



# 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  
THE INDIAN ECONOMIC ASSOCIATION

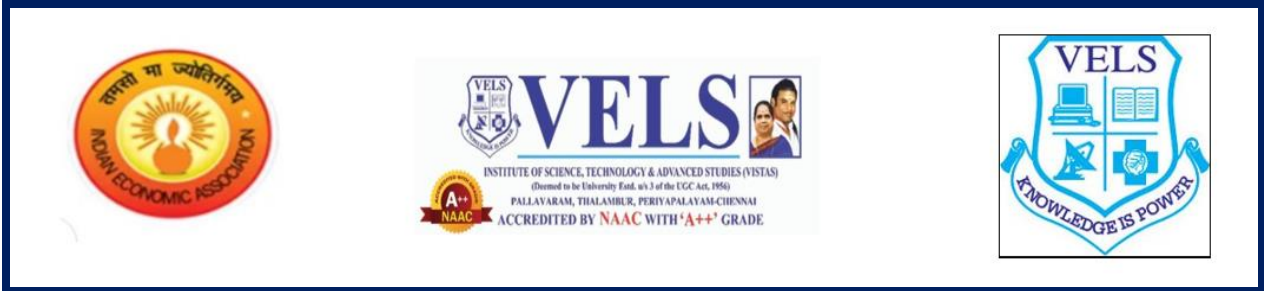
25<sup>th</sup> and 26<sup>th</sup> April 2025

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

The Indian Economic Association



Organized by

Department of Economics

School of Commerce and Economics

VISTAS

Pallavaram, Chennai - 600117



## **DETAILS OF EDITORS**

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

**Editor – in – Chief**

**Dr.A.Jothi Murugan**

Conference President - IEA

#### **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



## ORGANIZING COMMITTEE

### Chief Patron

**Dr. Ishari K. Ganesh**, Founder - Chancellor, VISTAS

### Patrons

**Dr. A. Jothi Murugan**, Pro Chancellor (Planning & Development), VISTAS

**Dr. Arthi Ganesh**, Pro Chancellor (Academics), VISTAS

**Dr. Preethaa Ganesh**, Vice President, Vels Group of Institutions

**Dr. S. Sriman Narayanan**, Vice Chancellor, VISTAS

**Dr. M. Bhaskaran**, Pro Vice-Chancellor, VISTAS

**Dr. P. Saravanan**, Registrar, VISTAS

**Dr. A. Udhayakumar**, Controller of Examinations, VISTAS

### CONVENOR

**Dr. B.P.Chandramohan**, Director, School of Commerce and Economics

### ORGANIZING SECRETARY

**Dr. S. N. Sugumar**, Deputy Director, School of Commerce and Economics

### CO-ORDINATORS

**Dr. Jayasree Krishnan**, Director, School of Management Studies

**Dr.P.Thiyagarajan**, Director, CDOE

**Dr. S. Chandra Chud** Professor & Head, Department of Economics

**Dr.M.Chandran** Professor & Head, Department of Commerce (CA)

**Dr.S.Vennila Shree**, Professor & Head, Department of Commerce (CS)

**Dr.P.Jagadeesan** Professor & Head, Department of Commerce (Gen)

**Dr.C.Shalini** Professor & Head, Department of Commerce (A&F)

**Dr.P.Murugan**, Professor & Head, Department of BBA

**Dr.P.G.Thirumagal**, Professor & Head, Department of MBA



## PREAMBLE

The **2-day National Seminar on "Indian Economic Progress Towards Achieving the SDGs"** aims to provide an interdisciplinary platform for scholars, practitioners, policymakers, and industry experts to engage in meaningful discussions on India's path toward achieving the United Nations Sustainable Development Goals (SDGs). In line with the global vision for a sustainable future, India's progress toward these goals presents both significant opportunities and challenges, requiring concerted efforts across various sectors of the economy, society, and environment.

This seminar will focus on examining how India can align its economic development with the SDGs while addressing critical areas such as poverty alleviation, quality education, healthcare, gender equality, clean energy, and economic inclusivity. Discussions will explore India's current economic policies, their impact, and the critical need for innovation, policy reforms, and collaborative partnerships to fast-track progress.

The seminar will create a dynamic platform for researchers, economists, policymakers, academicians, and industry experts to share their experiences, discuss research findings, and acquire valuable insights from around the world. It offers numerous opportunities for networking and collaboration, facilitating the exchange of ideas and fostering collaboration between academia, government, industry, and civil society. By bringing together over a hundred participants from diverse institutions, the seminar seeks to contribute to shaping India's economic future in a way that balances growth with social equity and environmental sustainability.

Furthermore, this event serves as an international forum where participants can explore recent advances in economic theories, policies, and practices relevant to the SDGs. We encourage the submission of innovative research papers that delve into various aspects of sustainable development, economic policies, environmental sustainability, social equity, and inclusive growth. This will enable attendees to stay updated on the latest developments in the field of economic progress toward sustainability, identifying actionable strategies for achieving the SDGs in India.

Through this platform, participants will have the unique opportunity to engage with experts and high-level representatives, fostering dialogue and exchanging research outcomes that can drive actionable solutions for India's economic and sustainable future.



## Message from the Chancellor's Desk



**Dr. Ishari K. Ganesh**

*Founder - Chancellor, VISTAS*

*Chairman, Vels Group of Institutions*

**Dear Delegates, Scholars, and Esteemed Guests,**

It is my honor to welcome you to the 2-day National Seminar on "Indian Economic Progress Towards Achieving the SDGs," organized by the Department of Economics, School of Commerce and Economics, Vels Institute of Science Technology and Advanced Studies (VISTAS) in collaboration with the Indian Economic Association (IEA), on 25th and 26th April 2025.

India stands at a pivotal moment in its development, where economic progress is key to achieving the Sustainable Development Goals (SDGs) by 2030. This seminar is an essential step in examining how India's economic policies can align with global sustainability goals. It is an opportunity to explore challenges, opportunities, and solutions for a more sustainable future.

The seminar will address critical issues like sustainable growth, social inclusivity, environmental sustainability, and policy interventions. Experts and participants will explore strategies, challenges, and solutions to meet SDGs, with a focus on energy, health, education, and economic disparities.

With over a two hundred participants from prestigious institutions, this seminar will offer valuable insights into the latest developments on SDGs and provide an excellent platform for exchanging ideas. The oral presentations will stimulate innovative thinking, inspiring the next generation of thinkers and innovators for a sustainable future.

I wish the organizers and participants an engaging and fruitful seminar. May it lead to new knowledge, ideas, and collaborations that guide us toward a prosperous, sustainable, and equitable future.



## Message from the Vice President's Desk



**Dr. Preethaa Ganesh**

*Vice President*

*Vels Group of Institutions*

It is my great pleasure to welcome you to the 2-day National Seminar on "Indian Economic Progress Towards Achieving the SDGs," organized by the Department of Economics, School of Commerce and Economics at Vels Institute of Science Technology and Advanced Studies (VISTAS) in collaboration with the Indian Economic Association (IEA) on 25th and 26th April 2025.

The Sustainable Development Goals (SDGs) are central to global development, and India faces both challenges and opportunities in meeting these goals. This seminar offers a timely opportunity to explore how India's economic growth can support sustainable development, focusing on inclusive growth, environmental sustainability, and social equity.

At Vels, we believe in collaboration to drive change. The partnership between VISTAS and IEA reflects our commitment to fostering intellectual exchange. Solving today's complex challenges requires collective efforts, and through such partnerships, we can share diverse perspectives and ideas.

With over a two hundred delegates from esteemed institutions, this seminar will provide a platform for exchanging ideas, discussing solutions, and engaging in meaningful dialogue. The oral presentations will be valuable for young scholars and thought leaders to showcase their research and contribute to advancing India's sustainable development goals.

I wish all participants, presenters, and organizers a successful seminar and am confident that the discussions will contribute to a more prosperous and sustainable future for India.



## Message from the Pro-Chancellor (P&D) Desk



**Dr. A. Jothi Murugan,**  
*Pro-Chancellor (P&D), VISTAS*  
*President - IEA 108<sup>th</sup> Conference*

Dear Delegates, Scholars, and Esteemed Guests,

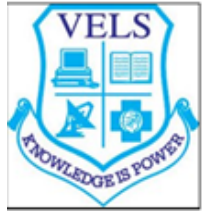
It is with great pleasure and honor that I extend a warm welcome to all of you for the 2-day National Seminar on "Indian Economic Progress Towards Achieving the SDGs," organized by the Department of Economics, School of Commerce and Economics, Vels Institute of Science Technology and Advanced Studies (VISTAS), in collaboration with the Indian Economic Association (IEA).

As we face the challenges of an ever-changing global landscape, it is critical for India, as one of the world's largest economies, to ensure that its growth aligns with the principles of sustainability, equity, and environmental preservation. This seminar offers a unique opportunity to explore how India can integrate these goals into its economic policies and strategies, and how this can help contribute to the global sustainability agenda.

On behalf of the Indian Economic Association (IEA), I am pleased to see the active participation of scholars, experts, and delegates from various esteemed institutions. I believe that the vibrant discussions, research presentations, and exchange of ideas over the next two days will significantly enhance our understanding of the opportunities and challenges in achieving the SDGs in India.

I am confident that the insights gained here will help shape innovative policies and foster collaborations that will drive India's economic progress in a sustainable and inclusive manner.

I wish all participants, presenters, and organizers a productive and successful seminar. May our collective efforts contribute to a prosperous and sustainable future for India and the world.



## Message from the Vice Chancellor's Desk



**Dr. S. Sriman Narayanan**  
*Vice-Chancellor, VISTAS*

Dear Delegates, Scholars, and Participants,

It is my pleasure to welcome you to the 2-day National Seminar on "Indian Economic Progress Towards Achieving the SDGs," organized by the Department of Economics at Vels Institute of Science Technology and Advanced Studies (VISTAS) in collaboration with the Indian Economic Association (IEA) on 25th and 26th April 2025.

As one of the fastest-growing economies, India plays a vital role in achieving the Sustainable Development Goals (SDGs). This seminar provides a valuable opportunity to discuss policy implications and strategies for aligning India's economic growth with the SDGs, focusing on sustainable development, poverty reduction, economic inequality, and climate change.

At VISTAS, we believe in the power of collaboration to address global challenges. This seminar offers a platform for academia, policymakers, and the community to come together and create innovative solutions for sustainable progress.

With over a two hundred participants from esteemed institutions, I am confident that the discussions and contributions will provide meaningful insights into how India can further its economic and social development in line with the SDGs.

I wish all the organizers, participants, and contributors a successful and enriching seminar.



## Message from the Pro-Vice Chancellor's Desk



**Dr. M. Bhaskaran**  
*Pro Vice-Chancellor, VISTAS*

Dear Delegates, Scholars, and Esteemed Guests,

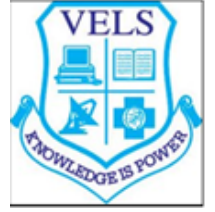
It is my great pleasure to welcome you all to the 2-day National Seminar on "Indian Economic Progress Towards Achieving the SDGs," organized by the Department of Economics at Vels Institute of Science Technology and Advanced Studies (VISTAS) in collaboration with the Indian Economic Association (IEA) on 25th and 26th April 2025.

India plays a vital role in the global pursuit of achieving the Sustainable Development Goals (SDGs), and this seminar offers an excellent opportunity to explore how India's economic progress can align with the SDGs. We will delve into critical issues such as inclusive growth, sustainable development, and the social and environmental challenges India faces on its path to achieving these global objectives.

As the Pro Vice-Chancellor of VISTAS, I believe that academic initiatives like this seminar are essential for fostering intellectual dialogue and collaboration. It is through these discussions that innovative solutions will emerge, empowering participants to contribute to the achievement of the SDGs and ensuring a more equitable and sustainable future for all.

I am also pleased to see that over a two hundred participants from respected institutions are attending this seminar. I am confident their contributions will enrich the discussions and help shape a clearer path toward meeting these global goals.

I wish the organizers, participants, and speakers all the best for a productive and engaging seminar. May these two days lead to new insights and collaborative efforts towards a brighter, more sustainable future.



## Message from the Registrar's Desk



**Dr. P. Saravanan**  
*Registrar, VISTAS*

Dear Delegates, Scholars, and Esteemed Guests,

It is with great pleasure that I welcome you to the 2-day National Seminar on "Indian Economic Progress Towards Achieving the SDGs," organized by the Department of Economics at Vels Institute of Science Technology and Advanced Studies (VISTAS) in collaboration with the Indian Economic Association (IEA) on 25th and 26th April 2025.

This seminar provides a valuable platform to examine the critical role economic progress plays in achieving the Sustainable Development Goals (SDGs) in India. As the world moves towards a more sustainable and equitable future, it is essential to explore how India can align its economic policies with the broader goals of sustainability, inclusivity, and environmental preservation.

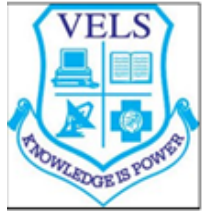
As the Registrar of VISTAS, I am proud to see such a significant academic event unfold, bringing together over a two hundred participants from esteemed institutions. I am confident that the engaging discussions and exchange of ideas during this seminar will deepen our understanding of the challenges and opportunities in achieving the SDGs.

This seminar is an opportunity for us to collaborate and explore innovative solutions that will not only advance India's economic development but also contribute to global sustainability efforts. The knowledge shared here will inspire the next generation of leaders and scholars to actively shape a sustainable and prosperous world.

I extend my best wishes to all the participants, presenters, and organizers. I am certain that this seminar will be an enriching experience and foster new ideas, collaborations, and research for a better and more sustainable future for India.



## Message from the Executive President, Indian Economic Association Desk



### **Prof. Devendra Awasthi, Executive President, The Indian Economic Association**

It is with great pleasure that I extend my greetings to the organisers and participants of the *National Seminar on “Indian Economic Progress towards Achieving the Sustainable Development Goals (SDGs)”*, being jointly organised by Vels Institute of Science, Technology and Advanced Studies (VISTAS), Chennai, and the Indian Economic Association on the 25th and 26th of April, 2025. The thematic focus of this seminar is both timely and pertinent, as India stands at a critical juncture in its developmental trajectory. The alignment of national economic policies with the global framework of the United Nations Sustainable Development Goals (SDGs) presents a multidimensional challenge, requiring scholarly inquiry, evidence-based policymaking, and inter-sectoral coordination. It is within this context that academic platforms such as this seminar assume particular importance, facilitating rigorous dialogue on the pathways, impediments, and innovations shaping India’s progress.

The Indian Economic Association remains steadfast in its mission to promote research and academic engagement that informs public policy and contributes to inclusive and sustainable development since more than a century. Our association with VISTAS, an institution recognized for its commitment to academic excellence and social relevance, is a step towards fostering such critical engagement. I sincerely appreciate the sincere humble efforts of Vels Institute of Science Technology and Advanced Studies (VISTAS), Chennai and the organising committee in providing a platform for students, academicians, researchers and policy makers to share their ideas and research outcomes through this forum. I am confident that the deliberations and contributions emerging from this seminar will offer valuable perspectives to the ongoing discourse on sustainable development in India and further enrich the academic and policy communities. I convey my best wishes for the success of the seminar and trust that it will serve as a productive forum for intellectual exchange and scholarly advancement.

With warm regards,

**Prof. Devendra Awasthi, Executive President,**  
Indian Economic Association



## Message from the Chief Convener, Indian Economic Association Desk



**Dr. Anil Kumar Thakur**  
*Chief Convener,*  
*The Indian Economic Association*

I am delighted to send the Message on my behalf and on behalf of the members of the Indian Economic Association. It gives me great pleasure to know that Vels Institute of Science Technology and Advanced Studies (VISTAS), Chennai is organising two days National Seminar on “Indian Economic Progress towards Achieving the SDGs” in collaboration with the Indian Economic Association. I am quite sure that this seminar will provide a forum to the students, academicians and researchers to interact and involve in understanding the progress of Indian Economy preparing for achieving the Sustainable Development Goals. Such academic events benefit students, teachers and researchers in understanding our economy better and it immensely widens the horizons of their knowledge of SDGs and the extent of Indian economic progress in achieving these goals.

I sincerely appreciate the humble efforts of Vels Institute of Science Technology and Advanced Studies (VISTAS), Chennai in collaboration with the IEA for providing a platform for students, academicians, researchers and policy makers to share their ideas and research outcomes through the forum of this National Seminar. I give my best wishes to all delegates and organising committee to make this event a great success.

I am confident that this seminar will be stimulating and productive. Personally, I hope that everyone will very much enjoy it and benefit.

Best regards!

**DR. ANIL KUMAR THAKUR**



## Message from the General Secretary, Indian Economic Association Desk



**Prof. Ravindra K Brahme**  
**General Secretary, *The Indian Economic Association***

Dear Esteemed Colleagues, Participants and friends

It is with deep gratitude that I convey my warm greetings to all the esteemed members of the Indian Economic Association family, participants and friends. It is with great pleasure and a profound sense of responsibility that I welcome you to the two days national seminar organized by Department of Economics, VELS Institute of Science Technology and Advanced Studies Chennai.

The theme **Indian Economic Progress Towards Achieving the Sustainable Development Goals** not only significant for policymakers but also for local communities and grassroots organizations working towards sustainable solutions. Sustainable development is a critical issue that impacts every facet of our lives, and I am confident that the discussions and insights shared during the seminar will provide a valuable platform for collaboration and idea exchange. Together, let us create an event that inspires action and fosters a deeper understanding of sustainable development in the Indian context.

In this context, the seminar will provide an invaluable platform for scholars, researchers, and policymakers to engage in thought-provoking discussions and share insights on how to navigate complex sustainable challenges. As we approach the third decade of the 21st century, India's aspirations of becoming a \$5 trillion economy must be carefully aligned with the Sustainable Development Goals (SDGs) and our commitment to environmental sustainability, social equity, and technological innovation.

I wish to convey my heartfelt gratitude for invaluable guidance and support for organizing this national seminar to Professor AND Bajpai, President Association IEA, Dr. Anil Kumar Thakur Ji, Chief Coordinator IEA, Dr. A Jothi Murugan, President Conference IEA, and Professor BP Chandramohan, Program Coordinator of this seminar. Thank you once again for your outstanding contributions.

On behalf of the Indian Economic Association, I extend my heartfelt best wishes to all participants. I hope this seminar will not only serve as a platform for academic exchange but also foster long-lasting collaborations that can contribute meaningfully to the advancement of economic knowledge and policy formulation.

Wishing everyone a seminar that is insightful, productive, and inspiring. I look forward to seeing all the vibrant and cheerful faces in VISTAS Chennai.

**Dr. Ravindra K Brahme**



## Message from the Director, School of Commerce and Economics Desk



**Dr.B.P.Chandramohan, Director,  
*School of Commerce and Economics, VISTAS***

It is my great pleasure to present the proceedings of the National Seminar on “Indian Economic Progress Towards Achieving SDGs”. This National Seminar is held on 25<sup>th</sup> and 26<sup>th</sup> of April 2025 in collaboration of the School of Commerce and Economics with the Indian Economic Association. We are honoured to have the honourable past Presidents, Executive Committee members of IEA, eminent keynote speakers, invited resource persons and paper presenters from Chennai and different parts of the country on this occasion. We have received 249 research papers and a number of papers are from outstation participants. These 249 papers will be presented parallelly, theme-wise in 4 technical sessions. The keynote papers will be presented on 5 broad themes of SDGs namely people, planet, Prosperity, Peace, and Partnerships (5Ps) and the technical sessions are classified in to 4 themes such as Drivers of Economic Progress and SDGs, Policies and Programmes as Accelerators for Achieving SDGs, Headwinds of Economic Progress and SDGs and Progress of India in Achieving SDGs. A panel discussion is also available on the theme “India Towards Achieving the SDGs:Progress, Challenges, and Strategies”. It is an opportunity for the academicians, research scholars, students and experts to interact with one another on the related theme and to share their views on a common platform. As the convener of the National Seminar, I extend my gratitude to Dr. Ishari K. Ganesh, Founder Chancellor, Dr. Preethaa Ganesh Vice-President Vels Group of Institutions, Dr.A.Jothi Murugan Pro-Chancellor (Planning & Development), Dr. Arthi Ganesh Pro-Chancellor (Academics) for their timely advice, support and encouragement amidst their busy involvement in family ceremony. I place on record the support and encouragement given by Dr. S. Sriman Narayanan, Vice-Chancellor, Dr. M. Bhaskaran Pro Vice-Chancellor, Dr. P. Saravanan, Registrar for the planning and execution of the National Seminar.

I also thank the Chief Convener of IEA, Dr. Anil Kumar Thakur for the day-to-day support and enquiries and taking the message of VISTAS’s National seminar to the IEA family members all over India from Tripura to Uttarakhand and Kerala to Rajasthan

Finally, I would like to thank all the authors, volunteers and persons who directly or indirectly contributed to the seminar especially from the School of Commerce and Economics and School of Management Studies. Without their cooperation and full support, this seminar would not have been possible in a short span of time. Special thanks to all those for their day- night effort for the successful planning of the seminar.



## Message from the Deputy Director, School of Commerce and Economics Desk



**Dr.S.N.Sugumar, Deputy Director**  
*School of Commerce and Economics, VISTAS*

It gives me immense pleasure to be part of this national seminar on Indian economic progress towards achieving the SDGs to be organized by the School of Commerce and Economics in collaboration with the Indian Economic Association to be held on 25<sup>th</sup> and 26<sup>th</sup> April 2025. I, on behalf of organizing committee, convey deep regards and hearty thanks to our Honorable Chancellor Dr. Ishari K. Ganesh, Pro-Chancellor Dr. A. Jothi Murugan (P&D), Dr. Arthi Ganesh (Academics.) and Dr. Preetha Ganesh, Vice President, Vels group of institution for their support and encouragement to organize this national seminar. I am also thankful to the Vice Chancellor Dr. S. Sriman Narayanan, Pro Chancellor Dr. M. Bhaskaran, the Registrar Dr. P. Saravanan and the Controller of examination Dr. A. Udayakumar for their constant advice and guidance.

My sincere thanks to HODs and faculty members of School of Management Studies and School of Commerce and Economics for their fullest cooperation to organize this national seminar. I hope this seminar's outcomes may be useful for the Central and State Government's policy implications as we must achieve our economic and social goals with the framework of SDGs advocated by the United Nations. I feel proud and thank all special invitees and delegates for making this national seminar a successful one.

Dr. S.N. Sugumar

Organizing Secretary

## TABLE OF CONTENTS

S.NO	TITLE OF THE PAPER
1	CUSTOMERS PERCEPTIONS ON STREET VENDORS - A CASE STUDY OF CHANDIGARH DR. SEEPANA PRAKASAM
2	PROGRESS OF INDIA IN SUSTAINABLE DEVELOPMENT GOALS (SDGS) WITH SPECIAL REFERENCE TO SDG-1 (ERADICATION OF POVERTY): A BRIEF REVIEW DR. SUDIPTA SARKAR & DR. DEBJANI MITRA
3	ECONOMIC EMPOWERMENT OF WOMEN IN INDIA: ISSUES AND CHALLENGES DR.SHARANAPPA SAIDAPUR, DR.SANGEETA SAIDAPUR & DR.R.RAJESH KANNA
4	SUSTAIANBLE AGRICULTURAL DEVELOPMENT STRATEGIES OF ANDHRA PRADESH PROF. K. MADHU BABU
5	AN EMPIRICAL ANALYSIS OF THE RELATIONSHIP BETWEEN DOMESTIC TOURISM AND INDIA`S ECONOMIC GROWTH (2001-2021). DR. DHARMNATH URAON , DR. ANIL KUMAR THAKUR, SATY PRAKASH
6	TO STUDY THE PERCEPTION AMONG YOUNG GENERATION IN SOCIAL MEDIA APPLICATIONS WITH SPECIAL REFERENCE TO FACEBOOK, TWITTER AND WHATSAPP MS.K. MONICA & DR. P. JAGADEESAN
7	ANALYSING THE ROLE OF FINTECH LITERACY IN ADVANCING THE ECONOMIC EMPOWERMENT OF WOMEN MICRO-ENTREPRENEURS IN CHENNAI MS.B. VAISHNAVI & DR. P. JAGADEESAN
8	A STUDY ON INCLUSIVE MARKETING STRATEGIES FOR LGBTQ+ FINANCIAL EMPOWERMENT IN ACHIEVING SUSTAINABLE DEVELOPMENT GOALS MS.AISWARYA.L & DR. P. JAGADEESAN
9	DEVELOPMENT OF A SUSTAINABLE BRAND IDENTITY MODEL ENCOURAGING IMPLEMENTATION OF SDGS MS.H. HEMA JESSI & DR. M. CHANDRAN
10	FINANCIAL RISK ASSESSMENT IN COMPLEX SUPPLY CHAIN ECOSYSTEMS DECENT WORK AND ECONOMIC GROWTH MS.MARIA FLORY. D & DR. P. JAGADEESAN
11	INDIA'S JOURNEY TOWARDS SDG 1: AN ASSESSMENT OF POVERTY REDUCTION MS. G. VIJAYALAKSHMI, DR. A. ABDUL RAHEEM & DR. V. RAMESH
12	INDIA'S ECONOMIC ASCENT AND THE SDG AGENDA: INTEGRATING GROWTH, DIGITALIZATION, INFRASTRUCTURE, AND GREEN TRANSITIONS – AN EMPIRICAL ASSESSMENT DR. G. YOGANANDHAM , DR. A. ABDUL KAREEM
13	INDIAN ECONOMIC PROGRESS TOWARDS ACHIEVING THE SDG -CLIMATE ACTION AND LIFE ON LAND MR.K.SUNDARAPANDIAN & DR.S.N.SUGUMAR
14	LEGISLATIVE FRAMEWORK FOR TRANSPARENCY IN MONETARY POLICY: A CRITICAL ANALYSIS OF INDIA'S LAWS MRS.PRAMILA IYER & DR.S.CHANDRACHUD
15	FACTORS INFLUENCING CONSUMER BUYING BEHAVIOUR OF ORGANIC RICE IN PALAKKAD DISTRICT MR.A. RAIHANAFARVIN & DR. R. PREMELATHA
16	CONSTRAINTS ON SOLAR ENERGY UPTAKE: A STUDY OF HOUSEHOLD PERSPECTIVES IN CHENNAI, INDIA MRS. REKHA. P & DR. R.PREMALATHA

17	PREVAILING STATURE OF HOUSING LOAN GROWTH IN INDIA MS.M.M. MUNESWARA & DR. B.P. CHANDRAMOHAN
18	INDIA'S PROGRESS IN SUSTAINABLE DEVELOPMENT GOALS (SDGS): WOMEN EMPOWERMENT IN PSYCHOLOGY MR.NIVYA MANOJ & DR.S. BHUVANESHWARI
19	THE IMPACT OF SEARCH ENGINE ADVERTISING ON WOMEN'S EMPOWERMENT IN ONLINE CONSUMER BEHAVIOR MRS. M.JAYANTHI KALA LINCY & DR.K. MAJINI JES BELLA
20	EMPOWERING WOMEN ENTREPRENEURS: ANALYZING GOVERNMENT SUPPORT FOR FOOD PROCESSING STARTUPS WITH SPECIAL REFERENCE TO KOLLAM DISTRICT MS.MANJU.G & DR. SUVARNA RAAGAVENDARAN
21	A STUDY ON CONSUMER ATTITUDE TOWARDS GREEN MARKETING OF FMCG PRODUCTS IN ERNAKULUM DISTRICT - KERALA STATE MS.BIBIN JOY & DR.E.BRINDHA DEVI
22	SOCIOECONOMIC DETERMINANTS OF SUBSTANCE ABUSE IN URBAN AND RURAL POPULATIONS: A COMPARATIVE ANALYSIS MR.AKHITARUL AMAN. C. H & DR. V. BALA RUBY
23	ASPECTS OF ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG) IN VALUING ASSETS WITH HUMAN FACE MR.CELLURU SRINIVAS UDAY ABHIJIT & DR. V.BALA RUBY
24	LITERARY TOURISM IN KERALA: PATHWAYS TO SUSTAINABLE ECONOMIC DEVELOPMENT SDG 11: SUSTAINABLE CITIES AND COMMUNITIES MS.ANAGHA SATHEESAN TM & DR.P.JAGADEESAN
25	BEYPORE INTERNATIONAL WATER FESTIVAL AS A CATALYST FOR SDG-ALIGNED DESTINATION BRANDING, INFRASTRUCTURE DEVELOPMENT, AND LOCAL ECONOMIC GROWTH DR. NIKHIL DAS T
26	CLEAN TECHNOLOGY AND BEHAVIOURIAL CHANGE MITIGATING GREENHOUSE GASES FOR SUSTAINABLE PLANET MS.B.SHALINI & DR.B.P.CHANDRAMOHAN
27	EQUITABLE EDUCATION SYSTEM IN TAMIL NADU MR.R. SRINIVASULU, DR. S. N. SUGUMAR & DR. VASUKI MATHIVANAN
28	IMPACT OF LOGOTHERAPY IN DEPRESSION AND SUBSTANCE ABUSE DISORDER AMONG ADOLESCENT. MR.FRANKLIN FRANCIS
29	DIGITAL PAYMENTS AS A TOOL FOR WOMEN EMPOWERMENT MS.G.LEELAVATHI & DR.B.P.CHANDRAMOHAN
30	SCREENED REALITIES: EXAMINING THE IMPACT OF MEDIA ON ADOLESCENTS BEHAVIOUR DR. P. THIYAGARAJAN & MS. MARY. P
31	ADVANCING COLD CHAIN LOGISTICS THROUGH AI APPLICATIONS: A STRATEGIC CONTRIBUTION TO INDIA'S SUSTAINABLE ECONOMIC GROWTH AND SDG ALIGNMENT MR. R.SAI PRASANNA & MS. A. MEENAKSHI
32	INTERNET ADDICTION AND ITS IMPACT ON ACADEMIC ACHIEVEMENT MOTIVATION AND STUDY HABIT AMONG COLLEGE STUDENTS WITH SPECIAL REFERENCE TO WAYANAD DR K P VINOD BABU & DR.S.CHANDRACHUD
33	THE ROLE OF ESG INVESTING IN PROMOTING SUSTAINABLE CORPORATE PERFORMANCE MR. MOHAMMED AMEEN .S & DR. KAVITHA.M
34	ROLE OF FINANCIAL INSTITUIONS IN FINANCIAL INCLUSION DR.R.V. SUGANYA & MR. SANJAY V.S

35	FASHION 4.0: MANAGING THE SHIFT TOWARDS SUSTAINABLE AND DIGITAL FASHION ECOSYSTEMS MS.SANTHA SORUBINI P & DR. JAYASREE KRISHNAN
36	EMPOWERING WOMEN ACCOUNTANTS AND REDEFINING THE PROFESSION IN THE DIGITAL ERA MS.JAYASHREE. R & DR. S. JAYAKANI
37	THE ROLE OF MAKE IN INDIA IN ADVANCING SUSTAINABLE DEVELOPMENT GOALS MS.KALPANA & DR. JAYASREE KRISHNAN
38	A STUDY ON INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY IN EDUCATION TOWARDS STUDENTS CSR ORIENTATION MR.K. SATYA GANESH & DR. P. JAGADEESAN
39	SPATIAL PATTERNS OF EMPLOYEE TURNOVER IN INDIA: A PREDICTIVE ANALYTICS APPROACH TO REGIONAL WORKFORCE PLANNING MS.HENO MERLIN C P S & DR. JAYASREE KRISHNAN
40	IMPACT OF ARTIFICIAL INTELLIGENCE ON ECONOMIC DEVELOPMENT MR. ABDUL SHAMEEL. K.V & DR. V. CHITRA
41	AI AND THE SUSTAINABLE DEVELOPMENT GOALS (SDGS) MR.K.SELVA KUMAR
42	STRATEGIC INTEGRATION OF ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE MANAGEMENT IN THE INDIAN IT INDUSTRY: A PATHWAY TO INCLUSIVE ECONOMIC GROWTH AND SUSTAINABLE DEVELOPMENT MS.T. KAYALVIZHIROJA & DR. JAYASREE KRISHNAN
43	IMPACT OF POVERTY ALLEVIATION SCHEMES ON THE SOCIO - ECONOMIC STATUS OF THE MANNAN TRIBES. MS. DHANYA MOHANAN & DR. DEVIKA N
44	CONSUMER INVOLVEMENT AND PURCHASE PATTERN OF ORGANIC FOOD PRODUCTS IN CHENNAI CITY. MRS.K.AMUDHA & DR.M.THAIYALNAYAKI
45	A STUDY ON WOMEN EMPOWERMENT THROUGH ENTREPRENEURSHIP DEVELOPMENT PROGRAM IN CHENNAI MRS. B ESAKKIRANI & DR. C. SHALINI
46	EMPOWERING WOMEN: TOWARDS PROGRESS OF INDIA MS.RAMADOSS AKSSHAYA & DR. JAYASREE KRISHNAN
47	CHALLENGES FACED BY WOMEN IT EMPLOYEES IN HYBRID WORK ARRANGEMENTS MS. NIVEDHA.M & DR. SWATHI PRADEEBA P
48	A STUDY ON CONSUMER ACTION AND FAMILIARITY WITH ONLINE PURCHASING MS. J.MONIKA & DR. SWATHIPRADEEBA.P
49	DIGITAL ADOPTION IN BANKING – OPPORTUNITIES AND CHALLENGES MS.AISWARYA KARTHIKEYAN
50	THE ROLE OF ESG INVESTING IN PROMOTING SUSTAINABLE CORPORATE PERFORMANCE MR. MOHAMMED AMEEN.S & DR. KAVITHA.M
51	THE ROLE OF USER INTERFACE (UI) ON CUSTOMER SATISFACTION AMONG FOUR-WHEELER VEHICLE USERS IN KERALA DR. R.V SUGANYA & MS. PREETHY NAGARAJ
52	BEYOND TASTE AND FLAVOUR: THE ROLE OF INFRASTRUCTURE IN ATTRACTING CUSTOMERS. MS.E.RENUKA DEVI & DR.P.VANITHA
53	GROWING DIGITAL ADOPTION IN TAMILNADU GOVERNMENT SCHOOLS MS. M.RUBEE SHANTHA MARY & DR.P.JAGADEESAN

54	A STUDY ON BUILDING CUSTOMER RELATIONSHIPS THROUGH SOCIAL MEDIA MS. KRISHNA PRIYA K K & DR.M.THAIYALNAYAKI
55	DIGITAL ADOPTION IN CHENNAI CITY - TRENDS OBSERVED MS.N.V.SOWMYA & DR. SAYEEDA JABEEN SHARIFF
56	THE ROLE OF TOURISM IN INDIA'S ECONOMIC GROWTH MS.S.S.DEEPTHI & DR.SAYEEDA JABEEN SHARIFF
57	SUSTAINABLE DEVELOPMENT IN INDIA: A CRITICAL ANALYSIS OF SOCIAL AND ECONOMIC DRIVERS MS.ALBIN JOE & DR. R.V. SUGANYA
58	PROGRESS OF IT EMPLOYEES IN SUSTAINABLE DEVELOPMENT GOALS (SDGS) DURING THE POST-PANDEMIC PERIOD MR.S.R. PRASANNA VENKATAKRISHNAN
59	THE INFLUENCE OF EMOTIONAL REGULATION ON WELL-BEING - A STUDY OF WOMEN IN HIGH-STRESS STARTUP ENVIRONMENTS MS.SAYEE BHUVANESWARI & DR S.N. SUGUMAR
60	INDIA'S SUSTAINABLE ECONOMIC GROWTH AND THE ROLE OF EXPATRIATES IN THE GCC COUNTRIES MS.SHEMEEM K.H. & DR. V.BALA RUBY
61	TEMPLE TOURISM AND WOMEN EMPOWERMENT IN RURAL INDIA: ALIGNING WITH SDG 5 MS.SINDHU KRISHNAN & DR.VENNILASHREE
62	A STUDY ON HEALTH STATUS OF AUTO-RICKSHAW DRIVERS IN CHENNAI CITY MS.V.AKSHAYA & DR.S.CHANDRA CHUD
63	BUDGETING HABITS AND FINANCIAL BEHAVIOUR OF UNDERGRADUATE STUDENTS MS. VINUPRIYA N & DR. ANDAL V
64	HARNESSING DIGITAL TRANSFORMATION FOR SUSTAINABLE GROWTH IN INDIA: LIMITED TO CHENNAI CITY MS.SEETHA LAKSHMI H & DR. S. JAYAKANI
65	DIGITAL INDIA: A CATALYST FOR FINANCIAL INCLUSION AND SUSTAINABLE DEVELOPMENT IN INDIA MS.HIDA FEBIN KP & DR SWATHI PARATHEEPA
66	THE RISE OF DIGITAL ADOPTION: TRANSFORMING BUSINESS AND SOCIETIES MS.S UMA MAHESHWARI & DR. P. SUNANTHA
67	IMPACT OF DIGITAL ECONOMY WITH SPECIAL REFERENCE TO SELECTED SUSTAINABLE DEVELOPMENT GOALS (SDGS) IN INDIA MR.E.RANJITH KUMAR & DR.S.CHANDRACHUD
68	SUSTAINABLE INFRASTRUCTURE DEVELOPMENT IN HIMALAYAN STATES MR.THARMARAJ R
69	ENVIRONMENTAL SOCIAL GOVERNANCE IN VALUING ASSETS - GREEN BUILDINGS MR.K.SUNDARAPANDIAN & DR. SUVARNA RAAGAVENDARAN
70	IMPACT OF MOBILE ADDICTION IN THE READING HABITS OF CHILDREN: AN EMPIRICAL STUDY AMONG HIGH SCHOOL STUDENTS. MS.T.S.SUMA & DR.SUVARNA RAAGAVENDARAN
71	POVERTY ERADICATION PROGRAMMES IN INDIA FROM 2000 TO 2025, PARTICULARLY MGNREGA FOR SUSTAINABLE DEVELOPMENT GOALS. MS.T.JEYA MARY & DR.S.N.SUGUMAR
72	ROLE OF QUALITY EDUCATION FOR SUSTAINABLE DEVELOPMENT GOALS MS.BERYL & DR.S.N.SUGUMAR

73	AGRICULTURAL DEVELOPMENT OF TAMIL NADU MR.M. PUNNIYAKOTI & DR. S.N. SUGUMAR
74	IMPAIRMENT OF ASSET'S VALUE – OVERVIEW ER. M. ULAGANATHAN & DR. S. N. SUGUMAR
75	ECONOMIC CONTRIBUTIONS OF AGRI-TOURISM TO RURAL DEVELOPMENT MR.SHIJIN.P & DR. MOHANA PRIYA. M
76	A COMPARATIVE STUDY ON STUDENT DEVELOPMENT IN MONTESSORI EDUCATION ACROSS SELECTED REGIONS MS.PRABHA.S & DR.ELUMALAI.
77	ELIMINATING POVERTY APPLYING SDG TO IMPROVE UNDERFINANCED SITUATION BASED ON TAMIL GENIUS THIRUVALLUVAR GUIDANCE MS.KUMARESAN RAMASAMY & DR.MURUGESAN, D
78	A STUDY ON THE RISE OF ONLINE SMALL BUSINESSES AMONG INDIAN WOMEN ENTREPRENEURS MR. RAMAIYAN.C & DR.P. VANITHA
79	A STUDY ON DIGITAL INDIA: THE NEW ENGINE OF ECONOMIC GROWTH AND DEVELOPMENT MS.ARCHANA. K & DR. S. VENNILAA SHREE
80	INDIAN ECONOMIC PROGRESS TOWARDS ACHIEVING THE SDGS MS.DHANALAKSHMIS & DR. KAVITHA M
81	INDIAN ECONOMIC PROGRESS TOWARDS ACHIEVING THE SUSTAINABLE DEVELOPMENT GOALS MS.RAHEES & DR.V.CHITRA
82	WOMEN EMPOWERMENT: A MULTIFACETED APPROACH TO GENDER EQUITY AND SOCIAL JUSTICE MS.SHALIMA SALIM V & DR. DEVIKA N
83	FACTORS INFLUENCING CONSUMER ATTITUDE GREEN PRODUCTS WITH SPECIAL REFERENCE TO CHENNAI CITY MS.SARIKA YOGESH & DR.M.VETRIVEL
84	MSMES - CRITICAL TO ACHIEVE SDG-9 FOR INDIA MS.SUBRAMANIAN RAMACHANDRAN & DR. B.P. CHANDRAMOHAN
85	A STUDY ON WOMEN EMPOWERMENT IN WORKPLACE IN CHENNAI IT SECTORS MS.MOHANA C & DR.MYTHILI G
86	A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE ORGANIC FOOD PRODUCTS WITH SPECIAL REFERENCE TO CHENGALPATTU DISTRICT MS. G. NIVETHA & DR. A. KRISHNAN
87	BLOCKCHAIN-BASED EMPLOYEE WELFARE SYSTEMS: A CONCEPTUAL FRAMEWORK TO SUPPORT SDG 3 IN INDIAN CORPORATE HR PRACTICES MS.HARINI.S & DR. A. KRISHNAN
88	A STUDY ON EFFECTIVENESS OF E-BANKING SERVICES WITH SPECIAL REFERENCE TO TAMBARAM CORPORATION DR. A. KRISHNAN & MS. C. SARANYA DEVI
89	WORK LIFE BALANCE ON EMPOWERMENT OF WORKING MARRIED WOMEN MS.ELIZABETH LIGIA FERNANDEZ & DR. M KAVITHA
90	DATA ANALYSIS OF RESEARCH WORK: TECHNIQUES, TOOLS, AND VISUAL INTERPRETATIONS MS.PREETHY P. V & DR. S. JAYAKANI
91	AN ANALYTICAL STUDY ON INVESTMENT AWARENESS AND SAVINGS HABIT OF INDIVIDUAL INVESTORS IN CHENNAI DISTRICT MS.R. ESTHER VILJI & DR. C. CHITHRA

