During the ceremony, a total of **9 MoUs** were formally signed between IIHMR University, Jaipur, and partner organizations, marking an important step toward fostering collaborative engagement between academia, industry, and development institutions. These partnerships reflect a shared commitment to strengthening healthcare systems, promoting interdisciplinary research, and supporting professional development initiatives.

The MoU signing ceremony was graced by the presence of **Dr. P. R. Sodani, President, IIHMR University**, whose visionary leadership has been instrumental in strengthening the university's engagement with national and international institutions. Under his guidance, IIHMR University has consistently fostered collaborative initiatives that bring together academia, industry, and policy institutions to advance healthcare management education and research. His commitment to partnership-driven growth continues to encourage innovation, knowledge exchange, and the development of impactful solutions to address emerging global health challenges.

The session commenced with a Welcome Address by **Dr. Mamta Chauhan, Professor, IIHMR University, Jaipur**, who emphasized the importance of institutional partnerships in addressing emerging healthcare and public health challenges. She highlighted that collaboration between academia and organizations in the healthcare and development sectors plays a vital role in translating research into practice and strengthening healthcare systems. These partnerships promote joint research, training initiatives, and knowledge exchange, contributing to innovation and improved health outcomes.

Collaborating Organisations under the MoU Agreement

1. Bombay Hospitals Trust

Bombay Hospitals Trust is a renowned healthcare institution dedicated to providing high-quality medical services and promoting excellence in healthcare delivery. The collaboration will support research, academic exchange, and training initiatives in hospital and healthcare management.

2. Population Council Consulting Pvt. Ltd.

Population Council Consulting works extensively in public health research and development programs. The partnership will facilitate collaborative research, policy engagement, and knowledge-sharing initiatives in population health and healthcare systems.

3. Fortify Health – Development Consortium

Fortify Health is an international nonprofit organization focused on improving public health through food fortification initiatives. The collaboration will support research and programmatic efforts aimed at improving nutrition and community health outcomes.

4. SIHI (Social Innovation in Health Initiative)

The Social Innovation in Health Initiative promotes innovative solutions to healthcare challenges faced by underserved communities. The partnership will encourage research collaboration and documentation of scalable community health innovations.

5. Strategic Alliance Management Services Private Limited (SAMS)

Strategic Alliance Management Services (SAMS) specializes in talent management and program implementation within the development sector. The collaboration will focus on capacity building, leadership development, and strengthening human resources in healthcare and development programs.

SAMS Social Talent Connect Private Limited (SAMS-STC)

SAMS-STC focuses on strengthening talent development and leadership in the social sector. The partnership aims to enhance skill development, professional training, and career opportunities for students and professionals.

6. Ambuja Foundation – Parivartan Skill Academy

Ambuja Foundation's Parivartan Skill Academy works toward skill development and community empowerment initiatives. The collaboration will support training programs and community engagement initiatives aimed at promoting sustainable development.

7. S. N. Super Speciality Hospital

S. N. Super Speciality Hospital provides advanced medical and specialized healthcare services. The partnership will facilitate collaborative learning opportunities, internships, and applied research in hospital and healthcare management.

8. Foundation for Ecological Security (FES)

The Foundation for Ecological Security works to strengthen ecological sustainability and community-based natural resource management. The collaboration will promote interdisciplinary initiatives linking environmental sustainability with community well-being.

9. Novo Nordisk India Private Limited

Novo Nordisk India Private Limited is the Indian affiliate of Novo Nordisk A/S, a global healthcare company focused on addressing chronic diseases such as diabetes and obesity. The collaboration will support academic–industry engagement, student exposure opportunities, and knowledge exchange through expert interactions and collaborative learning initiatives.

During the MoU signing ceremony, the session was further enriched by the presence of international participants under the Indian Technical and Economic Cooperation (ITEC) programme of the Ministry of External Affairs, Government of India, who were attending a two-week training programme at IIHMR University, Jaipur. As part of their participation in GHMRC 2026, these delegates from different countries also shared their valuable experiences and insights related to healthcare systems, public health challenges, and capacity-building practices in their respective countries. Distinguished speakers **including Dr. Yusuf Sheku Tejan, Dr. Orzui Said, Dr. Rokaya Aitlhaj Nhand, and Dr. Mootez Billah Oueslati** delivered brief addresses during the session, contributing diverse global perspectives and enriching the discussions through cross-country learning and knowledge exchange in the field of global health management.

