



VELS 

INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
(Deemed to be University Estd. u/s 3 of the UGC Act, 1956)
PALLAVARAM, THALAMBUR, PERIYAPALAYAM - CHENNAI



**PROCEEDINGS OF THE TWO-DAY
NATIONAL SEMINAR
ON
INDIAN ECONOMIC PROGRESS
TOWARDS ACHIEVING THE SDGs**

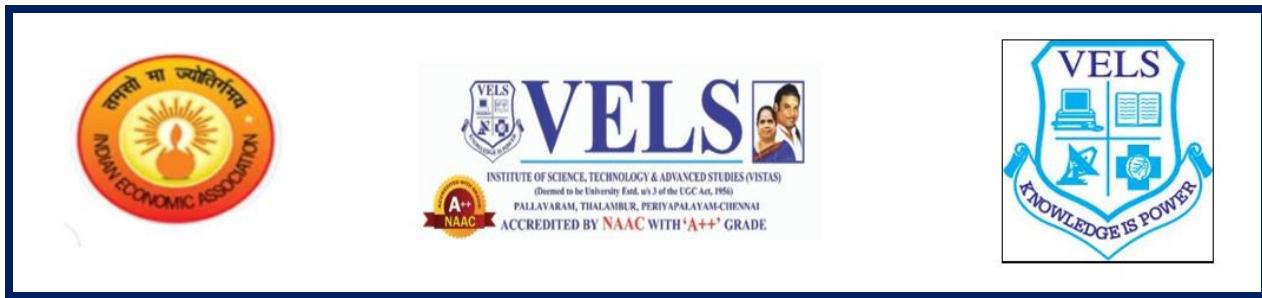
**IN COLLABORATION
WITH
INDIAN ECONOMIC ASSOCIATION**

25th and 26th April 2025

**Organized by
Department of Economics**

**School of Commerce and
Economics
VISTAS**

Pallavaram, Chennai - 600117



PROCEEDINGS OF THE TWO-DAY NATIONAL SEMINAR

ON

INDIAN ECONOMIC PROGRESS TOWARDS ACHIEVING THE SDGs

April 25th and 26th 2025

in Collaboration

With

Indian Economic Association



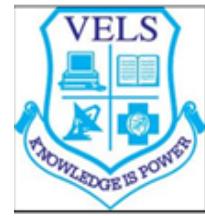
Organized by

Department of Economics

School of Commerce and Economics

VISTAS

Pallavaram, Chennai - 600117



EDITORS DETAILS

2 DAYS NATIONAL SEMINAR ON INDIAN ECONOMIC PROGRESS TOWARDS ACHIEVING THE SDGs

Editor – in – Chief

Dr.A.Jothi Murugan

President - IEA 108 Conference

Editors

Dr. B.P.Chandramohan

Director, School of Commerce and Economics

Dr. S. N. Sugumar

Deputy Director, School of Commerce and Economics

Dr. S. Chandra Chud

Professor & Head, Department of Economics

Editorial Team

Dr.S. Preetha, Professor, School of Management Studies

Dr.S.Sudha, Professor, School of Management Studies

Dr.G.Amutha, Associate Professor, School of Management Studies

Dr.R.V.Suganya, Associate Professor, School of Commerce and Economics

Dr.Suvarna Raagavendaran, Assistant Professor, School of Commerce and Economics

Note: All rights reserved. No part of this publication may be reproduced, stored in or introduced into a retrieval system, or transmitted in any form or by any means (electronic, mechanical, photocopying, recording or otherwise), without the prior written permission of the publisher. This book is sold subject to condition that it shall not be resold, lent, hired out or otherwise circulated without the express prior consent of the publisher.