92	GROWING DIGITAL ADOPTION AND ITS IMPACT ON ANALYZING CRIMINAL BEHAVIOR THROUGH PSYCHOLOGICAL METHODS MS.JESMEN. A & DR. A VINAYAGAM
93	WORKPLACE DYNAMICS AND JOB SATISFACTION AMONG PRIMARY SCHOOL EDUCATORS IN THIRUVANANTHAPURAM DISTRICT MS.SAJITH S
94	EXPLORING THE ECONOMIC AND EMOTIONAL INTELLIGENCE DIMENSIONS OF DIGITAL ADOPTION IN THE CONTEXT OF SDG 4 AND SDG 9 MS.ALPHONSA.K O & DR.N.TAIBANGGANBI
95	THE ROLE OF ENTREPRENEURSHIP CLUBS AND SOCIETIES IN ENTREPRENEURIAL LEARNING MS. S. SUMITHA & DR. A. KRISHNAN
96	WOMEN'S ECONOMIC EMPOWERMENT THROUGH FINANCIAL ANALYSIS OF TAMIL NADU SUGAR INDUSTRY MS.SANGEETHA P & DR.MURUGESAN D
97	A STUDY ON FACTOR INFLUENCING THE GROCERY DELIVERY RIDER TO OVER COME FROM THEIR POVERTY LINE IN CHENNAI DISTRICT WITH SPECIAL REFERENCE TO COLLEGE STUDENTS. MS.K. THANUJA & DR. G.S. DHANASHREE
98	THE ROLE OF E-COMMERCE AND SECURITY CHALLENGES IN INDIA'S ECONOMIC PROGRESS TOWARDS ACHIEVING THE SUSTAINABLE DEVELOPMENT GOALS MS.A.R.AAYISHAKANI & DR. M. THAIYALNAYAKI
99	SUSTAINABLE DEVELOPMENT IN EDUCATION: HOW GREEN HUMAN RESOURCE MANAGEMENT CAN SUPPORT SDGS MS. IMMACULATE LOWARA S.T & DR. SWATHI PRADEEBA P,
100	FOREIGN DIRECT INVESTMENT (FDI) IN TOURISM AND ITS ECONOMIC OUTCOMES IN INDIA MS.ROHINI P.K & DR.MEENAKSHI .A
101	A CASE STUDY ON THE ROLE OF IMMERSIVE TECHNOLOGIES IN INFRASTRUCTURE MARKETING: ANALYZING THE TRANSFORMATION OF TRADITIONAL APPROACHES THROUGH VIRTUAL AND AUGMENTED REALITY MS.NEETHU T & DR. H. KAMILAH BANU
102	GROWING BEYOND AGRICULTURE: SUCCESS FACTORS FOR SMALLHOLDER FARMS IN KERALA'S FARM TOURISM INDUSTRY MS. APARNA M & DR. K. KALAISELVI
103	THE RELATIONSHIP BETWEEN TEACHERS' EMOTIONAL INTELLIGENCE AND TEACHING FOR CREATIVITY: THE MEDIATING ROLE OF WORKING ENGAGEMENT MS. N. THANGA SHOBANA & DR. A. KRISHNAN
104	ROLE OF WORK LIFE BALANCE IN PROMOTING GENDER EQUALITY (SDG 5) MS.DIVYA.A.P & DR. K. KALAISELVI
105	A STUDY OF START UP IN INDIA – AN INDIAN ECONOMIC SCENARIO MRS.N.MYTHILY & DR.K. MAJINI JES BELLA
106	THE FUTURE OF SWACHH BHARAT POST-2030: SUSTAINING A CULTURE OF CLEANLINESS THROUGH BEHAVIORAL CHANGE, LOCAL EMPOWERMENT, AND TECHNOLOGICAL INTEGRATION MSVIJAYALALITHA .V & DR. C. SHALINI
107	THE ECONOMICS OF MISINFORMATION AND DIGITAL PLATFORMS: INCENTIVES, IMPACTS, AND INTERVENTIONS MR.N.ANDREWS & DR.S.CHANDRA CHUD
108	SUSTAINABLE GREEN MARKETING STRATEGIES OF THE AUTOMOTIVE INDUSTRY IN INDIA MRS. P. RAMYA & DR. G.S. DHANASHREE

109	IMPACT OF SUSTAINABLE DEVELOPMENT GOALS ON COLLEGIATE EDUCATION MS.KAVYA T A & DR.KAVITHA.M
110	THE ROLE OF STARTUPS AND INNOVATION IN SUSTAINABLE ECONOMIC GROWTH MS.ABDUL RAOUF K P & DR. P VANITHA
111	EMPOWERING WOMEN EMPLOYEES AT THE WORKPLACE: BRIDGING THE GENDER GAP FOR SDG 5 MRS.M.R.RAMYAMOL & DR.S.VENNILAA SHREE
112	A STUDY ON EMPOWERING INDIA'S ECONOMY: "THE ROLE OF DIGITAL MARKETING IN FOSTERING GROWTH AND INNOVATION DR. K. FAMITHA BEGUM & DR. S. VENNILAA SHREE
113	ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG) MS.PORSELVI R & DR. MEENAKSHI A
114	KEY FACTORS TO ANALYZE THE CUSTOMER ADOPTION OF ELECTRIC TWO-WHEELERS IN INDIA MS.SREEJA OK & DR.S VENNILASHREE
115	ECONOMIC GROWTH AS A TOOL FOR SUSTAINABLE DEVELOPMENT. MR.SIRAJUDHEEN M & DR. P VANITHA
116	ESG-DRIVEN CORPORATE PERFORMANCE AND INVESTOR PERCEPTION IN KERALA: A THEORETICAL INSIGHT INTO INDIA'S SUSTAINABLE ECONOMIC TRANSFORMATION MS.SHALU DEVASIA & DR. MURUGESAN. D
117	IMPROVING OILSEED PRODUCTIVITY UNDER THE MAKE IN INDIA MISSION: TOWARDS SUSTAINABLE AGRICULTURAL GROWTH MR. S. ALEXZANDER, M. A, DR. K. SIVAKUMAR., PH.D, MR. P. SUNDHARESAN
118	ELIMINATING POVERTY IN INDIA: MILESTONES, CHALLENGES, AND THE ROAD AHEAD TOWARDS ACHIEVING SUSTAINABLE DEVELOPMENT GOAL 1 – NO POVERTY MS. PAVETHRA. R & DR. G.S. MAHESWARI
119	THE IMPACT OF DIGITAL MARKETING ON INDIA'S ECONOMIC TRANSFORMATION AND SDG ACHIEVEMENT MS.S. PADMA PRIYA & DR. M. THAIYALNAYAKI
120	IMPACT ANALYSIS OF HEALTH EQUITY, ACCESSIBILITY AND LEADERSHIP (HEAL) FRAMEWORK IN HEALTH INSURANCE INDUSTRY: A VIDAL HEALTH CASE STUDY MR. S VETRIVELAN
121	AN ANALYSIS OF INDIA'S ECONOMIC GROWTH IN RELATION TO SUSTAINABLE DEVELOPMENT GOALS MS.SHALINI.R, & DR.S.VENNILA FATHIMA RANI
122	ASSESSING THE SUSTAINABLE ECONOMIC GROWTH IN RELATION TO MENTAL HEALTH OF ADOLESCENCE IN THRISSUR DISTRICT MS.M. JEENA VERGHESE & DR. R.PREMALATHA
123	IMPACT OF GENDER SENSITIZATION PROGRAMS ON ENHANCING WOMEN'S LEADERSHIP IN LOCAL POLICY-MAKING MR. M.M.SINESH & DR.R.PREMALATHA
124	IMPACT OF AI AMONG SCHOOL STUDENTS TOWARDS ACHIEVING QUALITY EDUCATION (SDG4) MS.KAVITHA.S. & DR.SUVARNA RAAGAVENDARAN
125	CLEAN WATER AND SANITATION: A SECONDARY DATA ANALYSIS OF GLOBAL AND REGIONAL CHALLENGES AND OPPORTUNITIES MR.ARUN KUMAR.R. & DR.SUVARNA RAAGAVENDARAN
126	A STUDY ON THE IMPACT OF QUALITY OF WORK LIFE ON EMPLOYEE PERFORMANCE AND WORKPLACE ENGAGEMENT AT SGS FORMULATION, CHENNAI MR. V.S.ANNSSEN & DR.S.CHANDRAMOULI

127	COMPARE THE PROFITABILITY AND DEBT STRUCTURE OF THE TOP FIVE INFRASTRUCTURE COMPANIES MR.W.NITHIN JOSHUA WILSON
128	TO INVESTIGATE THE COMPARATIVE LIQUIDITY ANALYSIS OF TANGEDCO VS OTHER SEBS (BESCOM, UPPCL, MSEDCL) MR.HARIRAHUL M & DR. S. CHANDRAMOULI
129	MOBILIZING CAPITAL FOR A GREENER TOMORROW: FINANCING CLIMATE ACTION AND LAND RESTORATION PROJECTS IN INDIA MS.C. MALASRIGANGA & DR. C. SHALINI
130	TO INVESTIGATE THE ROLE OF TELECALLING IN CUSTOMER LOYALTY AND COMPLAINT RESOLUTION MS.KRISHNA PRIYA & DR. S CHANDRAMOULI
131	MARKETING STRATEGIES AND PASSENGER SATISFACTION IN RIDE- HAILING SERVICES: A STUDY OF CHENNAI AND IMPLICATIONS FOR INDIA'S SDG-DRIVEN DIGITAL ECONOMY MS. P.MEENA & DR. T. SUJATHA
132	EVALUATING THE IMPACT OF COURT CASE MANAGEMENT SYSTEMS AND JUDICIAL DELAYS ON ESG-BASED ASSET VALUATION IN TAMIL NADU'S SUBORDINATE COURTS MS.C. VALLIAMMAI & DR. JAYASREE KRISHNAN
133	A STUDY ON ECONOMIC CONDITION AND IMPACT OF INEFFECTIVE COMMUNICATION IN MARKETING PROMOTION OF TOP TRENDING BEAUTY PRODUCTS IN CHENNAI MS.DEVI PRIYA . M & DR.S.VENNILA FATHIMA RANI
134	A STUDY ON ELIMINATING POVERTY THROUGH EDUCATIONAL APPROACHES IN INDIA MSSHAILAJA B & DR.P.SUNANTHA
135	A STUDY ON CONSUMERS PERCEPTION TOWARDS ORGANIC FOOD PRODUCTS IN CHENNAI MS.K. BANU & DR. A. KRISHNAN
136	SUSTAINABLE OPTIMIZATION OF AIRPORT OPERATIONS MR. JAMES BOAZ
137	TECHNOLOGY ADOPTION AND DIGITAL TRANSFORMATION IN SMALL BUSINESSES: TRENDS AND CHALLENGES MS. S. MALLIKA & DR. G MYTHILI
138	A STUDY ON GROWING DIGITAL ADOPTION IN SELF HELP GROUPS IN INDIA MS.RENUKA.K & DR.SUJATHA.T
139	VALIDITY OF CORPORATE SOCIAL RESPONSIBILITY-A STUDY ON CSR PRACTICES OF SELECT INDIAN COMPANIES MS.K.P.INDHUJA & DR.M.CHANDRAN
140	A STUDY ON BEHAVIOURAL CHANGE CHALLENGES IN IMPLEMENTING SUSTAINABLE SANITATION MODELS UNDER THE SWACHH BHARAT MISSION (SBM) OF THE GOVERNMENT OF INDIA (GOI) MS.GOWRI S & DR. C. SHALINI
141	SUSTAINABLE ENTREPRENEURIAL GROWTH IN DRIVING ECONOMIC DEVELOPMENT - A STUDY ON THE LINK BETWEEN ENTREPRENEURIAL SUCCESS AND NATIONAL ECONOMIC PROGRESS DR P MURUGAN & MS .S DHIVYA
142	IMPACT OF THE COSMETIC INDUSTRY'S IN ECONOMIC GROWTH MS.SHABNAM .A & DR.V.CHITRA
143	INDIAN ECONOMIC PROGRESS TOWARDS ACHIEVING THE SDGS ACCELERATOR: FINANCIAL INCLUSIVENESS MR.S CHANDRASEKARAN & DR. SHASHILA.S

144	ENVIRONMENTAL SUSTAINABILITY IS ESSENTIAL TO THE GLOBAL EFFORT TO REDUCE POVERTY: AN OVER VIEW DR. R. RAJESH KANNA & MS.A.ASWINI
145	EMERGENCY MOBILE MARKETING AND ITS ECONOMIC CURRENT EFFECT FOR EXPLORING GEN X CONSUMER RESPONSE IN CHENNAI MS. CHELAMCHERLA LAVANYA & DR. VENNILAA SHREE
146	CHALLENGES OF CLIMATE ACTION AND SDG GOALS IN INDIA MS. S. RAKSHINI & DR.V. ANDAL
147	AN OVERVIEW OF THE CLEAN INDIA MISSION: SWACHH BHARAT ABHIYAN MS.V. SANGEETHA & DR. C. SARASWATHY
148	A STUDY ON ROLE OF GEN ZEE ON MILLENNIALS' SELECTION OF MOBILE NETWORK SERVICES MS.PAVANA KUMARI
149	SOCIO-ECONOMIC IMPACT OF DECLINE IN PADDY CULTIVATION: AN EMPIRICAL ANALYSIS IN PALAKKAD DISTRICT, KERALA MS.SANGEETHA. S
150	A STUDY ON RISK AND RETURN ANALYSIS OF INDIAN PHARMA SECTOR MS.KATHIRESAN S & MS. V. VARDHINI
151	A STUDY ON RISK AND RETURN ANALYSIS OF INDIAN BANKING SECTOR MR.MOHAMMED AFSAR M R & MS. V VARDHINI
152	ROLE OF THE ORGANIC FOOD SYSTEM IN ACHIEVING SUSTAINABLE DEVELOPMENT GOALS: A REVIEW STUDY MR. JACOB JOSE & DR. MOHANA PRIYA. M
153	IMPACT OF GREEN MARKETING ON CONSUMER'S PURCHASING PATTERN OF ECO-FRIENDLY PRODUCTS MS.DEVI M & DR. ANITHA KUMARI. D
154	FUELING ECONOMIC GROWTH IN SEMI-URBAN INDIA: THE ROLE OF ONLINE FOOD DELIVERY PLATFORMS IN LOCAL DEVELOPMENT – A CASE STUDY OF KANHANGAD TOWN MR.SHIHABUDEEN MP & DR. V.CHITRA
155	STRENGTHENING INDIA THROUGH WOMEN'S EMPOWERMENT: A PATHWAY TO SUSTAINABLE DEVELOPMENT MS. G. SRIDEVI & DR.V. ANDAL
156	A STUDY ON INCIDENCE OF POVERTY, RURAL DEVELOPMENT AND PANCHAYAT RAJ IN INDIA WITH SPECIAL REFERENCE TO RAMANAD DISTRICT, TAMILNADU DR. G. MAHESH KUMAR
157	THE EFFECTIVENESS OF ORGANIC FARMING PRACTICES IN PROMOTING SUSTAINABLE AGRICULTURE IN INDIA MS.LAXMI. B & DR. MOHAN PRIYA M
158	THE LIVES BEHIND THE BEANS: CHALLENGES AND REALITIES FACED BY AGRICULTURAL WORKERS ON COFFEE PLANTATIONS IN KATTIKULAM, WAYANAD, KERALA MS.JITHA. C & DR.N. TAIBANGGANBI
159	A STUDY ON FINANCIAL INCLUSION AND ITS CONTRIBUTION TO LONG TERM ECONOMIC GROWTH MS.CATHERINE ANGELINA. G & DR. MOHANA PRIYA. M
160	DIGITAL TRANSFORMATION AND ITS INFLUENCE ON EMPLOYEE ROLES AND WORKFLOW OPTIMIZATION MR.RANJITH B & DR.G.MADHUMITA
161	LONG-RUN DETERMINANTS OF THE INDIAN EXCHANGE RATE: A CANONICAL COINTEGRATING REGRESSION APPROACH MS.S. MATHIVATHANI & D. SATHIYAVAN

162	WOMEN EMPOWERMENT THROUGH EMPLOYEE ENGAGEMENT AND MOTIVATION PROGRAMS: A CONCEPTUAL ANALYSIS MS.CHRISTEENA WILSON K & DR. A. KRISHNAN
163	AN EMPIRICAL STUDY ON RECRUITMENT AND SELECTION PROCESS WITH SPECIAL REFERENCE TO RANE MADRAS LTD (PUDUCHERRY) MR. VIGNESHWARAN G,
164	ASSESSING AWARENESS OF THE PRIME MINISTER'S STARTUP SCHEMES AMONG STUDENTS IN HIGHER EDUCATION INSTITUTES IN CHENNAI MS.B.RAGAVENI
165	INVESTOR PERCEPTION AND BEHAVIOUR TOWARDS SUSTAINABLE FINANCIAL PRODUCTS MR.DINA JOSEPH & DR. M. VETRIVEL
166	INFLUENCER MARKETING TRENDS AND EFFECTIVENESS MS. MONDAL & DR. S CHANDRAMOULI
167	RETIREMENT PLANNING AND FINANCIAL SECURITY: ASSESSING AWARENESS AND PREPAREDNESS AMONG INDIVIDUALS IN CHENNAI MS.ESAKKIAMMAL E
168	HUMAN RESOURCE STRATEGIES FOR ENHANCING EMPLOYEE ENGAGEMENT AND PERFORMACE IN REMOTE INFORMATION TECHONOLOGY WORKFORCE AT CHENNAI MR.P.GUNAVARDHAN
169	COMPETITIVE ANALYSIS OF FINANCIAL PRODUCTS OFFERED BY MAHINDRA FINANCE MS. R.SANKEERTHANA
170	INDIAN ECONOMIC PROGRESS TOWARDS ACHIEVING THE SUSTAINABLE DEVELOPMENT GOALS (SDGS) MS.DEEPIKA R & DR.G.MADHUMITA
171	AN EMPIRICAL STUDY ON EMOTIONAL INTELLIGENCE AND QUALITY OF WORK LIFE AMONG EMPLOYEES WITH SPECIAL REFERENCE TO HEXAWARE TECHNOLOGY (CHENNAI) MS. VAISHNAVI S,
172	TO STUDY THE PERCEPTION AMONG YOUNG GENERATION IN SOCIAL MEDIA APPLICATIONS WITH SPECIAL REFERENCE TO FACEBOOK, TWITTER AND WHATSAPP MS.K. MONICA & DR. P. JAGADEESAN
173	COGNITIVE LOAD AND POVERTY: A BARRIER TO ACHIEVING SUSTAINABLE DEVELOPMENT GOAL MR. SAJIN FRANCIS & DR. M. MURUGANATHAN
174	GROWING DIGITAL ADOPTION IN HRM IN VIEW OF ARTIFICIAL INTELLIGENCE MS.FEHMITHA MOHAMMED & DR. SAYEEDA JABEEN SHARIFF
175	THE ROLE OF AI IN INFLUENCING PURCHASE DECISIONS AND PERSONALISED EXPERIENCES AMONG ONLINE SHOPPERS IN CHENNAI MS.R.S.LATHA & DR.M.CHANDRAN
176	OPTIMIZING INBOUND AND OUTBOUND LOGISTIC TO IMPROVE WAREHOUSE EFFICIENCY MS.LOHITHA .V & MRS. P.C. SARANYA
177	MARKET ANALYSIS OF FRESH & HONEST'S BUSINESS MODEL COFFEE MAKER RENTALS AND COFFEE BEAN SALES MS.M.ROSHAN
178	ROLE OF GOAL-BASED FINANCIAL PLANNING IN ACHIEVING LONG-TERM FINANCIAL SECURITIES MS.LAVANYA
179	COMPARATIVE ANALYSIS OF CUSTOMER SATISFACTION AND SERVICE QUALITY OF PUBLIC SECTOR BANKS AT TAMBARAM MS. POOJANA K

180	ONBOARDING EXCELLENCE BRIDGING RECRUITMENT AND RETENTION WITH SPECIAL REFERENCE TO CAREERNET TECHNOLOGIES (CHENNAI) MS. SHARMILA M
181	FINANCIAL LITERACY AND ITS IMPACT ON SAVINGS AND INVESTMENT DECISIONS AMONG MIGRANT LABORERS IN DUBAI MS. KEERTHANA.K
182	GROWTH PROSPECTS OF SUSTAINABLE ARROWROOT CROP CULTIVATION -A CASE STUDY OF KOTTAYAM DISTRICT IN KERALA MS.RESHMI SUSAN JACOB <sup>1</sup> , DR. M. MURUGANATHAM <sup>2</sup>
183	EMERGING APPLICATIONS OF ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE MANAGEMENT MR. MOHAMED ASHIK S.S & DR. S. JAYAKANI
184	IMPACT OF AFFORDABLE HOUSING SCHEMES ON LOCAL ECONOMIC DEVELOPMENT IN SEMI-URBAN AREAS: A CASE STUDY OF THIRUVALLUR DISTRICT MR. S. RAVICHANDRAN & DR.R.PREMALATHA
185	A CASE STUDY ON THE ESSENTIAL INFLUENCE OF TALENT MANAGEMENT IN ADVANCING ORGANIZATIONAL INNOVATION MS. EDEN QUIJOTE RANGARAJAN & DR.SUDHA.S
186	CUSTOMER RELATIONSHIP MANAGEMENT WITH BIG DATA:REDEFINING CUSTOMER-CENTRIC STRATEGIES MS.K.POORANI & DR.M.VETRIVEL
187	A COMPREHENSIVE STUDY ON CHALLENGES FACED IN DOOCUMENTATION AMENDMENTS MR.BALAJI R & DR. B. KALAIYARASAN
188	THE IMPACT OF HUMAN RESOURCE WELFARE POLICIES ON EMPLOYEE WELL-BEING AND PERFORMANCE IN ENGINE ASSEMBLY UNIT, HOSUR MS.CHANDYA.B & DR.KABIRDOSS DEVI
189	ANALYSING SPENDING HABITS TO UNDERSTAND BEHAVIOURAL ASPECTS OF PERSONAL FINANCE AMONG EMPLOYEES MS.JANANI.R
190	TO ASSESS THE IMPACT OF ONLINE TAX SYSTEMS ON SMALL BUSINESS OWNERS&#39; TAX COMPLIANCE BEHAVIOR MS.MONIKA.S & DR.G.AMUTHA
191	HR STRATERGIES AND PLANNING FOR EMPLOYEES ENGAGMENT AND PERFORMANCE IN REMOTE REAL ESTATE MR.HARINDHAR V & MS.AMUTHA. G
192	ANALYZING THE IMPACT OF QUALITY OF WORK LIFE ON EMPLOYEE PRODUCTIVITY AND ORGANIZATIONAL COMMITMENT IN MADRAS PHARMACEUTICAL MS.M AAFREEN BANU
193	FOREIGN EXCHANGE MARKET ANALYSIS MS.SUVETHA R
194	DIGITAL, GREEN, AND INCLUSIVE: THE TRIPLE ENGINES DRIVING INDIA'S SDG PROGRESS MS.N. KALPANA & DR.S. AISWARYA
195	TO EVALUATE INCOTERMS RULE, COST OBLIGATIONS AND RISK TRANSFER BETWEEN BUYERS AND SELLERS IN INTERNATIONAL TRADE MR.KAUSHIK BALAKRISHNAN & DR. KALAIYARASAN
196	EFFECTIVENESS OF PERFORMANCE APPRAISAL IN INFLUENCING EMPLOYEE & ORGANISATIONAL COMMITMENT AT SUBA SOLUTION PVT LTD MR. RANJITH KUMAR R & DR. AMUTHA G

197	EVALUATING CONTAINER CARGO HANDLING: ENHANCING EFFICIENT HANDLING AND TIME MANAGEMENT FOR MINIMIZING CONTAINER TRAFFIC MR.MANIKANDAN.M & DR.SARANYA
198	A COMPREHENSIVE STUDY ON ENHANCING SUPPLY CHAIN VISIBILITY MR.NASEEM HUSSAIN. P & DR. D. ANITHA KUMARI
199	RISK MANAGEMENT IN OCEAN FREIGHT PROJECT CARGO MR.N MANOJ PANDIAN & DR B KALAIYARASAN
200	MITIGATING THE RISK OF VESSEL SCHEDULE RELIABILITY IN SHIPPING MR.M DINESH & DR D ANITHA KUMARI
201	ETHICAL CHALLENGES OF AI-ENABLED SUPPLY CHAIN SUSTAINABILITY MONITORING MS.SMRUTI REKHA PATRO & DR.V.SHANTHI
202	EVALUATING CONTAINER IMBALANCE IN GLOBAL TRADE, SPECIAL MENTION TO CHENNAI PORT MR.JUSTIN VIMALRAJ A & DR.D.ANITHA KUMARI
203	INDIAN ECONOMIC PROGRESS TOWARDS ACHIEVING THE SDGS: A FOCUS ON WOMEN IN THE IT INDUSTRY MS.SHALINI PRIYADHARSHINI THANGARAJ & DR.D.ANITHA KUMARI
204	STUDY OF ISSUES FACED BY FRIEGHT FORWARDERS MS.SUBISHANTH. R & DR.P.C. SARANYA
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 MS.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, MR.A.OMPRAKASH & MR.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	CHALLENGES 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
224	A STUDY ON OPERATIONAL ASPECTS OF FREIGHT FORWARDING MS.MANASHVEE
225	AN INVESTIGATION INTO THE USAGE INTENTION AND ACTUAL USAGE BEHAVIOR TOWARDS USING INTELLIGENT AUTOMATION IN THE MANUFACTURING INDUSTRIES MS.NIRAIMATHI K.R & DR.D.ANITHA KUMARI'
226	THE ROLE OF DIGITALIZATION IN ENHANCING EFFICIENCY IN PORT OPERATIONS MR.RAGHUL S & DR B KALAIYARASAN
227	A STUDY ON CHALLENGES FACED BY CHA WITH REFERENCE TO PEGASUS FORWARDING SERVICE PVT LTD MS.SAINA CLEETUS
228	HOW TO OVER COME THE SALES CHALLENGES IN THE FREIGHT FORWARDING INDUSTRY MS.SUSHMITHA M & DR S SUDHA
229	A STUDY ON IMPACT OF SOCIAL ENTREPRENEURSHIP ON SUSTAINABLE DEVELOPMENT GOALS MS.SARANYA.T & DR.D.MURUGESAN
230	STUDY ON EXPORT LOGISTICS AND DOCUMENTATION PRACTICES IN THE INDIAN EXPORT INDUSTRY MR.SATHISHKUMAR.P & MRS P.C.SARANYA
231	A STUDY ON CHALLENGES FACED BY IMPORTING CMRL TRACK MS.VAISHANI
232	EVALUATING THE EFFICIENCY OF CARGO HANDLING OPERATIONS AT CHENNAI PORT MR.NISANTH.S & MRS.P.C. SARANYA
233	THE CHALLENGES FACED BY FREIGHT FORWARDERS AND CARRIERS IN MANAGING BREAK BULK CARGO MR.ARYA AJAY & DR S SUDHA

234	A COMPREHENSIVE ANALYSIS ON MARKING AND LABELLING PRACTICES FOR DG IN THE AIR CARGO INDUSTRY MS.VINNARASI VINSI G & DR D ANITHA KUMARI
235	OPTIMIZING STORAGE AND SPACE UTILIZATION FOR FM OPERATIONS MR.BALA MURUGAN G & MRS. P C SARANYA
236	ASSESSING THE ENVIRONMENTAL IMPACTS OF GLOBAL LOGISTICS: CHALLENGES AND SUSTAINABLE SOLUTIONS MR.RITHIN ILANGO & DR S SUDHA
237	A STUDY ON CUSTOMER RETENTION STRATEGIES FOR OVER DIMENSIONAL CARGO MS.HARISHA.S & DR.B.KALAIYARASAN
238	EXAMINING THE KPI OF WAREHOUSE OPERATIONS AT LOGISTICS SECTOR MR.RAGUL.A & DR G MADHUMITA
239	INDIA'S ECONOMIC GROWTH AND ITS SYNERGY WITH SDG TARGETS: "PUBLIC- PRIVATE PARTNERSHIPS IN ADVANCING SDGS DR.D.ANITHA KUMARI
240	ROLE OF MICRO, SMALL, AND MEDIUM ENTERPRISES (MSME) IN PROMOTING SUSTAINABLE DEVELOPMENT IN INDIAN ECONOMY MS.CVIRAIYARASI & DR.G.MADHUMITA
241	EVALUATING THE EFFICIENCY OF EXPORT CLEARANCE PROCESS MR.SUSANTH K & DR. D. ANITHA KUMARI
242	A COMPREHENSIVE STUDY ON END-TO-END CUSTOM APPROACH TO EXIM DOCUMENTATION AND CLEARANCE MS.PRASANTH K B & MRS. P C SARANYA,
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. DR. 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 MS.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 MS.N. SHESHA MALINI
251	BUILDING ECO-CONSCIOUS STARTUPS: THE ROLE OF EDPS IN PROMOTING SUSTAINABILITY MS.ASHIFA NT & DR. SHASHILA.S
252	Trade, Capital, and Currency: Investigating India's Exchange Rate Determinants through ARDL and ECM Analysis Ms.S. Mathivathani & Mr.D. Sathiyavan

253	Regime Shifts and Exchange Rate Dynamics in India: A Markov Switching Approach with Policy Intervention and External Financial Stress Ms.S. Mathivathani & Mr.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 Mr.Harish Neelasan N
256	Investing In the Future: The Rise of Major Infrastructure Projects Ms.R.Kavitha & Dr.S.Aiswarya
257	The Use of Digital Marketing in Sustainable Development: Trends, Obstacles, And Possibilities Mr.V .Manikandan & Dr. Sunantha
258	A Review on Applications of Data Analytics in Economics Dr. S. Prasanna & Dr. P. Thiyagarajan

# **Progress of India in SDGs with Special Reference to SDG-1 (Eradication of Poverty): A Brief Review**

**Dr. Sudipta Sarkar**, Economist-cum-Credit Planner, Dept of Planning & Statistics

**Dr. Debjani Mitra**, Assistant Professor, Dept of Economics, Bijoy Krishna Girls College, Howrah, WB

## **Abstract**

The coordinated efforts on SDG localization led by NITI Aayog, which collaborates closely with States and UTs, demonstrate India's dedication to the SDGs since ratifying the 2030 Agenda for Sustainable Development. In addition to promoting competitive and cooperative federalism among States and UTs, NITI Aayog is tasked with supervising the nation's adoption and implementation of the SDGs. Through institutional ownership, collaborative competition, capacity building, and a whole-of-society approach, NITI Aayog has worked with States and UTs to institutionalize the SDGs. India is actively working towards poverty eradication, a core component of the Sustainable Development Goals (SDGs), particularly SDG 1, which aims to end poverty in all its forms by 2030. India's focus is on achieving this by implementing various programs and initiatives that aim to address poverty and its related challenges. The United Nations has listed a total of 17 Sustainable Development Goals (SDGs) and the first goal is to eradicate poverty in all its forms. India is moving towards poverty eradication by providing basic needs to the people, proper health care facilities, proper education, job security, and growth, ensuring significant mobilization of resources from different sectors and implementing those factors within 2030 as per UNs Agenda. India's composite SDG index score has consistently improved over the years. The SDG India Index 2023-24, developed by NITI Aayog with support from the UN in India, gives India a score of 71 out of 100, a notable increase from 66 in the previous edition (2020-21) and 57 in the baseline report of 2018. This indicates a steady upward trajectory in the country's sustainable development journey. Several states and union territories are leading the way in SDG achievement. In the 2023-24 index, Kerala, Uttarakhand, and Tamil Nadu emerged as the top-performing states. In this backdrop, the current paper will enlightened on progress of India in SDGs with Special reference to SDG-1 (Eradication of Poverty)

**Keywords:** SDG, Poverty, NITI Aayog

## **Customers Perceptions on Street Vendors - Case study of Chandigarh**

**Dr. Seepana Prakasam**, Academic Coordinator (North) Indian Economic Association Former chair professor (MEA Govt of India) Associate Professor of Economics, PGGCG-11 Chandigarh.

### **Abstract:**

Street vending plays a vital role in India's urban informal economy, providing employment to millions and offering affordable goods to low and middle-income consumers. According to Rao (2004), retail and wholesale trade contribute about 14% to India's GDP, with 98% of retailing in the unorganized sector. Street vending, a form of petty trade, is a common livelihood for migrants from rural areas due to poverty and lack of formal employment (Ghosh, 2013). Despite their contribution, vendors face legal and financial challenges, including harassment, evictions, and lack of access to institutional credit (Bhowmik, 2010). The Street Vendors Act, 2013 provides a legal framework to safeguard their rights. A study conducted in Chandigarh reveals an inverse relationship between income levels and dependence on street vendors, with low and middle-income households relying more on them. The study emphasizes the need for inclusive policies that protect vendors while maintaining urban order.

## **Economic Empowerment Of Women In India: Issues And Challenges**

**Dr.Sharanappa Saidapur , Dr.Sangeeta Saidapur, & Dr.R.Rajesh Kanna**

### **Abstract**

Women's empowerment remains a critical issue in the 21st century, especially in India, where gender disparities persist despite numerous policy initiatives. True empowerment involves enabling women to access equal opportunities in economic, social, and political spheres. Although women make up 48.4% of India's population, their participation in the workforce and leadership roles remains limited due to patriarchal norms and systemic discrimination. The literacy gap further highlights this inequality, with only 62.84% of women literate compared to 80.95% of men. In rural areas, many women still struggle to access basic needs and exercise their rights, while urban women strive for representation in decision-making roles. Economic empowerment of women has far-reaching benefits, including improved household welfare, better education and health outcomes for children, and broader societal progress. Therefore, addressing these challenges is essential for inclusive development.

# **Sustainable Agricultural Development Strategies Of Andhra Pradesh Prof.**

**K. Madhu Babu, Prof & Head, Dept. of Eco, Acharya Nagarjuna University, Guntur, A.P.)**

## **Abstract**

India needs to achieve robust economic growth to attain developed nation status by 2047, with a focus on inclusive and sustainable development. A strong adaptation strategy is a priority for the country, given its significant vulnerability to climate change, stemming from its geographic and agro-climatic diversity. India's agricultural sector is one of the largest in the world today in terms of production of food grains and other agricultural commodities with over 60 million tonnes of buffer stock, India is not only a self-sufficient country now but also an exporter of food grains to many countries. The New state of Andhra Pradesh is a moderately developed state in terms of per capita GDP, literacy rate, poverty line, IMR etc., agriculture holds the key position in Andhra Pradesh. In new Andhra Pradesh soils, irrigation facilities and climatic conditions are favorable for growing a variety of crops. Both food and cash crops are grown. Food crops are paddy, Jowar, wheat, millets etc., Cash crops are mainly grown for commercial purpose. Sugarcane, cotton, Tobacco, chilies, Turmeric, Groundnut, Onions etc., are the cash crops. Agricultural diversification is a process of a gradual movement out of subsistence food crops towards diversified market-oriented crops that have a larger potential for returns to land. This process is triggered by the availability of improved rural infrastructure, rapid technological advancements in agricultural production and changing food demand patterns. Hence, this process of diversification towards high value crops is likely to accelerate agriculture growth and usher in a new era of rural entrepreneurship and generate employment opportunities. The agriculture sector in Andhra Pradesh is witnessing a gradual transformation wherein high-value commodities are gaining importance. Though agriculture is a state subject most of the agricultural policies are designed at the central level and they are implemented by the states. In addition to this, states also design some policies for meeting their specific needs. In the light of the agricultural policy initiatives and the consequent changes that took place in the various facets of state agriculture over the last sixty years and in the light of the new state formation there is a need to reformulate the agricultural policy in the state. Increasing the irrigation through renovation of tanks through rural employment programmes, development of command area by improving field channels and drainage systems, taking up watershed development programmes and increasing efficiency in water use through participatory management. Production and supply of quality seed through strengthening research activities in ANGRAU which is mainly responsible for generating new technology for agriculture and to disseminate the technology to farmers for adoption, regulating scrupulous activities of private traders in seed market and ensuring the timely supply of quality seed to the farmers.

# **An Empirical Analysis of The Relationship Between Domestic Tourism and India's Economic Growth (2001-2021)**

**Dr. Dharmnath Uraon , Dr. Anil Kumar Thakur, Saty Prakash**

## **Abstract**

This study investigates the impact of domestic tourism on India's economic growth using annual time series data from 2001 to 2021. The analysis focuses on two key macroeconomic indicators: the number of domestic tourist visits and per capita GDP at constant 2015 prices. All data were sourced from credible and official sources, namely the Ministry of Tourism's Annual Reports and the World Bank's World Development Indicators. To ensure robustness, the Augmented Dickey-Fuller (ADF) test was applied to examine the stationarity of the data, revealing that both variables are integrated of order one [I(1)]. Pearson's correlation analysis indicated a strong and positive relationship between the two variables, with a coefficient of 0.79. A simple linear regression model was estimated using EViews software, taking GDP per capita as the dependent variable and domestic tourism as the independent variable. The regression results confirm a statistically significant and positive impact of domestic tourism on economic growth, with an R-squared value of 0.758 and an F-statistic of 59.46, indicating a well-fitted model. These findings highlight the critical role of domestic tourism in driving India's economic development and suggest that policy measures aimed at strengthening this sector could yield substantial economic benefits.

**Keywords:** Economic Growth, Domestic Tourism, GDP per capita, Economic Impact.

# **An Empirical Analysis of the Impact of the Tourism Sector on the Indian Economy since 2001**

***Mr. Saty Prakash, Dr. Dharmnath Uraon , Mr. Abhishek Maurya***

## ***Abstract***

In recent years, researchers have increasingly focused on the economic aspects of tourism. This research paper analyses the impact of the tourism sector on the Indian economy. The study presents an evidence-based description of the changes observed in India's tourism sector over recent years, supported by authentic data. It concludes that the tourism sector in India has experienced valuable growth. Using data from 2001 to 2022, this study examines the impact of the tourism sector on India's economic growth and finds that tourism has had a positive and statistically significant effect on the country's economic growth. Consequently, the study emphasises the need for policy reforms to promote the sustainable growth of the tourism sector in India, ensuring its long-term contribution to the nation's economic advancement.