The MoU signing ceremony concluded with a Vote of Thanks delivered by **Ms. Kirti Agarwal, Manager (Strategy & Partnership), IIHMR University, Jaipur**, who expressed sincere appreciation to the partner organizations for their collaboration and participation. She also acknowledged the efforts of the organizing committee and institutional partners in facilitating these partnerships and emphasized the importance of continued collaboration in advancing research, education, and innovation in global health management.



*Signing of MoU with
Bombay Hospitals Trust*



*Signing of MoU with
Population Council Consulting
Pvt. Ltd.*



*Signing of MoU with
Fortify Health
Development Consortium*



*Signing of MoU with
Ambuja Foundation
Parivartan Skill Academy*



*Signing of MoU with
S.N. Super Speciality Hospital*



*Signing of MoU with
FES*



*Signing of MoU with
Novo Nordisk India Pvt. Ltd.*



*Dr. Yusuf Sheku Tejan
Medical Superintendent Ministry
of Health, Sierra Leone*



*Dr. Orzui Said
Director
Centre for Prevention and
Combatting HIV in Rudaki,
Tajikistan*



*Dr. Rokaya Aithhaj Mhand
Laboratory Scientist
National Institute of Hygiene
Ministry of Health*



*Dr. Mootez Billah Oueslati
Director of Jendouba Nursing School
Tunisian Ministry of Health
Tunisia*



Group Photograph of MoU Signing Ceremony

TRACK 3

Theme: AI for Market Access, Forecasting and Pharmaceutical Commercial Excellence

The third technical session focused on the theme “AI for Market Access, Forecasting and Pharmaceutical Commercial Excellence.” The session highlighted how Artificial Intelligence is transforming the pharmaceutical and healthcare industries by enabling data-driven market strategies, improving forecasting accuracy, and strengthening market access planning. AI-driven tools are increasingly being used to analyse healthcare data, identify demand patterns, and support evidence-based commercial decision-making. These technologies are helping organizations optimize product positioning and respond more effectively to evolving healthcare market dynamics.

The session commenced with a Welcome Address by **Dr. Saurabh Kumar**, who welcomed the speakers and participants. In his remarks, he emphasized the growing role of AI in shaping pharmaceutical market strategies, forecasting demand, and improving healthcare access. The session brought together industry experts who shared insights on how AI technologies are enhancing market access strategies, commercial planning, and workforce readiness in the healthcare sector, highlighting the growing importance of data-driven innovation in the pharmaceutical industry.

Speaker Sessions

Ms. Madhumita Manna (Vice President- Sales & Marketing- Aakaar Medical Technologies)

Topic: AI Powered Strategies Reshaping Pharmaceutical Brand Engagement

Ms. Madhumita Manna highlighted how Artificial Intelligence is transforming pharmaceutical brand engagement and marketing strategies. She explained that AI-driven analytics help organizations better understand market trends, physician engagement, and patient needs. These insights enable companies to design more targeted communication strategies and improve commercial effectiveness.

Mr. Gaurav Rohella (Group Head- Global Pricing & Market Access- Sandoz India)

Topic: Market from Classroom to Career: Market Access opportunities

Mr. Rohella discussed the growing importance of market access in ensuring the availability and affordability of healthcare innovations. He explained how data analytics and AI-supported insights assist in pricing strategies, reimbursement planning, and market entry decisions. He also highlighted career opportunities and skill requirements in this evolving domain.

Mr. Amit Kumar Das (Country HR Lead- Novo Nordisk India)

Topic: Talent Readiness: Demands of Healthcare sector in the era of AI enabled Market Access, Forecasting and Commercial Excellence

Mr. Amit Kumar Das spoke about the changing talent requirements in the healthcare sector with the growing use of Artificial Intelligence. He emphasized the need for professionals to develop skills in data analytics, forecasting, and strategic decision-making. He also highlighted how AI-enabled tools are supporting workforce efficiency and commercial planning.

