



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

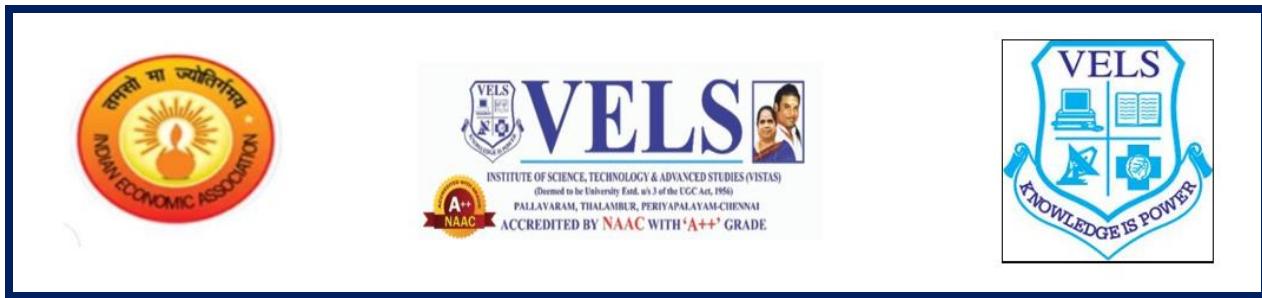
**IN COLLABORATION  
WITH  
INDIAN ECONOMIC ASSOCIATION**

**25<sup>th</sup> and 26<sup>th</sup> 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 25<sup>th</sup> and 26<sup>th</sup> 2025**

**in Collaboration**

**With**

**Indian Economic Association**



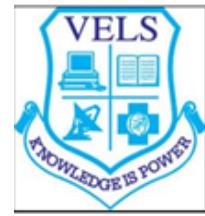
**Organized by**

**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

243	CASE STUDY ANALYSIS OF CARGO Ms.AXSAIYA ROOTH S & Dr G Madhumita
244	PROBLEMS FACED WHILE HANDLING AND DELIVERING ON IMPORTS AND EXPORTS Ms.HARINISRI S & Dr. D. ANITHA KUMARI
245	TRADITIONAL HEALTH PRACTICES AND BELIEFS DURING PREGNANCY AMONG THE KURICHIA TRIBES OF WAYANAD: A CULTURAL ETHNOMEDICINAL PERSPECTIVE Ms.SEENA DEVI & DR.N.TAIBANGNGANBI
246	AN ANALYSIS OF EXPORT DOCUMENTATION AND ITS ROLE IN CUSTOM CLEARANCE Mr.SHRAVAN S J & Dr MADHUMITHA G
247	ANALYSE THE TIME DELAYS CHALLENGES IN OVER DIMENSIONAL CARGO TRANSPORTATION Ms.JANANI K, & Dr. D. ANITHA KUMARI
248	Factors Influencing the Adoption of Artificial Intelligence in E-Commerce MS. B. Keerthana & Dr. S. Jayakani
249	A study on Entrepreneurship and its development in the sphere of Tourism Industry Aysha Nazar & Dr.V.Shanthi
250	A Study on The Role of Stress on Mental Health And Workforce Productivity: A Pathway To Achieving India's SDG N. Shesha Malini
251	Building Eco-Conscious Startups: The Role of EDPs in Promoting Sustainability ASHIFA NT & Dr. SHASHILA.S
252	Trade, Capital, and Currency: Investigating India's Exchange Rate Determinants through ARDL and ECM Analysis S. MATHIVATHANI, and D. SATHIYAVAN
253	Regime Shifts and Exchange Rate Dynamics in India: A Markov Switching Approach with Policy Intervention and External Financial Stress S. MATHIVATHANI, and D. SATHIYAVAN
254	A Study on The Significant Features Swaying Verdicts On Green Reserves. Nekodemux & Dr.Dhanasree
255	The Role of Women Self-Help Groups in Transforming Local Economies: A Study on Grassroots Economic Empowerment in India Harish Neelasan N
256	Investing In the Future: The Rise of Major Infrastructure Projects R.Kavitha & Dr.S.Aiswarya
257	The Use of Digital Marketing in Sustainable Development: Trends, Obstacles, And Possibilities V Manikandan & Dr. Sunantha

## **Problems Faced While Handling and Delivering on Imports and Exports**

*Harinisri S, MBA Shipping and Logistics Management, 2<sup>nd</sup> Year, VISTAS*

*Dr. D. Anitha Kumari, Associate Professor & Programme Coordinator, MBA Shipping And Logistics Management, VISTAS*

### **Abstract**

International trade is crucial for economic development by granting access to global markets. However, it faces challenges such as complex customs procedures, regulatory compliance issues, port congestion, and limited infrastructure. Customs clearance delays and varying trade policies across countries disrupt the smooth flow of goods. External factors like political instability, natural disasters, and pandemics further impact supply chains. Currency exchange rate fluctuations affect pricing and profitability, while lack of transparency and poor tracking systems lead to losses and customer dissatisfaction. To overcome these issues, businesses need to invest in advanced logistics technologies, improve coordination with customs authorities, and adapt to evolving trade policies for enhanced efficiency and cost reduction.

**Keywords:** *International trade, Imports and exports, Logistics challenges, Customs regulations, Supply chain management, Transportation infrastructure*

## **Traditional Health Practices and Beliefs During Pregnancy Among The Kurichia Tribes of Wayanad: A Cultural Ethnomedicinal Perspective**

SEENA DEVI, Research Scholar, Department of Economics, VISTAS

DR.N.TAIBANGNGANBI, Assistant Professor, VISTAS

### **Abstract**

This study examines traditional health practices related to pregnancy among the Kurichia tribal community in Wayanad, Kerala. Using ethnographic and qualitative methods, it documents the use of herbal remedies, dietary customs, spiritual rituals, and social support systems in maternal health. The research also explores the impact of socio-demographic factors on adherence to these practices. Findings reveal a strong cultural adherence to traditional methods, especially among older, less-educated women, while younger generations show a gradual shift towards modern healthcare. The study emphasizes the importance of integrating indigenous knowledge into maternal healthcare policies and advocates for culturally sensitive interventions that respect traditional practices while promoting evidence-based medical care.

**Keywords:** *Kurichia Tribe, Traditional Health Practices, Pregnancy, Maternal Health, Wayanad, Tribal Belief*