**Keywords:** Economic Growth, Tourism, Foreign Exchange Earnings (FEEs), Gross Domestic Product (GDP).

## **To Study The Perception Among Young Generation In Social Media Applications With Special Reference To Facebook, Twitter And Whatsapp**

**Ms.K. Monica, Dr. P. Jagadeesan**

### **Abstract:**

This study explores the role and impact of social media as a communication tool, focusing on its influence, utility, and potential for technology-enabled interactions. Using both primary data from 52 respondents in Chennai and secondary sources, the study reveals that social media especially platforms like WhatsApp is widely used by young adults, with video content and health-related topics being the most preferred. While most users have not used social media to report complaints, it serves as a vital medium for expression, engagement, and information sharing. The review of literature highlights its significance in fields like education, business, and identity construction. Despite limitations such as a youth-dominated sample, the study confirms social media's growing importance in modern communication and suggests the need for further research across broader demographics to understand its full societal impact.

## **Analyzing the Role of Fintech Literacy in Advancing the Economic Empowerment of Women Micro-Entrepreneurs in Chennai**

**Ms.B. Vaishnavi**, Research Scholar, Dept. of Commerce, VISTAS, Chennai 600 117.

**Dr. P. Jagadeesan**, Professor and Head, Research Guide, Dept. of Commerce, VISTAS,

### **Abstract**

This study investigates the role of fintech literacy in enhancing the economic empowerment of women micro-entrepreneurs in Chennai's informal sector. Anchored in the framework of the United Nations Sustainable Development Goals particularly SDG 5 (Gender Equality) and SDG 8 (Decent Work and Economic Growth) the study examines how digital financial knowledge supports women's access to financial services and business growth. Using a mixed-method approach, data were collected from 150 women entrepreneurs engaged in consumer goods and services through structured questionnaires. Analytical tools such as descriptive statistics, Pearson correlation, and multiple regression were applied. Digital financial security had the least, though still notable, impact. The study underscores the importance of targeted fintech training to foster inclusive growth and empowerment. Limitations include the study's localized scope and cross-sectional design, suggesting directions for future research.

# **A Study On Inclusive Marketing Strategies For Lgbtq+ Financial Empowerment In Achieving Sustainable Development Goals**

**Ms.Aiswarya.L & Dr. P. Jagadeesan**

## **Abstract**

This study assesses the role of inclusive marketing strategies in financial empowerment for the LGBTQ+ community. Inclusive marketing strategies are essential for promoting financial empowerment within the LGBTQ+ community, thus contributing to the achievement of the Sustainable Development Goals. The financial services industry has historically overlooked the exceptional needs of LGBTQ+ individuals, resulting in gaps in access to financial products, services, and advice. The findings of the study emphasize the importance of embracing diversity and inclusion in financial marketing to build brand loyalty and social impact. Inclusive marketing meets the financial needs of the LGBTQ+ community and also aligns with the growing demand for socially responsible companies, (van Driel, and Potter, 2018). It provides recommendations for financial institutions seeking to create a more inclusive environment, highlighting the need for continuous learning, genuine advocacy and cultural competence.

## **Development of A Sustainable Brand Identity Model Encouraging Implementation of SDGs**

**H. HEMA JESSI**, Research Scholar, VISTAS, Chennai

**Dr. M. CHANDRAN**, Professor & Head Dept of Commerce, VISTAS, Chennai

## **Abstract**

The necessity for businesses to align their plans with the Sustainable Development Goals (SDGs) of the UN has increased due to the growing urgency of global sustainability concerns. The creation of a sustainable brand identity model that promotes and eases the integration of SDGs into organizational frameworks is the main goal of this study. The research uses a mixed-methods approach that includes quantitative analysis of brand performance measures and qualitative interviews with sustainability experts. The proposed model serves as a strategic tool for companies seeking to enhance their social and environmental impact while maintaining competitive advantage and stakeholder trust. Findings suggest that a values-driven, transparent, and stakeholder-inclusive branding approach significantly contributes to the long-term success of sustainability efforts. This study offers practical insights for marketers, brand strategists, and policy-makers aiming to foster meaningful contributions toward global sustainable development.

# **Financial Risk Assessment In Complex Supply Chain Ecosystems Decent Work And Economic Growth**

**MARIA FLORY. D & DR. P. JAGADEESAN**

## **Abstract**

In today's globalized and intricately interconnected economy, supply chains have evolved into complex ecosystems with numerous stakeholders and dynamic interactions. This paper explores the critical importance of financial risk assessment within such ecosystems. It presents a comprehensive analysis of the types of financial risks affecting supply chains, the methodologies employed in risk assessment, the role of technology and data analytics, and best practices for mitigation. Case studies of recent disruptions illustrate the consequences of inadequate financial risk management. The paper concludes with recommendations for developing robust risk assessment frameworks tailored to complex supply chain environments and highlights how such practices contribute to achieving the United Nations Sustainable Development Goal 8: Decent Work and Economic Growth.

## **India's Journey Towards SDG 1: An Assessment of Poverty Reduction**

**Ms. G. Vijayalakshmi**, Part-Time Ph.D Scholar, Dept. of Eco, The New College, Chennai

**Dr. A. Abdul Raheem**, Associate Professor, Dept of Eco, The New College , Chennai

**Dr. V. Ramesh**, Associate Professor of Economics, Presidency College, Chennai 05.

## **Abstract**

India has made significant strides in poverty reduction over the last two decades, largely due to economic growth and targeted welfare programs, lifting over 415 million people out of multidimensional poverty between 2005 and 2021. However, the paper highlights that regional disparities and the impact of the pandemic continue to pose challenges, particularly for rural, tribal, and marginalized communities. By analysing state-level data and evaluating the effectiveness of key government schemes like MGNREGA and PM-KISAN, the research identifies areas needing further attention to achieve SDG 1 by 2030. The paper concludes that sustained investment in social infrastructure, inclusive growth, financial inclusion, and decentralized governance is crucial for continued progress and offers policy recommendations emphasizing data transparency and community involvement.

# **India's Economic Ascent and The Sdg Agenda: Integrating Growth, Digitalization, Infrastructure, And Green Transitions – An Empirical Assessment**

**Dr. G. YOGANANDHAM**<sup>1</sup>, Professor & Head, Department of Economics, Director- Centre for Knowledge,

**Dr. A. ABDUL KAREEM**<sup>2</sup>, Research Scholar, Department of Economics,

<sup>1,2</sup> Thiruvalluvar University (A State University) Serkkadu, Vellore District, Tamil Nadu, India- 632 115.

## **Abstract:**

Over the past two decades, India has experienced rapid economic growth, expanded its digital infrastructure, and increasingly prioritized sustainability. This study examines how these developments align with the United Nations Sustainable Development Goals (SDGs), using panel data from 2005 to 2023. Through econometric analysis, it explores the links between economic growth, digitalization, infrastructure, and environmental sustainability. Findings show that while growth and digital transformation have improved poverty reduction, education, and health (SDGs 1, 3, and 4), challenges persist in addressing regional inequalities and environmental concerns (SDGs 9, 11, and 13). Public investment and policy reforms are identified as key to enabling inclusive and green development. The study highlights digitalization's role in promoting transparency and innovation, emphasizing the need for integrated policies that balance economic ambitions with ecological responsibilities to meet the 2030 SDG targets.

**Keywords:** Economic Growth, Economic Trajectory, Infrastructure Development, Green Infrastructure, Economic Ascent and Digital Transformation.

## **Indian Economic Progress Towards Achieving the SDG -Climate Action and Life On Land**

**K.Sundarapandian**<sup>1</sup>, Research Scholar, Department of Economics,  
Email: spandianakm@gmail.com

**Dr. Sugumar**<sup>2</sup>, Professor, Department of Economics  
<sup>1,2</sup> VISTAS University

## **Abstract**

India, as one of the world's fastest-growing economies and a signatory to the United Nations' Sustainable Development Goals (SDGs), plays a critical role in advancing global climate objectives. Among the 17 SDGs, Goal 13 (Climate Action) and Goal 15 (Life on Land) present both a challenge and an opportunity for India. This paper evaluates India's economic trajectory with respect to its commitments and initiatives aimed at mitigating climate change and promoting terrestrial ecosystem conservation. It draws on national policy frameworks, climate financing mechanisms, land-use reforms, and socio-economic innovations, highlighting the synergistic relationship between economic development and environmental stewardship.

## **Evaluating The Effectiveness of Digital Platforms in Enhancing Transparency in Monetary and Public Frameworks**

**Mrs Pramila Iyer** <sup>1</sup>Research scholar, Economics department,  
**Dr. Chandrachud** <sup>2</sup>, Economics department,<sup>1,2</sup> Vels University

### **Abstract**

The rapid advancement of digital platforms has significantly impacted monetary systems and public frameworks, offering new opportunities for enhancing transparency. This study evaluates the effectiveness of these platforms in fostering transparency within financial operations and public governance, focusing on how digital tools, such as blockchain, e-governance portals, and digital payment systems, facilitate more open and accountable processes. The analysis investigates the role of digital platforms in minimizing corruption, streamlining public services, and improving financial disclosure practices. Data were collected through case studies and surveys across various sectors, enabling a comparative evaluation of their effectiveness in different regions. The findings indicate that while digital platforms have enhanced transparency, challenges related to cybersecurity, data privacy, and digital literacy remain significant barriers. The study concludes with recommendations for policy enhancements and technological upgrades to further strengthen transparency in monetary and public systems. **Keywords:** Digital platforms, Transparency, Public frameworks, Monetary systems, Blockchain technology

## **Factors Influencing Consumer Buying Behaviour of Organic Rice in Palakkad District**

**Raihanafarvin A** <sup>1</sup>Research Scholar, Dept. of Economics, VISTAS, Chennai 600 117. Assistant professor and Head of Economics Dept., Marian Arts and Science College, Koduvayur, Palakkad, Kerala. Email: [Raihanafarwin721@gmail.com](mailto:Raihanafarwin721@gmail.com)

**Dr. R. Premalatha** <sup>2</sup>Dept. of Economics, Vels Institute of Science, Technology and Advanced Studies (VISTAS), Pallavaram, Chennai 600 117.

### **Abstract**

This study explores consumer behaviour toward organic rice in Kerala's Palakkad district, focusing on its relevance to SDGs 3 (Good Health), 12 (Responsible Consumption), and 13 (Climate Action). Using a mixed-method design, data from 150 consumers were collected through structured questionnaires and analysed with descriptive statistics, correlation, and regression techniques. Results show that health awareness is the strongest factor influencing purchase decisions, followed by perceived quality, environmental concern, and value, while trust had the least impact. Strong links were found between consumer perceptions, purchasing choices, and post-purchase behaviour. The study provides useful insights for marketers and policymakers aiming to promote organic products. However, the limited regional sample suggests a need for broader research to explore wider consumer patterns. **Keywords:** Sustainable Development Goals, Consumer Buying Behaviour, Organic Rice, Environmental Concern, Health Awareness, Perceived Quality

## **Constraints on Solar Energy Uptake: A Study of Household Perspectives in Chennai, India**

Mrs. Rekha. P <sup>1</sup>, Ph. D Scholar, Department of Economics, EmailID:[rekhaparayath@gmail.com](mailto:rekhaparayath@gmail.com)

Dr. R. PREMALATHA <sup>2</sup>, Assistant Professor, Department of Economics,

EmailID:[premalatha044@gmail.com](mailto:premalatha044@gmail.com)

<sup>1,2</sup>VELS Institute of Science, Technology and Advanced Studies, Chennai-117.

### **Abstract**

This study examines the constraints affecting solar energy adoption in Chennai, a metropolitan city actively promoting renewable energy in line with SDG 7 (Affordable and Clean Energy). Despite favourable solar radiation and widespread awareness—90% of surveyed residents recognize solar energy's benefits—adoption remains limited. Based on a sample of 100 households, the research identifies key barriers such as high installation costs, lack of adequate rooftop space, and insufficient financial assistance. Although central and state governments offer support through various schemes, these are often inadequate. The study concludes by highlighting the need for stronger collaboration among government agencies, financial institutions, and other organizations to overcome these challenges and enhance solar energy consumption across Chennai's residential sector.

**Keywords:** constraints, solar energy, perspective

## **Prevailing Stature of Housing Loan Growth in India**

M.M. Muneeswaran <sup>1</sup>, Research Scholar, VISTAS

Dr. B.P. Chandramohan <sup>2</sup>, Director, School of Management Studies and Commerce,

<sup>1,2</sup> VISTAS

### **Abstract**

This study investigates the growth of housing loans among India's top three private sector banks and explores the relationship between key financial parameters—housing loans, NPA provisions, and profit after tax. Banks were selected based on their market capitalization using NSE data. Covering the period from 2018 to 2023, the study uses a combination of narrative and quantitative analysis, drawing data from financial reports. The findings show that housing loans have significantly expanded during this period, contributing directly to the growth of the housing and construction industries. The study emphasizes the important role housing finance plays in the broader economy and highlights that private sector banks are key drivers in this sector's development through increased lending and improved financial performance.

**Keywords:** *Housing Loans, NPA – Provisions, Profit after Tax, Growth Evaluation, Housing Finance, Home Loans*

# India's Progress in Sustainable Development Goals (SDGs): Women Empowerment in Psychology

*Nivya Manoj<sup>1</sup> Research Scholar, Interdisciplinary psychology*

*S. Bhuvaneshwari<sup>2</sup>*

## Abstract

India has made significant efforts towards the fulfilment of Sustainable Development Goals (SDGs) with most of the progress in areas of gender equality and women's empowerment. This paper investigates the progress India has achieved in empowering women, with a particular emphasis on the psychological dimension. It analyzes various policies, programs, and initiatives designed to improve mental health services for women and promote gender inclusivity in psychology. Additionally, the paper identifies existing challenges and offers suggestions for enhancing gender-sensitive psychological support systems in India.

**Keywords:** SDGs, gender equality, women empowerment, mental health, gender inclusivity, gender sensitive.

## The Impact of Search Engine Advertising on Women's Empowerment in Online Consumer Behaviour

Mrs. M. JAYANTHI KALA LINCY <sup>1</sup>[jayanthikalalincy@gmail.com](mailto:jayanthikalalincy@gmail.com) Research Scholar  
Dr.K. MAJINI JES BELLA <sup>2</sup>[majini.sms@velsuniv.ac.in](mailto:majini.sms@velsuniv.ac.in) Assistant Professor and Research Supervisor,  
Department of Commerce<sup>1,2</sup> Vels Institute of Science, Technology and Advanced Studies (VISTAS),  
Chennai, India Chennai – 600 117.

## Abstract

This study examines the influence of search engine advertising on women's empowerment in online shopping. Surveying 100 women aged 20–45, it assesses whether exposure to such ads boosts decision-making confidence and autonomy. Data collected via structured questionnaires were analysed using Pearson correlation, t-tests, and multiple regression in SPSS. Results revealed a strong positive correlation ( $r = 0.68$ ,  $p < 0.01$ ) between ad exposure and perceived empowerment, with frequent viewers reporting higher empowerment scores ( $t = 3.21$ ,  $p = 0.002$ ). Regression analysis showed that search engine ads explained 47% of the variance in empowerment ( $R^2 = 0.47$ ). The study concludes that targeted digital ads enhance women's product knowledge, confidence, and independence, suggesting that inclusive advertising strategies can support female empowerment in e-commerce.

**Keywords:** Search Engine Advertising, Women Empowerment, Online Shopping Behavior, Digital Marketing, Consumer Decision-Making

## **Empowering Women Entrepreneurs: Analysing Government Support for Food Processing Startups with Special Reference to Kollam District**

**Manju G<sup>1</sup>, Research Scholar (Part-Time) Department of Economics, VISTAS, Chennai – 117**

**Dr. Suvarna Raagavendaran<sup>2</sup>, Assistant Professor, Department of Economics, VISTAS, Chennai - 117**  
**Abstract**

This study investigates the impact of government support on women-led food processing startups in Kollam district, focusing on pickle-making and fruit juice production. Using both qualitative and quantitative methods, it examines key challenges such as financial constraints, limited market access, and difficulties in navigating government schemes. Results show a strong link between financial aid and business sustainability, though complex procedures and lack of awareness hinder access. Rural women face greater obstacles than their urban peers, especially in infrastructure and resources. The study also highlights the minimal use of digital marketing in business growth. It recommends simplifying financial processes, increasing policy awareness, and offering digital literacy training to support the long-term sustainability and success of women entrepreneurs in the food processing industry.

**Keywords:** Government Support, Women Entrepreneurs, Food Processing, Digital Literacy

## **A Study on Consumer Attitude Towards Green Marketing of Fmcg Products in Ernakulum District - Kerala State**

**Bibin Joy<sup>1</sup>, Dr.E.Brindha Devi<sup>2</sup>**

**<sup>1</sup> Research Scholar, Vels Institute of Science, Technology & Advanced Studies, Pallavaram, Chennai.**

**<sup>2</sup> Assistant professor, Department of Commerce, school of Management Studies & Commerce, Vels Institute of Science, Technology & Advanced Studies, Pallavaram, Chennai.**

### **Abstract**

This research investigates consumer attitudes toward green marketing in the FMCG sector in Ernakulum District, Kerala. The study aims to understand how consumers perceive eco-friendly marketing strategies by FMCG companies. A structured questionnaire was used to gather data on consumer awareness, perceptions, and preferences regarding green products. Statistical tools like the Chi-Square test and ANOVA were applied to analyze the data. Findings show that consumer attitudes are significantly influenced by factors such as age, education, and income level. The study emphasizes the importance of understanding consumer behaviors to help FMCG companies develop effective green marketing strategies that align with environmental sustainability goals. It reveals varying levels of interest and trust in green marketing among consumers in the district.

**Keywords:** Fast-moving consumer goods, green marketing, Eco-friendly FMCG products

# **Socioeconomic Determinants of Substance Abuse in Urban and Rural Populations: A Comparative Analysis**

**AKHTARUL AMAN. C. H.<sup>1</sup>**

**Research Scholar**

**Dr. V. BALA RUBY<sup>2</sup>, M.A., M.Phil., Ph.D., SET**

**Department of Economics**

**<sup>1,2</sup>Vel's Institute of Science and Technology Pallavaram, Chennai**

## **Abstract**

This study examines the socioeconomic factors driving substance abuse in urban and rural populations, using a mixed-method approach. Quantitative data from national health and economic surveys, along with qualitative insights from interviews and group discussions, will explore how income, education, employment, and social infrastructure impact substance abuse. The study anticipates finding that urban populations may face higher substance abuse rates due to unemployment stress, social isolation, and availability, while rural areas may struggle with poverty, limited education, and inadequate mental health services. The paper will highlight the need for region-specific interventions, awareness programs, and economic rehabilitation strategies. By combining economic, behavioral, and social factors, the research aims to deepen the understanding of substance abuse as a socio-economic issue requiring interdisciplinary solutions. **Keywords:** Behavioural Economics, Socioeconomic Status (SES), Substance Abuse

## **Aspects Of Environmental, Social and Governance (ESG) in Valuing Assets with Human Face**

**CELLURU SRINIVAS UDAY ABHIJIT <sup>1</sup>RESEARCH SCHOLAR, DEPARTMENT OF economics,**

**email:atlv.abhijit@gmail.com**

**Dr. V.BALA RUBY <sup>2</sup>ASSISTANT PROFESSOR, DEPARTMENT OF ECONOMICS<sup>1,2</sup> VEL'S INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES(VISTAS), CHENNAI**

**Email:balaruby.sms@velsuniv.ac.in**

## **Abstract**

This study examines integrating Environmental, Social, and Governance (ESG) factors into asset valuation models, focusing on human welfare in healthcare investing. It combines quantitative data, including ESG scores, asset valuations, and social outcomes, with qualitative insights from sustainable investing stakeholders. Findings show a strong connection between robust ESG performance and better financial returns, particularly in healthcare, where patient-centred care and community impacts are often overlooked. The study highlights that ESG factors drive safer, more sustainable investments and healthier outcomes. It offers practical insights for investors balancing ethical considerations with competitive returns, advocating for ESG integration to foster both economic gains and social benefits in healthcare finance. **Keywords:** Environmental, Social, Governance, Human welfare, stakeholders, social benefits

## **Literary Tourism in Kerala: Pathways to Sustainable Economic Development SDG 11: SUSTAINABLE CITIES AND COMMUNITIES.**

Anagha Satheesan TM <sup>1</sup>, Research Scholar, Department of commerce: E-mail:  
anaghasatheesh13@gmail.com

Dr.P.JAGADEESAN <sup>2</sup>, Professor and Head, Department of commerce,  
<sup>1,2</sup> Vels Institute of science Technology & Advanced studies, Pallavaram, Chennai -117.  
E-mail: jagadeesansuba@gmail.com

### **Abstract**

Kerala, known for its slogan "*God's Own Country*," has a well-developed tourism infrastructure and heavily promotes tourism as a key source of foreign exchange. Alongside natural beauty, Kerala's literary heritage and festivals are increasingly attracting tourists, showcasing its rich cultural traditions. This study examines Kerala's literary circuits, cultural assets, and tourism infrastructure through secondary data analysis, including past research, government policies, and statistics. It highlights the potential of literary tourism as a means to promote sustainable urban and community development. Aligning with the UN's Sustainable Development Goal 11, the paper emphasizes how integrating literary and cultural heritage into urban planning can enhance economic growth and cultural preservation in Kerala.

**Keywords:** Literature Tourism, Kerala, Economic Growth, Sustainable Tourism, Cultural Heritage, Urban Communities, SDG 11

### **Beypore International Water Festival as A Catalyst for SDG-Aligned Destination Branding, Infrastructure Development, And Local Economic Growth**

Dr. Nikhil Das T <sup>1</sup>, Secretary Distrcit Tourism promotion council Kozhikode , Kerala Tourism dept mail:  
[nikhildas000@gmail.com](mailto:nikhildas000@gmail.com), Research Scholar, Department of commerce, Vels Institute of science, Technology & Advanced studies

Anagha Satheesan TM <sup>2</sup>, Research Scholar, Department of commerce, Vels Institute of science, Technology & Advanced studies, Pallavaram, Chennai 600117

Mahadevan P <sup>3</sup>, Chief Operating Officer, Sustainable Tourism & Hospitality Research, Innovation, and Accreditation (SUSTHIRA), Mumbai , [machtourism@gmail.com](mailto:machtourism@gmail.com)

### **Abstract**

The Beypore International Water Festival, launched in 2021 by the Kerala Tourism Department and DTPC, has significantly boosted tourism in the region. Once a key spice trading port, Beypore's potential remained untapped until the festival repositioned it as a hub for adventure water sports. This study explores how strategic marketing and resource management have enhanced Beypore's image, increased tourist arrivals, and improved local infrastructure. The festival exemplifies the power of event-based tourism in promoting sustainable development, contributing to SDG 8, SDG 11, and SDG 14 by generating employment, supporting inclusive urban growth, and advocating for marine sustainability—demonstrating how tourism can drive both economic and environmental progress.

**Keywords:** Event- Destination Image -Branding-Tourism promotion -Tourism Marketing -SDG

## Clean Technology and Behavioural Change Mitigating Greenhouse Gases for Sustainable Planet

B. Shalini<sup>1</sup>, Research Scholar

Dr. B. P. Chandramohan<sup>2</sup>, Director of Management Studies and Commerce  
<sup>1,2</sup> Vels Institute of Science Technology and Advanced Studies

### Abstract

Carbonization is a thermochemical process that converts organic materials into carbon-rich substances through pyrolysis or incomplete combustion, widely used in steel production, biochar manufacturing, and energy generation. Despite its economic importance, carbonization significantly contributes to greenhouse gas (GHG) emissions, notably carbon dioxide (CO<sub>2</sub>), methane (CH<sub>4</sub>), and nitrous oxide (N<sub>2</sub>O), with CH<sub>4</sub> and N<sub>2</sub>O having higher global warming potential than CO<sub>2</sub>. Emissions vary based on feedstock, methods, and efficiency. Industrial-scale carbonization emits large amounts of CO<sub>2</sub>, while biomass carbonization can either mitigate or worsen emissions. Effective government policies and international regulations are essential in minimizing these impacts, promoting cleaner technologies, and ensuring sustainable industrial development amid climate change concerns. **Keywords:** Carbonization, greenhouse gases, carbon dioxide emissions, methane, nitrous oxide, biochar, carbon sequestration, climate change, emission mitigation, sustainable technology.

### Equitable Education System in Tamil Nadu

R. Srinivasulu<sup>1</sup> Ph.D. Scholar, Department of Economics VISTAS Pallavaram, Chennai, India.

Prof. Dr. S. N. Sugumar<sup>2</sup> Deputy Director, Department of Economics, VISTAS, Pallavaram, Chennai, India.

Dr. Vasuki Mathivanan<sup>3</sup> Ph.D. Supervisor MARTIN LUTHER CHRISTIAN UNIVERSITY, Shillong.

### Abstract

Education is recognized as a key element in sustainable development strategies. The Johannesburg Plan of Implementation (JPOI), adopted at the 2002 World Summit on Sustainable Development, reaffirmed commitments to universal primary education and eliminating gender inequality in education, aligning with the Millennium Development Goals and the Dakar Framework for Action. The JPOI emphasized integrating sustainable development into all forms of education—formal, informal, and non-formal. Education for Sustainable Development (ESD) has gained global recognition as essential to quality education and a key driver of sustainability. ESD is supported by the 2014 Muscat Agreement and the UN's Sustainable Development Goal 4, which promotes inclusive, equitable, and lifelong learning opportunities for all. **Keywords:** Education System in Tamilnadu, Equitable Education System, Aims of Primary Education, Education System in Primary Education, Education with Uniform syllabus, Teachers' part in Equitable Education System.

# **Impact Of Logotherapy in Depression and Substance Abuse Disorder Among Adolescent Franklin f<sup>1</sup>**

**Research scholar, Economics (psychology interdisciplinary), Vels University**

## **Abstract**

India's progress toward Sustainable Development Goals (SDGs), particularly SDG 13 (Climate Action) and SDG 15 (Life on Land), reflects strong policy initiatives and grassroots efforts. However, the psychological and existential dimensions of sustainability, crucial for lasting behavioral change, are often overlooked. This study explores these aspects through Viktor Frankl's logotherapy, a therapeutic model focused on meaning-making and responsibility. By combining environmental psychology with logotherapy, it emphasizes the role of purpose-driven motivation in ecological stewardship. Case studies such as the Chipko Movement, Sikkim's organic farming, and youth climate activism demonstrate how meaningful engagement fosters resilience and pro-environmental behavior. The paper also proposes logotherapy-based interventions—like eco-therapy workshops and existentially framed corporate initiatives—as tools to bridge the attitude-behavior gap and deepen India's sustainable development impact.

**Keywords:** Sustainable Development Goals, Climate Action, Life on Land, Logotherapy, Environmental Psychology, Meaning-Making, India

## **Digital Payments as A Tool for Women Empowerment**

G.Leelavathi <sup>1</sup>, Research Scholar, Department of Economics, VISTAS, Chennai.  
Dr.B.P.Chandramohan <sup>2</sup>, Director of Management Studies and Commerce, VISTAS, Chennai.

## **Abstract**

Women's empowerment is essential for India's social and economic development, yet many women still face barriers to financial independence. Digital payments offer significant potential to empower women, particularly in low-income segments, by enhancing financial inclusion. While initiatives have expanded access to bank accounts, one in five Indian women remains unbanked, and many still struggle with account usage, savings, and credit access. Barriers include lack of identity proof, mobile phones, proximity to banks, and support in navigating financial systems. Digital services can help bridge these gaps by offering user-friendly, scalable financial tools. This paper analyzes gender disparities in financial inclusion, highlights the transformative role of digital payments in empowering women, and provides policy recommendations to ensure the digital revolution supports inclusive and equitable growth.

## **Screened Realities: Examining The Impact of Media on Adolescents' Behaviour**

Dr. P. Thiyagarajan <sup>1</sup>

Professor & Director, CDOE, Department of Economics, Vels Institute of Science, Technology & Advanced Studies,  
Pallavaram, Chennai -600117.

Ms. Mary. P. Y <sup>2</sup>

Ph.D. Research Scholar, Counselling and Family Therapy -Economics (Inter Disciplinary), Department of Economics, Vels  
Institute of Science, Technology C Advanced Studies, Pallavaram, Chennai-600117.

Email : [dandanish013@gmail.com](mailto:dandanish013@gmail.com)

### **Abstract**

The ubiquity of media on adolescent behaviour in accordance with six psychological and behavioural constructs is explored in this thematic review. The standalone yet interconnected constructs include cognitive absorption, brain rotting, presence, drug abuse, violence, and anxiety, which are identified through their recurring prominence in recent youth-media interactions. The review intends to make the interacting ways of advanced media environments with the adolescent cognitive and emotional development organized and interpreted conceptually. While cognitive absorption is a factor that can happen in deep psychological immersion and time displacement, brain rotting leads to deteriorating cognitive efficiency. The review ushers in presence, which is referred to as psychological realism of media experiences and influenced behaviours like drug abuse, violence, and anxiety. The review also directs future empirical studies across educational, clinical, and parental domains.

## **Advancing Cold Chain Logistics Through Ai Applications: A Strategic Contribution to India's Sustainable Economic Growth and SDG Alignment**

R.SAI PRASANNA <sup>1</sup>, A. MEENAKSHI<sup>2</sup>

### **Abstract**

Cold chain logistics is crucial for preserving perishable goods like food, medicine, and agricultural products in India. The industry faces challenges such as high energy consumption, inventory inefficiencies, and operational waste. This study examines the role of artificial intelligence (AI) in optimizing cold logistics, focusing on demand forecasting, predictive maintenance, and real-time temperature monitoring. AI can improve productivity, reduce energy use, and minimize product losses. In line with India's Sustainable Development Goals (SDGs) on industrial innovation and climate action, the research suggests AI as a key enabler of sustainable growth, offering insights for building more efficient, eco-friendly cold chain infrastructure.

**Keywords:** Artificial Intelligence, Sustainable Development Goals (SDGs), Operational Efficiency, Cold Chain Logistics, Smart Logistics, Predictive Maintenance

## **Internet Addiction and Its Impact on Academic Achievement Motivation and Study Habit Among College Students with Special Reference to Wayanad.**

Dr K P Vinod Babu <sup>1</sup> MD(Ay.), MA Psych., PhD Scholar  
PROF. DR S CHANDRACHUD <sup>2</sup>, Dept. of Economics <sup>1,2</sup> VISTAS

### **Abstract**

This study, titled "Internet Addiction and Its Impact on Academic Achievement Motivation and Study Habit Among College Students," focuses on the effects of internet addiction on academic performance and mental health among college students in Wayanad, Kerala. The study explores various forms of internet addiction, including cybersex addiction, cyber-relationship addiction, and compulsive web surfing. It aims to determine the association between internet addiction and academic achievement, mental health, and study habits. The research uses exploratory design with data collected from 100 college students through random sampling. Results reveal that excessive internet use negatively affects both academic performance and mental health, suggesting that moderation in internet usage can be beneficial for students.

## **The Role of ESG Investing in Promoting Sustainable Corporate Performance**

MR. MOHAMMED AMEEN .S <sup>1</sup>,  
DR. KAVITHA.M <sup>2</sup>

### **Abstract**

This study investigates the growing importance of Environmental, Social, and Governance (ESG) investing, highlighting its role in transforming corporate strategies. It emphasizes how ESG-focused investments drive companies to adopt responsible practices, enhancing long-term value creation while reducing environmental risks. By examining global trends and practical data, the paper demonstrates that ESG-oriented businesses tend to show better financial stability, particularly during economic downturns. It also explores the relationship between financial stability and ESG performance, detailing how institutional investors set sustainability standards through regulatory frameworks. ESG-proficient companies foster stronger stakeholder relationships and contribute to environmental stewardship. The research confirms that ESG investing is not only an ethical management strategy but also a key factor in ensuring sustainable growth and reducing ecological footprints.

**Keywords:** ESG investing, sustainable corporate, stakeholder, ethical governance practice

## Role Of Financial Institutions in Financial Inclusion

Dr.R.V. Suganya

Assistant Professor Department of Commerce

School of Commerce and Economics Vels Institute of Science Technology and Advanced Studies.

[suganva.sms@velsuniv.ac.in](mailto:suganva.sms@velsuniv.ac.in) [sugan9979@gmail.com](mailto:sugan9979@gmail.com)

Mr. Sanjay V.S

Research Scholar (Full Time) Department of Commerce

School of Commerce and Economics Vels Institute of Science Technology and Advanced Studies.

[sanjayvspt@gmail.com](mailto:sanjayvspt@gmail.com)

### Abstract

Financial institutions are crucial to advancing financial inclusion by providing access to affordable financial services such as savings, credit, insurance, and payment systems. They help integrate underserved individuals and businesses into the formal financial system, enabling them to manage risks, invest, and build resilience. Tailored products for small and medium enterprises promote economic participation, innovation, and poverty reduction. However, challenges like regulatory barriers, low financial literacy, and infrastructure gaps hinder progress. Collaborative efforts among governments, private sectors, and non-profits are essential to creating an inclusive financial ecosystem. By driving innovation and advocating for inclusive policies, financial institutions ensure services are accessible and user-friendly, ultimately contributing to equitable growth, community empowerment, and overall economic stability. **Keywords:** *Financial Inclusion, Financial Institution, Financial services, Economic growth.*

### Fashion 4.0: Managing The Shift Towards Sustainable and Digital Fashion Ecosystems.

Santha Sorubini P<sup>1</sup> Dr. Jayasree Krishnan<sup>2</sup>

<sup>1</sup>Vels Institute of Science, Technology and Advanced Studies.

<sup>2</sup>Director, School of Management and Commerce, Vels Institute of Science, Technology and Advanced Studies.

### Abstract

The digital revolution in the fashion industry is driven by technologies like IoT, AI, blockchain, AR, and VR. These innovations have transformed product development, business strategies, operations, and sustainability practices. With fashion being a major polluting industry, there is growing pressure to improve environmental impact. Digital tools enhance supply chain visibility, improve manufacturing, and reduce product returns through platforms like Farfetch, Stitch Fix, and Nikeland. Technologies such as Virtual Fitting Rooms and blockchain foster customer satisfaction and transparency. Immersive tech reduces waste and supports consumer education. Companies like Yida Group face digital challenges around data protection and system integration. Overall, trends in customization, sustainability, and inclusivity are shaping the luxury fashion sector, though implementation gaps remain. **Keywords:** Digitalization, Sustainability, Fashion industry, Innovation, Transformation, Technology.

## **Empowering Women Accountants and Redefining the Profession in The Digital Era**

**JAYASHREE. R     Dr. S. JAYAKANI**

Research Scholar, Department of Commerce, Vels Institute of Science, Technology and Advanced Studies,  
Pallavaram, Chennai – 600 117, 91 9884600555, [jay.shree0904@gmail.com](mailto:jay.shree0904@gmail.com)

Professor, Research Supervisor & Guide, Department of Commerce, Vels Institute of Science, Technology and  
Advanced Studies, Pallavaram, Chennai – 600 117, +91 74488 10960  
[jkani.sms@velsuniv.ac.in](mailto:jkani.sms@velsuniv.ac.in)

### **Abstract**

The accounting profession is undergoing a digital transformation driven by advances in technology, data analytics, and automation. This shift presents both opportunities and challenges, especially for women accountants who are uniquely positioned to lead change. Empowering women in accounting involves adopting digital tools, enhancing leadership skills, and promoting diversity and inclusion to foster innovation. This study explores women's pivotal role in reshaping the field, highlighting initiatives that support their growth and how digitalization can drive gender equity. By shifting routine tasks to automation, tools like AI and data analytics allow accountants to focus on strategic decision-making. This evolution not only elevates women's roles within the profession but also establishes a more inclusive, innovative standard for the future of accounting.

**Keywords:** *Digital era, revolution, leadership and women accountants*

## **The Role of Make in India in Advancing Sustainable Development Goals**

**Kalpana     Dr. Jayasree Krishnan**

Research Scholar, VELS Institute of Science, Technology and Advanced Studies (VISTAS), Pallavaram, Chennai  
[Kalpanaanu77@gmail.com](mailto:Kalpanaanu77@gmail.com)

Director, Department of Management and Commerce, VELS Institute of Science, Technology and Advanced Studies  
(VISTAS), Pallavaram, Chennai 600117, [jayasree.krishnan@gmail.com](mailto:jayasree.krishnan@gmail.com)

### **Abstract**

The Make in India initiative has gained renewed importance in driving sustainable economic growth, especially post-pandemic and amid shifting global supply chains. Originally launched to boost manufacturing and investment, it now aligns with India's commitment to the UN Sustainable Development Goals (SDGs), particularly SDG 8 (Decent Work), SDG 9 (Industry & Innovation), and SDG 12 (Responsible Consumption). This dissertation explores how Make in India contributes to these goals through trends like green manufacturing, Industry 4.0, and circular economy practices. It also evaluates inclusive growth via MSME development, skill-building, and regional balance. Despite progress in sectors like electronics, defense, and renewables, gaps in sustainability and equity remain. The study proposes integrated, climate-conscious policy frameworks to fully realize Make in India's potential by 2030.

**Keywords:** Make in India, Sustainable Development Goals (SDGs), Economic growth, Industrial policy, Manufacturing sector

## **A Study on Influence of Corporate Social Responsibility in Education Towards Students CSR Orientation**

K. Satya Ganesh, Dr. P. Jagadeesan,  
Research Scholar, Department of Commerce, VISTAS, Pallavaram, Chennai. E-Mail: [ksgbobby@yahoo.com](mailto:ksgbobby@yahoo.com), Ph.:  
9884381841.

Professor & Head, Research Supervisor, Department of Commerce, VISTAS, Pallavaram, Chennai. E-Mail:  
[jagadeesansuba@gmail.com](mailto:jagadeesansuba@gmail.com), Ph.: 9962177879.

### **Abstract**

Corporate Social Responsibility (CSR) refers to a business's commitment to ethical conduct, economic development, and improving the quality of life for employees, their families, and the broader community. This study uses survey-based primary data from 100 respondents, selected through non-probability convenience sampling. Descriptive statistics are employed to analyze the characteristics of the constructs, while correlation and regression analyses assess the relationships between them. Using SPSS version 22, the research identifies a significant positive relationship between CSR in education and students' orientation toward CSR. The findings also highlight key traits associated with educational CSR and the strength of correlations between the concepts, suggesting that CSR initiatives in education positively influence students' CSR awareness and engagement.

**Keywords:** Corporate Social Responsibility, Education, Orientation, Convenience sampling

## **Spatial Patterns of Employee Turnover in India: A Predictive Analytics Approach to Regional Workforce Planning**

<sup>1</sup>Heno Merlin C P S, <sup>2</sup>Dr. Jayasree Krishnan

<sup>1</sup>Research Scholar, <sup>2</sup>Professor & Director

[henomerlin311001@gmail.com](mailto:henomerlin311001@gmail.com) [directormba@vistas.ac.in](mailto:directormba@vistas.ac.in)

<sup>1, 2</sup> Department of Management Studies

<sup>1, 2</sup>Vels Institute of Science Technology and Advanced Studies, Chennai – 600 117

### **Abstract**

Employee turnover is a major concern for organizations, especially in a diverse country like India, where regional variations influence employment patterns. This study explores the geospatial dimensions of employee turnover using predictive analytics, incorporating socio-economic and organizational demographic data into machine learning models. Techniques such as spatial clustering, regression analysis, and decision trees identify attrition hotspots and predict future trends. The research examines sectoral shifts and the impact of cost of living, urbanization, education, and industry growth on retention. It emphasizes the value of region-specific, data-driven workforce planning for organizations and policymakers. The study contributes to the emerging field of spatial workforce analytics and recommends integrating predictive modeling into HR strategies to enhance retention and reduce turnover costs in India's evolving labor market. **Keywords:** Employee Turnover, Spatial Patterns, Predictive Analytics, Regional Disparities, Contextual Factors, Geospatial Analysis

# **Impact Of Artificial Intelligence on Economic Development**

**Mr. Abdul Shameel. K.V.      Dr. V. Chitra.**

**Research Scholar, Department of Commerce, Vels Institute of Science, Technology & Advance studies, Chennai**

**Associate Professor, Department of Commerce, Vels Institute of Science, Technology & Advance studies, Chennai**

## **Abstract**

The paper explores the impact of Artificial Intelligence (AI) on global economic growth, analysing its contributions to productivity, innovation, job creation, and industry transformation. It also discusses the challenges AI poses, such as job displacement and economic inequality, and offers policy recommendations for maximizing the positive impacts of AI. methods are mixed approach using literature review, case studies, and economic modeling to assess AI's effects on economic development in various sectors. Key Findings AI boosts productivity in many industries, fosters innovation, and creates new economic opportunities. However, it also presents challenges related to labour displacement, inequality, and regulatory needs. Conclusion To maximize the economic benefits of AI, governments and businesses must focus on policy frameworks that promote inclusive growth, skills development, and ethical AI use.