The session concluded with an engaging Question and Answer segment, where participants interacted with the speakers and discussed the emerging role of Artificial Intelligence in pharmaceutical market access and commercial strategy. The session ended with a Vote of Thanks delivered by **Dr. Sudhinder Singh Chowhan**, who expressed appreciation to the speakers for sharing their valuable insights and experiences.



*Madhumita Manna
Vice President
Sales & Marketing Aakaar
Medical Technologies*



*Gaurav Rohella
Group Head
Global Pricing & Market Access
Sandoz India*



*Amit Kumar Das
Country HR Lead
Novo Nordisk India*



Track 4: Group Photograph

TRACK 4

Theme: AI in Population Health Management & Predictive Care Pathways

The fourth technical session focused on how Artificial Intelligence is transforming population health through predictive analytics, early risk detection, and data-driven healthcare planning. It highlighted the shift from reactive to preventive care using AI-powered tools.

The session began with a welcome address by **Dr. Ram Krishan Chahar**, who emphasized the role of AI in improving disease surveillance, early diagnosis, and decision-making in healthcare systems.

Experts from healthcare technology, data science, and global health shared insights on using AI for predictive modeling, clinical decisions, and population-level health planning.

Speaker Sessions

Prof. Suptendra Sarbadhikari (Chief Medical Information Officer- HlthTek)

Topic: Explainable Artificial Intelligence (XAI) for Population Health Management.

Prof. Sarbadhikari highlighted the need for transparent and interpretable AI models in healthcare to build trust and avoid “black-box” systems. He discussed tools like SHAP, LIME, and Grad-CAM, emphasizing their role in bias detection, compliance, and applications such as predictive modeling, ICU alerts, and risk stratification.

Mr. Gopalakrishna Kuppuswamy (Co-founder- Cognida.ai)

Topic: Designing Predictive Care Pathways Using Practical AI and Decision Intelligence,”

Mr. Kuppuswamy explained the shift to predictive, pathway-based care using AI and decision intelligence. He highlighted applications like early risk detection, ICU alerts, and readmission prediction, while emphasizing the importance of human validation alongside AI-driven decisions.

Mr. K. G. Venkateswaran (Chief Growth & Operations Officer (Asia)- Population Council)

Topic: Building Climate-Resilient Healthcare: Strengthening Evidence Architecture for Reliable

Mr. Venkateswaran emphasized data quality and responsible AI use, noting that predictions depend on reliable data. He discussed challenges like data gaps and bias, and introduced frameworks integrating population and climate data for better decision-making.

Mr. Prafull Kumar Sharma (State Program Lead – Rajasthan- Wadhvani AI)

Topic: Integrating AI into Population Health Management: Opportunities and Challenges in Predictive Care Pathways in Health Systems

Mr. Sharma shared real-world AI applications in public health, including disease screening and risk prediction. He stressed collaboration, bias monitoring, and scaling AI solutions beyond pilots for effective population health management. He also emphasized the importance of aligning AI innovations with public health priorities for long-term impact.

The session concluded with an engaging Q&A segment, where participants interacted with the speakers on the role of Artificial Intelligence in population health management and predictive healthcare. The session ended with a vote of thanks by **Dr. Ritu Vashishtha**, who expressed appreciation to the speakers for their valuable insights and thanked the participants for their active engagement.



*Prof. Suptendra Sarbadhikari
Chief Medical Information Officer
HlthTek*



*Gopalakrishna Kuppuswamy
Co-founder
Cognida.ai*



*K G Venkateswaran
Chief Growth & Operations Officer
(Asia)- Population Council*



*Prafull Kumar Sharma
State Program Lead –
Rajasthan- Wadhvani AI*



Track 5: Group Photograph

PAPER, BUSINESS PLANS / CASE STUDIES AND POSTER PRESENTATIONS

The conference also provided a platform for researchers, academicians, professionals, and students to present their research and innovative ideas through paper presentations, business plans and case studies, and poster presentations. These academic contributions enabled participants to share research findings, discuss practical solutions, and engage in scholarly dialogue related to healthcare management, digital health, and the growing role of Artificial Intelligence in strengthening global health systems.