ISBN: 978-93-342-7864-4

Published and Printed by School of Commerce and Economics, VISTAS, Chennai

205	ANALYSING THE COMPLEXITY OF EXIM DOCUMENTATION IN THE INTERNATIONAL BUSINESS AND ITS IMPACT MR.R VIJAY KUMAR & Dr B KALAIYARASAN
206	Indian Economic Progress Towards Achieving the Sustainable Development Goals MRS.T.Krishnaveni
207	Workplaces that Work: How DEI is Fuelling India's Progress Toward the Sustainable Economic Growth Ms.Meenatchi M.B. & Dr. D. ANITHA KUMARI
208	A STUDY ON IMPORT & EXPORT PROCEDURE AND DOCUMENTATION Mr. SIVARAJ. S & Dr. D. ANITHA KUMARI
209	Redefining Security Guarding Roles in Tourism: A Post-Pandemic Perspective Mr.ANEESH K.S.
210	OPTIMIZING INBOUND AND OUTBOUND LOGISTIC TO IMPROVE WAREHOUSE EFFICIENCY LOHITHA .V & MRS. P.C. SARANYA
211	ANALYZING THE IMPORTANCE OF FREIGHT FORWARDING DOCUMENTATION IN FACILITATING SMOOTH CUSTOMS PROCESSES Ms.ARJUN M & Dr. D. ANITHA KUMARI
212	A COMPREHENSIVE OF INDIA CEMENTS AND ITS INTERNATIONAL LOGISTICS OPERATIONS Ms.SIBI CHAKKARAVARTHY P & Dr. D. ANITHA KUMARI
213	AIR CUSTOMS CLEARANCE PROCESSING TIME ANALYSIS Mr.R BUVANESH & Dr D ANITHA KUMARI
214	UNLOCKING FINANCIAL INDEPENDENCE: A CATALYST FOR WOMEN'S EMPOWERMENT AND SUSTAINABLE DEVELOPMENT Mrs. SHEENA V R & DR. M.MURUGANATHAN
215	Reviving India's Manufacturing Sector: A Key to Sustainable Development Goals Ms.Dayana Lalan K & Dr. V Shanthi
216	IMPACT OF WORKING CAPITAL MANAGEMENT IN FINANCIAL PERFORMANCE WITH REFERENCE TO TAMILNADU NEWSPRINT AND PAPER LIMITED Mr. Harenavaneeth D & Dr. Amutha G
217	INDIA'S PATH TO ENVIRONMENTAL SUSTAINABILITY: A REVIEW OF SDG 13 AND SDG 15 IMPLEMENTATION Mr.S. Rajesh Khanna ,A.Omprakash & A.Abdulraheem
218	A STUDY ON SERVICE QUALITY PROVIDED BY FREIGHT FORWARDER IN IMPORT AND EXPORT OPERATIONS Mr.KIRAN KUMAR R & Dr. D. ANITHA KUMARI
219	DIGITAL TRANSFORMATION OF AIR CUSTOMS CLEARANCE.A STUDY ON REDUCING DELAY THROUGH TECHNOLOGY Mr.B ASWIN & Mrs. P C SARANYA
220	Gender equality integration: How HRM Promotes Women's Empowerment and SDG Achievement Ms.Divya Chandran & Dr.P. Vijayashree
221	A STUDY ON CHALLENGES FACED BY FREIGHT FORWARDERS SAIRAM K & MRS P.C.SARANYA
222	CALLENGESS FACED BY THE EXPORTERS Mr.DHARSHAN S & Dr. D. ANITHA KUMARI
223	A Study on Challenges and Opportunities in the Digital Transformation of SMEs in India Ms.S. Rajeswari & Dr. D. Anitha Kumari

Challenges Faced by The Exporters

Dharshan S¹, Dr. D. Anitha Kumari²

¹mba-2nd Year, ²associate Professor & Programme Coordinator,
Mba Shipping And Logistics Management, VISTAS

Abstract

This project investigates the challenges faced by exporters, focusing on practical implications and industry insights. Key issues include complex export procedures, lack of awareness of international regulations, fluctuating foreign exchange rates, delayed payments, and inadequate infrastructure. Using both primary and secondary data, the study explores how these barriers affect performance, particularly for small and medium-sized enterprises (SMEs). It also examines the role of government policies and trade agreements in either facilitating or hindering export activities. The research highlights limited access to financial support, technological gaps, and insufficient training. The study concludes with recommendations for digitalization, improved trade facilitation, and capacity-building programs to enhance export competitiveness.

Keywords: *Export challenges, international trade, logistics, customs procedures, trade barriers, export financing.*

A Study on Challenges and Opportunities In The Digital Transformation of SMEs In India

S. Rajeswari¹, Dr. D. Anitha Kumari²research Scholar, School Of Management²associate Professor And Programme Coordinator, Mba Shipping And Logistics Management, VISTAS

Abstract

This study explores the challenges and opportunities of digital transformation among Indian SMEs. Despite initiatives like 'Digital India,' SMEs face barriers such as inadequate funding, poor digital infrastructure, lack of skilled workforce, and cybersecurity concerns—particularly in rural and semi-urban areas. However, digitalization offers benefits like enhanced efficiency, market expansion, better customer engagement, and data-driven decisions. Adoption of e-commerce, digital payments, and cloud solutions can significantly boost competitiveness. Using a descriptive research design and secondary data, this study highlights the need for targeted policies, capacity-building programs, and infrastructure development. It aims to guide policymakers and industry leaders in enabling SMEs to thrive in India's growing digital economy.

Keywords: *Digital Transformation, Small and Medium Enterprises (SMEs), Challenges, Opportunities.*