## **AI and The Sustainable Development Goals (SDGS)**

**Ms.K.Selva Kumar**

## **Abstract**

Artificial Intelligence (AI) has rapidly transformed numerous sectors, including healthcare, communication, energy, education and governance. With the rise in data availability and computational power, AI has evolved to support complex cognitive tasks like decision-making, learning, and problem-solving. Governments globally—including the UK, China, India, and others—are creating national strategies to guide AI development and integration. In the SDGs the AI 's potential is very essential and play a vital role. The physical power of the machine is more reliable than machine power like AI's power replaces the human thinking and creative in many fields.AI tools make easier to access and reduce the time, cost and stress in all the sectors which the human being depends. This paper would like to bring the over view on the role of AI in Human life, Business development, Government sectors, Education, Environmental, Health care, Space technology etc.

# **Strategic Integration of Artificial Intelligence in Human Resource Management in the Indian It Industry: A Pathway to Inclusive Economic Growth and Sustainable Development**

T. Kayalvizhroja<sup>1</sup>, Research Scholar, Department of Management Studies, VISTAS, Pallavaram,  
[kayalvizhrojaphd@gmail.com](mailto:kayalvizhrojaphd@gmail.com)

Dr. Jayasree Krishnan<sup>2</sup>, Professor & Director, Department of Management Studies Pallavaram VISTAS,  
Pallavaram, [directormba@vistas.ac.in](mailto:directormba@vistas.ac.in)

## **Abstract**

Artificial Intelligence (AI) is transforming Human Resource Management (HRM) in India's rapidly growing IT sector, particularly in recruitment, employee engagement, and performance management. This research examines the impact of AI-driven HR practices on workforce productivity, bias reduction, equality, diversity, and demographic patterns. It explores how AI can help achieve national development goals, especially SDGs 5, 8, and 9, with a focus on women's employment and infrastructure growth. The study creates a conceptual framework linking AI to sustainable outcomes, using scholarly articles, business cases, and policy reports. The research emphasizes the importance of responsible AI usage for long-term social and economic benefits, offering valuable insights for researchers, IT companies, and policymakers.

**Keywords:** Artificial Intelligence, Human Resource Management, IT Industry, Inclusive Economic Growth, Sustainable Development Goals

## **Impact of Poverty Alleviation Schemes on The Socio - Economic Status of the Mannan Tribes.**

Ms. Dhanya Mohanan, Dr. Devika N  
Research Scholar, Dept of Economics, Vistas, Chennai  
Assistant Professor, Dept of Economics, Vistas, Chennai

## **Abstract**

Poverty in India is influenced by economic, political, and social factors, with Amartya Sen highlighting the importance of addressing social inequalities through education and healthcare for sustainable development. This study examines the effectiveness of government policies in reducing poverty among the Mannan tribes in the Kumily-Periyar region, focusing on multidimensional poverty indicators like education, healthcare, and living standards. Using a simple percentage method, the analysis reveals that while there are numerous welfare schemes in place, their impact is limited by poor implementation. The study concludes that strengthening the execution of these initiatives is essential for maximizing their benefits and effectively addressing poverty in marginalized tribal communities.

**Keywords:** *Multidimensional poverty, Mannan tribe, Government policies*

## **Consumer Involvement and Purchase Pattern of Organic Food Products in Chennai City.**

Mrs.K. Amudha<sup>1</sup>, Dr.M.Thaiyalnayaki<sup>2</sup>

<sup>1</sup>Research Scholar, Department of Commerce, VISTAS, Pallavaram, Chennai – 600 117.

<sup>2</sup>Professor, Department of Commerce, VISTAS, Pallavaram, Chennai – 600 117.

### **Abstract**

Organic food products have become a key focus for promoting a clean environment and combating chronic diseases, reducing the burden on healthcare systems. This research aims to identify consumer involvement factors in organic food products and their impact on purchase intentions. The study gathered 546 samples using convenience sampling and found that information involvement is influenced by advertisements, including celebrity endorsements, social media ads, and commercial promotions. The research revealed that a high level of consumer involvement is reflected in the significant interest consumers show towards celebrities advertising organic food products. This highlights the role of advertising in shaping consumer engagement and purchase decisions for organic products.

**Key words:** Consumer involvement, Purchase intention, Confirmatory factor analysis, Reliability.

## **A Study on Women Empowerment through Entrepreneurship Development Program in Chennai**

Mrs. B Esakkirani, Dr. C. Shalini,

Research Scholar, PG Department of Commerce (Accounting & Finance), Vels Institute Science and Technology and Advance Studies

Professor and Head, Research Supervisor, PG Department of Commerce (Accounting & Finance), Vels Institute Science and Technology and Advance Studies

### **Abstract**

Entrepreneurship Development Programs (EDPs) play a crucial role in empowering women by equipping them with the skills, knowledge, and resources needed to succeed in business. A study of 100 women entrepreneurs in Chennai found a positive perception of EDPs, with participants noting their effectiveness in enhancing self-efficacy and providing practical business skills. The research showed that EDPs benefit women from diverse backgrounds, fostering entrepreneurial confidence and competence. By empowering women, these programs contribute to economic growth and social development. The study underscores the importance of continued investment in EDPs to promote gender equality and economic empowerment, helping women overcome barriers and succeed in their entrepreneurial ventures.

**Keywords:** Women Empowerment, Entrepreneurship Development Program, Entrepreneurship, Empowerment.

# Empowering Women: Towards Progress of India

Ramadoss Akshaya

Research Scholar, Department of Management ,VELS Institute of Science, Technology and Advanced Studies (VISTAS), Pallavaram, Chennai 600117

Email id: [aksshram@yahoo.co.in](mailto:aksshram@yahoo.co.in) ,Mobile: 9632455633

Dr. Jayasree Krishnan

Director, Department of Management and Commerce, VELS Institute of Science, Technology and Advanced Studies (VISTAS), Pallavaram, Chennai 600117

Email id: [jayasree.krishnan@gmail.com](mailto:jayasree.krishnan@gmail.com), Mobile: 9840165290

## Abstract

The Viksit Bharat 2047 vision aims to transform India into a prosperous, inclusive, and sustainable nation by its centenary of independence in 2047. Built on the ‘GYAN’ framework—Garib, Yuva, Annadata, and Nari—the vision emphasizes women's empowerment as a key factor in creating an equitable society. Despite progress, societal norms, gender stereotypes, and structural barriers continue to limit women’s access to education, economic opportunities, and the workforce. Strategic reforms in education, financial independence, and healthcare are essential for empowering women politically and economically. With government initiatives supporting women’s advancement, Viksit Bharat envisions unlocking India’s full potential for economic, social, and technological development, leading to unprecedented growth and global prominence.

**Keywords** – Women Empowerment, Viksit Bharat, Strategic Reforms, Sustainable, Inclusive, Financial Independence, Societal Hostilities, Gender Stereotypes, Literacy Rate, Gender Equality

## Challenges Faced by Women It Employees in Hybrid Work Arrangements

Ms. NIVEDHA.M,

Research Scholar, Department of Commerce,  
Vels Institute of Science, Technology and Advanced Studies, Chennai-117.

e-mail ID: [mailtonivetham@gmail.com](mailto:mailtonivetham@gmail.com)

Dr. SWATHI PRADEEBA P,

Assistant Professor & Research Supervisor,  
Department of Commerce,

Vels Institute of Science, Technology and Advanced Studies. Chennai-117.

e-mail ID: [swathipradeebapandian@gmail.com](mailto:swathipradeebapandian@gmail.com)

## Abstract

Hybrid work arrangements in the IT sector offer flexibility but present challenges for women, including blurred work-life boundaries, increased domestic responsibilities, reduced visibility, limited mentorship, and slower career progression. This research examines these issues and identifies barriers to equity and inclusion for women in hybrid work environments. It suggests that organizations adopt supportive and inclusive policies to address these challenges, helping women thrive professionally and ensuring greater gender equity and career growth in the IT sector.

## **A Study on Consumer Action and Familiarity with Online Purchasing**

**Ms. J.MONIKA, Research Scholar, Department of Commerce, Vels Institute of Science,  
Technology and Advanced Studies,**

**Chennai-117. e-mail ID: [monimonika2692000@gmail.com](mailto:monimonika2692000@gmail.com)**

**Dr. Swathipradeebap, Assistant Professor & Research Supervisor, Department of Commerce, Vels  
Institute of Science, Technology and Advanced Studies. Chennai-117.**

**E-mail ID: [swathipradeebapandian@gmail.com](mailto:swathipradeebapandian@gmail.com)**

### **Abstract**

The purpose of the "Consumer behavior towards online shopping" study is to ascertain why people favor online buying over traditional brick-and-mortar stores. Online shopping has gained popularity primarily in the retail sector, meaning that the majority of large enterprises in the market rely on both online and offline sales. However, this study sheds light on a number of topics, including product pricing, delivery speed, internet speed, and variety, as well as how these factors influence how consumers make decisions. The study's primary goals are to identify the product categories that consumers prefer for online purchasing. This aids in determining the products that customers like to purchase online.

## **Digital Adoption in Banking – Opportunities and Challenges**

**Ms. Aiswarya Karthikeyan**

### **Abstract**

The adoption of digital banking has increased since covid times. Now most of the account holders are using the various forms of digital banking. The various forms are mainly these like Net banking, UPI payments, M-banking, Cardless payments, Neo banking (digital only banking), Digital wallets, Electronic Funds Transfer. There are various studies in regard to digitalized banking that gives knowledge and insights on the various new forms of banking. This study is undertaken for the purpose on studying the digital adoption rate and its impact on the consumer behaviour, the new Fintech solutions that arise in banking services. This study also gives insight into the new opportunities and challenges into the banking services. The research method is a non- random sampling method. The data is collected through questionnaire, websites, articles and journals published. The study is of quantitative aspect. The study includes various financial technologies like block chain technology, Artificial Intelligences, Robotic process Automation, Cloud computing, etc. These technologies are used to increase efficiency, security, enhanced customer experiences reshaping online banking services. The credit risk, operational risk, and compliance risk is managed by using these technologies. Fraud risk is also prevented. Customer support services, personalised instant support, secure transactions are made possible with growing Fintech. Cross border payments are made easier.

# The Role of ESG Investing in Promoting Sustainable Corporate Performance

MR. MOHAMMED AMEEN. S, DR. KAVITHA.M

## Abstract

Environmental Social Governance (ESG) investing has become a key factor in shaping corporate strategies, with stakeholders expecting companies to prioritize sustainable practices. This study examines the growing significance of ESG investing, showing how it encourages businesses to adopt responsible practices while maximizing long-term value and reducing environmental risks. It explores the relationship between ESG performance and financial stability, highlighting how institutional investors influence sustainability standards through regulatory frameworks. ESG-focused companies tend to maintain stronger stakeholder relationships and economic stability during recessions, demonstrating that ESG investing is essential for ethical management, growth, and environmental stewardship.

**Keywords:** ESG investing, sustainable corporate, stakeholder, ethical governance practice.

## The Role of User Interface (UI) On Customer Satisfaction Among Four-Wheeler Vehicle Users in Kerala

**DR. R.V SUGANYA**  
Assistant Professor, Department  
of Commerce,  
Vels Institute of Science,  
Technology & Advanced Studies  
Sugan9979@gmail.com

**MS. PREETHY NAGARAJ**  
Assistant Professor, Rajagiri  
College of Social Sciences,  
Cochin &  
Research Scholar - Vels Institute  
of Science, Technology &  
Advanced Studies  
Pallavaram, Chennai  
preethy@rajagiri.edu

**DR. BHARATHI RAJAN. R**  
Assistant Professor,  
Department of Commerce  
Rajagiri College of Social  
Sciences, Cochin  
bharathirajan@rajagiri.edu

## Abstract

The rapid evolution of technology in the automotive sector has shifted attention towards the role of user interfaces (UI) in enhancing the driving experience. While vehicle performance, safety, and aesthetics continue to dominate consumer preferences, the usability and intuitiveness of in-car UIs are increasingly influencing customer satisfaction and brand loyalty. This study investigates the role of UI in shaping the perceptions, expectations, and satisfaction levels of four-wheeler users in Kerala. Through descriptive research and a structured survey methodology, the study identifies key UI features impacting driver experience and provides actionable insights for manufacturers aiming to optimize in-vehicle interaction. **Keywords:** User Interface, Customer Satisfaction, Automotive Technology, Infotainment Systems, Human-Machine Interaction, Four-Wheeler User

## **Beyond Taste and Flavour: The Role of Infrastructure in Attracting Customers.**

**E RENUKA DEVI Ph.D – Full Time Research Scholar, Department of Commerce, VISTAS, Pallavaram, Chennai.**

**Dr.P. VANITHA Assistant Professor and Research Supervisor, Department of Commerce, VISTAS, Pallavaram, Chennai**

### **Abstract**

While food quality remains crucial, modern consumers expect more from restaurants, including well-designed spaces that enhance the dining experience. Factors like interior design, seating layout, lighting, ventilation, and accessibility play a significant role in attracting and retaining customers. In today's competitive market, infrastructure investment has become a strategic process for driving customer engagement, increasing footfall, and building brand loyalty. This article highlights real-world examples and marketing lessons that demonstrate how an aesthetically pleasing, operationally efficient environment can contribute to customer success. It also offers guidance for restaurant operators looking to improve infrastructure without overspending, emphasizing that the setting can be as important as the menu in creating a memorable dining experience.

**Keywords:** restaurant infrastructure, customer attraction, ambience, interior design, foot traffic, dining experience, customer engagement.

## **Growing Digital Adoption in Tamil Nadu Government Schools**

**Ms.M.RUBEE SHANTHA MARY M.COM**  
Research scholar,  
Department of Commerce  
Vels Institute of Science, Technology & Advanced  
Studies,Pallavaram, Chennai -600117.

**Dr.P.Jagadeesan**  
Research supervisor,  
Department of commerce,Vels Institute of Science,  
Technology & Advanced Studies,Pallavaram,  
Chennai -600117

### **Abstract**

The COVID-19 pandemic accelerated digital transformation in education, with Tamil Nadu leading reforms in its government schools. This study examines the implementation of digital programs across the state, revealing improvements in access, student engagement, and teaching quality. Insights from surveys, policy reviews, and stakeholder interviews also highlight challenges like infrastructure gaps and limited teacher training. The research offers practical recommendations for creating a sustainable digital education system, emphasizing the need for ongoing support and development to ensure long-term educational success.

**Keywords:** Digital Education, Government Schools, Tamil Nadu, ICT, Educational Policy, Digital Literacy

# **A Study on Building Customer Relationships Through Social Media.**

**Krishna Priya K, Research Scholar, Department of Commerce, VISTAS.**

**Dr.M.Thaiyalnayaki, Professor, Department of Commerce, VISTAS**

## **Abstract**

This study explores the impact of social media interactions on customer satisfaction and product development. Through literature analysis, surveys, and case studies, it finds that social media enhances customer loyalty by offering direct communication, community engagement, and real-time service. Consumers value personalized and transparent interactions, boosting brand trust. Additionally, social media feedback helps businesses understand customer preferences, informing product development and accelerating innovation. The study emphasizes the need for strategic social media use and robust analytics tools. It concludes that businesses should view social media as a key part of customer relationship management and innovation strategy, not just a marketing tool, to achieve long-term competitive success.

**Key words:** Customer relationship, social media.

## **Digital Adoption in Chennai City - Trends Observed**

**N.V. Sowmya      Dr. Sayeeda Jabeen Shariff**

**Research Scholar, Department of Commerce, VISTAS, Pallavaram, Chennai.**

**Assistant Professor & Research Department of Commerce, VISTAS, Pallavaram, Chennai.**

## **Abstract**

This research examines the rapid shift toward digital payments in Chennai, reflecting India's broader move toward a cashless economy. In 2022, Chennai emerged as one of India's top five cities for digital payments, with 14.3 million transactions totaling approximately USD 35.5 billion. Factors driving this growth include a surge in digital platforms, high smartphone penetration, and increased usage during festive seasons. The study, based on survey data from 290 respondents, reveals that millennials and Gen Z lead the adoption of cashless methods due to their technological fluency and familiarity with mobile applications. Chennai's strong IT presence and growing urban population further support digital integration in daily financial transactions. However, the study also notes that traditional preferences for cash and varying levels of digital literacy present challenges to universal adoption. Cultural norms, awareness, and perceived security concerns continue to influence consumer behavior. Nevertheless, with ongoing government support and advancements in financial technology, digital payment usage is expected to expand further. The findings underline the importance of targeted financial literacy and infrastructure development to ensure inclusive digital adoption in Chennai's evolving payment ecosystem.

# **The Role of Tourism in India's Economic Growth**

S.S.Deepthi

## **Abstract**

Tourism plays a crucial role in India's economic development by creating jobs, generating foreign exchange, and promoting regional growth. Recognized as a strategic sector, tourism contributes significantly to the country's GDP and supports various allied industries, from hospitality to transport. This paper examines different tourism forms—heritage, cultural, eco, and wellness—and their positive effects on local businesses and investment. However, the sector also faces challenges like environmental degradation and over-tourism, which call for sustainable tourism policies. The study highlights successful initiatives that balance economic gains with environmental and cultural preservation. It concludes that aligning tourism strategies with the Sustainable Development Goals (SDGs) can foster inclusive, responsible, and long-term growth, positioning tourism as a key driver of India's development trajectory.

## **Sustainable Development in India: A Critical Analysis of Social and Economic Drivers**

Albin Joe\*<sup>1</sup> and Dr. R.V. Suganya<sup>2</sup>

<sup>1</sup>Research Scholar, Vels Institute of Science Technology and Advanced Studies, Chennai

<sup>1</sup>Lecturer, Department of Commerce (BM&CS), Hindustan College of Arts & Science, Chennai

<sup>2</sup>Assistant Professor, Department of Commerce, Assistant Director – Academic Courses (UGC), Vels Institute of Science Technology and Advanced Studies (VISTAS)

## **Abstract**

Sustainable development in India presents a complex interplay of economic aspirations and social responsibilities amidst rapid globalization and population growth. This paper critically analyzes the key economic and social drivers influencing India's progress towards the United Nations Sustainable Development Goals (sdgs). It explores how macroeconomic policies, poverty alleviation programs, education reforms, health infrastructure, and environmental considerations collectively shape sustainable development outcomes. The study highlights achievements and systemic gaps in India's development framework by examining sectoral data, government initiatives, and regional disparities. Special emphasis is placed on the interconnectedness of economic growth with social equity, gender inclusion, and environmental sustainability. The findings suggest that while India has made considerable progress in areas like renewable energy, financial inclusion, and digital access, persistent challenges in inequality, rural development, and governance structures continue to hinder holistic SDG attainment.

# **Progress Of It Employees in Sustainable Development Goals (SDGS) During the Post-Pandemic Period**

**Prasanna Venkatakrishnan**

## **Abstract**

This study explores the evolving role of Information Technology (IT) professionals in advancing Sustainable Development Goals (SDGs) in the post-COVID-19 era. As the industry adapted to remote and hybrid work models, IT professionals have increasingly contributed to SDGs such as decent work, gender equality, innovation, climate action, and reduced inequalities. The research assesses how digital upskilling, work-life balance, green IT practices, and corporate sustainability strategies influence progress toward these goals. Findings highlight that IT professionals are now key drivers in building resilient and sustainable corporate ecosystems, reflecting a shift in responsibility and influence within the tech industry.

*Key words: Employees, Post pandemic, Sustainability, Progress, Development.*

# **Sustainable Infrastructure Development in Himalayan States**

**THARMARAJ R**

## **Abstract:**

This research focuses on the impact of climate change on Himalayan states in India, which, despite being minimal contributors to global CO<sub>2</sub> emissions, are among the most affected regions. The study emphasizes India's commitment to achieving net-zero emissions by 2070, under the "Panchamrit" framework introduced by Prime Minister Narendra Modi at the 2021 Glasgow COP conference. While states like Maharashtra are the major CO<sub>2</sub> emitters in India, the Himalayan states face significant infrastructure challenges due to climate change. The paper explores the effects of climate change on these states' infrastructure and examines the role of the Indian government and local authorities in mitigating these impacts to protect both the environment and the economy.

# **Environmental Social Governance in Valuing Assets - Green Buildings**

**K.Sundarapandian<sup>1</sup>, Dr. Suvarna Raagavendaran<sup>2</sup>**  
**Research Scholar<sup>1</sup>, Professor<sup>2</sup>**  
**Department of Economics, VISTAS.<sup>1,2</sup>**

## **Abstract**

Environmental, Social, and Governance (ESG) factors are becoming critical in valuing commercial real estate, particularly green buildings. These factors influence asset risks, income generation potential, and investor decisions. As sustainability becomes central to global investment strategies, valuation professionals must adopt ESG-inclusive methodologies. This paper explores ESG integration in commercial property valuation, focusing on green-certified buildings, and incorporates international frameworks and quantitative modeling to show the financial materiality of ESG in real estate.

## **Impact Of Mobile Addiction in The Reading Habits of Children: An Empirical Study Among High School Students.**

Suma T S<sup>1</sup>, Suvarna Raghavendra<sup>2</sup>  
Research Scholar<sup>1</sup>, Assistant Professor<sup>2</sup>  
Department of Economics, Vels University.<sup>1,2</sup>  
Email: [surag40@gmail.com](mailto:surag40@gmail.com)<sup>1</sup>, [telu.sms@velsuniv.ac.in](mailto:telu.sms@velsuniv.ac.in)<sup>2</sup>

## **Abstract**

This study investigates the impact of mobile phone addiction on the traditional reading habits of high school students, with an emphasis on how digital dependency is reshaping adolescent learning behaviours. Drawing on both quantitative and qualitative data from a survey of 385 students, the research developed two composite indices—the Mobile Addiction Index (MAI) and the Negative Reading Impact Score (NRIS)—to quantify the relationship between mobile usage patterns and reading engagement. Statistical analyses, including correlation, ANOVA, and regression, revealed a moderate but significant inverse relationship between mobile phone addiction and time spent reading. Students with high MAI scores reported lower reading durations, greater distraction, and more barriers to sustained reading habits. Additionally, intrinsic motivation was found to be a key driver of positive reading behaviour, while mobile phones emerged as the most commonly cited obstacle. The findings highlight the pressing need for balanced digital usage and underscore the relevance of this issue to Sustainable Development Goals (sdgs), particularly SDG 4 (Quality Education) and SDG 3 (Good Health and Well-being). The study calls for responsible digital integration in educational environments and policies and interventions that promote a strong culture of reading in the digital age.

# **Poverty Eradication Programmes in India from 2000 To 2025, Particularly MGNREGA For Sustainable Development Goals.**

**Ms.T.Jeya Mary<sup>1</sup>, Dr.S.N. Sugumar<sup>2</sup>**  
**Research scholar<sup>1</sup>, Professor and Deputy Director<sup>2</sup>**  
**Department of Economics, School of Commerce and Economics, VISTAS<sup>1,2</sup>**

## **Abstract:**

India's poverty eradication programs, particularly MGNREGA, have significantly reduced poverty and promoted sustainable development. By providing employment guarantees, ensuring financial inclusion, and enhancing livelihood security, these initiatives have improved the lives of millions of Indians. MGNREGA, a landmark legislation, guarantees 100 days of employment, addressing poverty and unemployment while fostering rural development. Its focus on unskilled manual labor, equal wages for men and women, and social inclusion has advanced economic and social justice. Although challenges remain, MGNREGA is widely recognized as a successful poverty eradication program and has had a profound impact on rural development in India.

**Keywords:** Poverty Eradication, Sustainable development Goals, MGNREGA Programme, Rural development, Employment

## **Role Of Quality Education for Sustainable Development Goals**

**Ms.Beryl<sup>1</sup>, Dr.S.N.Sugumar<sup>2</sup>**  
**<sup>1</sup>Research scholar, Department of Economics, VISTAS**  
**<sup>2</sup>Professor and Deputy Director, Department of Economics, School of Commerce and Economics, VISTAS**

## **Abstract:**

Quality education ensures equal access to education for all students. It gives qualified, passionate, and well-trained teachers engaging learning environments. Sustainable Development Goals educate students about sustainable development, climate change, and build awareness and values of environmental conservation to protect the planet. The research investigates the education influencing SDG5, SDG8, and SDG13, exploring strategies through innovative learning to align educational policies with the SDG targets of the government. It suggests providing professional development opportunities for educators to enhance the teaching quality and adapt to diverse learning needs. The government aligns national education policies and frameworks with the sdgs, strengthening partnership between ngos and the private sector to invest in education, infrastructure, and innovation strategies **Keywords:** Sustainable Development Goals, Quality Education, Millennium Development Goals

# **Agricultural Development Of Tamil Nadu**

**M. PUNNIYAKOTI<sup>1</sup>, Dr. S.N. SUGUMAR<sup>2</sup>**

**<sup>1</sup>Research Scholar, Department of Economics, VISTAS, Chennai -117**

**<sup>2</sup>Professor, Deputy Director, Department of Economics & School of Commerce and Economics, VISTAS, Chennai -117**

## **Abstract**

The agricultural sector is crucial for the development of both secondary and service sectors in the economy. This study examines key agricultural aspects in Tamil Nadu, such as land use patterns, crop production, and productivity since 1950. Data shows positive changes in land use, crop production, and productivity. The total area under forest cover, land for non-agricultural purposes, and areas sown multiple times have increased. Small land holdings have grown due to fragmentation, though there's no significant change in landholding sizes. However, gross and net areas sown, as well as irrigation, have declined between 2001 and 2019, with notable reductions in crops like cholam, cumbu, ragi, and groundnut.

## **IMPAIRMENT OF ASSET'S VALUE – OVERVIEW**

**Er. M. Ulaganathan<sup>1</sup>, Dr. S. N. Sugumar<sup>2</sup>**

**<sup>1</sup>Research Scholar, Department of Economics, VISTAS, Chennai -117**

**<sup>2</sup>Professor, Deputy Director, Department of Economics & School of Commerce and Economics, VISTAS, Chennai -117.**

## **Abstract**

Impairment of assets means the loss of capital value of assets during the passage of service utility applicable to both tangible & intangible assets. For tangible or physical assets, it is termed as depreciation whereas it is called as amortization in case of intangible. Present methods of depreciation calculation triggered the authors that there won't be gradual wear and tear and also the rate of depreciation will never be uniform in all categories of assets. The authors realize that the level of depreciation, in practical utility, is of minimum magnitude at initial stages and expands till complete utilization. In general, the rate of depreciation depends upon other factors such as quality of workmanship in construction, raw materials procured, maintenance, etc. There is scrap or salvage value available at the end of physical life.

Keywords: Depreciation, Rate of depreciation, Net Present Value, Category of Utility, Optimal utilization of asset, Accelerated depreciation, Cumulative depreciation, etc

# **Economic Contributions of Agri-Tourism to Rural Development**

**Mr. SHIJIN P<sup>1</sup>, Dr. MOHANA PRIYA. M<sup>2</sup>**

**Research Scholar<sup>1</sup>, Assistant Professor and Research Supervisor<sup>2</sup>**

**Department of Commerce, Vels Institute of Science, Technology and Advanced Studies, Pallavaram,  
Chennai<sup>1,2</sup>**

## **Abstract**

Agri-tourism boosts rural development by diversifying income, creating jobs, and preserving cultural heritage. It enhances local economies through tourist spending and improves infrastructure, quality of life, and environmental sustainability. However, challenges like low awareness, poor marketing, inadequate infrastructure, and weak collaboration hinder its growth. To maximize its potential, communities must be educated on agri-tourism's benefits, while governments and stakeholders should improve policies, funding, and marketing. Strengthening local participation, upgrading facilities, and promoting rural traditions can attract more tourists. Effective cooperation between farmers, businesses, and authorities is crucial to overcoming seasonality and market access issues. By addressing these challenges, agri-tourism can fully contribute to rural prosperity, job creation, and sustainable development.

**KEYWORDS:** Agri-tourism, rural development, sustainable, tourists.

## **A Comparative Study on Student Development in Montessori Education Across Selected Regions**

**Prabha<sup>1</sup>, Dr.D.Elumalai<sup>2</sup>**

**VISTAS<sup>1,2</sup>**

## **Abstract**

The Montessori method, renowned for fostering holistic child development through self-directed learning, was examined across regions to compare student outcomes in academic performance, social skills, self-discipline, and problem-solving. Using observations, educator/parent interviews, and standardized assessments, the study revealed regional variations influenced by teaching practices, parental involvement, socio-economic factors, and resources. Despite differences, Montessori education consistently supported cognitive, emotional, and social growth. The findings highlight the method's adaptability, emphasizing the need for contextual adjustments to optimize its benefits. This research reinforces Montessori's global relevance while advocating for tailored implementations to suit diverse educational environments.

## **Eliminating Poverty Applying SDG to Improve Underfinanced Situation Based on Tamil Genius Thiruvalluvar Guidance.**

**Kumaresan Ramasamy**  
**Research Scholar, Department of Commerce, VISTAS**

### **Abstract**

To eradicate poverty, we must start at the individual family level—when families prosper, societies, districts, states, and ultimately the nation develop. Sustainable Development Goals (SDGs) should prioritize personal economic growth, guided by wisdom from *Thirukkural*. Just as organizations strategize for 5-10 years, families should draft financial improvement plans. Failure after effort is acceptable, but no plan guarantees stagnation. A structured self-assessment—evaluating **Time, Place, SWOT, Consequences, Knowledge Gaps, and Investment** (of money, time, and effort)—is crucial before setting goals. This micro-level planning, scalable to communities and the nation, ensures targeted poverty alleviation. By empowering individuals with strategic planning, we create a ripple effect, lifting the entire country out of poverty through disciplined, collective action.

## **A Study on The Rise of Online Small Businesses Among Indian Women Entrepreneurs**

**RAMAIYAN. C Ph.D – Part Time Research Scholar, Department of Commerce, VISTAS, Pallavaram,  
Chennai.**

**Dr.P. VANITHA Assistant Professor and Research Supervisor, Department of Commerce, VISTAS,  
Pallavaram, Chennai.**

### **Abstract**

This study explores the growing trend of online small businesses among Indian women entrepreneurs, focusing on their role in driving economic independence, social empowerment, and digital inclusion. With increasing access to smartphones, social media platforms, and e-commerce marketplaces, more women—especially from tier 2 and tier 3 cities—are launching businesses from their homes, offering products like handmade crafts, clothing, home-cooked food, and beauty items. The research aims to analyse the factors encouraging this shift, such as low start-up costs, flexibility, digital marketing tools, and community support. It also examines the challenges faced by women, including digital literacy gaps, lack of funding, and work-life balance. The study connects this rise to broader Sustainable Development Goals (SDG 5 – Gender Equality and SDG 8 – Decent Work and Economic Growth).

**Keywords:** Women Entrepreneurs, small business, digital marketing, e-commerce, empowerment, India, sustainable development

# **A Study on Digital India: The New Engine of Economic Growth and Development**

**Archana. K.<sup>1</sup>, Research Scholar, Department of Commerce [CS], Vels University [VISTAS], Pallavaram, Chennai.**

**Dr. S. Vennilaa Shree.<sup>2</sup>, Supervisor, Department of Commerce [CS], Vels University [VISTAS], Pallavaram, Chennai.**

## **Abstract**

Launched in 2015, Digital India has been pivotal in transforming India into a tech-driven knowledge economy. By enhancing digital infrastructure (e.g., Bharat Net, NOFN), promoting e-governance, and expanding digital financial services (UPI, e-wallets), the initiative has spurred economic growth, entrepreneurship, and job creation while reducing the urban-rural digital divide. However, challenges like uneven rural connectivity, cybersecurity risks, and digital illiteracy hinder its full potential. Despite these barriers, Digital India has proven to be a powerful force for inclusive development, fostering innovation and a cashless economy. To maximize its impact, strengthening infrastructure, improving digital literacy, and ensuring cybersecurity will be critical. With sustained efforts, Digital India can fully realize its vision of a digitally empowered, equitable society.

**Keywords:** Digital infrastructure, e-government, digital literacy, entrepreneurship, digital India, and economic growth.

## **Indian Economic Progress Towards Achieving the SDGs**

**Dhanalakshmi S Department of Commerce Vels Institute of Science, Technology and Advanced Studies (VISTAS) Chennai, Tamil Nadu, India.dhanaamagesh@gmail.com**

**Kavitha M Department of Commerce Vels Institute of Science, Technology and Advanced Studies (VISTAS) Chennai, Tamil Nadu, India kavitha.sms@vistas.ac.in**

## **Abstract:**

As a rapidly growing economy, India has significantly advanced its Sustainable Development Goals (SDGs), reducing poverty, expanding clean energy, and boosting financial inclusion through schemes like Jan Dhan Yojana, Ayushman Bharat, and Digital India. Investments in renewable energy (SDG 7), sanitation, and housing align with SDG 3 (Health) and SDG 11 (Sustainable Cities). Despite COVID-19 setbacks, initiatives like Gati Shakti and green energy transitions reinforce India's commitment to climate resilience and inclusive growth. However, challenges persist, including rural-urban disparities in education, income, and healthcare. Achieving the 2030 Agenda demands stronger governance, data-driven policies, and public-private collaboration. With continued reforms, India remains on track to meet key SDG targets, demonstrating global leadership in sustainable development.

# **International Seminar on Indian Economic Progress Towards Achieving the Sustainable Development Goals**

## **Title**

### **GOOD HEALTH AND WELL BEING**

**Rahees (research Scholar) , Dr.V.Chitra Associate professor**

**Department of commerce, Vels Institute of Science and Technology and Advanced Studies (VISTAS)  
Chennai**

#### **Abstract**

Good health and well-being (SDG 3) are foundational to India's economic progress and achieving the Sustainable Development Goals (SDGs). A healthy workforce boosts productivity, reduces healthcare costs, and enables children to pursue education, creating a skilled future labour force. Initiatives like Ayushman Bharat, improved sanitation, and nutrition programs are critical to unlocking India's demographic dividend. Prioritizing preventive care, wellness, and equitable healthcare access can drive economic growth, reduce poverty, and address inequalities. By investing in robust health systems, India can enhance quality of life, meet SDG targets, and foster a prosperous, equitable society. Strengthening healthcare policies will ensure sustainable development, aligning economic success with the well-being of all citizens.

## **Women Empowerment: A Multifaceted Approach to Gender Equity and Social Justice**

**Shalima Salim V Part Time Research Scholar Vistas Chennai**

**Dr. Devika N Assistant Professor Department of Economics Vistas Chennai**

#### **Abstract**

This paper explores the multidimensional concept of women empowerment as a crucial aspect of social justice and sustainable development. It examines the socio-cultural, political, and economic barriers women face globally and highlights strategies for achieving empowerment through education, policy intervention, and community participation. The study adopts a critical lens to interrogate how power relations, patriarchal structures, and neoliberal economic models often co-opt or limit genuine empowerment. It concludes by offering a framework for inclusive empowerment that is context-sensitive, participatory, and sustainable.

**Keywords:** Women empowerment, gender equity, intersectionality, patriarchy, social justice, development.

# Factors Influencing Consumer Attitude Green Products with Special Reference to Chennai City

Ms.Sarika Yogesh

## Abstract

The aim of the study that consumer attitude towards green products relates to its health aspects. The present study shows that consumers are having more conscious about health so they are willing to purchase the green products. The research findings of this study implies that should environmental consciousness, product quality, no preservatives, health conscious and price of green products will make consumers will be more likely to have purchase behaviour of green products. Consumers in Chennai are highly concerned about the environment should be the first target segment for green product marketers. When consumers get health conscious and awareness about green products is positive, they display higher concern for environment and probably make more steps to reduce the impact of environment.

**Keywords:** Environmental consciousness, Health conscious, Product taste, Chemical free, Green Purchase behaviour.

## MSMEs - CRITICAL TO ACHIEVE SDG-9 FOR INDIA

Subramanian Ramachandran (0009-0006-9700-8480) Research Scholar, Department of Economics, VISTAS, Chennai, India Email: [subbi\\_r@hotmail.com](mailto:subbi_r@hotmail.com).

, Dr. B.P. Chandramohan (0009-0003-4054-4686) Director, School of Commerce and Economics, VISTAS, Email: [director.sms@vistas.ac.in](mailto:director.sms@vistas.ac.in)

## Abstract

Micro, Small, and Medium Enterprises (MSMEs) are pivotal to achieving SDG-9 (Industry, Innovation, and Infrastructure) by fostering **inclusive industrialization**, job creation, and technological advancement in India. As the backbone of manufacturing, MSMEs enhance infrastructure, market access, and global value chain integration. However, challenges like **structural inefficiencies, stagnating productivity, and imbalanced growth** hinder their potential. Addressing these barriers is crucial to building a **resilient, competitive manufacturing sector** that fuels economic prosperity and social well-being. By empowering MSMEs through innovation-friendly policies and sustainable practices, India can accelerate progress toward SDG-9, ensuring equitable industrial growth. Strategic integration of MSMEs into industrialization efforts will be key to securing a sustainable, future-ready economy.

**Keywords:** SDG-9, MSMEs, Innovation, Infrastructure, Sustainable Manufacturin

## **Study on Women Empowerment in Workplace in Chennai IT Sectors**

**Mohana C** Vels Institute of science, technology & advanced studies (VISTAS), Department of commerce (general) PV  
vaithiyalingam road, velan nagar, krishnapuram, pallavaram, chennai, Tamil Nadu 600117.

mail id: [mohanaindia92@gmail.com](mailto:mohanaindia92@gmail.com) Mob no.6374631659

**Mythili G** Vels Institute of science, technology & advanced studies (VISTAS), Department of commerce (general) PV  
vaithiyalingam road, velan nagar, krishnapuram, pallavaram, chennai, Tamil Nadu 600117.

mail id: [Mythili.sms@velsuniv.ac.in](mailto:Mythili.sms@velsuniv.ac.in) Mob no.9600156064

### **Abstract**

Women's empowerment in workplace in IT sectors is discussed in this research paper. It can be examined by encouraging diversity and inclusion, offering equal opportunities, and fostering a positive work environment. Encouragement of a diverse workforce, sexual harassment, fair compensation, the creation of new roles, mentorship, training, flexible work schedules, work-life balance, support for parental leave, encouraging women to take risks, and support for women in leadership roles are some of the factors that contribute to the presence of women in the workplace. Ninety female employees were selected for this study's sample. The research study uses both primary and secondary data; the research questionnaire is utilized to gather the primary data. The chi-square test and percentage analysis are performed using data analysis tools and random sampling methodologies. **Keywords:** Work place empowerment, IT sectors, women employees.

## **A Study on Customer Satisfaction Towards Online Organic Food Products with Special Reference to Chengalpattu District**

**Ms. G. Nivetha**, Research Scholar, Department of Commerce, Vels Institute of Science, Technology and Advanced Studies,  
Chennai -117, Mail Id: [niva199312@gmail.com](mailto:niva199312@gmail.com).