Participants were invited to submit abstracts outlining the background, objectives, methodology, results, and conclusions of their research work. Selected abstracts were further developed into full papers, business case presentations, and poster displays. These presentations provided an opportunity for participants to present their work before a panel of experts and interact with fellow delegates, encouraging knowledge exchange and collaborative learning.

The research paper presentations covered diverse themes including artificial intelligence in healthcare systems, digital health innovation, healthcare management strategies, population health, and policy perspectives. The presentations facilitated meaningful academic discussions and enabled participants to explore emerging ideas and research findings relevant to the conference theme.

Similarly, the business plan and case study presentations focused on practical healthcare challenges, entrepreneurial approaches, and innovative solutions aimed at improving healthcare delivery, management practices, and digital health ecosystems.

The poster presentation session provided an interactive platform where researchers visually presented their work and engaged with participants and experts in discussions on research ideas, methodologies, and outcomes.

The following sections present the list of accepted abstracts for research paper presentations, business/case study presentations, and poster presentations.

List of Abstracts for Paper Presentation

Sr. No.	Name	Track	Topic	Institute
1	Dr. Ayushi Gupta	1	From Frozen Surveys to Living Communities: How AI and Behavioural Science Are Rewriting the Rules of Community Health	IIHMR University
2	Dr. Kunal Parmar	1	Role of Artificial Intelligence in Urban Road Safety in India: A Public Health Review of Behavioural Compliance and Governance	IIHMR University
3	Dr. Mohini Kanik	1	Availability of Artificial Intelligence–Based Self-Evaluation Tools for Assessing Frontline Health Workers: A Systematic Review	IIHMR University
4	Aditi Prakash	1	Bridging the Implementation Gap: An Integrated AI and Behavioural Science Framework for Community Health Transformation	IIHMR University
5	Lakshya Arora	1	Designing Trust: Behavioural Insights from a Community-Led AI Health Chatbot for Transgender and Gender Diverse Communities in India	Ally Heart
6	Veerdaa Khan	1	Fast but Not Final: The Role of AI Chatbots in Mental Health Analysis	Jamia Hamdard, New Delhi
7	Melina S. Magumbol	1	Canary as a Monitoring and Reporting System for Digital Marketing of Harmful Products	Vital Strategies India Services Pvt. Ltd., New Delhi
8	Dr. Shivani Meena	1	AI-Based Thermal Analysis of the Human Body during Hyperthermia Cancer Treatment	Rajasthan University of Health Sciences, Jaipur
9	Bhupesh Bijarnia	2	An Evaluation of AI-Driven Performance Measurement in Advancing SDG 14: Life Below Water	IIHMR University

10	Harsh Dwivedi	3	The Role of Artificial Intelligence in Strengthening Pharmaceutical Market Access Outcomes and Lifecycle Management	IIHMR University
11	Jitesh Yadav	3	Pharma's New Secret Weapon: Artificial Intelligence	IIHMR University
12	Archi Shukla	3	Clinical Trial Mapping and Disease Classification Analytics Powered by AI for Pharma Commercial Excellence	IIHMR University
13	Patil Vaibhav Sanjay	3	AI-Driven Demand Forecasting Models to Improve Essential Medicine Availability in Emerging Markets	IIHMR University
14	Khan Abdul Rahim, Mohammad Saleem	3	AI-Integrated Village Pharma Hubs: A Sustainable and Scalable Model for Rural Healthcare Delivery	IIHMR University
15	Venna Harsha Vardhan Reddy	4	A Strategic Framework for AI-Powered Cardiovascular Disease Risk Stratification in Rural India	IIHMR University
16	Mohammad Intesar Alam	4	AI-Based Interventions in Maternal and Child Health in Low- and Middle-Income Countries: Focus on India	Armman
17	Dr. Fahad Afzal	4	Comparing Perceptions of AI-Driven Medical Advice for Lifestyle Diseases: A Cross-Sectional Study of Healthcare Workers and the General Population	Jamia Hamdard University, New Delhi
18	Melina S. Magumbol, Nalin Singh Negi et al.	4	AI for Social Good and Health Equity: Tracking Digital Marketing of Harmful Products Targeting Youth and Women	Vital Strategies Public Health Saves