**Dr. A. Krishnan**, Professor, Department of Commerce, Vels Institute of Science, Technology and Advanced Studies,  
Chennai -117, Mail Id: [Krishnan.sms@vistas.ac.in](mailto:Krishnan.sms@vistas.ac.in)

### **Abstract**

Organic Food products among all types of consumers have healthy opinions. Purchasing organic food products through online mode improves the quality, reduces time and increases customer satisfaction. Consuming organic food products was there before the covid period also, but after the covid-19 the awareness level was widely spread through social media platforms. The level of customer satisfaction towards online organic products depends on the time, needful, and ordering options available in the mobile application or websites, which plays the important role in attracting new customers and retaining the existing ones, In this paper author analyses customer satisfaction towards organic products which are purchased electronically, the author uses primary data and secondary data collected from previously published journals, articles and theses. It is concluded that customer satisfaction was high when they purchase organic food products electronically, it shows the effectiveness of organic food manufacturing companies

**Keywords:** Organic Products, Customer Satisfaction, Online Buying Behaviour.

# **Blockchain-Based Employee Welfare Systems: A Conceptual Framework to Support SDG 3 In Indian Corporate Hr Practices**

HARINI.S Ph.D., Research Scholar, Department of Commerce, VISTAS, Pallavaram, Chennai -600117  
DR. A. KRISHNAN Professor, Department of Commerce, VISTAS, Pallavaram,  
Chennai -600117

## **Abstract**

This paper examines blockchain technology as a catalyst for transparent, efficient employee welfare systems aligned with SDG 3 (Good Health and Well-being) in Indian corporations. By harnessing blockchain's decentralization, immutability, and smart contracts, organizations can revolutionize healthcare, insurance, and mental well-being programs—ensuring ethical data management, real-time access, and equitable benefit distribution. The proposed blockchain-based HR framework addresses gaps in corporate welfare, strengthens compliance with labor standards, and fosters socially responsible governance. As India prioritizes sustainable workplaces, this integration offers HR leaders and policymakers a digitally secure, accountable approach to welfare innovation, bridging the divide between global SDG commitments and localized implementation. The study highlights blockchain's potential to redefine corporate well-being in the digital era.

**Keywords:** Blockchain, Employee Welfare, SDG 3, HRM, India

## **A STUDY ON EFFECTIVENESS OF E-BANKING SERVICES WITH SPECIAL REFERENCE TO TAMBARAM CORPORATION**

**Dr. A. Krishnan**, Professor, Department of Commerce, Vels Institute of Science, Technology and Advanced Studies, Chennai -117, Mail Id:

[Krishnan.sms@vistas.ac.in](mailto:Krishnan.sms@vistas.ac.in)

**Ms. C. Saranya Devi**, Research Scholar, Department of Commerce, Vels Institute of Science, Technology and Advanced Studies, Chennai -117,  
Mail Id: sarochezhiyan1@gmail.com

## **Abstract**

Internet banking (or E-banking) means any user with a personal computer and a browser can get connected to his bank's website to perform any of the virtual banking functions. In an internet banking system the bank has a centralized database that is web enabled. All the services that the bank has permitted on the internet are displayed in menu. It would be a borderless entity permitting anytime, anywhere and anyhow banking. Internet is increasingly used by banks as a channel for receiving instructions and delivering their products and services to their customers. This form of banking is generally referred to as internet banking. Although the range of products and services offered by different banks vary widely both in their content and sophistication.

**Key Words:** E-Banking, facilities, satisfaction, Service

# **Work Life Balance on Empowerment Of Working Married Women**

Elizebath Ligia Fernandez Research Scholar Department of Commerce

Vistas, Chennai Contact Number – 9605818183

E-MAIL: ligiaames20@gmail.com

Dr. M Kavitha Research Guide Department of Commerce Vistas, Chennai

## **Abstract**

This study explores the importance of work-life balance among married working women in India, particularly in today's fast-paced and stressful environment. Balancing family and professional responsibilities is crucial for enhancing motivation, focus, and long-term engagement. The research covers diverse work settings, including remote work, self-employment, and employment in organized and unorganized sectors. It highlights how empowerment, work engagement, and life satisfaction are deeply interconnected for these women. A supportive work environment that acknowledges their unique needs fosters genuine empowerment and job satisfaction. The study emphasizes the need for sustainable organizational frameworks that promote work-life balance, leading to increased productivity and well-being. Recognizing the unique challenges of married working women is essential for inclusive growth and long-term workforce participation.

**Keywords-** Married, Working, Women, Empowerment, Work Life Balance, Work Engagement, Life Satisfaction, Work

## **Data Analysis of Research Work: Techniques, Tools, And Visual Interpretations**

**Mrs. Preethy P. V** Ph.D. Research Scholar (Part-Time), Department of Commerce,  
School of Management Studies and Commerce, Vels Institute of Science, Technology and Advanced Studies, Chennai –  
600117.Email: preethyhymavathy@gmail.com

**Dr. S. Jayakani** Professor, Research Supervisor and Guide, Department of Commerce,  
School of Management Studies and Commerce, Vels Institute of Science, Technology and Advanced Studies, Chennai –  
600117.Email: Jkani.sms@velsuniv.ac.in

## **Abstract:**

Data analysis plays a pivotal role in research work, bridging the gap between raw data and meaningful interpretation. This study explores various data analysis techniques, their applicability in different research domains, and the tools that support them. A comparative data chart showcases the effectiveness of statistical, qualitative, and mixed-method approaches. Through this study, researchers gain insights into selecting the most appropriate data analysis methods, enhancing the reliability and validity of their findings. **Keywords:** Data analysis, research methodology, statistical tools, qualitative analysis, data visualization, SPSS, NVivo, R programming.

# **An Analytical Study on Investment Awareness and Savings Habit of Individual Investors in Chennai District**

\* **R. Esther Vilji**, Research Scholar, Department of Commerce,  
Vels Institute of Science, Technology & Advanced Studies.  
Email : esthervilji@gmail.com -Mobile No:9789783554.  
\*\* **Dr. C. Chithra**, Assistant Professor, Department of Commerce,  
Vels Institute of Science, Technology & Advance Studies.  
Email:chitrac1976@gmail.com

## **Abstract**

Investment is a key driver of economic growth, supporting business expansion, infrastructure, and job creation. This study examines the investment awareness and saving habits of 100 individual investors in Chennai. Results show a preference for low-risk options like fixed deposits and insurance, with moderate awareness of alternatives such as mutual funds and stocks. Younger investors favor short-term investments with moderate returns. Factors like income, occupation, and financial literacy influence saving behavior, with goals including future investments, education, and business. Barriers include concerns over risk, returns, and transparency. The study recommends boosting financial literacy, simplifying investment options, and promoting digital platforms to improve saving habits and informed decision-making, ultimately contributing to financial security and economic resilience.

**Key Words:** Investment Awareness, Savings habit, Financial Literacy, Economic Growth.

## **GROWING DIGITAL ADOPTION AND ITS IMPACT ON ANALYSING CRIMINAL BEHAVIOUR THROUGH PSYCHOLOGICAL METHODS**

**Jesmen. A** (Ph.D. Research Scholar, VISTAS Chennai-117)

**Dr. A Vinayagam** (Assistant Professor, Department of Economics, VISTAS Chennai-117)

## **Abstract**

The accelerated digital transformation across societies has reshaped several sectors, including crime investigation and criminal psychology. This paper explores how digital adoption enhances, challenges, and evolves the psychological analysis of criminal behavior. While traditional theories like behaviourism emphasized the role of external stimuli in shaping human conduct, the digital age offers novel tools like artificial intelligence, cyber forensics, digital profiling, and big data analytics to understand, predict, and prevent criminal behavior. Merging classical psychological perspectives with emerging digital methodologies reveals both immense possibilities and significant ethical, legal, and technical concerns. This study critically examines these intersections to offer a comprehensive understanding of digital adoption's role in modern criminology.

**Keywords:** Digital Transformation, Criminal Behaviour, Psychological Methods, Behaviourism, AI in Criminology, Cyber Psychology, Big Data, Ethical Challenges

# **Workplace Dynamics and Job Satisfaction among Primary School Educators in Thiruvananthapuram District**

## **Abstract**

Job satisfaction significantly impacts teacher performance, retention, and student outcomes in primary education. This study investigates factors influencing job satisfaction among 75 primary school teachers in Thiruvananthapuram, Kerala, using a mixed-method approach. Key determinants include administrative support, work environment, peer relationships, salary, workload, and professional growth. Government school teachers reported higher satisfaction in job security and work-life balance, while private school teachers expressed concerns over pay and workload. Rural teachers faced infrastructural challenges but enjoyed stronger community support. Gender and experience had moderate effects, with female teachers noting better peer relations but fewer advancement opportunities. The study highlights the need for improved working conditions, recognition, and development opportunities to enhance satisfaction and guide educational policy and school management reforms.

Keywords: Job satisfaction, workplace dynamics, primary school teachers, teacher motivation, educational environment, government and private schools.

## **Exploring The Economic and Emotional Intelligence Dimensions of Digital Adoption in the Context of SDG 4 And SDG9**

Ms.Alphonsa.k o, Research Scholar, Dept. of Economics, VISTAS

Dr.N.Taibanganbi, Assistant Professor Dept. of Commerce (CS), VISTAS

## **ABSTRACT**

Digital adoption has become the inevitable key factor of Sustainable Development by enabling efficiency, optimizing the resources and innovative solutions in various sectors across the world. The integration of digital tools, help to improve quality of education and foster the growth of learning. This contributes to sustainable development. The uniform access of digital tools and emotional readiness to use them effectively become the vital theme of policies and academic resources. This study critically assesses the two pivotal factors of digital adoption: the economic implications and emotional intelligence. The mixed- method of study conducted in college students, showed that economic access and emotional intelligence play an important role in sustaining digital development and empowerment.

**Key words:** Digital adoption, economic access, emotional intelligence.

## **The Role of Entrepreneurship Clubs and Societies In Entrepreneurial Learning**

**Ms. S. Sumitha**, Research Scholar, Department of Commerce, VISTAS

**Dr. A. Krishnan**, Professor, Department of Commerce, VISTAS

### **Abstract**

This paper focuses on the role of student entrepreneurship clubs and societies. It explores their impact on student learning in order to understand the extent to which such activities simulate entrepreneurial learning. The paper reports three studies conducted from 2006-2007, which explored three different forms of clubs; entrepreneurship clubs; SIFE (Students In Free Enterprise) teams; and, investment clubs. Data from ten unstructured interviews, a series of telephone interviews and an e-mail postcard are reported. The results show that students' motivations for engaging in clubs vary and that they differ between different types of clubs. In terms of entrepreneurial learning students' engagement in clubs and societies provides enhanced opportunities for 'learn by doing' through action and experience. The data show that increased action leads to reflective practice and that social learning is important. The paper highlights the capacity of entrepreneurship education to simulate entrepreneurial learning, illustrating the value of entrepreneurship clubs and societies and explaining why students engage in them.

## **Women's Economic Empowerment Through Financial Analysis Of Tamil Nadu Sugar Industry**

**SANGEETHA. P**, Ph.D Research Scholar, Department of Commerce, VISTAS,Ch-117

**Dr. MURUGESAN. D**, Professor, Department of Commerce, VISTAS, Ch-117

### **Abstract**

This study explores the economic empowerment of women in the tamil nadu sugar industry by analysing gender disparities in workforce participation, career progression, and financial contributions. Using financial analysis tools such as percentage analysis, t-tests, and chi-square tests, the study examines the relationship between women's involvement in the workforce and the financial performance of sugar mills. The findings suggest that while women contribute significantly to the workforce, their participation in higher-value roles remains limited. Statistical tests reveal that gender diversity has a positive impact on financial performance, highlighting the importance of empowering women within the industry. Recommendations for enhancing women's economic empowerment are provided.

**Keywords:** Women's, Economic, Empowerment, Gender Equality, Empowerment.

## **A Study on Factor Influencing the Grocery Delivery Rider to Over Come from Their Poverty Line in Chennai District with Special Reference To College Students.**

K. Thanuja, Research scholar, VISTAS, Ch-117

Dr. G.S. Dhanashree, Assistant Professor, VISTAS, Ch-117

### **Abstract:**

In recent years, the number of undergraduate (UG) students taking up part-time jobs as grocery delivery riders has increased remarkably, especially in urban and semi-urban areas. Driven by the need to support their families, spend amount for their education, and manage daily expenses, many students from economically disadvantaged backgrounds see delivery jobs as one of the few reachable options that offer flexible working hours and immediate income for the students. This study is to analyze how the students can overcome from their financial status and at the same time what is the source to earn income without any distraction in becoming as a graduate.

**Key words:** students, income, education, financial status, poverty, grocery.

## **The Role of E-Commerce And Security Challenges In India's Economic Progress Towards Achieving The Sustainable Development Goals**

A.R.Aayishakani Research Scholar Department of Commerce VISTAS

Dr. M. Thaiyalnayakin Professor, Research Supervisor, Department of Commerce VISTAS

### **Abstract**

India has demonstrated significant strides in economic development over the past decade, placing itself as one of the fastest-growing major economies. In association with the United Nations Sustainable Development Goals (SDGs), India's progress is increasingly being shaped by digital transformation, with e-commerce emerging as a key driver of inclusive growth, innovation, and employment. The production of digital platforms has not only enhanced market access for businesses, especially micro, small, and medium enterprises (MSMEs), but also contributed to financial attachment and rural connectivity. However, the rapid expansion of e-commerce also presents growing cyber security challenges. Issues such as data breaches, online fraud, and regulatory gaps threaten consumer trust and can delay the long-term sustainability of digital economic ecosystems. This paper explores the interlinks between India's economic growth, its SDG commitments, the rise of e-commerce, and the critical need for healthy e-commerce security frameworks. **Keywords:** Sustainable Development Goals (SDGs)

## **SUSTAINABLE DEVELOPMENT IN EDUCATION: HOW GREEN HUMAN RESOURCE MANAGEMENT CAN SUPPORT SDGS**

Ms. Immaculate Lowara S.T, Research Scholar, Department of Commerce, VISTAS.  
Dr. Swathi Pradeeb A P, Assistant Professor & Research Supervisor VISTAS.

### **Abstract:**

This study explores how Green Human Resource Management (GHRM) practices—such as virtual interviews, online training, recycling, and energy-efficient workspaces—support sustainable education in higher institutions. By involving teachers, students, and institutions, it promotes awareness of pedagogical methods that link environmental, economic, and social aspects. The study aligns with UNESCO's 21st-century goals and emphasizes integrating nine key Sustainable Development Goals (SDGs) into education. Based on secondary data and literature reviews, it uses the Institutional 3Ps Sustainability Model to show how GHRM contributes to inclusive growth. Higher education institutions are urged to adopt policies that promote sustainability and social responsibility.

**Keywords:** Green HRM (GHRM); Higher Education Institutions; Sustainability; Sustainable Development Goals (SDGs).

## **Foreign Direct Investment (FDI) In Tourism and Its Economic Outcomes in India**

Rohini P.K Research scholar, VISTAS Chennai

Dr.Meenakshi A,Professor and Research supervisor VISTAS Chennai

### **Abstract**

This study examines how foreign direct investment (FDI) has shaped the expansion and advancement of the tourism industry, paying special attention to the financial results. As tourism keeps growing as a major driver of the world economy, foreign direct investment (FDI) has emerged as a crucial source of funding, creativity, and worldwide knowledge. The research identifies the main factors influencing investment decisions, examines trends and patterns of foreign direct investment inflows into the tourism industry across different locations, and assesses the immediate and long-term economic effects. The study also looks at possible obstacles like environmental issues and the loss of local businesses. A nation's economic growth and development can be greatly accelerated by foreign direct investment (FDI) This can therefore result in a larger tax base, higher local incomes, and more tourism-related revenue. **Keywords:** FDI, Indian tourism industry, economic growth.

# **A Case Study on the Role of Immersive Technologies in Infrastructure Marketing: Analysing the Transformation of Traditional Approaches through Virtual and Augmented Reality**

Ms. Neethu T Research Scholar, VISTAS Chennai

Dr. H. Kamilah Banu Research Guide and Asst. Professor, VISTAS Chennai.

## **Abstract**

Massive investment in infrastructure requires out-of-the-box marketing strategies to involve various stakeholders, ranging from investors and policymakers to the masses. This paper discusses how Virtual Reality (VR) and Augmented Reality (AR) are transforming the marketing of infrastructure projects by offering immersive, experiential glimpses of unbuilt spaces. It discusses the application of VR/AR in project visualization, stakeholder presentations, and public consultations, with case studies from mega-projects around the world and in India. The research also talks about challenges including technology adoption impediments and expense, suggesting strategic frameworks for integrating VR/AR into infrastructure marketing campaigns in a successful manner. **Keywords:** VR, AR, Infrastructure

# **Growing Beyond Agriculture: Success Factors For Smallholder Farms In Kerala's Farm Tourism Industry**

Aparna M, Research scholar, Department of Commerce, VISTAS Chennai

Dr. K. Kalaiselvi, Research Supervisor & Associate Professor, Dept of Commerce, VISTAS Chennai

## **Abstract:**

This study investigates the critical success factors of farm tourism entrepreneurship and the influence of non-farm income-generating activities on smallholder farm households in Kerala, India. Employing a mixed-methods approach, it integrates surveys, interviews, and case studies to analyze data both statistically and thematically. The findings highlight that access to training, market linkages, and infrastructure are essential for the success of farm tourism. Non-farm activities, particularly agritourism and farm stays, significantly boost household income. The study underscores the importance of policy support, financial access, and skill development in promoting farm tourism. It offers valuable insights into agritourism's role in rural development, income diversification, and sustainable farming practices.

**Key Words:** Farm tourism entrepreneurship, Smallholder farms, non-farm income-generating activities, agrarianism, Farm stays, Farm household income

## **The Relationship Between Teachers' Emotional Intelligence And Teaching For Creativity: The Mediating Role Of Working Engagement**

**Ms. N. Thanga Shobana**, Research Scholar, Department of Commerce, VISTAS, Chennai

**Dr. A. Krishnan**, Professor, Department of Commerce, VISTAS, Chennai-117

### **Abstract:**

Teaching for creativity has received increasing attention as an important way to cultivate students' creative thinking and behaviours. The purpose of this study is to examine the mediating role of teachers' work engagement on the relationship between their emotional intelligence and teaching for creativity. The study is a cross-sectional design. The findings show that the teachers' perceptions of emotional intelligence, work engagement and teaching for creativity are relatively high. The findings confirm the hypotheses. The results of structural equation modeling and bootstrapping show that teachers' emotional intelligence is positively correlated with work engagement and teaching for creativity, and teachers' work engagement mediates the relationship between emotional intelligence and teaching for creativity.

## **Role Of Work Life Balance In Promoting Gender Equality (SDG 5)**

Ms. Divya A. P Ph.D. Research Scholar (Part-time) Department of Commerce, VISTAS

Dr. K. Kalaiselvi, Associate Professor of Commerce, VISTAS, Chennai-117

### **Abstract:**

This study explores the role of work-life balance in advancing gender equality, aligning with Sustainable Development Goal 5 (SDG 5). In India, systemic barriers hinder women's sustained employment. The research emphasizes that family-friendly workplace policies—such as maternity/paternity leave, flexible hours, and childcare support—enhance women's ability to manage professional and personal roles. These measures reduce career disruptions and promote greater female workforce participation. Work-life balance emerges as a strategic tool for inclusive growth. The study advocates integrating gender-sensitive policies into labor reforms and organizational practices to foster equitable work environments and drive broader economic and social development.

**Keywords:** Work-life balance, Gender equality, SDG 5, Family-friendly policies

## **A Study of Start Up In India – An Indian Economic Scenario**

**Mrs.N.Mythily**, Full time Research Scholar, Department of Commerce, VISTAS

**Dr.K. Majini Jes Bella** , Asst Prof & Research Supervisor, Dept of Commerce, VISTAS

### **Abstract:**

Start-ups may be small companies, but they can play a significant role in economic growth. The goal of startup India is the development and innovation of products and services increasing the employment rate in India. Starts up in India face a variety of obstacles, inadequate infrastructure and lack of market knowledge, Indian startups have the opportunity to be highly and aid in the current economic growth. The increase in start – up India is due to the improvement in the policies regarding documentation work, banking facilities and other helps from government departments. Startups need to focus on key areas such as market research, building a strong team, leveraging technology, adopting customer centric approach. This study deals with the role of start-up, different types of start-ups in India, factors affecting operations of a start-ups, opportunities for start-ups and it gives the insight about the issues and challenges of start-ups in Indian Economic scenario. **Keywords:** Economic growth, Entrepreneurial development, Indian Economic scenario, leverage and Start up in India,

## **The Future of Swachh Bharat Post-2030: Sustaining A Culture of Cleanliness Through Behavioral Change, Local Empowerment, And Technological Integration**

Ms. Vijayalalitha .A, Research Scholar, VISTAS, Chennai-117

Dr. C. Shalini, Professor and Head of the Department of Commerce (A&F), VISTAS,

### **Abstract:**

Sustaining the Swachh Bharat vision beyond 2030 demands a shift towards a deeply ingrained culture of cleanliness, driven by behavioural change, local empowerment, and technological integration. Fostering intrinsic motivation through targeted communication and education is paramount. Empowering local communities with decentralized waste management systems and participatory governance will ensure ownership and accountability. Strategic technological integration, including AI-powered waste management and digital citizen engagement platforms, will enhance efficiency and transparency. This synergistic approach, moving beyond infrastructure, will cultivate a lasting national ethos of cleanliness and well-being for a truly Swachh Bharat.

**Keywords:** Sustaining Swachh post-2030 requires ingrained behavioural change, empowered local ownership, and strategic technological integration for lasting cleanliness.

## **The Economics of Misinformation and Digital Platforms: Incentives, Impacts, And Interventions**

Mr. N. Andrews, PhD Research Scholar, Department of Economics, VISTAS

Dr. S.Chandra Chud, Professor & Head, Department of Economics, VISTAS

### **Abstract**

Digital platforms have transformed the way information is produced, distributed, and consumed. However, the economic structures underpinning these platforms often incentivize the spread of misinformation. This paper examines the economics of misinformation within digital ecosystems, focusing on the role of platform algorithms, user behavior, and advertising-based revenue models. We explore how misinformation generates economic value while imposing significant social costs, including polarization, loss of trust, and harm to democratic institutions. Through a blend of economic theory and empirical evidence, the paper analyzes current regulatory and policy approaches and evaluates the potential of market-based and technological interventions to realign incentives. The findings aim to contribute to a more informed policy discourse on curbing the negative externalities of the digital attention economy. **Keywords:** Digital platforms, Misinformation, Attention economy,

## **Sustainable Green Marketing Strategies of The Automotive Industry In India**

Mrs. P. RAMYA, Research Scholar, Department of Commerce, VISTAS ,Ch-117

Dr. G.S. DHANASHREE, Assistant Professor, Department of Commerce, VISTAS

### **Abstract**

The study's primary purpose is to examine how these prominent Indian automobile companies have incorporated green marketing initiatives and assess the impact on their competitive advantage and environmental sustainability. By analyzing the relationship between green marketing and Corporate Social Responsibility (CSR) strategies, the study offers significant insights into the effectiveness of these initiatives in fostering a sustainable automotive industry. This conceptual research focuses on secondary data from corporate websites, sustainability reports, industry publications, and academic articles. This study used thematic analysis to explore patterns and trends in green marketing strategies and their implementation across different companies. The study reveals that the selected companies are adopting green initiatives and increasingly integrating them into their manufacturing processes and business operations. **Keywords:** Sustainability, Green Marketing, automobile sector, manufacturers

## **Impact of Sustainable Development Goals On Collegiate Education**

Kavya T A, Ph. D research scholar, Department of commerce, VISTAS, Chennai.

### **Abstract:**

Sustainable Development Goals (SDGs), adopted by the United Nations in 2015, and are globally accepted goals aimed at ensuring peace and prosperity for all people by 2030. These goals focus on eliminating poverty, achieving gender equality, eradicating hunger, protecting the planet, and more. The UN has proposed 17 SDGs, targeting comprehensive development across social, economic, and environmental dimensions. Among these, the fourth goal emphasizes providing quality education for all. Therefore, it is essential for educational institutions—such as schools, colleges, and universities—to incorporate SDGs into their curriculum, syllabi, and academic practices. Educational institutions are considered ideal starting points for the implementation of SDGs, as today's students are the key to shaping a better future. Colleges, in particular, strive to integrate all 17 goals into their research, administrative, and operational activities. This study focuses on identifying various practices adopted by colleges to promote and ensure sustainable development.

**Keywords:** Sustainable development goals, quality education, SDG 4, SDG integration

## **The Role of Startups and Innovation in Sustainable Economic Growth.**

ABDUL RAOUF K P, Ph. D Research Scholar , Department of Commerce, VISTAS.

Dr. P VANITHA, Research Guide & Assistant Professor, Department of Commerce, VISTAS

### **Abstract:**

Start-ups are vital drivers of modern economies, contributing to innovation, employment, and sustainable development. Evolving beyond business ventures, they now play a central role in economic diversification and technological progress. Start-ups are pivotal in addressing global challenges like green transition and environmental sustainability. Their entrepreneurial traits—innovation, resilience, and adaptability—are essential in today's competitive global landscape. Beyond job creation and market growth, start-ups promote social inclusion and environmental goals. Academic-led start-ups, in particular, transform research into practical solutions, bridging theory and real-world application. This synergy fosters economic value and societal impact, positioning start-ups as key enablers of sustainable development objectives.

**Keywords:** Start-ups, Innovation, Sustainable economic growth, Green economy

## **Empowering Women Employees at the Workplace: Bridging the Gender Gap for SDG5**

**Mrs.M.R.RAMYAMOL**,, Research Scholar, Department of Commerce, VISTAS

**Dr.S.VENNILAA SHREE**, Supervisor, Department of Commerce, VISTAS

### **Abstract**

Equality of Gender at the workplace is a critical component of sustainable development, aligning with the objectives of the Sustainable Development Goal 5 – "Achieve gender equality and empower all females." This research paper explores the issue of empowering women in professional settings, with a specific focus on bridging the gender gap. This research paper synthesizes key findings and emphasizes the imperative of sustained efforts to fill the gender gap at the workplace. By writing the multifaceted challenges surrounding gender equality, organizations and policymakers can contribute to the advancement of SDG 5, fostering a workplace environment where all People, irrespective of gender, can thrive and give contribution meaningfully to sustainable development.

**Keywords-** Sustainable development, Empowering women, Workplace Organizational Performance, Employees.

## **A Study On Empowering India's Economy: "The Role Of Digital Marketing In Fostering Growth And Innovation"**

Dr. K. Famitha Begum<sup>1</sup>, Department of Commerce [CS],VISTAS, Pallavaram, Chennai

Dr. S. Vennilaa shree<sup>2</sup>, Head & Professor, Department of Commerce [CS],VISTAS,

### **Abstract**

This study examines the ways in which digital marketing boosts India's economy by fostering entrepreneurship, opening new job opportunities, and allowing small and medium-sized businesses (SMEs) to compete globally. Digital marketing has shown itself to be a robust and flexible instrument in the after the pandemic era, assisting companies in their recovery and continued existence in a technologically advanced setting. India is seeing an evolution in the creation, delivery, and capture of value by leveraging the potential of digital channels, which has a major impact on employment and GDP. This study explores the main forces behind, difficulties facing, and potential for internet marketing in India, emphasizing its critical in shaping a vibrant and equitable economic future role.

**Keywords:** India, SMEs, innovation, economic growth, digital marketing, and digital transformation.

## **Environmental Social and Governance (ESG)**

MS. Porselci R & Dr. Meenakshi. A

### **Abstract**

Environmental, Social, and Governance (ESG) criteria are vital in measuring an organization's sustainability and ethical impact. ESG focuses on environmental initiatives, social responsibility, and governance practices. Key indicators include carbon emissions, water and waste management, employee welfare, board diversity, and ethical conduct. ESG evolved from EHS in the 1980s to CSR in the 2000s and gained prominence in the 2020s. In India, SEBI mandates ESG disclosures through BRSR for top companies. ESG metrics help investors assess non-financial performance. Key Performance Indicators (KPIs) under ESG offer measurable insights into a company's sustainability practices, guiding corporate transparency and responsible business conduct.

**Keywords:** Social, ESG

## **Key Factors to Analyze the Customer Adoption of Electric Two-Wheelers In India**

Sreeja OK, Research Scholar, VISTAS

Dr.S Vennilashree, HOD Dept of commerce, VISTAS

### **Abstract**

Global warming has emerged as a pressing issue on a global scale. Nations are actively exploring various strategies to promote environmental sustainability. Given the accelerating depletion of fossil fuels and the consequent surge in prices, there is a pressing necessity to identify alternative energy sources to power transportation systems. The aspiration for a pollution-free world is universal among individuals. Despite constituting a mere fraction of the total vehicles vended in India, Electric vehicles are poised for an upsurge in adoption rates in the forthcoming years. Numerous automotive manufacturers have commenced the production of Electric vehicles, with projections indicating the sale of approximately 9 million units in India by the fiscal year 2026-27. This research endeavor seeks to discern the pivotal factors influencing the Customer Adoption of electric two-wheelers in India. Primary data was meticulously gathered through a structured questionnaire administered to 300 respondents, and subsequently subjected to rigorous analysis utilizing data analysis software. **Keywords:** EV Adoption, Sustainability,

## **Economic Growth as A Tool for Sustainable Development.**

Ms.Sirajudheen M, Ph. D Research Scholar ,Department of Commerce, VISTAS

Dr. P Vanitha, Research Guide & Assistant Professor, Department of Commerce, VISTAS

### **Abstract**

The role of economic growth as a key mechanism for the achievement of sustainable development goes against the traditional view that economic growth and environmental sustainability are conflicting objectives. Empirical case studies from many countries show that economic growth can be harmonized with environmental and social gains, especially when supported by good governance and investments in clean technologies. The article concludes with pragmatic guidance for policymakers and stakeholders, endorsing integrated strategies that bring together economic, environmental, social, governance, and digital aspects. By reframing economic growth as a means to sustainable development and not an end in itself, this research offers a means of inclusive prosperity that respects planetary boundaries and promotes the well-being of current and future generations. **Keywords:** Sustainable economy.

## **ESG-Driven Corporate Performance and Investor Perception In Kerala: A Theoretical Insight into India's Sustainable Economic Transformation**

Shalu Devasia, PhD Research Scholar, Department of Commerce, VISTAS

Dr. Murugesan. D, Professor, Department of Commerce, VISTAS

### **Abstract:**

As India progresses toward the Sustainable Development Goals (SDGs), the integration of Environmental, Social, and Governance (ESG) principles into corporate strategies has become a defining element of economic development. This study investigates the influence of ESG-based corporate performance on investor perception, particularly in Kerala—a region known for its strong socio-political consciousness, financial literacy, and ethical investment behavior. The paper is theoretical in nature, drawing upon stakeholder theory, behavioral finance, and signalling theory to explore how investor decisions in Kerala reflect a growing emphasis on sustainability, governance transparency, and social responsibility. Real-world insights from firms such as Federal Bank, Cochin Shipyard, and ESAF Small Finance Bank provide practical illustrations of ESG alignment in a regional context. The study underscores the importance of ESG integration in achieving inclusive growth and advancing India's SDG agenda.

## **Improving Oilseed Productivity Under the Make in India Mission: Towards Sustainable Agricultural Growth**

Mr. S. Alexzander, M. A., Ph.D. Research Scholar

Dr. K. Sivakumar., Ph.D., Associate Professor of Economics

Mr. P. Sundharesan, M.Phil., Ph.D. Research Scholar, Dept of Eco, Sacred Heart College (Autonomous), Tirupattur.

**Abstract:** The Make in India initiative can significantly boost the oilseed sector by enhancing domestic productivity and reducing reliance on edible oil imports. This study highlights the initiative's role in promoting modern farming techniques, improving processing infrastructure, and encouraging public-private partnerships. It emphasizes value addition, better market access, and higher farmer incomes through integrated supply chains and policy support. Key challenges like low yields, limited technology use, and weak marketing systems must be addressed. Aligning oilseed development with Make in India goals can foster import substitution, rural industrialization, and sustainable agricultural growth, contributing to national self-reliance and economic resilience. **Keywords:** Oilseed Cultivation, Edible Oil Production, Rural Development, Value Addition, Import Reduction, Agro – Industrial Growth.

## **Eliminating Poverty in India: Milestones, Challenges, And the Road Ahead Towards Achieving Sustainable Development Goal 1 – NO POVERTY**

Ms. Pavethra. R, Ph. D Research Scholar, Department of Commerce, VISTAS

Dr. G.S. Maheswari, Professor & Research Supervisor, Department of Commerce, VISTAS

### **Abstract:**

The United Nations adopted the Sustainable Development Goals in 2015 as a complete global blueprint to solve essential problems which include poverty and hunger alongside inequality and climate change. SDG 1 – No Poverty has as its goal to eliminate all types of poverty that exists throughout the world by the year 2030. India maintains a prominent position because it houses one-sixth of the global population in its territory as it contributes to worldwide anti-poverty operations. The paper performs an in-depth analysis of SDG 1 implementation within India with an assessment of major developments and recurring barriers as well as future strategic objectives. The paper applies achievement analysis with setback examination to propose implementable suggestions for boosting development speed as we prevent groups from being excluded from sustainable progress. **Key Words:** SDG 1 – No Poverty, Poverty Eradication, Social Welfare Schemes,

# **The Impact of Digital Marketing on India's Economic Transformation and SDG Achievement**

**Ms. S. Padma Priya**, Research Scholar, Department of Commerce, VISTAS

**Dr. M. Thaiyalnayaki**, Professor, Research Supervisor, Department of Commerce, VISTAS

## **Abstract**

The paper explores the rising role of digital marketing in driving inclusive and sustainable growth, particularly in alignment with the United Nations Sustainable Development Goals (SDGs). The study highlights how digital marketing fosters job creation, develops access to markets, promotes gender equality, and supports education and innovation all of which directly contribute to specific SDGs such as No Poverty (SDG 1), Quality Education (SDG 4), Gender Equality (SDG 5), Decent Work and Economic Growth (SDG 8), and Industry, Innovation and Infrastructure (SDG 9). The paper underscores the transformative potential of digital marketing as a strategic tool for achieving India's 2030 sustainable development agenda.

**Keywords:** Digital Marketing, Indian Economy, Sustainable Development Goals (SDGs), Economic Transformation, Digital India, MSMEs.

## **Impact Analysis of Health Equity, Accessibility and Leadership (Heal) Framework In Health Insurance Industry: A Vidal Health Case Study**

**Mr. S Vetrivelan**

### **Abstract:**

This study investigates the intersection of health equity, accessibility, and leadership within India's public health insurance framework, focusing on the role of Vidal Health Insurance TPA in implementing the Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB- PMJAY). As one of the largest Third-Party Administrators (TPAs) in India, Vidal Health manages over 180 million lives, playing a pivotal role in administering AB-PMJAY and various state-run health schemes. The research examines Vidal Health's operational strategies in beneficiary identification, enrolment, claims processing, and grievance redressal, assessing their impact on enhancing healthcare access for economically vulnerable populations. The study emphasizes the TPA's contributions to improving service delivery, ensuring timely reimbursements, and maintaining transparency within the healthcare system.

# **An Analysis of India's Economic Growth in Relation to Sustainable Development Goals**

**Ms.Shalini.R**, Research Scholar, VISTAS, Pallavaram

**Dr.S.Vennila Fathima Rani**, Professor, VISTAS Pallavaram

## **Abstract**

This study attempts to project progress towards sustainable development goals. SDGs are a blueprint for achieving a better and more sustainable future. They address the global challenges that we face, including those related to poverty, inequality, climate, environmental degradation, prosperity, peace, and justice. The SDGs have set the agenda to develop economic growth, and the current manuscript was undertaken to contribute to the discussion of secondary data analysis as a research method. This study contributes to literature on the impact of the Indian economy.

**Keywords:** Climate, Environmental Sustainability, Indicators, Inequality, Sustainable Development, Sustainable Development Goals (SDGs).

# **Assessing The Sustainable Economic Growth in Relation to Mental Health of Adolescence in Thrissur District**

Ms. M. Jeena Verghese, P h. D Scholar, Department of Economics, VISTAS, Chennai – 117

Dr. R.Premalatha Research Supervisor & Guide , Department of Economics, VISTAS

## **Abstract**

This study aims to assess the relationship between sustainable economic growth and adolescent mental health in Thrissur District, identifying key factors influencing this relationship. Adolescent mental health is critical concern globally, with India having the largest number of adolescents in the world. This study will provide insights into the prevalence of mental health issues among adolescents in Thrissur District and their correlation with economic factors. The findings will inform policy makers and stakeholders on developing targeted interventions to promote adolescent mental health and sustainable economic growth. This study's result will contribute to the existing literature on adolescent mental health and economic growth, providing valuable insights for policymakers, researchers , and practitioners working in the field of adolescent mental health in India.

## **Impact Of Gender Sensitization Programs on Enhancing Women's Leadership in Local Policymaking**

Mr. M.M.Sinesh Ph.D Scholar, Department of Economics, VISTAS, Chennai – 117

Dr.R.Premalatha Assistant Professor, Department of Economics, VISTAS, Chennai – 117

### **Abstract**

This study explores the impact of gender sensitization programs on enhancing women's leadership in local governance, focusing on Panchayati Raj Institutions and Urban Local Bodies. Despite legislative reservations, women often face socio-cultural barriers that limit effective participation. Using a mixed-methods approach, the study collected data from 150 elected women representatives through surveys and interviews. Findings show a positive correlation between gender training and improved leadership traits like assertiveness, policy awareness, and decision-making. Trained women engaged more actively in governance and influenced policies on education, health, and sanitation. The programs also helped challenge gender biases and fostered male support in decision-making spaces.

**Key Words:** Local Governance, Married Women, Political Participation, Patriarchal Norms.

## **Impact of AI Among School Students Towards Achieving Quality Education (SDG4)**

Ms.Kavitha.S, Research Scholar, Department of Economics, VISTAS, Chennai-117

Dr.Suvarna Raagavendaran, Assistant Professor, Dept of Eco, VISTAS, Chennai-117

### **Abstract**

Artificial intelligence (AI) represents a new era of technological advancements that aim to replicate human intelligence. The study aims to identify factors that influence the trust in AI driven education, to analyse the impact of AI education tools among school students. A comprehensive framework is proposed to address both cognitive and emotional trust, emphasizing the importance of AI's tangibility, transparency, reliability, and immediacy. Certainly, AI possesses the potential to bring about change human civilization, but it also represents major concerns, artificial intelligence (AI) is revolutionizing learning for students through enabling it more customized, at hand. While its implementation brings different advantages, it is imperative in order to solve drawbacks such as shareholder equity, individuality, and excessive dependence on the advancement of technology **Keywords:** Artificial Intelligence (AI), Human behaviour, School education

## **Clean Water and Sanitation: A Secondary Data Analysis of Global And Regional Challenges and Opportunities**

Mr.Arun Kumar.R, PG student, Department of Economics, VISTAS, Chennai-117

Dr.Suvarna Raagavendaran, Assistant Professor, Department of Economics, VISTAS,

### **Abstract**

This study analyzes global and regional trends in access to clean water and sanitation, focusing on inequalities and service gaps, particularly in low-income and rural areas. Using secondary data from WHO, UNICEF, and other credible sources, it highlights the persistent lack of safely managed water, sanitation, and hygiene services. The research reviews policies and interventions, identifying both successes and challenges. It emphasizes the need for integrated strategies involving sustainable infrastructure, strong governance, and community engagement. To meet SDG 6 targets, the study recommends prioritizing equitable access, improving monitoring systems, and ensuring evidence-based policymaking at local, national, and global levels.

## **A Study on the Impact of Quality of Work Life on Employee Performance And Workplace Engagement At SGS Formulation, Chennai**

Mr. V.S.Annen, II year MBA General, Department of Management Studies, VISTAS

Dr.S.Chandramouli, Associate Professor Department of Management Studies, VISTAS

### **Abstract**

The primary objective of the study is to analyse the influence of QWL on overall employee performance. Secondary objectives include exploring the relationship between QWL and employee productivity, evaluating its effect on organizational commitment, identifying critical QWL factors that enhance engagement and satisfaction, and proposing strategies for improving QWL to support better performance and retention. A mixed-method approach involving both quantitative surveys and qualitative interviews was employed to gather comprehensive insights from employees across departments. Findings indicate that a high-quality work life positively correlates with increased employee productivity, stronger organizational commitment, and improved job satisfaction. The study concludes with practical recommendations for implementing targeted QWL enhancements to support a more engaged, motivated, and high-performing workforce. **Keywords:** Quality of Work Life (QWL), Employee performance, Workplace engagement

# **Compare The Profitability and Debt Structure of The Top Five Infrastructure Companies**

Mr. W.Nithin Joshua Wilson

## **Abstract**

This study offers a comparative financial analysis of five major Indian infrastructure firms—KEC International, RVNL, L&T, Adani Ports and SEZ, and NCC Limited—over five financial years. Using audited annual reports and key ratios like Net Profit Margin, ROE, and Debt-to-Equity Ratio, the research analyses profitability and debt structures. Analytical tools such as trend, ratio, and correlation analysis, along with one-way ANOVA, help identify financial patterns and relationships between leverage and profitability. Findings aim to inform investors and policymakers on financial health, risk factors, and strategic planning in the infrastructure sector, contributing to informed decision-making and sustainable economic development.

**Keywords:** Profitability, Debt Structure, Infrastructure Companies, Financial Performance.

## **To Investigate the Comparative Liquidity Analysis Of TANGEDCO VS OTHER SEBs (BESCOM, UPPCL, MSEDCL)**

Harirahul M – 2<sup>nd</sup> MBA General, Department of Management Studies, VISTAS

Dr. S. Chandramouli – Associate Professor, Department of Management Studies, VISTAS

## **Abstract:**

This study is focused on a comparative liquidity analysis of TANGEDCO (Tamil Nadu Generation and Distribution Corporation) with other major SEBs in India, namely BESCOM, UPPCL, and MSEDCL. The analysis covers 15 key financial ratios including current ratio, quick ratio, cash ratio, working capital turnover, and more. Data was collected from published annual reports over recent financial years. Each ratio was interpreted to understand trends, strengths, and deficiencies across the SEBs. Visual tools such as graphs and comparative tables were used for clarity. The study reveals that while TANGEDCO faces more liquidity constraints compared to other SEBs, BESCOM and MSEDCL show stronger liquidity profiles. UPPCL shows moderate performance with specific weaknesses in short-term liquidity coverage. **Key words:** Liquidity Analysis, Financial Ratios, TANGEDCO, SEBs, Working Capital, Comparative Study

## **Mobilizing Capital for A Greener Tomorrow: Financing Climate Action and Land Restoration Projects in India**

Ms. C. Malasriganga, Research Scholar, VISTAS, Chennai-117

Dr. C. Shalini Professor and Head of the Department of Commerce (A&F), VISTAS, Ch-117

### **Abstract:**

India faces the dual challenge of rapid economic development and significant vulnerability to climate change. Mobilizing adequate capital for climate action and land restoration projects is crucial for the nation to meet its sustainable development goals and mitigate the adverse impacts of climate change. This thesis examines the current landscape of climate finance in India, analysing the key challenges and opportunities in attracting and deploying financial resources for these critical initiatives. It will explore the roles of public, private, and international financing mechanisms, and delve into innovative financial instruments and policy frameworks that can enhance the flow of capital towards a greener and more resilient future for India. **Key words:** Climate finance, Land restoration, Public and private finance and Policy frameworks

## **To Investigate the Role of Tele calling In Customer Loyalty and Complaint Resolution**

Ms.Krishna priya –2nd year MBA General, Department of Management Studies VISTAS

Dr. S Chandramouli –Associate professor MBA, Dept of Management Studies VISTAS.

### **Abstract**

This study explores the effectiveness of tele calling as a tool to enhance customer loyalty and resolve complaints efficiently, with a focus on the sports product distribution sector represented by Cappella Sports. The research investigates the impact of tele calling on customer experience by analysing key areas such as complaint resolution time, personalization, and customer satisfaction. A combination of primary data through surveys and secondary data from literature reviews was used. Comparative insights were drawn from different demographic groups and feedback from tele calling professionals. Findings indicate that empathetic and proactive tele calling significantly improves customer trust and reduces churn. The study proposes strategic solutions including AI-CRM integration, agent training, and a standardized response framework to elevate tele calling performance in competitive markets. **Key words:** Tele calling, Customer Loyalty, Complaint Resolution, CRM.

# **Marketing Strategies and Passenger Satisfaction in Ride- Hailing Services: A Study of Chennai and Implications for India's SDG-Driven Digital Economy**

Ms. P.Meena Research Scholar in Commerce, VISTAS

Dr. T. Sujatha, Assistant Professor & Research Supervisor, Dept of Commerce, VISTAS

## **Abstract:**

This study examines the link between effective marketing strategies and passenger satisfaction in ride-hailing services, focusing on Chennai. It explores how service quality, digital engagement, pricing, and customer support impact user satisfaction and loyalty. Using surveys and case studies of leading platforms, the research identifies key satisfaction drivers and improvement areas. The study highlights how enhanced services support India's Sustainable Development Goals SDG 11 (sustainable cities), SDG 8 (economic growth), and SDG 9 (digital innovation). The findings emphasize the importance of customer-centric marketing and digital mobility in creating a competitive, inclusive, and sustainable urban transport ecosystem in India. Keywords: Ride-hailing services, Passenger satisfaction, Effective marketing,

# **Evaluating The Impact of Court Case Management Systems And Judicial Delays on ESG-Based Asset Valuation In Tamil Nadu's Subordinate Courts**

Ms.C. Valliammai, Research Scholar, VISTAS,Chennai-117

Dr. Jayasree Krishnan, Director School of Management Studies and Commerce Vels Institute of Science, Technology and Advanced Studies (VISTAS

## **Abstract**

This study explores the relationship between judicial efficiency and ESG-based asset valuation, focusing on Tamil Nadu's subordinate courts. While prior research addresses judicial delays and ESG frameworks separately, this analysis bridges the gap by examining how court performance, especially case management reforms, impacts governance, transparency, and ethical financial valuation. The study proposes a novel framework aligning judicial reforms with ESG valuation standards, suggesting that efficient legal systems enhance sustainable investment prospects. By linking judicial performance with socio-economic development and ESG sensitivity, the research provides new insights into the role of subordinate courts in supporting responsible and sustainable financial decision-making.

## **A Study on Economic Condition and Impact Of Ineffective Communication In Marketing Promotion of Top Trending Beauty Products In Chennai**

Ms.Devi Priya. M

### **Abstract:**

The study focused on the Economic conditions and impact of promotional activities of consumer buying behaviour towards cosmetic products. The various factors that influence consumer buying behaviour and the different modes of promotional activities. Cosmetic industry is one of the largest consumer sectors in the city. Consumer behaviour is the decision process and the physical activity of an individual which engage in evaluating the goods and services. The researcher has attempted to study the economic condition and impact of promotional activities on consumer buying behaviour towards cosmetic products Chennai city. In this study, the researcher has used questionnaire to collect the Primary data and that has been analysed with the proper tool and secondary data are used to collect the reviews.

**Key words:** Economic conditions, Cosmetic, Consumer buying behaviour, Promotional activities

## **A Study on Eliminating Poverty Through Educational Approaches in India**

Ms.Shailaja B Research Scholar, VISTAS, Chennai-117

Dr.P.Sunantha, Assistant Professor, Department of Commerce, VISTAS, Chennai-117

### **Abstract**

This research paper studies the various approaches of India in accelerating education scope to eradicate poverty. The study focuses on medium for converting poverty education formula towards 'Capacity vs Demand' rather than 'Supply vs Demand' which would help to improve the quality of the education delivered to the poor with available resources. The research study involves a complete detailed analysis of India 's poverty elimination or its educational approach medium, through using observation as a tool. It studies the current Indian approaches that could overcome the unique limitations of poor-quality education. These variables are taken in relevance to the poverty areas where the educational setup is explored. The paper concludes with recommendation about the level of educational focus need to improve the quality of education outcome in relevance to poverty elimination. **Keywords:** Educational approaches to the poor, underprivileged education etc.,

# **A Study on Consumers Perception Towards Organic Food Products in Chennai**

Ms. K. Banu, Research Scholar, Department of Commerce, VISTAS

Dr. A. Krishnan, Professor, Department of Commerce, VISTAS

## **Abstract**

The awareness on the harmful effects of chemicals present in food is increasing among the consumers. The trend towards purchasing organic food is growing among people. A study to identify what actually induces consumers to turn towards organic food is important. Some of the prominent motivating factors to purchase organic foods include environmental concern, health concern and lifestyle, product quality and subjective norms. This empirical study is aimed at identifying the purchase intention of consumers towards organic foods. The study predicts the purchase intention of consumers based on the influences of factors like environmental concern, health concern and lifestyle, product quality and subjective norms on the attitude towards organic foods. The results of the study show that quality of products, environmental concern, health concern and lifestyle are the most commonly stated motives for purchasing organic foods. **Keywords:** Organic food; Purchase intention; Consumer Attitude; Consumer Perception;

## **Sustainable Optimization of Airport Operations**

Ms. S. Mallika, Research scholar, Dept of Commerce, VISTAS Chennai.

Dr. G Mythili, Assistant Professor, Dept of Commerce, VISTAS Chennai.

### **Abstract:**

The aviation industry faces mounting pressure to balance operational efficiency with environmental responsibility. This project, titled "Sustainable Optimization of Airport Operations," explores innovative strategies to enhance airport functionality while minimizing ecological impact. Focusing on areas such as energy management, air traffic coordination, waste reduction, and green infrastructure, the study integrates data-driven approaches, automation, and smart technologies to streamline operations. Emphasis is placed on reducing carbon emissions, optimizing resource usage, and improving overall environmental performance without compromising service quality. The research also evaluates current industry practices and proposes a framework for implementing sustainable solutions tailored to airport environments. By aligning operational goals with environmental sustainability, this project contributes to a more resilient and future-ready aviation ecosystem.

# **Technology Adoption and Digital Transformation in Small Businesses: Trends and Challenges**

Ms. S. Mallika & Dr. G Mythili

## **Abstract:**

Small businesses are increasingly leading the way in embracing digital transformation, leveraging new technologies to streamline operations, enhance customer experiences, drive innovation, and remain competitive in a rapidly evolving marketplace. The journey toward digital transformation is not without its challenges. Many small businesses face significant barriers such as limited access to advanced technology, constrained financial resources, underdeveloped digital infrastructure, and a shortage of skilled professionals. These factors can slow the pace of digital adoption and hinder growth potential. Despite these hurdles, the benefits of digital transformation for small businesses are substantial. By adopting digital tools and practices, small enterprises can improve efficiency, offer more personalized services, boost sustainability, and strengthen their market position. The ongoing trend highlights not only the resilience of small businesses but also their ability to innovate and adapt in the face of technological change. **Keywords:** Digital transformation, Emerging technologies, Digital innovation, Challenges.

## **A Study on Growing Digital Adoption in Self Help Groups in India**

Ms.Renuka.K Assistant Professor, Research Scholar

Dr.MGR-Janaki College of arts and science for women

Dr.Sujatha.T Assistant Professor, Research Supervisor,Department of commerce,VISTAS

## **Abstract**

The growing digital adoption in Self-Help Groups (SHGs), especially in countries like India, has been transforming how these community-based groups operate. Over the past decade, digital adoption has accelerated significantly, driven by technological advancements, changing consumer behaviours, and transformative global events like the COVID-19 pandemic. As user numbers grow, platforms must handle increased load without compromising performance. Frequent updates and feature rollouts can introduce bugs, making quality assurance critical. Standing out from competitors requires a clear unique selling proposition. Digital adoption in Self-Help Groups (SHGs) has emerged as a powerful catalyst for empowerment, financial inclusion, and sustainable development.

**Keywords:** SHG, Digital Literacy, Digital Adoption.

# **Validity Of Corporate Social Responsibility-A Study on CSR Practices of Select Indian Companies**

K.P.Indhuja, Dr.M.Chandran

## **Abstract**

All businesses are obligated to donate 2% of their net income to corporate social responsibility (CSR) under the New Company Law of 2012, which has prompted Indian businesses to actively pursue CSR since it mandates that a specific type of businesses use a percentage of their earnings for CSR initiatives. The purpose of this study is to examine the CSR policies that Indian corporations adhere to. This study will assist scholars and researchers in determining the finest corporate social responsibility (CSR) practices as well as in conducting additional research on what is best for India and what the country actually needs in terms of CSR from corporations. In order to better serve society and the nation as a whole, this paper also aims to pinpoint the ways in which businesses have fallen short of societal expectations and offers some recommendations for enhancing CSR activities. **Keywords:** Corporate Social Responsibility, Philanthropy, Companies Act 2013, Society

## **A Study on Behavioural Change Challenges in Implementing Sustainable Sanitation Models Under the Swachh Bharat Mission (SBM) Of the Government of India (GOI)**

Ms. Gowri S Research Scholar, VISTAS

Dr. C. Shalini Professor and Head of the Department of Commerce (A & F), VISTAS

## **Abstract**

This study aims at exploring the impact of the flagship program of the Swachh Bharat Mission of the Government of India on the challenges and solutions for behavioral changes in the implementation of sustainable sanitation models. The practical problems of citizens and the constructive solutions toward sustainable behavioral changes that are falling behind due to lack of community awareness and engagement programs addressing entrenched habits like open defecation and urination are being studied using primary data analysis applying statistical tools including Chi Square Test and Friedmans test. A sustainability Tree Model has been designed using prompt engineering techniques to analyze the harmonization and synergistic relationship between the various stakeholders in the sustainable sanitation solutions factoring from behavioral changes. **Keywords:** sustainable sanitation, sustainable behavioral changes, Swachh Bharath Mission

# **Sustainable Entrepreneurial Growth In Driving Economic Development – A Study on the Link Between Entrepreneurial Success And National Economic Progress**

Dr P Murugan ,HoD BBA ,School of Management Studies, VISTAS, Chennai.

Ms .S Dhivya , Research Scholar, Commerce (Part-Time) VISTAS ,Chennai.

## **Abstract**

This study investigates the pivotal role of high-growth entrepreneurs in driving broader economic development. It focuses on understanding how sustained entrepreneurial expansion influences the key economic indicators such as job creation, innovation, productivity, and income generation. By analyzing the relationship between sustainable entrepreneurial growth and national economic performance, the research paper aims to uncover the mechanisms through which entrepreneurial ventures contribute to economic prosperity. Additionally, the study identifies critical success factors that enable sustainable growth and evaluates the impact of government policies and support systems in scaling entrepreneurial ventures. The findings are expected to inform policymakers and stakeholders on fostering an environment conducive to entrepreneurial success and national economic advancement.

## **Impact of the Cosmetic Industry's In Economic Growth**

Shabnam .A, Research Scholar, Department of Commerce,VISTAS,Chennai-117

Dr.V.Chitra, Associate Professor, Department Of Commerce, VISTAS,Chennai-117.

## **Abstract**

The theme of this paper is "Impact of the Cosmetic Industry's in Economic Growth". Driven by a passion for cosmetics and personal care, this study explores the industry's economic influence. This research focuses on four primary objectives: identifying factors influencing consumer purchasing decisions, examining the industry's impact on economic growth, investigating job creation opportunities, and analyzing the variance between age and satisfaction level. A descriptive research design is employed, utilizing a questionnaire with 80 respondents. Statistical analysis includes percentage analysis, weighted average, chi-square analysis, and ANOVA to draw meaningful insights. By examining the industry's economic impact, this study aims to contribute to a deeper understanding of the cosmetic industry's role in driving economic growth. The findings of this research can inform industry stakeholders, policymakers, and future researchers, providing valuable insights into the industry's dynamics and potential areas for growth and development. Overall, this study provides a comprehensive overview of the cosmetic industry's in driving economic growth.

# **Indian Economic Progress Towards Achieving The SDGS**

## **Accelerator: Financial Inclusiveness**

Mr.S Chandrasekaran PhD Research Scholar, Dept of Commerce, VISTAS

Dr. Shashila.S, Assistant Professor, Department of Commerce, VISTAS, Chennai-117

### **Abstract**

There are 17 world Sustainable Development Goals (SDGs) are created in 2015 as a part of agenda for Sustainable Development adopted by all United Nations (UN) members. There goals are aimed for the people in the planet Earth to have peace and prosperity. SDGs highlight the connections between the environmental, social and economic aspects of sustainable development. SDGs are aimed to be achieved by 2030. Unprecedented COVID-19 pandemic impacted significant setbacks in Asia and other regions. Significant funding resources are required for SDG across the world. Funding for SDGs are the critical ones to progress and achieve. Keywords: #Sustainable Development; #Sustainability; # SDG

## **Environmental Sustainability Is Essential to the Global Effort To Reduce Poverty: An Overview**

Dr. R. Rajesh Kanna, Assistant Professor, Economics, School of Law, VISTAS

A.Aswini, Ph.D. Research Scholar, Department of Economics, VISTAS

### **Abstract:**

The fundamental requirements for the eradication of poverty are related to an efficient management of natural resources that constitute the basis for economic and social development, as well as to changes in production and consumption patterns. With the advance of human civilization, human wants have expanded and diversified. This has led to a rapid depletion of natural resources. Many resources are being used up at a rapid rate, which has caused over-utilization and depletion of many resources. With the rapid use of resources, a lot of accompanying environmental problems has cropped up. These include pollution of air and water, degradation of natural resources like soil and forests, and the depletion of non-renewable resources like fossil fuels and minerals. In the sections below you will read about these environmental problems and understand the significance of their impact on the economy and the planet earth. **Keywords:** Gender inequality, health, Pollution, water, degradation of natural resources, non-renewable resources, Economic and social development.

## **Emergency Mobile Marketing and Its Economic Current Effect For Exploring Gen X Consumer Response In Chennai**

ChelamCherla Lavanya, Research Scholar, Department of Commerce,

Dr. S. Vennilaa Shree Professor/Supervisor, Department of Commerce, VISTAS.

### **Abstract**

The article examines the ripple impacts on the local economy of Chennai, such as in the retail, healthcare, insurance, and digital marketing service sectors. It summarizes by commenting on how strategic deployment of emergency mobile marketing can be a driver of economic resilience, local entrepreneurship, and digital infrastructure development in emerging urban areas like Chennai. The research used a quantitative research method to reveal the effects of emergency mobile marketing on Generation X consumers in the Chennai area. There were 154 participants who were surveyed, offering information about how they perceive and engage with urgent mobile updates in the event of crises like floods and the COVID-19 pandemic.

## **Challenges of Climate Action and SDG Goals In INDIA**

Ms. S. Rakshini , Research Scholar, Department of Commerce, VISTAS

Dr.V. Andal, Associate Professor, Department of Commerce, VISTAS

### **Abstract:**

This paper presents a detailed analysis of India's progress towards achieving the Sustainable Development Goals (SDGs) from 2017 to 2025, with a particular focus on the impact of climate change on key developmental targets. By evaluating crucial indicators, the study examines the connections between climate change and the SDGs, highlighting how environmental challenges affect the realization of these goals. It also outlines the necessary actions to mitigate the negative effects of climate change, ensuring sustained progress toward the SDGs despite environmental disruptions. The paper explores how climate-related disruptions, including extreme weather and agricultural challenges, impede SDG progress. It calls for robust climate adaptation and mitigation strategies, with a focus on renewable energy, climate-resilient infrastructure, and equitable access to resources. The findings emphasize the need for continued efforts to build a climate-resilient future and integrate climate action into broader development goals.

## **An Overview of The Clean India Mission: Swachh Bharat Abhiyan**

V. Sangeetha, Research Scholar, Commerce, VISTAS

Dr. C. Saraswathy, Research Supervisor & Associate Professor, B.Com , VISTAS

### **Abstract:**

The goal of the revolutionary Swachh Bharat Abhiyan initiative is to improve cleanliness and sanitation throughout India. To guarantee long-term cleanliness, the initiative aims to build restrooms, put waste management systems in place, and promote behavioural change.

Through the integration of government policies, technology, and citizen participation, the mission has greatly enhanced trash disposal and sanitary coverage. Millions of toilets have been constructed as a result of the campaign, which has also raised awareness of hygienic habits and decreased open defecation. The Swachh Bharat Abhiyan's success emphasizes how crucial it is for everyone to take responsibility for creating a cleaner and healthier

environment. **Key words:** Sanitation, Cleanliness, Open defecation.

## **A Study on Role of Gen Zee on Millennials' Selection Of Mobile Network Services**

Ms.Pavana Kumari H, Research Scholar, School of Commerce and Economics, VISTAS,

### **Abstract**

This study is conducted to examine the major factors which can influence election of mobile network services, focusing on key determinants and Gen Z who can influence selection of such services taking in to consideration like price network, preference of brand, and VAS services. It also can also explore the impact of peer and Gen Z recommendations, along with social media-impacts, and marketing strategies of companies on their decision-making process.

Using exploratory research the study collects tentative and qualitative data through structured questionnaire interview ad observation across the different demographic factors. The findings highlights the factors which can influence the selection of mobile network services considering the Fen Z as one of the influence factor as they can-be the most influencing. The reason being they are confident, techno sevy and confident who will be in a position to grasp the factors.

This study contributes to understanding the unique preferences of millennial's and offers a road-map for service providers to align their offerings with the expectations of this influential consumer group.

**Key Words:** Millennial, Mobile network, Gen Z, Influential Factors. Etc.

# **Socio-Economic Impact of Decline In Paddy Cultivation: An Empirical Analysis In Palakkad District, Kerala**

Ms.Sangeetha. S

## **Abstract**

Paddy is the main crop in Kerala. Kerala Palakkad and Kuttanad are famous places for paddy cultivation. Paddy cultivation has played a big role in the socio-economic factors of Kerala. But today paddy cultivation is declining all over the state. Paddy cultivation of Alanallur Panchayath in Palakkad is also facing such a problem. Scarcity of farmers, modern equipment and mechanisation, climate changes, increase in labour costs, increase in population etc results in the paddy cultivation as an unprofitable venture. Modernisation plays a crucial role in the decline of paddy cultivation.

**Keywords:** Paddy cultivation, cultivation in Alanallur Panchayath Palakkad, Socio-economic and climate changes.

## **A Study on Risk and Return Analysis Of Indian Pharma Sector**

Kathiresan S Mba VISTAS, Ms V. Vardhini Assistant Professor - VISTAS

## **Abstract**

The Indian pharmaceutical sector, a rapidly growing industry, plays a vital role in the country's economic development and global healthcare. This study evaluates the financial performance and investment potential of selected large-cap and mid-cap Indian pharma companies by analyzing risk-return dynamics. Key financial indicators like ROE, ROA, EPS, P/E ratio, and Debt-to-Equity ratio are assessed using secondary data from the past five years. The study employs statistical tools such as beta, standard deviation, correlation, regression, Jensen's Alpha, Sharpe Ratio, and Treynor Ratio. Findings reveal significant differences in performance, with mid-cap firms showing higher growth potential but increased volatility. Factors like foreign exposure, regulatory approvals, and R&D spending greatly influence risk and profitability. The study underscores the importance of continuous financial and risk assessment for sustainable growth and global competitiveness. **Keywords:** Indian pharmaceutical sector, Risk-return analysis, financial performance

## **A Study on Risk and Return Analysis Of Indian Banking Sector**

Mohammed Afsar M R, MBA, VISTAS, Ms V Vardhini Assistant Professor VISTAS

### **Abstract**

India's banking sector plays a vital role in economic growth by channeling capital, encouraging savings, and offering credit. This study evaluates the risk-return profile of selected public and private sector banks to understand their financial soundness and growth potential. Key indicators analyzed include Capital Adequacy Ratio (CAR), Net Interest Margin (NIM), ROE, ROA, and NPAs, along with risks such as interest rate, credit, market, and operational risks. Using five years of secondary data, the study applies statistical tools like regression, correlation, beta, and standard deviation, along with Sharpe and Treynor Ratios. Findings reveal that private banks offer higher returns with higher risks, while public banks show greater stability with lower profitability. The study highlights the need for robust risk management and strategic planning to ensure sustainable performance amid economic and technological changes. **Keywords:** Indian banking sector, Economic growth, Risk-return analysis

## **Role of The Organic Food System In Achieving Sustainable Development Goals: A Review Study**

Mr. Jacob Jose, Research Scholar Department of Commerce, VISTAS

Dr. Mohana Priya. M, Assistant Professor and Research Supervisor Department of Commerce, VISTAS

### **Abstract:**

The world faces pressing issues like climate change and global warming, prompting the UN to establish 17 Sustainable Development Goals (SDGs) for member nations to achieve by 2030 through collaborative efforts. This study aims to explore the role of the organic food system in achieving Sustainable Development Goals. The result of the study shows that the organic food system has a significant positive impact in the form of environmental sustainability, public health, social impact, and economic impact on the people. The organic food system significantly contributes to the SDG1, SDG2, SDG3, SDG12, SDG13, SDG14, and SDG15 by reducing poverty, mitigating hunger worldwide, protecting the health of the people and well-being, sustainable consumption and production, climate action, protecting life on the land and under the water. **Keywords:** Sustainable development goals; Organic farming; Climate action;

## **Impact Of Green Marketing on Consumer's Purchasing Pattern of Eco-Friendly Products**

Ms.Devi M, Ph.D Research Scholar,School of Management Studies and Commerce, VISTAS  
Dr. Anitha Kumari. D, Associate Professor and Programme Coordinator, MBA Shipping and Logistics Management, VISTAS

### **Abstract**

This research provides a brief review of environmental issues and identifies the green values of the consumers, their level of awareness about environmental issues, green products and practices and influence of green marketing on their consuming behaviour. This paper highlights the consumers' perception and preferences towards green marketing practices and products. Moderate level of awareness about green marketing practices and products was found among the consumers. Green values were found to be average among the respondents. Research has given good insights for marketers of the green products and suggests the need of designing the marketing communication campaigns promoting green products due to high green value among the consumers. Overall green values, awareness about green products and practices and the perception regarding seriousness of marketing companies towards green marketing had positive significant impact on consumer persuasion to buy and prefer green products over conventional products. **Keywords:** Consumer behaviour, Green Marketing, Purchasing Pattern, Eco-Label, Green Products

## **Fueling Economic Growth In Semi-Urban India: The Role of Online Food Delivery Platforms in Local Development – A Case Study of Kanhangad Town**

Shihabudeen MP, Research Scholar, Department of Commerce, VISTAS.

Dr. V.Chitra, Associate Professor, Department of Commerce, VISTAS.

### **Abstract**

This study examines the economic, social, and environmental impacts of online food delivery (OFD) platforms in Kanhangad, a semi-urban town in Kerala. Using surveys and interviews, it explores consumer behavior and challenges post-COVID-19, where 60% adopted OFD services. Tech-savvy youth and professionals dominate usage, though issues like delivery delays (44%) and inconsistent food quality persist. Economically, OFD boosts employment but raises concerns about gig worker exploitation. Environmentally, plastic waste and overordering are major concerns, worsened by poor recycling systems. Socially, OFD alters family routines and promotes convenience culture. The study highlights the dual impact of OFD—improving access and safety while posing equity and sustainability challenges. Recommendations include better logistics, biodegradable packaging, worker protection, and policy reforms to align digital growth with sustainable and inclusive development in semi-urban India.

**Keywords:** Online food delivery (OFD), economic impact, social dynamics, sustainability, gig economy, COVID-19, semi-urban India.

## **Strengthening India Through Women's Empowerment: A Pathway To Sustainable Development**

Ms. G. Sridevi, Research Scholar, Department of Commerce, VISTAS

Dr.V. Andal, Associate Professor, Department of Commerce, VISTAS

### **Abstract**

In this paper, the empowerment of women is explored as a critical factor in India's pursuit of the Sustainable Development Goals (SDGs), especially Goal 5 – Gender Equality. The study reviews the progress made through national schemes. The paper also investigates the role of women in driving community development and economic growth. Despite advancements, challenges like domestic violence, wage gaps, and underrepresentation in leadership persist. This paper uses data-driven insights and real-life success stories to demonstrate ongoing change. It also connects women's empowerment with progress in other SDGs like quality education and reduced inequalities. Special attention is given to rural women's transformation journeys. The importance of gender-sensitive policymaking is emphasized. The study concludes by offering actionable strategies to accelerate India's journey toward inclusive and sustainable development.

## **A Study on Incidence of Poverty, Rural Development And Panchayat Raj In India with Special Reference To Ramanad District, Tamilnadu**

Dr. G. Mahesh Kumar, Asst. Prof. of Economics, S.I.V.E.T. College, Chennai.

### **Abstract**

The incidence of poverty in India is a matter of key concern for policy analysts and academic researchers both because of its scope and intensity. World Poverty Clock reported that More than 21.9% in India, with its population of 1.3 billion people, now has 5 percent of its population living in extreme poverty. The Indian economy has been one of the leading performers globally in recent years. Also, in absolute numbers, India still has 301.7 million poor persons with a significant percentage of them being substantially or severely poor in terms of the norms identified as being necessary for survival. The fact that poverty reduction has always been a priority is made particularly evident by the targets set in the successive Five Year Plans, as well as those of the Millennium Development Goals (MDGs). In this context, an attempt is made to study about the Incidence of Poverty, Rural Development and Panchayat Raj in India with special reference to Ramanathapuram District, Tamilnadu. **Keywords:** *Incidence of Poverty, Rural development, Panchayat Raj, Remove Poverty.*

# **The Effectiveness of Organic Farming Practices In Promoting Sustainable Agriculture in India**

Laxmi. B , Research Scholar , Department of Commerce, VISTAS.

DR. Mohan Priya M Assistant Professor And Research Supervisor, , VISTAS

## **Abstract:**

This research paper focused on the Organic farming presents a viable solution for promoting sustainable agriculture in India, tackling issues such as soil degradation, water scarcity, and dependency on chemical fertilizers. This paper also emphasizes that overcoming the challenges associated with organic farming requires stronger policy frameworks, improved farmer education, and increased investment in research. Overall, organic farming plays a crucial role in advancing sustainable agricultural practices, balancing environmental health, economic growth, and social equity in India. The paper concludes that organic farming, along with organic chemicals and fertilizers, contributes to improving production and the overall well-being of humanity. It aligns with India's development goals for 2047, focusing on sustainable agricultural practices that support the country's aspirations to become a developed nation.

**Key Words:** Organic farming, Sustainable Agriculture, Rural Livelihoods.

# **The Lives Behind The Beans: Challenges And Realities Faced By Agricultural Workers On Coffee Plantations In Kattikulam, Wayanad, Kerala**

Jitha. C, Research Scholar, Department of Economics, VISTAS

DR.N.Taibangnganbi, Assistant Professor, Economics VISTAS

## **Abstract**

This study examines the socio-economic conditions and challenges faced by agricultural workers on coffee plantations in Wayanad, Kerala, with a specific focus on the region of Kattikulam. Coffee cultivation, while contributing significantly to India's agricultural exports and local economies, often relies on a labour force that remains largely invisible and undercompensated. Using a mixed-methods approach, the study combines primary data collected through field observations, interviews, and focus group discussions with secondary sources such as government reports and academic literature. Quantitative data was analysed using statistical tools and econometric models to identify correlations between variables such as income, employment stability, health, and job satisfaction. The results reveal widespread exploitation, gender wage disparities, and weak enforcement of labour laws, along with the limited effectiveness of fair trade certifications in delivering real benefits to workers.

# **A Study on Financial Inclusion and Its Contribution To Long Term Economic Growth**

Catherine Angelina. G, Research Scholar, Department of Commerce, VISTAS

Dr. Mohana Priya. M, Asst Professor & Research Supervisor, Dept of Commerce, VISTAS

## **Abstract**

The study aims to analyze the contribution of financial inclusion in the long-term economic growth using secondary data collected from reputable sources. The methodology used in this research is descriptive approach and also it employs thematic analysis. The topic is analysed and explained into sub themes as meaning of financial inclusion, key pillars of financial inclusions and contribution of financial inclusion in the long-term economic growth. This paper gives insight on how financial inclusion is contributing to economic development.

**Key words:** Financial inclusion, Economic Growth, Financial services.

# **Digital Transformation and Its Influence on Employee Roles and Workflow Optimization**

Mr.Ranjith B, Research Scholar, School of Management Studies, VISTAS

Dr.G.Madhumita, Professor, School of Management Studies, VISTAS

## **Abstract**

This study aims to explore the impact of digital transformation on employee roles and workflow optimization within modern organizations. This study offers original insights by bridging the gap between digital transformation theory and its practical impact on employee roles and workflow structures. Unlike previous research that focuses solely on technology adoption, this study emphasizes the human and operational dimensions of transformation. It provides a sector-wise comparative analysis and highlights real-world organizational adjustments. The findings contribute to strategic HR and operations planning, aiding businesses in aligning workforce capabilities with evolving digital infrastructures for sustainable growth. **Keywords:** Digital Transformation, Employee Roles, Workflow Optimization, Organizational Change, Technology Integration

# **Long-Run Determinants of The Indian Exchange Rate: A Canonical Co Integrating Regression Approach**

S. Mathivathani, and D. Sathiyavan

## **Abstract**

The study is to analyse and understand how important economic factors like trade, investment, and interest rates influence the Indian exchange rate in the long run. Canonical Cointegrating Regression (CCR) methodology is employed to analyze long-run determinants of the Indian exchange rate between the years 2014–2024. The CCR method is adopted because it remains resilient in confronting problems of endogeneity and serial correlation of the regressors inherent in macroeconomic time series data. By being able to capture cointegrating relationships when there is non-stationary, the model achieves a statistically reliable estimation of long-run elasticity's between the exchange rate and its fundamental macroeconomic drivers. The analysis is able to identify strong long-run relationships between the exchange rate and variables like net portfolio investment, imports, interest rate differential, call rate, foreign currency assets, and inflation. The empirical evidence highlights the significance of macroeconomic management coordination for maintaining exchange rate stability and reiterates the explanatory power of structural models for describing currency behaviour in an open, emerging economy such as India.

## **Women Empowerment Through Employee Engagement And Motivation Programs: A Conceptual Analysis**

Christeena Wilson K, Research Scholar, Department of Commerce (General), VISTAS

Dr. A. Krishnan, Professor & Research Supervisor, Department of Commerce, VISTAS

## **Abstract**

This conceptual paper examines how such initiatives can foster a productive workplace that supports women's development, leadership, and success. Motivated and engaged women workers are more self-assured, more productive, and more active in decision-making. To empower women, the study emphasises HR tactics including skill development, flexible work schedules, inclusive leadership, and acknowledgement. The difficulties women encounter are also examined, as well as how engagement and motivation initiatives might assist in overcoming them. Through an analysis of pertinent literature, the paper proposes a conceptual framework for improving women's empowerment under HR efforts. The findings are intended to help HR professionals and legislators develop workplace policies that empower and encourage female employees. **Keywords:** Women Empowerment, Employee Engagement.

## **An Empirical Study On Recruitment And Selection Process With Special Reference To Rane Madras Ltd (Puducherry)**

Mr. Vigneshwaran G, Student, Management of Studies, VISTAS

### **Abstract**

This study examines the recruitment and selection process at Rane Madras Ltd., Puducherry, a key automotive component manufacturer under the Rane Group. Using a descriptive research design, data was collected from 100 employees through a structured questionnaire and analyzed using percentage methods, Chi-Square tests, and ANOVA. Findings reveal challenges such as limited communication during hiring and low digital integration. While the company emphasizes quality and innovation through TQM, improvements in employer branding, transparency, and inclusivity are needed. The study recommends adopting digital tools, enhancing candidate engagement, and promoting diversity to boost retention and performance. It also highlights the importance of continuous feedback, internal mobility, and data-driven hiring. By aligning recruitment with evolving industry standards, Rane Madras Ltd. can strengthen its workforce and ensure sustainable organizational growth in the competitive manufacturing sector. **Keywords:** Recruitment, Selection Process, Employee Retention, Human Resource Management, Organizational Growth, TQM

## **Assessing Awareness of The Prime Minister's Startup Schemes Among Students in Higher Education Institutes In Chennai**

B.Ragaveni, PG student, School of management studies, VISTAS, Chennai-117

### **Abstract**

This study explores the awareness of the Prime Minister's Startup Schemes among students in higher education institutions in Chennai, focusing on factors influencing their understanding and use. Using a quantitative approach and data from a structured questionnaire via convenience sampling, the research analyzes the impact of institutional support, entrepreneurship education, government outreach, and media influence. Demographic variables like age, gender, discipline, and prior experience are also examined. Findings reveal significant gaps in awareness and challenges related to accessibility, inconsistent institutional backing, and limited outreach efforts. The study recommends enhanced promotional strategies, stronger institutional involvement, and expanded government-led initiatives to build a supportive entrepreneurial ecosystem. By addressing these issues, the research contributes to nurturing innovation and job creation, helping to cultivate a vibrant entrepreneurial culture among students and driving long-term economic growth in Chennai.

## **Investor Perception and Behaviour Towards Sustainable Financial Products**

Dina Joseph, *Ph.D Research Scholar, Department of Commerce, VISTAS*

Dr. M. Vetrivel, *Associate Professor, Department of Commerce, VISTAS*

### **Abstract:**

This study investigates the perceptions and actions of investors with respect to sustainable financial products, emphasizing the critical variables that influence investment decisions. The study employs factor analysis, t-tests, and regression analysis to understand the impact of environmental awareness, perceived financial performance, and social responsibility on investor choices. The findings suggest that the most significant variable is environmental awareness, as investors who are more cognizant of environmental issues exhibit a greater preference for sustainable products. The T-test results indicate a substantial disparity in perception between the high and low awareness groups, and regression analysis confirms that the likelihood of investing in sustainable products is substantially influenced by both perceived financial performance and social responsibility. These results emphasize the intricate motivations that underlie investor behaviour and offer valuable insights for financial institutions and policymakers who are striving to encourage sustainable investment practices.

## **Influencer Marketing Trends and Effectiveness**

Arpita Mondal, *Ph.D Research Scholar, Department of Management Studies, VISTAS*

Dr. S Chandramouli – Associate professor, Department of Management Studies, *VISTAS*

### **Abstract:**

This study explores the rising impact of influencer marketing in building brand awareness, loyalty, and sales, particularly in technology-driven sectors like electronics, sensor manufacturing, and CCTV solutions. Once niche, influencer marketing is now a billion-dollar industry, reshaping traditional advertising. The research highlights trends, platform-specific strategies, and AI integration, emphasizing how brands engage niche audiences through authentic content. It also addresses consumer behavior shifts, ethical concerns, and legal challenges. By analyzing current practices and challenges, the study offers insights for tech-focused businesses aiming to enhance visibility, trust, and customer relationships in today's fast-evolving digital landscape through effective influencer marketing. **Keywords:** Digital Advertising Trends, Influencer Marketing, Audience Engagement, Marketing Transparency.

# **Retirement Planning and Financial Security: Assessing Awareness and Preparedness Among Individuals in Chennai**

Ms.Esakkiammal E

## **Abstract**

This study titled "*Retirement Planning and Financial Security: Assessing Awareness and Preparedness Among Individuals in Chennai*" evaluates financial awareness, preparedness, and investment behavior related to retirement. Using a structured survey, it examines how age, income, education, and occupation impact planning. Results show that younger individuals, especially in their 20s, are less prepared, while awareness improves among those in their 40s and 50s. Key challenges include inadequate savings, inflation, limited pension coverage, and reliance on family support. The study emphasizes the role of financial literacy in influencing long-term financial behavior and identifies barriers such as lack of guidance and awareness. It highlights the need for financial education and advisory services. Findings offer valuable insights for policymakers and financial institutions to promote early retirement planning and ensure financial independence in later life. **Keywords:** Retirement Planning, Financial Security, Financial Literacy, Investment Behavior, Demographics, Awareness, Chennai, Economic Preparedness.

# **Human Resource Strategies for Enhancing Employee Engagement and Performance in Remote Information Technology Workforce at Chennai**

Mr.P.Gunavardhan

## **Abstract**

The abstract explores Human Resource (HR) strategies aimed at improving employee engagement and performance in the remote Information Technology (IT) workforce in Chennai. It highlights challenges such as communication gaps, lack of interpersonal connection, motivation decline, and difficulty in performance monitoring. The study emphasizes the need for strong organizational culture, leadership development, and the use of technology-driven HR practices like virtual onboarding, continuous feedback, digital tools, and wellness programs. It also analyzes leadership styles and inclusive practices, identifying a gap in region-specific research. By proposing a contextual HR framework for Chennai, the study provides actionable insights for HR professionals and policymakers to enhance productivity and retention. The paper contributes to ongoing discussions on managing remote IT workforces in India's rapidly evolving digital environment.