Business / Case Study Presentations

List of Abstracts for Business / Case Presentation

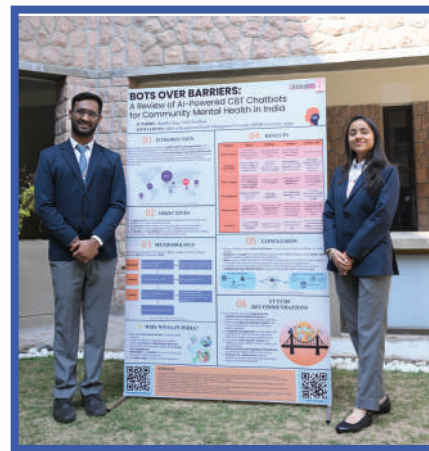
Sr. No.	Name	Track	Title	Institute
1	Bhavyachi Dhawan	1	Managing Urban Environmental Stress through AI-Enabled Population Health Approaches: A Case Study of Delhi	IIHMR University
2	Lakshya Arora	1	Technology and Traction: The Ally Heart Business Case of LGBTQIA+ Healthcare Entrepreneurship	Ally Heart, Delhi
3	Pratyasha Dasgupta	2	AI Regulation with Reference to Risk Prevention Dynamics in Managing Public Health Crisis	IIHMR University
4	Bhushan Chaudhari	3	AI-Based Scheme Effectiveness & Demand Forecasting to Reduce Trade Channel Distortions in Indian Pharma	IIHMR University
5	Aditya Vyas	3	Role of AI Market Access Strategies in Pharma Commercial Excellence	IIHMR University, Jaipur
6	Divya Tyagi	3	Digital Transformation of Inventory Management at Divya Pharmaceuticals	IIHMR University
7	Jyot Kaneriya	3	Accelerating Pharmaceutical Innovation: An Agentic AI Approach for New Product Launch Planning	IIHMR University

Poster Presentations

List of Abstracts for Poster Presentation

Sr No.	Name	Track	Title	Institute
1	Himanshi Agrawal	1	Transforming Community Health Through AI and Behavioural Integration	IIHMR University
2	Rashika Garg	1	Bots Over Barriers: A Review of AI-Powered CBT Chatbots for Community Mental Health in India	IIHMR University
3	Dr. Shadab Sheikh	1	Smart Community Health Management in Rajasthan: Integrating AI & Behavioural Science through CHIP	IIHMR University
4	Dr. Shreya Soni	1	Beyond Algorithms: Merging AI & Human Behavior for Smarter Disease Surveillance	IIHMR University
5	Dr. Pradhyum Dilip Khole	2	AI as Strategic Enabler of SDG-Aligned CSR: Narrative Review	IIHMR University
6	Ayushi Gupta	3	AI Powered Pharma	IIHMR University
7	Mathukumalli Sai Ravi Teja	3	AI as Catalyst for Market Access Optimization & Forecast Accuracy in Pharma	IIHMR University, Jaipur
8	Omkar Jadhav	3	AI in Pharmaceutical Market Access & Demand Forecasting for Chronic Diseases in India	IIHMR University
9	Anisha Agrawal	4	AI in Population Health Management & Predictive Care Pathways	IIHMR University
10	Ankita Jadhav	4	From Data to Dignity: AI as Human Partner in Early Detection & Global Health Management	IIHMR University
11	Dr. Anouska Sachdeva	4	Integrating AI-Based Non-Invasive Anaemia Screening into Hospital OPD Settings	IIHMR University

12	Divya Yadav	4	AI in Population Health Management & Predictive Care Pathways	IIHMR University
13	Geetika Potnuru	4	When Data Thinks Ahead: AI in Population Health Management	IIHMR University
14	Dr. Rajat Yadav	4	Fixing the Front Door: Leadership-Enabled AI and Lean Strategies to Improve Emergency Department Flow in High-Pressure Health Systems	Emergency Physician & Healthcare Leader



Glimpses from paper, business plans/case studies and poster presentations

VALEDICTORY SESSION

The Valedictory Session marked the formal conclusion of the conference and provided an opportunity to reflect upon the key discussions, insights, and academic contributions presented throughout the event. The session brought together distinguished dignitaries, keynote speakers, faculty members, researchers, and participants who had actively contributed to the success of the conference.