# **Competitive Analysis of Financial Products Offered by Mahindra Finance**

Ms. R.Sankeerthana

## **Abstract:**

This study analyzes the competitive position of Mahindra & Mahindra Financial Services in India's vehicle loan sector from 2020 to 2023, with a focus on rural and semi-urban markets. It evaluates loan growth, interest rates, approval speed, customer satisfaction, and financial performance. The research assesses Mahindra Finance's digital transformation AI-driven credit approvals, mobile apps, and paperless processes compared to competitors like Bajaj Finance and Cholamandalam Finance. Using CAGR, financial ratio analysis, and regression, it examines trends, non-performing assets (NPAs), and digitalization's impact on approval speed. The findings highlight Mahindra Finance's steady growth but also areas needing improvement in digital efficiency and customer acquisition. The paper concludes with strategic recommendations for enhancing risk management, digital capabilities, and customer experience to maintain a strong market position in India's competitive vehicle loan industry.

## **Indian Economic Progress Towards Achieving the Sustainable Development Goals (SDGS)**

Ms.Deepika R, Research Scholar, School of Management Studies,VISTAS  
Dr.G.Madhumita, Professor, School of Management Studies, VISTAS

## **Abstract**

This paper examines India's economic progress in the context of the Sustainable Development Goals (SDGs), highlighting efforts across five key areas: sustainable growth, digital adoption, infrastructure investment, renewable energy transition, and ESG integration. The study uses a qualitative and data-backed analytical approach, drawing from government reports, economic indices, and scholarly literature. India's economic reform programs like Make in India, Swachh Bharat, Ayushman Bharat, and financial inclusion schemes such as PM Jan Dhan Yojana have significantly contributed to inclusive growth. Digital transformation through UPI and Aadhaar, along with renewable energy expansion and ESG compliance, reflect India's multidimensional development strategy. While notable progress has been achieved, challenges remain in achieving equitable growth and environmental sustainability. The paper concludes with implications for policy, industry, and academia.

**KEYWORDS:** India's economic progress, Sustainable Development Goals (SDGs), ESG integration

# **An Empirical Study on Emotional Intelligence and Quality of Work Life Among Employees with Special Reference to Hexaware Technology (CHENNAI)**

Ms. Vaishnavi S, Student, Management of Studies, VISTAS

## **Abstract**

This study investigates the relationship between emotional intelligence (EI) and quality of work life (QWL) among employees at Hexaware Technologies in Chennai, focusing on its impact on job satisfaction, work-life balance, and career development. Using a descriptive research design and structured questionnaires, data were collected from 161 employees through convenience sampling. Statistical tools like percentage analysis and correlation were used to interpret findings. The results indicate that high EI positively influences stress management, interpersonal relationships, and employee satisfaction. The study underscores the importance of emotional awareness and empathy in enhancing retention and performance. It offers practical insights for HR professionals to develop emotionally resilient workplace strategies. By linking EI and QWL in the IT and BPS sector, **Keywords:** Emotional Intelligence, Quality of Work Life, Employee Engagement, Stress Management.

## **Cognitive Load And Poverty: A Barrier to Achieving Sustainable Development Goal**

Mr. SAJIN FRANCIS, Research scholar, Department of economics, VISTAS

DR. M. MURUGANATHAN, Assistant Professor, Department of Economics, VISTAS

## **Abstract:**

This paper explores the impact of cognitive load on individuals living in poverty and its implications for achieving the Sustainable Development Goals (SDGs). Financial stress, limited resources, and environmental instability can increase cognitive overload, affecting decision-making, problem-solving, and access to opportunities. We focus on SDG 1 (No Poverty), SDG 4 (Quality Education), and SDG 8 (Decent Work and Economic Growth), examining how poverty reduces mental bandwidth, decreases productivity, and impairs decision-making. The paper suggests that improving financial security, creating stable environments, and fostering collaboration between governments and organizations can alleviate cognitive load. Targeted interventions, such as cognitive training, mental health support, and social protection, are essential for unlocking human potential and advancing the SDGs.. **KEYWORDS:** Cognitive load, Poverty, Sustainable Development Goals (SDGs).

## **Growing Digital Adoption in HRM in View of Artificial Intelligence**

Fehmitha Mohammed, Ph.D. Research Scholar, Department of Commerce, VISTAS,

Dr. Sayeeda Jabeen Shariff, Asst Professor & Research Department of Commerce, VISTAS..

### **Abstract:**

In recent years, AI has revolutionized HR by streamlining tasks like recruitment, performance evaluation, and employee engagement. AI helps speed up hiring by reviewing resumes, analyzing candidate profiles, and conducting initial interviews with chatbots, ensuring a fairer and faster process. It also supports performance management by providing real-time insights into employee progress, enabling better feedback and personalized development plans. AI can analyze communication patterns to gauge employee satisfaction and detect signs of stress or disengagement. While AI offers benefits like time savings, improved decision-making, and reduced manual work, challenges like privacy concerns and resistance to change remain. Successful AI implementation requires HR professionals to develop digital skills and use AI responsibly.

## **The Role of AI In Influencing Purchase Decisions And Personalised Experiences Among Online Shoppers In Chennai**

R.S. Latha, Dr. M. Chandran

### **Abstract**

Artificial Intelligence (AI) is reshaping the landscape of e-commerce by offering personalised experiences and influencing customer purchase decisions. This study investigates how AI tools like recommendation engines, chatbots, and predictive analytics affect the online shopping behaviour of consumers in Chennai. Data was collected through structured questionnaires and analysed using SPSS. Findings indicate a significant positive correlation between AI-driven personalisation and increased customer engagement and satisfaction. The study suggests that e-commerce businesses can achieve better customer retention through effective AI integration. This research delves into the role of Artificial Intelligence (AI) and Machine Learning (ML) technologies in shaping purchasing behaviours and enhancing personalized experiences for online shoppers, with a focus on the Chennai market. The study adopts a mixed-methods approach, combining qualitative interviews with industry experts and quantitative analysis of consumer trends, to assess the current state of AI and ML adoption in the e-commerce sector. The findings reveal that AI and ML are not just tools for automating customer service but are increasingly being integrated into sophisticated recommendation systems, dynamic pricing strategies, and personalized marketing campaigns. **Keywords:** Artificial Intelligence, Online Shopping, Personalisation, Consumer Behaviour, Chennai, Purchase Decisions

# **Market Analysis of Fresh & Honest's Business Model Coffee Maker Rentals and Coffee Bean Sales**

Ms.M Roshan

## **Abstract**

This project examines the business model of Fresh & Honest, focusing on the impact of bundling coffee machines with coffee beans on customer loyalty and retention in a B2B context. Targeting high-end clients like 5-star hotels and luxury resorts, the study uses a census-based data collection method through structured questionnaires. The research analyzes customer satisfaction, machine usage frequency, and contract renewal likelihood. Data analysis tools such as ANOVA and regression were employed. A case study highlights challenges like underutilized machines, proposing a strategic plan to enhance usage and client satisfaction. The study provides insights into effective bundling strategies to improve customer loyalty and business outcomes in the B2B sector.

# **Optimizing Inbound and Outbound Logistic to Improve Warehouse Efficiency**

Lohitha V ,MBA, Shipping And Logistics Management. 2nd Year, VISTAS  
Mrs. P.C. Saranya, Associate Professor,MBA Shipping And Logistics Management.VISTAS

## **Abstract**

This study explores strategies for optimizing inbound and outbound logistics processes to enhance warehouse efficiency, a key element in modern supply chains. Inbound logistics, including receipt, inspection, and storage, ensures materials arrive on time and cost-effectively. Outbound logistics, involving order picking, packing, and shipping, must meet customer expectations and timelines. The research identifies bottlenecks such as poor supplier coordination, inaccurate forecasting, and ineffective warehouse layout. It analyzes the role of technologies like warehouse management systems (WMS), barcode/RFID scanning, and data analytics in streamlining logistics. The paper examines lean logistics and JIT inventory practices to reduce waste and improve responsiveness. Case studies show how integrated planning, automation, and communication enhance space utilization, lead times, and order accuracy, offering recommendations for improved scalability and customer satisfaction.

**Key Words:** Warehouse Efficiency, Inbound and Outbound logistics, Supply chain optimization, Logistics automation and Inventory Management.

# **Adoption And Impact of Green HRM Practices in IT Companies: Suitable Workforce Management in Chennai**

Mr. Gokulakrishnan M, Student, Management of Studies, VISTAS

## **Abstract**

The study focuses mainly on generating a better understanding of how these specific practices influence not just workforce behaviour but also the overall organizational culture, and the long-term sustainability objectives that these organizations seek to achieve. The research carried out here confirms that Information Technology companies set up in Chennai are embracing initiatives of Green Human Resource Management (GHRM) increasingly enthusiastically as a strategic move to effectively minimize their carbon footprint, significantly improve the level of employee engagement, and effectively integrate their operations with wider corporate social responsibility (CSR) goals. The results of this research confirm that the implementation of GHRM results in higher employee job satisfaction, significant turnover reduction, and overall improvement in the organizational reputation of these companies. **Keywords:** Green HRM, sustainability, IT industry, Chennai, employee engagement, eco- friendly HR practices.

## **Role of Goal-Based Financial Planning in Achieving Long-Term Financial Securities**

Ms.Lavanya

### **Abstract:**

The research highlights the importance of strategic financial planning in managing income, expenses, savings, investments, and risk to optimize financial outcomes. Despite the growing awareness of financial planning, a significant gap remains in understanding how personalized financial strategies impact different income groups. Existing studies often adopt a generalized approach, failing to address the varying financial priorities, risk tolerance, and investment opportunities across income levels. This study aims to bridge this gap by analysing the effectiveness of customized financial planning strategies and their influence on financial stability. The findings aim to assist individuals, financial professionals, and policymakers in developing tailored financial planning strategies to improve financial security across diverse income segments. This research contributes to the broader understanding of goal-based financial planning as a key driver of long-term financial stability and improved quality of life. **Key Words:** Financial Security, Financial stability, Emergency saving, Debt Repayment, Retirement planning, Homeownership, Wealth creation, Income management,

# **Comparative Analysis of Customer Satisfaction and Service Quality of Public Sector Banks at Tambaram**

Ms. Poojana K

## **Abstract**

This study presents a comparative analysis of customer satisfaction and service quality in public sector banks located in Tambaram. The study highlights that although public sector banks have made strides in digital adoption and service delivery, gaps persist in areas like service responsiveness, infrastructure enhancement, and customer engagement when compared to private banks. Literature review findings underline significant variations in customer satisfaction across banking sectors, yet limited research addresses the dynamic evolution of customer expectations over time. This study bridges this gap by focusing on how public sector banks can align more closely with modern customer needs while maintaining traditional banking strengths. Additionally, the findings suggest that customer loyalty and satisfaction can be significantly enhanced through targeted improvements in service quality dimensions. Overall, the study offers actionable insights for public banks to innovate service offerings, enhance customer loyalty, and improve overall satisfaction in a competitive and rapidly changing banking landscape. **Keywords:** Customer Satisfaction, Service Quality, Public Sector Banks, Comparative Analysis, Digital Banking, Customer Expectations, Banking Services.

# **Onboarding Excellence Bridging Recruitment and Retention with Special Reference to Careernet Technologies (Chennai)**

Ms. Sharmila M, Student, Management of Studies, VISTAS

## **Abstract**

This study examines the strategic role of onboarding in employee retention at Careernet Technologies, focusing on how effective onboarding influences integration, satisfaction, role clarity, productivity, and retention. Using data from 158 employees, the research highlights the impact of role-specific training, cultural assimilation, and continuous communication in fostering employee commitment. It emphasizes the importance of digital onboarding platforms, AI evaluations, and virtual strategies, especially in remote work setups. The study calls for personalized onboarding experiences, mentorship, and recognition, while addressing the need for adaptive frameworks to support diverse, flexible workforces, contributing to long-term engagement and performance.

**Keywords:** On boarding, Employee Retention, Recruitment Strategy, HR Technology.

# **Financial Literacy and Its Impact on Savings and Investment Decisions Among Migrant Laborers In Dubai**

Ms. Keerthana.K

## **Abstract:**

The research examines to what extent they know about simple financial ideas such as budgeting and investment. It also investigates how they decide to save and invest their earnings. By examining this subject, the aim is to enable migrant workers to have greater access to financial education. The survey indicated that the majority of migrant workers lack sufficient knowledge regarding banking and investment. The majority of them have a practice of remitting money back home, but that is not saving. On top of that, there is a clear gap in their knowledge about how to select the appropriate investment opportunities. There is a genuine need for trustworthy information regarding banking services and appropriate means of investing. To remedy this, businesses hiring migrant workers should be the ones to provide them with financial education initiatives. Such programs must utilize straightforward tools and resources, ideally in the employee's home languages which will help them understand the fundamentals of saving, budgeting, and investing. By doing so, it can actually assist them in having better finances and a general improved quality of life.

## **Growth Prospects of Sustainable Arrowroot Crop Cultivation -A Case Study of Kottayam District In Kerala**

Ms.Reshmi Susan Jacob <sup>1</sup>, Research Scholar, Department of Economics, VISTAS

Dr. M .Muruganatham <sup>2</sup> Assistant Professor, Department of Economics, VISTAS

## **Abstract**

This study assesses the potential for sustainable arrowroot cultivation in Kerala, focusing on its nutritional and medicinal benefits. Despite favorable bio-climatic conditions, production has declined due to agronomic, financial, and infrastructure challenges. The research, based on primary data from 55 farmers in Kottayam, identifies constraints such as inadequate processing units, inefficient marketing channels, and lack of technical knowledge. The paper proposes eco-friendly practices like intercropping, organic compost, and natural insect control to enhance production. It highlights the need for improved awareness, institutional support, and integrated market systems. The study suggests policy reforms and community-based initiatives to promote arrowroot as an environmentally and commercially sustainable crop.

**Keywords:** Sustainable agriculture, Arrowroot cultivation, Mixed cropping

# **Workplace Dynamics and Job Satisfaction Among Primary School Educators in Thiruvananthapuram District**

Ms. Sajith S

## **Abstract**

The study explores workplace dynamics influencing job satisfaction among primary school educators in Thiruvananthapuram, Kerala. It identifies factors like work environment, administrative support, peer relationships, salary, workload, and professional growth as key to job satisfaction. Using a mixed-method approach, data were collected from 75 teachers across government and private schools. Government school teachers reported higher job satisfaction due to job security, while private school teachers cited salary and workload concerns. Rural teachers faced infrastructure issues but showed stronger community bonds. Gender and experience also impacted satisfaction. The study emphasizes the importance of supportive environments and career growth to enhance teacher motivation and satisfaction.

**Keywords:** Job satisfaction, workplace dynamics, primary school teachers.

# **A Case Study on The Essential Influence of Talent Management in Advancing Organizational Innovation**

*Ms. Eden Quijote Rangarajan, IInd MBA General, Department of Management Studies, VISTAS*

*Dr.Sudha.S, Professor and Program Co-ordinator, MBA Business Analytics, Department of Management Studies, VISTAS, srisudha.research18@gmail.com*

## **Abstract:**

This study investigates the relationship between improved creativity in firms and successful people management techniques. Businesses can increase employee engagement, develop vital skills, and coordinate staff activities with corporate objectives by concentrating on strategic talent management, which includes recruitment, development, and retention. Driving innovation and attaining long-term success requires investing in leadership development, acknowledging employee contributions, and cultivating a culture of continuous learning, according to the report. The study uses a quantitative technique to verify that companies that prioritize these practices have better productivity, competitive advantage, and adaptability in quickly changing markets. **Keywords:** *Strategic Talent Management, Employee Engagement, Leadership Development, Continuous Learning, Innovation, Competitive Advantage*

## **Customer Relationship Management with Big Data: Redefining Customer-Centric Strategies**

*Ms.K.Poorani , PhD Research Scholar, Department of commerce, VISTAS  
Dr.M.Vetrivel Associate Professor Department of Commerce VISTAS*

### **Abstract**

In the era of digital transformation, businesses are inundated with vast volumes of data generated through diverse customer touch points. The integration of Big Data into Customer Relationship Management (CRM) systems has transformed how organizations engage with customers, enabling deeper insights, predictive analytics, and real-time decision-making. This paper explores the synergy between Big Data and CRM, examining how data-driven strategies enhance customer acquisition, retention, personalization, and satisfaction. Tools and technologies such as Hadoop, Spark, and cloud-based analytics platforms are studied for their role in CRM enhancement. Case studies from sectors like retail, banking, and e-commerce demonstrate practical implementations and success stories. Additionally, the paper addresses data privacy, integration, and quality management challenges. This study emphasizes how Big Data not only boosts CRM effectiveness but also reshapes the business-customer relationship model into a more intelligent, adaptive framework— essential for businesses to remain competitive in a digital-first world. **Keywords** *Customer Relationship Management (CRM),*

## **A Comprehensive Study on Challenges Faced In Documentation Amendments**

*Balaji R , MBA Shipping And Logistics Management 2nd Year, VISTAS  
Dr.B.Kalaiyaran (Corresponding Author) Assistant Professor – MBA, VISTA*

### **Abstract**

Accurate and timely documentation is crucial for smooth global trade operations. This study analyzes challenges in documentation amendments, focusing on customs, Bill of Lading (BL), and logistics documents. Common causes include typographical errors, last-minute changes, misclassification of goods, incomplete declarations, and miscommunication among exporters, customs house agents, and freight forwarders. Customs issues often involve incorrect HS codes and regulatory non-compliance, leading to fines and shipment delays. BL amendments arise from incorrect consignee details or instruction changes, resulting in added costs and delays. Errors in logistics documents affect cargo handling and delivery. The study, based on surveys and case studies, highlights the financial, operational, and reputational impacts and offers recommendations to reduce errors, lower amendment costs, and enhance trade efficiency.

**Keywords** *Documentation amendments, customs compliance, Bill of lading, logistics documentation and international trade challenges.*

# **The Impact of Human Resource Welfare Policies on Employee Well - Being and Performance in Engine Assembly Unit, Hosur**

Chandya B, II MBA, Department of Management Studies, VISTAS.

Dr. Kabirdoss Devi , Associate Professor, Department of Management Studies, VISTAS

## **Abstract**

This study looks at the effect of Human Resource (HR) welfare policies on employee well-being and performance at Engine assembly unit Unit, Hosur. The study investigates how these welfare practices influence important behavioural outcomes such as job satisfaction, morale, and workplace commitment. It also investigates how organizational culture, managerial support, and communication influence the effectiveness of these policies. The study's goal is to gain a better understanding of how employee-centric welfare initiatives affect individual performance and overall organizational success by combining insights from existing literature and organizational context. The findings highlight the significance of inclusive and well-communicated HR policies in creating a supportive work environment, particularly in traditionally male-dominated industries such as manufacturing. The paper concludes by making recommendations for improving HR policy implementation and identifying areas for future research. **Keywords:** *HR Welfare Policies, Employee Wellbeing, Job Satisfaction.*

# **Analysing Spending Habits to Understand Behavioural Aspects of Personal Finance Among Employees**

*Ms.Janani R*

## **Abstract**

This study explores the financial behaviours of employees at Skyjet Technologies, focusing on spending habits and the factors influencing personal financial decisions. Key variables examined include income level, financial awareness, personality traits, and job stability. Using a structured questionnaire, data was collected from employees across various roles and salary groups. The findings reveal that financially aware employees with stable incomes are more likely to save regularly and budget effectively. In contrast, those lacking financial knowledge or budgeting habits face higher financial stress and impulsive spending. Job security also strongly influences financial planning. The study emphasizes the need for workplace financial education and suggests that improving financial literacy can enhance employee well-being, motivation, and productivity, promoting a more financially resilient workforce.

**Keywords:** Personal Finance, Spending Behaviour, Financial Literacy, Employee Well-being, Impulsive Spending, Financial Decision-making

# **To Assess the Impact of Online Tax Systems on Small Business Owners' Tax Compliance Behaviour**

*Monika.S MBA student- VISTAS*

*Dr.G.Amutha Assistant professor-VISTAS*

## **Abstract**

This study explores the influence of online tax systems on the tax compliance behavior of small business owners. With the increasing digitization of tax administration, many countries have implemented online platforms to facilitate tax filing, payment, and reporting. This research aims to assess whether these digital systems contribute positively to improving compliance among small enterprises. By analyzing user experiences, perceived ease of use, system reliability, and trust in online tax systems, the study investigates the relationship between technology adoption and tax behavior. The findings are expected to provide insights into how digital tax infrastructure can be enhanced to support small business owners in meeting their tax obligations more effectively and efficiently.

**Keywords:** Online Tax System, Tax Compliance Behaviour, Small Business Owners, Digital Tax Administration, Technology Adoption, System Reliability and Trust.

# **Hr Strategies and Planning for Employees Engagement and Performance in Remote Real Estate**

*Harindhar V, Student, Mba Department*

*Amutha. G , Associate Professor*

## **Abstract**

This study examines how the shift to remote work has transformed HR strategies in the real estate industry. With teams spread across locations and roles, HR plays a vital role in sustaining engagement, performance, and cohesion. Key focus areas include digital communication tools, remote-friendly performance management, and building a unified culture without physical offices. The paper also highlights virtual training, flexible policies, wellness initiatives, and recognition systems that support remote staff. Using case studies and employee feedback, the research identifies both challenges and opportunities in managing a dispersed workforce. It emphasizes the role of technology—like CRM tools and collaboration platforms—in aligning HR practices with business goals, offering a framework for building productive, resilient remote teams. **Keywords:** Remote Work, Human Resource Strategy, Real Estate Industry, Employee Engagement, Digital Communication, Virtual Workforce Management.

# **Analyzing The Impact of Quality of Work Life On Employee Productivity and Organizational Commitment In Madras Pharmaceutical**

*Ms.M Aafreen Banu*

## **Abstract**

This study explores the impact of Quality of Work Life (QWL) on organizational commitment and productivity at Madras Pharmaceutical. Focusing on factors like work-life balance, job security, pay, career growth, and the work environment, the research uses structured questionnaires and literature reviews to gather data from employees across departments. Statistical tools such as regression and correlation analyses reveal that higher QWL significantly boosts employee productivity and loyalty. Supportive environments, fair compensation, and development opportunities lead to increased engagement and performance. The study highlights the need for HR strategies that prioritize employee well-being, suggesting that such efforts can reduce attrition and enhance organizational success in the competitive pharmaceutical sector. Insights will guide Madras Pharma's workplace improvement plans. **Keywords:** Quality of Work Life (QWL), Organizational Commitment, Employee Productivity, Work-life Balance, Pharmaceutical Industry, Human Resource Strategies.

## **Foreign Exchange Market Analysis**

Suvetha R, Department of Management Studies, VISTAS

## **Abstract**

This study explores the dynamics of the foreign exchange (forex) market, focusing on key factors influencing currency fluctuations and exchange rate volatility. By analysing historical exchange rate trends, macroeconomic indicators, and geopolitical events, the research provides insights into the behaviour of major currency pairs. The study employs both quantitative and qualitative approaches, including regression analysis and sentiment evaluation, to assess market efficiency and trader behaviour. Findings suggest that while macroeconomic fundamentals play a significant role, short-term volatility is often driven by speculative trading and market sentiment. The paper emphasizes the importance of real-time data and adaptive strategies for investors and policymakers navigating the complex forex landscape.

**Keywords** *Foreign Exchange Market, Currency Fluctuation, Exchange Rate Volatility, Macroeconomics Indicators, Speculative Trading, Market Sentiment*

# **Digital, Green, And Inclusive: The Triple Engines Driving India's SDG Progress**

*N. Kalpan, Research Scholar, Department of Commerce, VISTAS.*

*S. Aiswarya, Assistant Professor, Dept of Commerce (Corporate Secretaryship), VISTAS*

## **Abstract**

The Digital India program has transformed governance, public service delivery, and financial inclusion, driving poverty reduction, improving education, and health outcomes. At the same time, India's heightened emphasis on green investments, including renewable energy, ESG integration, and green infrastructure, indicates its focus on climate action and environmental protection. Supporting these is a robust push for inclusive development through welfare schemes, gender empowerment, skill development, and financial literacy to reduce socio-economic divides. The article also analyses policy accelerators such as Start-up India, Ayushman Bharat, and Smart Cities Mission, while recognizing important headwinds such as budgetary limitations, digital divides, and low R&D spending. Through the examination of the convergence of these themes, we provide insights on how India can further align its developmental path with the global 2030 Agenda for Sustainable Development.

## **To Evaluate Incoterms Rule, Cost Obligations And Risk Transfer Between Buyers and Sellers in International Trade**

*Kaushik Balakrishnan & Dr.B.Kalaiyaran Assistant Professor – MBA VISTAS,*

## **Abstract**

This paper evaluates the Incoterms 2020 rules with a specific focus on cost obligations and the transfer of risk between buyers and sellers during the delivery of goods. The analysis covers how different Incoterms allocate transportation costs, insurance, and customs duties, while also determining the precise point at which the risk of loss or damage to goods transfers from seller to buyer. By comparing commonly used terms such as EXW (Ex Works), FOB (Free on Board), CIF (Cost, Insurance and Freight), and DDP (Delivered Duty Paid), the study reveals how the choice of Incoterm can significantly impact financial planning, legal liability, and logistics coordination. Furthermore, the paper discusses how misunderstandings or misapplications of Incoterms can lead to disputes, delays, and unforeseen expenses in global trade. As supply chains become increasingly complex, understanding and applying the correct Incoterm is vital for risk mitigation and operational clarity. **Keywords:** Incoterms, risk transfer, international trade, cost obligations, delivery terms

## **Effectiveness of Performance Appraisal in Influencing Employee & Organisational Commitment at Suba Solution Pvt Ltd**

Mr. Ranjith kumar R, Dr. Amutha G Student, Management of Studies, VISTAS

### **Abstract**

This study evaluates the effectiveness of performance appraisal systems in fostering employee and organizational commitment at Suba Solution Pvt. Ltd. It explores employee perceptions of fairness, transparency, and developmental value in appraisals and how these influence their loyalty and engagement. Using a mixed-methods approach, data was gathered through questionnaires and interviews across departments. The study focuses on leadership styles, feedback, communication, and the alignment of reward strategies with appraisal outcomes. Findings show a strong link between effective appraisals and increased job satisfaction and commitment. The research concludes that transparent, consistent appraisals enhance both employee development and organizational success, offering recommendations to improve the current appraisal framework.

**Key Words:** Performance Appraisal, Employee Commitment, Employee Motivation, Job Satisfaction, Appraisal Effectiveness

## **Evaluating Container Cargo Handling: Enhancing Efficient Handling and Time Management For Minimizing Container Traffic**

*Manikandan.M Mba Shipping And Logistics Management 2nd Year, VISTAS*

*Mrs. P C Saranya Assistant Professor – MBA , VISTAS*

### **Abstract:**

This project examines container cargo handling practices to identify inefficiencies causing delays, congestion, and extended turnaround times at ports. With rising international trade, ports must manage cargo swiftly and accurately. The study analyzes terminal layout, container flow, equipment efficiency, manpower use, and scheduling systems to uncover bottlenecks. It recommends adopting automation, digitalization, and real-time data analytics to boost efficiency. Emphasizing coordinated efforts among shipping lines, terminal operators, and logistics providers, the research highlights ways to reduce container dwell times and port traffic. By evaluating global best practices and their relevance to Indian ports, the project proposes a framework to optimize operations, enhance service reliability, and improve terminal competitiveness in maritime logistics.

**Keywords:** Container Cargo Handling, Time Management, Cargo throughput, Port Efficiency Automation & Digitalization, Container Traffic Optimization

## **A Comprehensive Study on Enhancing Supply Chain Visibility**

Naseem Hussain. P Mba Shipping and Logistics Management 2nd Year , VISTAS

Dr. D. Anitha Kumari, Associate Professor and Programme Coordinator Mba Shipping And Logistics Management VISTAS

### **Abstract**

This study addresses the challenges of achieving end-to-end visibility in ocean and air freight by evaluating AI-powered tracking technologies. It compares consumer-grade trackers (e.g., Apple AirTag, Tive Solo) with industrial IoT solutions (ORBCOMM, Nexxiot) on accuracy, cost, and scalability. The integration of GPS, Bluetooth, and satellite trackers with Transportation Management Systems (TMS) is explored, using APIs and predictive analytics to automate alerts for geofence breaches, delays, and temperature issues. Hybrid tracking systems (cellular + satellite) are found to optimize coverage and cost, reducing manual tracking efforts by 40%. The study presents a selection framework for freight forwarders and highlights middleware tools like Zapier for ERP compatibility, aiding supply chain transparency and disruption mitigation.

**Keywords:** *AI trackers, supply chain visibility, air cargo monitoring, TMS integration, IoT in logistics.*

## **Risk Management in Ocean Project Cargo**

*N Manoj Pandian Mba Shipping And Logistics Management 2nd Year VISTAS*

*Dr.B.Kalaiyaran (Corresponding Author) Assistant Professor – MBA VISTAS*

### **Abstract**

Risk management in ocean freight project cargo is vital due to the high-value, oversized, and time-sensitive nature of such shipments. These cargos face risks like damage from improper handling, weather delays, regulatory issues, and geopolitical disruptions. This study highlights the importance of pre-shipment planning, route surveys, and specialized equipment to minimize risks. Tailored insurance, real-time tracking, and stakeholder coordination enhance visibility and response. Adhering to international maritime laws like SOLAS and IMDG codes ensures legal compliance and safety. Effective risk management boosts operational resilience, cuts costs, and secures project success. Future technologies like AI and predictive analytics promise to strengthen risk identification and mitigation in project cargo logistics.

**Keywords:** *Risk management, ocean freight, project cargo, logistics, supply chain, maritime safety.*

## **Mitigating The Risk of Vessel Schedule Reliability in Shipping**

*M Dinesh Mba Shipping And Logistics Management 2nd Year VISTAS*

*Dr D Anitha Kumari, Associate Professor And Programme Coordinator Mba Shipping And Logistics Management VISTAS*

### **Abstract**

Vessel schedule reliability is crucial for effective global maritime transport, as delays can disrupt trade and supply chains. This study examines key causes of schedule unreliability, including port congestion, weather disruptions, mechanical issues, and regulatory delays. It proposes a strategic framework to mitigate these risks through digital tools like real-time tracking, AIS, IoT sensors, and predictive analytics for proactive voyage planning. Emphasis is placed on predictive maintenance, Just-In-Time port arrivals, and port call optimization to reduce turnaround times. Additionally, flexible fleet structures, standardized operations, and skilled crew support consistent performance. Collaboration among shipping lines, ports, and logistics partners, along with continuous KPI-based monitoring, is essential to improve schedule reliability and overall maritime efficiency.

**Key words:** *Predictive maintenance, Voyage optimization, Port call efficiency, Risk mitigation*

## **Ethical Challenges of AI-Enabled Supply Chain Sustainability Monitoring**

*Smruti Rekha Patro Ph.D Research Scholar VISTAS*

*Dr.V.Shanthi , Assistant Professor Department of Commerce VISTAS*

### **Abstract**

Using AI in commercial operations involves managing enormous amounts of data, which raises serious privacy issues. Legal repercussions and a decline in public trust could result from data breaches or unethical data use. Lack of transparency in decision-making is the primary problem with AI implementation. In order to demonstrate the concrete impact of transparency on stakeholder trust, the researcher in this study examined real-world case studies. Transparent AI algorithms are crucial. This aids in integrating the decision-making processes and keeps them out of the infamous "black box in AI." Transparency is crucial for understanding the underlying mechanics of AI algorithms.

**Keywords:** Decision-making, AI application, and ethical issues.

## **Evaluating Container Imbalance in Global Trade, Special Mention To Chennai Port**

Justin Vimalraj A Mba Shipping and Logistics Management 2nd Year VISTAS

Dr.D.Anitha Kumari, Associate Professor And Programme Coordinator Mba Shipping And Logistics Management VISTAS

### **Abstract**

The global container shipping industry faces a persistent container imbalance, where some regions have surpluses while others face shortages. This study investigates the causes and effects of this issue, with a focus on Chennai Port in South India. Contributing factors such as trade imbalances, skewed import-export ratios, and poor container repositioning are examined. Despite its strategic location, Chennai Port suffers from container shortages due to its import-heavy trade, slow turnaround times, and lack of stakeholder coordination. The research suggests solutions like digital tracking, container pooling, and optimized routing. Findings highlight the need for collaborative efforts among shipping lines, port authorities, and policymakers to improve container logistics, reduce costs, and support sustainable trade in emerging economies. **Keywords:** Container Imbalance, Global Trade Logistics, Chennai Port, Container Repositioning, Maritime Supply Chain, Sustainable Shipping Solutions

## **Indian Economic Progress Towards Achieving The SDGS: A Focus on Women in The IT Industry**

*Shalini Priyadharshini Thangaraj PhD - Research Scholar School of management studies VISTAS*

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

### **Abstract**

This study explores the role of India's growing Information Technology (IT) sector in promoting women's economic empowerment, aligning with the UN's SDGs, particularly SDG 5 (Gender Equality) and SDG 8 (Decent Work and Economic Growth). It examines initiatives that address the gender gap in leadership, employment, digital literacy, and skills development. The research identifies persistent barriers such as gender bias, workplace inequality, retention challenges, and the glass ceiling. By analyzing corporate diversity programs, government policies, and women-led digital ventures, the study underscores the IT sector's contribution to inclusive growth. Ultimately, it argues that empowering women in IT is crucial for India's economic progress and achieving its SDG targets.

**Keywords:** Women Empowerment, Information Technology Sector, Gender Equality (SDG 5),

## **Study Of Issues Faced by Frieght Forwarders**

*Subishanth. R Mba Shipping and Logistics Management 2nd Year*

*Mrs. P C Saranya (Corresponding Author), Assistant Professor – MBA VISTAS*

### **Abstract**

This study examines the operational challenges faced by freight forwarders, including delays in customs clearance, documentation inefficiencies, port congestion, coordination difficulties, and pressure from client expectations. Key issues include delays in customs due to procedural inefficiencies and communication gaps, reliance on manual systems for documentation and cargo tracking, and port congestion during peak periods. Limited staff training and frequent changes in shipping regulations add to the complexity. The study recommends that freight forwarders adopt digital tools, improve staff training, establish clearer coordination practices, and enhance client communication. Addressing these challenges can improve operational efficiency and service quality in the freight forwarding industry.

**Keywords:** *Freight Forwarding, Supply Chain Management, Cargo Handling, Logistics Operations, Port Congestion, International Trade.*

## **Analysing The Complexity of Exim Documentation In The International Business And Its Impact**

*R Vijay Kumar Mba Shipping and Logistics Management 2nd Year VISTAS*

*Dr.B.Kalaiyaran (Corresponding Author) Assistant Professor – Mba VISTAS*

### **Abstract**

This study examines the complexities of Export-Import (EXIM) documentation, focusing on its structural, regulatory, and procedural challenges across different jurisdictions. Key issues identified include inconsistent regulations, excessive paperwork, frequent policy changes, and the risk of non-compliance penalties, which lead to delays and higher transaction costs. The research highlights the impact on small and medium-sized enterprises (SMEs), which struggle with limited resources to navigate complex trade requirements. The study explores digital transformation solutions like blockchain, electronic data interchange (EDI), and single-window systems to simplify EXIM procedures and enhance transparency. It emphasizes the need for global standardization, technological adoption, and policy reforms to improve cross-border transactions and foster sustainable growth in international trade.

**Keywords:** *International Trade Compliance, Trade Facilitation, Export-Import Regulations,*

# **Indian Economic Progress Towards Achieving the Sustainable Development Goals (SDGS)**

*Mrs.T.Krishnaveni Ph.D Research Scholar VISTAS*

## **Abstract:**

This paper explores India's economic progress in the context of the United Nations Sustainable Development Goals (SDGs), focusing on growth drivers such as digital adoption, infrastructure development, renewable energy transition, and the importance of Environmental, Social, and Governance (ESG) metrics. It examines the impact of national initiatives like Make in India, Start-up India, Swachh Bharat, Ayushman Bharat-PMJAY, and Jan Dhan Yojana in advancing SDGs such as poverty elimination, gender equality, and climate action. Despite progress, challenges such as fiscal constraints, skill mismatches, and low R&D investment hinder inclusive growth. The paper evaluates India's performance on SDG targets and highlights the need for sustained momentum, enhanced collaboration, and policy coherence to meet the 2030 Agenda.

**Keywords:** *Sustainable Development Goals (SDGs), Economic Growth, Digital Transformation, Environmental, Social, and Governance (ESG), National Initiatives (e.g., Make in India, Swachh Bharat), Inclusive Development*

## **Workplaces That Work: How DEI Is Fuelling India's Progress Toward The Sustainable Economic Growth.**

*Meenatchi M.B, Research Scholar, School of Management Studies, VISTAS*

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

## **Abstract:**

This article explores the intersection of Diversity, Equity, and Inclusion (DEI) initiatives and India's progress toward the United Nations Sustainable Development Goal (SDG) 8—Decent Work and Economic Growth. As India's workforce evolves, organizations embracing DEI not only foster innovation and employee engagement but also contribute to national economic growth. The article examines the impact of DEI on workforce retention, productivity, and innovation, with a focus on gender, caste, and LGBTQ+ inclusion. Despite progress, challenges such as cultural norms and structural inequalities remain. By highlighting leading Indian organizations, the article emphasizes that inclusive workplaces are crucial for sustainable, equitable growth, aligning with India's SDG targets for a resilient economy.

**Keywords:** *Diversity, Sustainable Development Goals (SDGs), Economic Growth Equity, Inclusive Workplaces and Inclusion (DEI)*

## **A Study on Import & Export Procedure and Documentation**

*Sivaraj. S, MBA Shipping and Logistics Management, 2nd Year, VISTAS  
Dr. D. Anitha Kumari, Associate Professor And Programme, Coordinator, MBA Shipping And  
Logistics Management, VISTAS*

### **Abstract**

The study on "Import and Export Procedure and Documentation" examines the critical processes, legal frameworks, and documentation required for efficient international trade. It highlights the role of import and export activities in driving economic growth by providing access to global markets and expanding trade opportunities. The study focuses on key documents such as the commercial invoice, bill of lading, certificate of origin, letter of credit, packing list, and insurance certificates. It emphasizes the need for adherence to international regulations to avoid delays and penalties. The roles of freight forwarders, customs brokers, and regulatory bodies are also explored, offering valuable insights into improving trade efficiency and minimizing global supply chain risks.

**Keywords:** *Documentation, Customs Clearance, Compliance, Supply Chain*

## **Redefining Security Guarding Roles in Tourism: A Post-Pandemic Perspective**

Mr.Aneesh K.S.

### **Abstract**

This study assesses the need for a trained security guarding force in the tourism and hospitality sector, emphasizing the importance of revamping training methodologies post-COVID-19. Traditionally viewed as routine, security roles now extend to health and safety responsibilities, ensuring a seamless tourist experience. In Kerala, private agencies provide security services, but many guards lack training in guest handling, professional etiquette, and grooming. As the first point of contact for tourists, security personnel significantly influence the initial impression of a destination. The study advocates for a comprehensive review of training requirements, integrating modern technologies while preserving cultural identity and hospitality standards, to enhance service quality in the tourism sector.

**Keywords:** Security Guard Training, Tourism and Hospitality Sector, Post-COVID-19 Service Quality, Guest Handling and Etiquette, Cultural Identity in Tourism.

## **Optimizing Inbound and Outbound Logistic to Improve Warehouse Efficiency**

*Lohitha .V, MBA Shipping and Logistics Management, 2nd Year, VISTAS..*

*Mrs. P C Saranya Assistant Professor – MBA VISTAS*

### **Abstract**

This study examines strategies to optimize warehouse operations, focusing on both inbound and outbound logistics processes. Efficient inbound logistics, including receipt, inspection, and storage, ensures timely and cost-effective material arrival. Outbound logistics, covering order picking, packing, and shipping, must meet customer expectations for timely delivery. The research identifies common bottlenecks such as poor supplier coordination, inaccurate forecasting, and ineffective warehouse layouts. Technologies like warehouse management systems (WMS), RFID, and data analytics play a key role in optimizing these processes. Lean logistics and just-in-time (JIT) inventory practices help reduce waste. Case studies demonstrate how integrated logistics, automation, and improved communication enhance space utilization, reduce lead times, and improve order accuracy. **Keywords:** *Warehouse Efficiency, Inbound and Outbound logistics, Supply chain optimization, Logistics automation and Inventory Management.*

## **Analyzing The Importance of Freight Forwarding Documentation In Facilitating Smooth Customs Processes**

*Arjun M, 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**

Freight forwarding documentation is critical for smooth customs clearance in international trade. Proper documentation prevents delays, penalties, and additional costs due to errors or missing paperwork. Key documents such as the Bill of Entry, Shipping Bill, Certificate of Origin, and Free Trade Agreement forms are essential for verifying shipment legitimacy and compliance. Errors like incomplete certificates, mismatched information, or regulatory non-compliance can disrupt trade, leading to demurrage charges or customs holds. Challenges such as document discrepancies, delays, and unclear customs regulations highlight the need for streamlined, error-free processes. Proactive document management and awareness of customs procedures can reduce clearance times and enhance operational efficiency in global logistics.