The session commenced with an address by **Dr. P. R. Sodani, President, IIHMR University, Jaipur**, who warmly welcomed the esteemed dignitaries, keynote speakers, scholars, and participants present at the conference. In his address, Dr. Sodani expressed his sincere appreciation to the keynote speakers, presenters, organizing committee members, and students for their active participation and valuable contributions that made the conference a meaningful academic gathering. He highlighted the significance of such conferences in promoting dialogue, collaboration, and knowledge exchange among researchers and professionals working in the field of health management. Dr. Sodani also emphasized the growing importance of innovation, research, and emerging technologies, particularly artificial intelligence, in strengthening healthcare systems and improving public health outcomes. He congratulated the organizing team and participants for their efforts in making the conference a successful platform for intellectual engagement and academic excellence.

This was followed by the Presentation of the Conference Report by **Dr. Himadri Sinha, Organizing Secretary of GHMRC 2026, IIHMR University, Jaipur**. Dr. Sinha presented a comprehensive overview of the conference proceedings and shared a brief glimpse of the keynote sessions, panel discussions, and technical tracks conducted during the conference. He highlighted the valuable academic contributions made through research paper presentations, business case studies, and poster presentations, which enriched the conference with diverse perspectives and innovative ideas.

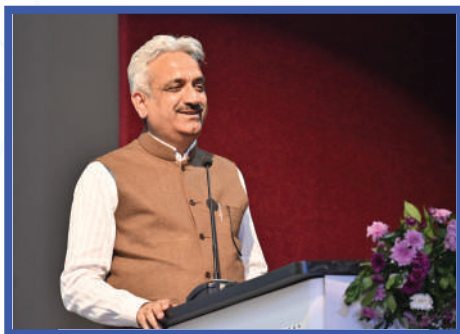
During the presentation, Dr. Sinha also announced the winners of the Research Paper Presentation, Business Case Presentation, and Poster Presentation categories. The winners were recognized for their outstanding academic contributions and innovative research. The awardees were felicitated with **cash prizes, certificates, and mementos**, where the **first prize carried ₹10,000, the second prize ₹7,000, and the third prize ₹5,000** in each category.

The session also featured the **Keynote Address by Prof. Ranjit Singh, Vice Chancellor, Shobhit University, Gangoh, Saharanpur, Uttar Pradesh**. In his address, he appreciated the initiative of IIHMR University in organizing a meaningful academic platform that brings together scholars, researchers, and professionals to share knowledge and innovative ideas in the field of global health management. He emphasized the importance of research, innovation, and interdisciplinary collaboration in addressing emerging healthcare challenges. Prof. Singh also encouraged participants, especially young researchers, to continue

contributing towards strengthening healthcare systems through impactful research and academic engagement.

The session concluded with the Felicitation of the Dignitary, Prof. Ranjit Singh, Vice Chancellor, Shobhit University, Gangoh, Saharanpur, Uttar Pradesh, who was honoured for his gracious presence and valuable contribution to the conference.

Following the formal proceedings, participants enjoyed a vibrant cultural programme featuring captivating performances by artists from Nrityaksha, Ajmer, a renowned dance group known for its expressive storytelling and artistic excellence. The cultural programme brought the conference to a lively and memorable close, leaving participants with enriching experiences and meaningful academic connections.



*Prof. Ranjit Singh
Vice Chancellor
Shobhit University, Gangoh,
Saharanpur, Uttar Pradesh*



Felicitation of Prof. Ranjit Singh



Glimpses of Cultural Extravaganza - Nrityaksha



Student Committee with Prof. Ranjit Singh

AWARD WINNERS

In recognition of academic excellence, awards were presented across three categories— Research Paper Presentation, Business Case Presentation, and Poster Presentation. The first prize in each category carried a cash award of ₹10,000, the second prize ₹7,000, and the third prize ₹5,000. These awards acknowledged outstanding research, innovative ideas, and meaningful contributions made by participants during the conference.

Paper Presentation Winners

Position	Author	Co-authors	Cash Prize
1st Prize	Dr. Fahad Afzal	Garima Dutta	₹10,000
2nd Prize	Venna Harsha Vardhan Reddy	Himani Tripathi, Kothamadhi Yuva Vardhan	₹7,000
3rd Prize	Lakshya Arora	Dr. Kanchan Pawar, Adha Khan, Shayna, Renuka J., U. Swetha	₹5,000

Business Case Presentation

Position	Author	Co-authors	Cash Prize
1st Prize	Jyot Kaneria	—	₹10,000
2nd Prize	Lakshya Arora	Adha Khan	₹7,000
3rd Prize	Divya Tyagi	—	₹5,000

Poster Presentation

Position	Author	Co-authors	Cash Prize
1st Prize	Rashika Garg	Yash Choudhary	₹10,000
2nd Prize	Dr. Shreya Soni	Dr. Prachi Jain	₹7,000
3rd Prize	Dr. Anouska Sachdeva	—	₹2,500
3rd Prize	Mathukumalli Sai Raviteja	Janipelli Bhargav Ram, Chalapathi Sivakrishna	₹2,500



Winners of paper, business plans/case studies and poster presentations

PROGRAMME SCHEDULE

Inaugural Session- Day 1: Friday, February 20, 2026 | 10:00-11:30

Time	Session	Speaker/Role
10:00-10:05	Lighting of the Lamp	-
10:05-10:15	Welcome Address	Dr. P.R. Sodani, President, IIHMR University, Jaipur
10:15-10:30	About the Conference	Dr. Himadri Sinha, Organizing Secretary, GHMRC 2026
10:30-10:45	Keynote Address	Prof. (Dr.) Pramod Yeole, Vice Chancellor, Rajasthan University of Health Sciences
10:45-11:00	Keynote Address	Mr. Arun Kumbhat, Strategic Advisor (Digital Health), Libra Social Research Foundation
11:00-11:15	Release of Conference Souvenir	-
11:15-11:25	Felicitation of Dignitaries	-
11:25-11:30	National Anthem	-

Tea Break (11:30-12:00)

Track 1

Day 1: Friday, February 20, 2026 | 12:00-13:00

Theme: Transforming Community Health Through AI and Behavioural Science

Integration

Time	Session	Speaker/Role
12:00-12:05	Welcome	Dr. (Col.) Mahender Kumar, Professor IIHMR University, Jaipur
12:05-12:15	Speaker	Mr. Paras Nath Sidh, Director (Programs) The Antara Foundation
12:15-12:25	Speaker	Dr. Ashwani Aggarwal, Director PwC India
12:25-12:35	Speaker	Dr. Vivek S Agarwal, Founder Centre for Development Communication India
12:35-12:45	Speaker	Mr. Hemant Bhatnagar, Facility Director Narayana Health
12:45-12:50	Questions & Answers	-
12:50-12:55	Felicitation of Speakers	-
12:55-13:00	Vote of Thanks	Dr. Varsha Tanu, Associate Professor IIHMR University, Jaipur

Lunch Break (13:00-14:00)

Track 2

Day 1: Friday, February 20, 2026 | 14:00-15:00

Theme: AI for Sustainable Development, CSR & ESG Performance Measurement

Time	Session	Speaker/Role
14:00-14:05	Welcome	Dr. Goutam Sadhu, Professor IIHMR University, Jaipur
14:05-14:15	Speaker	Mr. Tara Chand, Head (CSR) OakNorth
14:15-14:25	Speaker	Dr. Chethana Thirthahalli, Technical Lead (Health) HCL Foundation
14:25-14:35	Speaker	Dr. Srijan Kishore, Manager Humana People to People India
14:35-14:45	Speaker	Dr. Neepa Saha Sharma, General Manager & Head (CSR) CESC Limited
14:45-14:50	Questions & Answers	-
14:50-14:55	Felicitation of Speakers	-
14:55-15:00	Vote of Thanks	Dr. Ratna Verma, Associate Professor IIHMR University, Jaipur

Tea Break (15:00-15:30)

MOU Signing Ceremony

Day 1: Friday, February 20, 2026 | 15:30-17:00 - Building Partnership and Collaboration

Time	Session	Speaker/Role
15:30-15:35	Welcome	Dr. Mamta Chauhan, Professor IIHMR University, Jaipur
15:35-15:50	Building Partnership and Collaboration	Dr. P.R. Sodani, President IIHMR University, Jaipur
15:50-16:55	MOU Signing Ceremony	-
16:55-17:00	Vote of Thanks	Ms. Kirti Agarwal, Manager (Strategy & Partnership) IIHMR University, Jaipur

Tea Break (17:00-17:30)

Gala Dinner – 19:30 Onwards, Peacock Garden

Track 3

Day 2: Saturday, February 21, 2026 | 10:00-11:00

Theme: AI for Market Access, Forecasting & Pharma Commercial Excellence

Time	Session	Speaker/Role
10:00-10:05	Welcome	Dr. Saurabh Kumar, Associate Professor IIHMR University, Jaipur
10:05-10:20	Speaker	Ms. Madhumita Manna, Vice President (Sales & Marketing) Aakaar Medical Technologies
10:20-10:35	Speaker	Mr. Gaurav Rohella, Group Head (Global Pricing and Market Access) Sandoz India
10:35-10:45	Speaker	Mr. Amit Kumar Das, Country HR Lead Novo Nordisk India
10:45-10:50	Questions & Answers	-
10:50-10:55	Felicitation of Speakers	-
10:55-11:00	Vote of Thanks	Dr. Sudhinder Singh Chowhan, Associate Professor IIHMR University, Jaipur

Tea Break (11:00-11:30)

Track 4

Day 2: Saturday, February 21, 2026 | 11:30-13:00

Theme: AI in Population Health Management & Predictive Care Pathways

Time	Session	Speaker/Role
11:30-11:35	Welcome	Dr. Ram Krishan Chahar, Associate Professor IIHMR University, Jaipur
11:35-11:50	Speaker	Prof. Suptendra Sarbadhikari, Chief Medical Information Officer, HlthTek
11:50-12:05	Speaker	Mr. Gopalakrishna Kuppaswamy, Co-founder Cognida.ai
12:05-12:20	Speaker	Mr. K G Venkateswaran, Chief Growth and Operations Officer (Asia) Population Council
12:20-12:35	Speaker	Mr. Prafull Kumar Sharma, State Program Lead (Rajasthan) Wadhvani AI
12:35-12:45	Questions & Answers	-
12:45-12:55	Felicitation of Speakers	-
12:55-13:00	Vote of Thanks	Dr. Ritu Vashista, Assistant Professor IIHMR University, Jaipur

Lunch Break (13:00-14:00)

Valedictory Session

Day 2: Saturday, February 21, 2026 | 14:00-16:30

Time	Session	Speaker/Role
14:00-14:10	Welcome Address	Dr. P.R. Sodani, President IIHMR University, Jaipur
14:10-14:25	Presentation of Conference Report	Dr. Himadri Sinha, Organizing Secretary, GHMRC 2026 IIHMR University, Jaipur
14:25-14:40	Keynote Address	Prof. Alpana Kateja, Vice Chancellor University of Rajasthan
14:40-15:05	Keynote Address	Prof. Ranjit Singh, Vice Chancellor, Shobhit University Gangoh, Saharanpur, Uttar Pradesh
15:05-15:20	Presentation of Awards	-
15:20-15:30	Felicitations of Dignitaries	-
15:16:30	Cultural Extravaganza	-

Tea Break (16:30-17:00)

CONFERENCE COMMITTEE

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