# **A Comprehensive of India Cements and Its International Logistics Operations**

*Sibi Chakkaravarthy P, 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 logistics in the cement industry involves coordinated operations to ensure efficient movement of cement and clinker from production units to global destinations. These operations include inland transportation via road and rail, port handling, storage, and maritime shipping. The use of both owned and chartered vessels offers flexibility and cost-efficiency. Effective logistics planning is crucial to meet delivery timelines, maintain product quality, and minimize costs. Coordination with logistics partners, freight forwarders, and port authorities ensures smooth operations. Digital tracking systems and sustainable practices, like optimized routing and fuel-efficient vessels, are increasingly adopted to reduce environmental impact. These logistics operations enhance competitiveness, market reach, and customer satisfaction in global cement trade. **Keywords:** *Cement Export, International Logistics, Maritime Shipping, Supply Chain, Clinker Transport, Port Handling.*

## **Air Customs Clearance Processing Time Analysis**

*R Buvanesh, Shipping and Logistics Management 2nd Year, VISTAS  
Dr. D. Anitha Kumari, (Associate Professor & Programme Coordinator), MBA Shipping and  
Logistics Management, VISTAS*

## **Abstract**

This study analyzes the processing time of air customs clearance, focusing on the Bill of Entry. Efficient customs clearance is critical for international trade, influencing operational costs and delivery schedules. The research identifies time delays and bottlenecks in the clearance process by evaluating stages such as document submission, assessment, examination, and release. It also examines the impact of digitalization and customs automation systems like ICEGATE and SWIFT in reducing processing times. Key factors contributing to delays include procedural inefficiencies, documentation errors, and manual interventions. The study offers recommendations for streamlining documentation, improving system integration, and building stakeholder capacity to enhance air cargo clearance efficiency and support smoother international trade.

**Key words:** *Air Customs Clearance, Processing Time, Bill of Entry, ICEGATE, SWIFT, Cargo Delay.*

## **Unlocking Financial Independence: A Catalyst For Women's Empowerment and Sustainable Development**

*Mrs. Sheena V R Research scholar, Department of economics, VISTAS*

*DR. M.Muruganathan, Assistant Professor, Department of Economics, VISTAS*

### **Abstract:**

Financial independence is essential for women's empowerment and achieving the Sustainable Development Goals (SDGs), particularly SDG 5 (Gender Equality), SDG 8 (Decent Work and Economic Growth), and SDG 10 (Reduced Inequalities). It enables women to make independent decisions, boost self-confidence, support their families, and contribute to society. Economic self-sufficiency transforms women's lives by enhancing their confidence, social status, and reducing poverty and abuse. Beyond financial resources, it represents dignity, freedom, and choice. Women's empowerment through literacy, education, training, and awareness fosters economic independence. This paper explores the link between financial independence, women's empowerment, and the SDGs, emphasizing its role in enhancing agency, self-esteem, and overall well-being. **Keywords:** *Women empowerment, financial independence, Gender Equality, financial self-sufficiency, self-confidence.*

## **Reviving India's Manufacturing Sector: A Key to Sustainable Development Goals**

*Dayana Lalan K, Research Scholar, VISTAS*

*Dr. V Shanthi, Assistant Professor, Department of Commerce (Gen), VISTAS*

### **Abstract:**

The manufacturing sector in India has long been seen as a potential source of employment and economic expansion. The industry has, however, seen stagnation in recent years, which raises questions about its capacity to make a substantial contribution to the nation's advancement toward the Sustainable Development Goals (SDGs). This essay investigates the issues facing the Indian manufacturing industry today, looks at government programs, and pinpoints chances to bring the industry back sustainably and inclusively. The paper's conclusion emphasizes the importance of manufacturing to India's economic development and its capacity to propel several SDGs at once.

**Keywords:** *Manufacturing Sector, Sustainable Development Goals, India, Economic Growth, Policy Initiatives, Skill Development.*

# **Impact of Working Capital Management In Financial Performance with Reference to Tamilnadu Newsprint and Paper Limited**

*Mr. Harenavaneeth D, Student, Management of Studies, VISTAS*

*Dr. Amutha G, Associate Professor and Research Supervisor, Department of Management of Studies, VISTAS*

## **Abstract**

This study examines the impact of working capital management on the financial performance of Tamil Nadu Newsprint and Papers Limited (TNPL). Focusing on components like inventory management, receivables, payables, and the cash conversion cycle, the research explores their correlation with profitability indicators such as Return on Assets (ROA), Return on Equity (ROE), and Net Profit Margin. Based on secondary data from TNPL's financial statements over five years, quantitative tools like ratio analysis and regression models are used. Findings show that efficient working capital management significantly enhances financial performance, with proper management of receivables and inventory boosting profitability. The study recommends optimizing working capital policies for sustainable growth. **Keywords:** *Working Capital Management, Financial Performance, TNPL, Profitability, Operational Efficiency.*

## **India's Path to Environmental Sustainability: A Review of SDG 13 And Sdg 15 Implementation**

*S. Rajesh Khanna, PhD Research Scholar PG and Research Department of Economics, The New College (Autonomous), Chennai-14*

*A. Omprakash, PhD Research Scholar PG and Research Department of Economics, The New College (Autonomous), Chennai-14*

*A. Abdulraheem, Associate Professor and Research Supervisor, PG and Research Department of Economics, The New College (Autonomous), Chennai-14*

## **Abstract**

India's developmental trajectory over the past five years demonstrates a unique intersection of economic ambition and environmental responsibility. This research paper investigates India's economic advancements and ecological commitments in relation to Sustainable Development Goal 13 (Climate Action) and Sustainable Development Goal 15 (Life on Land). By evaluating data from 2020 to 2025, the study identifies notable achievements, including an unprecedented expansion in renewable energy, gains in forest and tree cover, and an improved climate finance landscape. Yet, India faces critical challenges in rising emissions, biodiversity loss, and infrastructure-induced ecological pressure. This paper concludes with a call for integrated policy actions, legal frameworks, and technological innovations to ensure India meets its SDG targets while maintaining economic growth.

# **A Study on Service Quality Provided by Freight Forwarders In Import and Export Operations**

*Kiran Kumar R<sup>1</sup>, Dr. D. Anitha Kumari*

*<sup>1</sup>MBA -2<sup>nd</sup> YEAR, <sup>2</sup>ASSOCIATE PROFESSOR AND PROGRAMME COORDINATOR  
MBA SHIPPING AND LOGISTICS MANAGEMENT, VISTAS<sup>2</sup>*

## **Abstract**

Freight forwarders play a crucial role in global logistics, impacting supply chain efficiency, customer satisfaction, and business competitiveness. Key service quality aspects include reliability, timeliness, cost-effectiveness, transparency, customer support, and regulatory compliance. Reliable freight forwarders ensure safe, on-time deliveries, minimizing disruptions and financial losses. Technology, such as tracking systems and digital documentation, enhances transparency and real-time communication with clients. Cost-effectiveness is achieved through optimized routing and strong carrier partnerships, while customer service ensures tailored solutions. Compliance with trade regulations and effective risk management further elevate service quality. Forwarders adopting AI, IoT, and blockchain improve efficiency and accuracy, contributing to smoother global trade and maintaining a competitive edge.

**Keywords:** *Reliability, Timeliness, Cost-effectiveness, Transparency & Compliance.*

## **Digital Transformation of Air Customs Clearance. A Study On Reducing Delay Through Technology**

*B Aswin<sup>1</sup>, Mrs. P C Saranya<sup>2</sup>*

*<sup>1</sup>mba- 2<sup>nd</sup> Year, <sup>2</sup>associate Professor And Programme Coordinator  
Mba Shipping And Logistics Management, VISTAS*

## **Abstract**

This study examines the role of digital technologies like automation, AI, blockchain, and data analytics in enhancing air customs clearance processes. By replacing paper-based methods, digital systems reduce clearance times, minimize human error, and improve transparency. The research analyzes how these technologies streamline communication, reduce bottlenecks, and improve data accuracy. Case studies from airports that have successfully implemented digital tools highlight both challenges and benefits. The study aims to propose strategies for accelerating the adoption of digital solutions in air cargo customs, enhancing global supply chain efficiency and reducing logistics costs for stakeholders and policymakers.

**Key words:** *Digital transformation, Air customs clearance, Automation, Artificial intelligence, Blockchain, Data analysis, Supply chain, Customs automation*

# **Gender Equality Integration: How HRM Promotes Women's Empowerment and SDG Achievement**

*Divya Chandra, Research Scholar, Department of Commerce, VISTAS*

*Dr.P. Vijayashree Assistant Professor, Department of Commerce, VISTAS*

## **Abstract**

This abstract highlight the pivotal role of Human Resource Management (HRM) in promoting gender equality and contributing to the achievement of the Sustainable Development Goals (SDGs), particularly SDG 5 (Gender Equality). It underscores how strategic HRM practices—such as fair hiring, impartial performance evaluations, equitable compensation, leadership training for women, flexible work schedules, and anti-harassment policies—break workplace barriers and empower women. By incorporating gender perspectives into HRM, organizations foster women’s economic independence, development, and participation, while enhancing performance and creativity. This approach not only supports SDG 5 but also indirectly aids SDG 8 (Decent Work and Economic Growth) and SDG 10 (Reduced Inequalities), making HRM essential for sustainable development.**Keywords:** Gender Equity, Human Resource Management, Women’s Empowerment, Sustainable Development Goals, Strategic HRM Practices, Inclusive Workplace

## **A Study on Challenges Faced by Freight Forwarders**

Sairam K<sup>1</sup>, Mrs P.C.Saranya<sup>2</sup>

<sup>1</sup>mba-2<sup>nd</sup>year, <sup>2</sup>assistant Professor, Mba Shipping And Logistics Management, VISTAS

## **Abstract**

Freight forwarders play a crucial role in global supply chains, but face numerous challenges managing import operations. Navigating complex and changing customs regulations often leads to delays and increased costs. Compliance with documentation requirements, such as bills of lading and certificates of origin, adds further pressure. Port congestion, limited cargo space, and delays in cargo clearance disrupt timelines, while currency fluctuations and international tariffs affect profitability. Technological gaps and lack of transparency hinder communication and tracking, leading to disputes or loss of goods. Security concerns, environmental regulations, and infrastructure limitations in developing markets further complicate operations. Freight forwarders must continuously adapt to maintain efficiency, compliance, and customer satisfaction. **Keywords:** *Customs regulations, Port congestion, Documentation, Risk management, Supplychain.*

## **Challenges Faced by The Exporters**

Dharshan S<sup>1</sup>, Dr. D. Anitha Kumari<sup>2</sup>  
<sup>1</sup>mba-2<sup>nd</sup> Year, <sup>2</sup>associate 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. Rajeswari<sup>1</sup>, Dr. D. Anitha Kumari<sup>2</sup><sup>1</sup>research Scholar, School Of Management<sup>2</sup>associate 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.*

## **Operational Aspects of Freight Forwarding**

*K S Maanashvee Mba Shipping And Logistics Management, 2<sup>nd</sup> Year, VISTAS*

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

### **Abstract**

Freight forwarding plays a crucial role in international trade by coordinating cargo booking, documentation, customs clearance, warehousing, and multimodal transport. This study examines operational aspects of freight forwarding and its role in improving supply chain efficiency and risk management. It evaluates the impact of digital tools like real-time tracking, automated documentation, and freight platforms. Data from interviews, surveys, and case studies highlight major challenges, including regulatory hurdles and rate fluctuations. However, technology adoption and strong partnerships improve performance. The study concludes that innovation, standardization, and regulatory compliance are essential for competitiveness. These insights benefit logistics professionals, businesses, and policymakers aiming to enhance global supply chain operations.

**Key words:** *Freight Forwarding, Logistics, Supply Chain Management, International Trade*

## **An Investigation into The Usage Intention And Actual Usage Behaviour Towards Using Intelligent Automation In The Manufacturing Industries**

*NIRAIMATHI K.R, Research Scholar - Ph.D, School Of Management Studies, VISTAS*

*DR.D.ANITHA KUMARI, Associate Professor & Research Supervisor, School of Management Studies, VISTAS*

### **Abstract**

The rapid growth of Intelligent Automation (IA) technologies—like AI, robotics, and machine learning—has reshaped operations, especially in manufacturing. This study examines factors influencing the intention and actual usage of IA in selected manufacturing firms, using the Technology Acceptance Model (TAM) and UTAUT framework. It explores how perceived usefulness, ease of use, organizational readiness, and employee attitudes affect adoption. A mixed-methods approach combines survey data with interviews from key stakeholders. Results show a strong link between intention and usage, but also identify barriers such as resistance to change, skill shortages, and infrastructure issues. The study offers practical recommendations for successful IA implementation and supports broader industrial digital transformation efforts. **Keywords :** *Intelligent Automation (IA), Technology Acceptance, Manufacturing.*

## **The Role of Digitalization in Enhancing Efficiency In Port Operations**

*Raghul S<sup>1</sup>,<sup>1</sup>MBA-2nd year , Dr.B.Kalaiyaran ,Assistant Professor – MBA, VISTAS*

### **Abstract**

Digitalization plays a vital role in enhancing port operations by modernizing communication systems essential for efficient coordination among stakeholders like port authorities, customs, and logistics providers. Traditional manual methods are often slow and error-prone, while digital platforms enable real-time data sharing, transparency, and automation. Port Community Systems (PCS) centralize communication, reduce clearance delays, and improve berth scheduling and cargo tracking. Digital tools support resource optimization and safety through data-driven insights and quick risk responses. However, challenges such as investment needs, cybersecurity, and workforce training persist. With strategic planning and support, ports adopting digital communication can improve throughput, reduce costs, and become more competitive in the global supply chain. **Keywords:** *Digitalization, port operations, efficiency, Port Community Systems (PCS), real-time information sharing, cargo tracking.*

## **Challenges Faced by CHA With Reference to Pegasus Forwarding Service Pvt Ltd**

*SAINA CLEETU, 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**

Customs House Agents (CHAs) play a pivotal role in facilitating international trade by acting as intermediaries between importers/exporters and customs authorities. This study explores the various operational, regulatory, and administrative challenges faced by CHAs in carrying out their duties. Through primary data collection via interviews and surveys with licensed CHAs, along with secondary research, this study identifies key issues such as procedural delays, lack of digital integration, frequent changes in customs regulations, bureaucratic inefficiencies, and limited coordination among stakeholders. Additionally, challenges like high compliance costs, inadequate training, and the pressure to meet tight timelines are examined in detail. The research highlights the impact of these problems on the efficiency of customs clearance processes and overall supply chain operations. It also explores how digitalization, regulatory reforms, and capacity-building measures can support CHAs in overcoming these challenges.

**Keywords:** Customs House Agent (CHA), International Trade, Customs Clearance.

# **How To Overcome the Sales Challenges in The Freight Forwarding Industry**

*Sushmitha M<sup>1</sup>, <sup>1</sup>mba-2nd Year, MBA Shipping And Logistics Management, VISTAS*

*Dr S Sudha<sup>2</sup>, <sup>2</sup>associate Professor & Programme Coordinator, MBA, VISTAS*

## **Abstract**

The freight forwarding industry is dynamic and competitive, with sales professionals facing challenges such as price pressure, complex regulations, and shifting customer expectations. Overcoming these hurdles requires a customer-centric approach and strategic use of technology. Building strong client relationships through customized logistics solutions enhances loyalty and emphasizes value over price. Highlighting service reliability, global network reach, and real-time tracking helps differentiate offerings. Digital tools like CRM systems and analytics improve sales efficiency and customer engagement. Continuous training on trade regulations and market trends is vital. Collaboration across departments ensures consistent service. By embracing innovation and long-term client partnerships, freight forwarders can navigate challenges and drive sustainable business growth.

## **A Study on Impact of Social Entrepreneurship on Sustainable Development Goals**

*Ms.Saranya.T, Research Scholar ,Department of Commerce, VISTAS*

*Dr.D.Murugesan, Professor & Research Supervisor, Department of cmmerce,VISTAS,*

## **Abstarct:**

Social entrepreneurship plays a pivotal role in addressing global and national challenges, aligning closely with the UN Sustainable Development Goals (SDGs). By embedding social value within sustainable business models, social enterprises tackle issues like poverty, inequality, education, clean energy, and climate action. They generate employment, improve healthcare and education, and promote access to clean energy in underserved communities. However, key challenges persist, including limited access to funding, difficulties in scaling, and the lack of standardized frameworks to measure long-term impact. To fully harness their potential, strong ecosystems, supportive policies, and accepted standards are essential. With innovation and collaboration, social entrepreneurship can become a vital force in advancing global sustainable development.

**Keywords:** *Social entrepreneurship drives sustainable development by addressing SDGs*

# **Study On Export Logistics and Documentation Practices in the Indian Export Industry**

*Sathishkumar.P MBA Shipping and Logistics Management 2nd Year, VISTAS*

*Mrs. P C Saranya Assistant Professor, MBA VISTAS*

## **Abstract**

The Indian export industry is vital to the nation's economic growth and global trade integration. This study examines export logistics and documentation procedures, emphasizing the importance of efficient logistics and accurate paperwork for smooth international operations. Key stages include order processing, packaging, transportation, customs clearance, and delivery. It outlines essential export documents required under Indian regulations and global standards. The research identifies major challenges such as procedural delays, documentation errors, high logistics costs, and complex compliance requirements. It underscores the need for digital documentation and integrated logistics systems to enhance efficiency and reduce costs. The study concludes with recommendations to improve India's export competitiveness through streamlined processes and digital innovations.

**Keywords:** *Export Logistics, Export Documentation, Indian Export Industry, International Trade Operations, Customs Compliance, Digital Documentation.*

## **A Study on Challenges Faced by Importing Cmrl Track**

Ms.Vaishani

## **Abstract**

This study explores the challenges in importing track materials for the Chennai Metro Rail Limited (CMRL) project. As metro infrastructure expands across India, projects like CMRL rely on high-quality components sourced internationally. The import process involves logistical, regulatory, financial, and technical difficulties. Key issues include customs clearance delays, foreign exchange fluctuations, coordination with overseas suppliers, adherence to global quality standards, and disruptions like the COVID-19 pandemic. These challenges impact project timelines, budgeting, and efficiency. Using interviews, procurement data, and policy reviews, the study identifies systemic and situational hurdles, offering insights for improved planning, risk management, and smoother execution of metro and other infrastructure projects involving imported materials.

**Keywords:** *CMRL (Chennai Metro Rail Limited) Track Importation, Infrastructure Challenges Logistics, Customs Clearance International Procurement Project Delays,*

# **Evaluating The Efficiency of Cargo Handling Operations At Chennai Port**

Nisanth.S MBA Shipping and Logistics Management 2nd Year VISTAS

Mrs. P C Saranya (Corresponding Author), Assistant Professor – MBA VISTAS

## **Abstract**

This study examines the efficiency of cargo handling operations at Chennai Port, a crucial hub for India's maritime trade. Focusing on key performance indicators such as turnaround time, cargo throughput, and resource utilization, the research uses historical data, stakeholder interviews, and site observations. It identifies bottlenecks including inefficient berth allocation, outdated equipment, and customs delays. The study highlights the need for ad hoc evaluation systems that reflect managers' perceptions, value judgments, and preferences. Recommendations include automation, better resource deployment, and streamlined procedures to enhance port efficiency. Improving cargo handling at Chennai Port will reduce costs, boost competitiveness, and support India's broader trade and economic growth goals.

**Keywords:** *Cargo Handling, Logistics Operations, Berth Allocation, Customs Clearance, Equipment Utilization.*

# **The Challenges Faced by Freight Forwarders and Carriers in Managing Break Bulk Cargo**

*Arya Ajay, Mba Shipping And Logistics Management ,2nd Year, VISTAS*

*Dr S Sudha, Assistant Professor, Mba Shipping And Logistics Management, VISTAS*

## **Abstract**

Break bulk cargo involves transporting goods loaded individually due to their size, weight, or shape. This study examines the major challenges faced by freight forwarders and carriers, including limited port infrastructure, the need for specialized equipment, and complex handling procedures. Risks of cargo damage, regulatory hurdles, customs issues, and poor coordination between service providers often lead to delays and rising costs. External factors like weather and geopolitical instability further increase operational risks. Based on industry analysis, the study emphasizes the need for better planning, modern handling technology, and stronger collaboration among stakeholders. Adopting advanced tracking and risk management systems is key to improving reliability, efficiency, and competitiveness in break bulk cargo operations.

**Keywords:** Break Bulk Cargo, Freight Forwarders, Carriers, Shipping Challenges, Cargo Handling

# **A Comprehensive Analysis on Marking and Labelling Practices For DG In The Air Cargo Industry**

*Vinnarasi Vinsi G MBA Shipping And Logistics Management 2nd Year , VISTAS*

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

## **Abstract**

This study explores the challenges of marking and labeling dangerous goods (DG) in air cargo, emphasizing the importance of adhering to international regulations like ICAO and IATA. Improper labeling can lead to safety risks, shipment delays, fines, and environmental harm. Using data from DG shipping professionals, the study identifies issues such as uneven regulatory enforcement, inadequate training, language barriers, and rising compliance costs. It highlights the role of standardization and modern technologies, like AI-based label recognition, in simplifying compliance. The findings suggest the need for better information systems, specialized training, and regulatory harmonization to enhance DG safety in air cargo operations and improve labeling practices. **Keywords:** *Air Cargo Regulations, Dangerous Goods (DG), ICAO Technical Instructions (TI), IATA Dangerous Goods Regulations (DGR), DG Marking and Labelling, Regulatory Compliance and Standardization*

## **Optimizing Storage and Space Utilization For Fm Operations**

*Bala Murugan G MBA Shipping And Logistics Management 2nd Year VISTAS*

*Mrs. P C Saranya (Corresponding Author), Assistant Professor – MBA VISTAS*

## **Abstract**

This study focuses on optimizing storage and space utilization in first-mile (FM) delivery operations, crucial for enhancing logistics efficiency. With global trade and e-commerce growth, efficient warehouse management is essential for reducing costs, improving order accuracy, and ensuring timely deliveries. The research identifies common inefficiencies such as crowded spaces, uneven inventory placement, and inadequate storage systems through field observations and warehouse professional surveys. It evaluates various storage techniques, including block stacking, drive-in racking, and automated systems, to enhance space usage. The study concludes with recommendations like vertical storage solutions and tailored racking systems, emphasizing that well-planned storage infrastructure improves operational efficiency and scalability in logistics.

**Keywords:** *First-mile deliver, Warehouse management, Space utilization, Storage optimization, Logistics efficiency, automated storage systems*

# **Assessing The Environmental Impacts of Global Logistics: Challenges And Sustainable Solutions.**

*Rithin Ilango, MBA Shipping and Logistics Management 2nd Year VISTAS*

*Dr S Sudha, Assistant Professor MBA Shipping And Logistics Management VISTAS*

## **Abstract**

This study examines the environmental impacts of global logistics, which is essential for international trade but also significantly contributes to ecological degradation. The research focuses on carbon emissions from fossil fuel-based transport modes, pollution from shipping and aviation, and the ecological consequences of expanding logistics infrastructure. It highlights the challenges of implementing sustainable logistics, such as fragmented supply chains, varying international environmental regulations, and high costs of green technologies. The study also explores solutions like carbon accounting, green logistics infrastructure, and circular supply chain models. The paper concludes by advocating for integrated strategies that balance economic efficiency with environmental responsibility in global logistics.

**Keywords:** *Global logistics, environmental impact, greenhouse gas emissions, sustainable transportation, supply chain, green technology*

## **A Study on Customer Retention Strategies for Over Dimensional Cargo**

*Harisha.S MBA Shipping and Logistics Management 2nd Year VISTAS*

*Dr.B.Kalaiyaran (Corresponding Author) Assistant Professor – MBA VISTAS*

## **Abstract**

This study examines customer retention strategies in the Over Dimensional Cargo (ODC) sector, where logistical complexity and high operational costs require strong relationship management. It identifies key factors influencing loyalty, such as service reliability, pricing transparency, customized solutions, and effective communication. Data from logistics providers and ODC clients reveals customer expectations and the role of value-added services in fostering loyalty. The research highlights the impact of technology, such as real-time tracking and automated platforms, on client satisfaction. Findings suggest that consistent service quality, proactive problem-solving, and strategic engagement enhance retention. The study concludes with actionable recommendations to build sustainable customer relationships in the ODC segment. **Keywords:** *Over Dimensional Cargo (ODC), Customer retention, Logistics, Service reliability, Customer loyalty, Value-added services, Technology integration*

## **Examining the KPI of Warehouse Operations at Logistics Sector**

**Ragul.A** , II MBA Logistics and Supply Chain Management, VISTAS,

**Dr G Madhumita**, Professor, School of Management Studies, VISTAS

### **Abstract**

This article examines warehouse operations by evaluating key performance indicators (KPIs) in inbound logistics, outbound logistics, and inventory management. Through on-site observations in the logistics sector, the study focuses on real-world performance rather than theoretical models. Metrics such as inbound processing time, document errors, cargo damage rates, outbound order handling time, and inventory tracking accuracy were analyzed. The study found that inbound processing takes about 2 hours per vehicle, with potential to reduce this to 1 hour through better planning and technology. Document mismatches and damaged goods were frequent issues. The research provides KPI comparisons and recommendations to enhance efficiency, reduce errors, and improve operational speed.

**Keywords:** : *Inbound logistics, outbound logistics, Inventory management*

## **India's Economic Growth and Its Synergy With SDG Targets: Public-Private Partnerships in Advancing SDGS**

Dr.D.Anitha Kumari, Associate Professor and Programme Coordinator MBA Shipping and Logistics Management, VISTAS

### **Abstract**

This chapter critically examines the relationship between India's economic growth and its progress toward the UN Sustainable Development Goals (SDGs), emphasizing the role of public-private partnerships (PPPs) in driving sustainable change. Over the past 20 years, India has become one of the world's fastest-growing economies, but this growth must be inclusive and sustainable to meet SDG targets. PPPs, combining the innovation and efficiency of the private sector with the public sector's social responsibility, have proven crucial in areas like infrastructure, renewable energy, healthcare, education, and sanitation. The chapter reviews case studies and government programs, highlighting the challenges and opportunities in PPP governance, financial models, and policy environments. It also offers recommendations to enhance PPP effectiveness through better stakeholder alignment and sustainable investment practices. **Keywords :** *Public-Private Partnerships, SDG, Strategic Planning, Economic*

# **Role Of Micro, Small, And Medium Enterprises (MSME) In Promoting Sustainable Development in Indian Economy**

Cviraiyarsi, Research Scholar, Department of Management Studies, VISTAS

Dr.G.Madhumita Professor & Research Supervisor, School of Management Studies, VISTAS

## **Abstract**

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in India's economy, contributing to employment, innovation, and inclusive growth. They advance Sustainable Development Goals (SDGs) like poverty alleviation, decent work, and economic growth. MSMEs operate in various sectors, producing over 6,000 products and employing around 11 crore people. Their presence in both rural and urban areas fosters regional development and reduces disparities. By adopting sustainable practices, such as eco-friendly technologies and inclusive business models, MSMEs promote environmental and social equity. However, challenges like limited access to finance, technology, and regulatory complexities hinder their growth. Addressing these barriers through supportive policies can empower MSMEs to drive sustainable economic progress. **Keywords** : *environmental stewardship, social equity, policies and infrastructure development, sustainable economic growth*

## **Evaluating The Efficiency of Export Clearance Process**

Usanth K, 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**

This study evaluates the efficiency of export clearance procedures, focusing on key performance indicators like processing time, documentation accuracy, compliance rates, and stakeholder satisfaction. The research analyzes the end-to-end export process, identifies bottlenecks, and benchmarks against international standards. Input from exporters, freight forwarders, and customs officials is used to assess system transparency, consistency, and responsiveness. Regulatory challenges, such as inspections and documentation errors, are examined, with proposals for improvements. The study emphasizes the importance of adopting electronic systems, enhancing inter-agency coordination, and investing in capacity-building to improve efficiency. Findings suggest that simplified and automated clearance systems lead to faster turnaround times and greater trade competitiveness, offering practical recommendations for optimization and sustainable trade growth. **Keywords**: *Export clearance, customs, trade, logistics, compliance, digitalization*

## **A Comprehensive Study on End-to-End Custom Approach to Exim Documentation and Clearance**

*Prasanth K B ,MBA Shipping And Logistics Management 2nd Year, VISTAS, Chennai -117  
Mrs. P C Saranya, Assistant Professor – MBA , VISTAS, Chennai - 117*

### **Abstract**

This paper examines an end-to-end approach to export-import (EXIM) documentation and clearance, emphasizing the fusion of technological and legal frameworks to optimize trade operations. Traditional EXIM processes, with manual procedures and multiple intermediaries, increase risks of delays and non-compliance. The study highlights the benefits of automation, including digital signatures, electronic data interchange (EDI), real-time cargo tracking, and integration with customs and port authorities. It explores how technologies like blockchain and artificial intelligence (AI) can enhance transparency, reduce fraud, and speed up clearance. The research concludes that an optimized, technology-driven EXIM system improves operational efficiency, data accuracy, and stakeholder collaboration, ultimately enhancing competitiveness and reducing costs. **Keywords:** *EXIM Documentation, Automated Clearance, Electronic Data*

## **Case Study Analysis of Cargo**

*Axsaiya Rooth S, II MBA Logistics and Supply Chain Management, VISTAS  
Dr G Madhumita, Professor , School of Management Studies, VISTAS*

### **Abstract**

This study focuses on the complexities of transporting project cargo, specifically heavy equipment and specialized components, through six real-life case studies by Swift Cargo. The cases span multiple geographies, transport modes, and cargo types—such as cable reels, dumper trucks, oil extraction plant equipment, aluminum billets, and wire rod coils—highlighting the logistical challenges and customized solutions applied. The research explores how multimodal logistics, route optimization, packaging techniques, regulatory compliance, and stakeholder coordination contribute to the successful movement of project cargo. The findings emphasize the importance of meticulous planning and integrated logistics solutions, offering valuable insights for future professionals and organizations in global logistics and supply chain management.

**Keywords :** *Global Trade, Packaging Techniques , Oil Extraction Plant Equipment, Aluminium Billets, global logistics and supply chain management.*

## **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

## **An Analysis of Export Documentation and Its Role in Custom Clearance**

*Shravan S , MBA Logistics And Supply Chain Management, 2nd Year, VISTAS*

*Dr Madhumitha G, Associate Professor MBA Logistics & Supply Chain Mgnt, VISTAS*

### **Abstract**

Export documentation is crucial in international trade, ensuring the smooth movement of goods across borders and compliance with regulatory, financial, and logistical requirements. Key documents like commercial invoices, packing lists, bills of lading, certificates of origin, and export licenses facilitate customs clearance, helping authorities assess duties, verify cargo, and prevent illegal trade. Errors in documentation can lead to delays, fines, or confiscation of goods. Accurate documentation also supports financial transactions, insurance claims, and legal protections. With the growing complexity of global trade, digital platforms and standardized procedures enhance efficiency and transparency, strengthening supply chain reliability, minimizing risks, and boosting exporter credibility in the competitive international market. **Keywords:** *Export Documentation, Customs Clearance, International Trade, Regulatory Compliance, Global Supply Chain*

## **Analyse The Time Delays Challenges in Over Dimensional Cargo Transportation**

*Janani K, MBA Shipping And Logistics Management 2nd Year, VISTAS*

*Dr. D. Anitha Kumari, Assistant Professor And Program Coordinator - MBAVISTAS*

### **Abstract**

Over Dimensional Cargo (ODC) transit presents unique logistical challenges due to its non-standard size, weight, and handling requirements. This study investigates the primary causes of delays in ODC transportation, focusing on port and road transit within the Non-Vessel Operating Common Carrier (NVOCC) model. Inefficiencies such as complex documentation, bureaucratic barriers, infrastructure limitations, and fragmented coordination among stakeholders contribute to delays and higher costs. The research analyzes best practices in ODC packaging, securing, and delivery, addressing the impact of technical, infrastructure, and environmental factors. It proposes solutions like real-time tracking, simplified permitting, enhanced safety measures, and integrated digital platforms to improve efficiency, reduce delays, and promote sustainable logistics practices.

**Keywords** - *Over Dimensional Cargo (ODC), NVOCC (Non-Vessel Operating Common Carrier), Delays, Logistics and the Infrastructure.*

## **Factors Influencing the Adoption of Artificial Intelligence in E-Commerce.**

**MS. B. Keerthana - Ph.D. Research Scholar, Department of Commerce,**

**DR. S. Jayakani - Professor, Department of Commerce,**

### **Abstract**

The rapid advancement of Artificial Intelligence (AI) is reshaping global e-commerce by enabling automation, personalization, and data-driven decision-making. This study examines the key factors influencing AI adoption in e-commerce, using the Technology-Organization-Environment (TOE) framework and marketing dimensions. Survey data from 162 e-commerce professionals reveal that technological readiness, organizational support, and external pressures significantly impact adoption decisions. Additionally, perceived usefulness and ease of use shape user attitudes toward AI tools. The study identifies both opportunities and challenges in implementing AI, offering strategic and policy recommendations to promote effective adoption. These insights can help businesses, developers, and policymakers enhance innovation and competitiveness in the evolving digital commerce landscape.

**Keywords:** Artificial Intelligence, E-commerce, Technology Adoption.

## **A study on Entrepreneurship and its development in the sphere of Tourism Industry**

**Aysha Nazar** , Research Scholar, VISTAS.

**Dr.V.Shanthi** , Assistant Professor, VISTAS.

### **Abstract**

Entrepreneurship plays a vital role in driving innovation, economic growth, and job creation, particularly in the travel and tourism sector. As one of the fastest-growing global industries, tourism offers vast opportunities for creative and forward-thinking entrepreneurs. With changing travel preferences and increasing demand for personalized experiences, the industry is evolving through new business models, digital innovation, and sustainable practices. This study explores the relationship between entrepreneurship and tourism, highlighting how entrepreneurs transform the sector, the challenges they face, and how supportive policies can foster growth. It also examines the broader socioeconomic impact of entrepreneurship, aiming to understand how it enhances the adaptability, diversity, and long-term success of the tourism industry.

# **A Study on The Role of Stress on Mental Health And Workforce Productivity: A Pathway To Achieving India's SDG**

**N. Shesha Malini, Research scholar, VISTAS**

## **Abstract**

In today's fast-paced economy, workplace stress has become a major yet often overlooked challenge to employee mental health and productivity. In India, where a large portion of the population works across formal and informal sectors, unmanaged stress hinders individual performance, organizational efficiency, and national development. This study explores the vital connection between occupational stress, mental health, and productivity, emphasizing its importance in achieving India's Sustainable Development Goals (SDGs). It identifies key challenges, highlights gaps in existing mental health support systems, and suggests evidence-based interventions. These include workplace wellness programs, policy integration, and stigma reduction strategies to create a healthier workforce and promote long-term, sustainable economic and social growth.

**Keywords:** Stress, Mental Health, Productivity, Sustainable Development Goals.

## **Building Eco-Conscious Startups: The Role of EDPs in Promoting Sustainability**

**ASHIFA NT - PhD Research Scholar, Department of Commerce,**

**Dr. SHASHILA.S - Assistant Professor, Department of Commerce,**

## **Abstract**

Eco-aware companies are transforming traditional business practices by prioritizing sustainability and innovation. However, launching and growing such ventures requires targeted support. **Entrepreneurship Development Programs (EDPs)** play a vital role by equipping aspiring entrepreneurs with the knowledge, skills, and mindset to integrate sustainability into their business models. These programs offer training in green innovation, environmental management, and provide access to mentorship, funding, and networks of key stakeholders. This abstract explores how EDPs act as catalysts for sustainable entrepreneurship, supporting the development of ecologically responsible businesses. It also highlights best practices and examines the challenges and opportunities involved in scaling EDPs to foster a robust, eco-conscious startup ecosystem aligned with climate goals.

# **Trade, Capital, and Currency: Investigating India's Exchange Rate Determinants through ARDL and ECM Analysis**

**S. MATHIVATHANI, and D. SATHIYAVAN**

## **Abstract**

This study examines the short- and long-run determinants of the exchange rate in India using monthly data from January 2014 to May 2024 through the ARDL model and its Error Correction Mechanism (ECM). Key macroeconomic indicators include net portfolio investment, foreign direct investment, exports, imports, foreign currency assets, the call money rate, and interest rate differentials. Results show that trade flows and capital market activities significantly influence short-run exchange rate dynamics, with exports appreciating and imports depreciating the currency. The ECM confirms a stable long-run relationship, with a significant adjustment term indicating swift reversion to equilibrium. Overall, macroeconomic and financial factors critically shape India's exchange rate behavior.

## **Regime Shifts and Exchange Rate Dynamics in India: A Markov Switching Approach with Policy Intervention and External Financial Stress**

**S. MATHIVATHANI, and D. SATHIYAVAN**

## **ABSTRACT**

This study investigates the dynamics of India's foreign exchange market from 2011 to 2024 using a Markov Switching Model (MSM) to capture regime-dependent behaviors and nonlinear relationships. Unlike linear models, MSM accommodates structural breaks and policy regime shifts. Key variables—foreign currency assets and the U.S. premium—are modeled as switching regressors, representing policy intervention and external financial stress. The analysis identifies three distinct regimes, with stronger impacts of capital flows and reserves during periods of instability. Interest rate differentials and call rates remain influential across all regimes. Findings support the Mundell-Fleming framework, underscoring the importance of adaptive, nonlinear modeling in understanding exchange rate behavior in emerging economies.

**Keywords:** Markov Switching Model (MSM), Exchange Rate Dynamics, Foreign Currency Assets, U.S. Premium, Capital Flows, Policy Regimes, India, Interest Rate Differentials, Call Money Rate, Mundell-Fleming Model, Nonlinear Modeling, Regime Switching, External Vulnerability.

## **A Study on The Significant Features Swaying Verdicts On Green Reserves.**

**Nekodemux & Dr.Dhanasree**

### **Abstract**

Green investment decisions consider environmental, social, and governance (ESG) factors, reflecting growing interest in sustainability among both individual & institutional investors. This study examines how environmental awareness influences the demand for green investments, particularly in the Indian context. In many Indian households, women actively participate in financial decision-making, including investing, spending, and debt management, making their role crucial in shaping investment patterns. The research also explores key behavioral traits—specifically herd behavior and overconfidence—that affect investor choices.

## **The Role of Women Self-Help Groups in Transforming Local Economies: A Study on Grassroots Economic Empowerment in India**

**Harish Neelasan N**, MBA Business Analytics, VISTAS, Chennai.

### **Abstract**

His study explores the transformative role of Women Self-Help Groups (SHGs) in fostering financial independence, entrepreneurship, and social empowerment among rural and semi-urban women in India. Based on responses from SHG members, the paper highlights their impact on household income, micro-enterprise development, loan literacy, and local decision-making. SHGs also contribute to improved family health, educational encouragement, and increased confidence among women. Despite challenges like limited, SHGs are more than micro-economic units—they are vital community development platforms. Continued support can enable sustainable economic growth in India.

**Keywords:** Micro-Economics, Entrepreneurship, Decision-Making, Women Empowerment, Skill Training, SHGs, Rural Development.

## **Investing In the Future: The Rise of Major Infrastructure Projects**

R.Kavitha - Research Scholar, Department of Commerce, VISTAS

Dr.S.Aiswarya - Assistant Professor, Department of Commerce, VISTAS

### **Abstract**

Major infrastructure projects play a critical role in shaping economic and societal progress by supporting transportation, energy, communication, and urban development. This paper explores the growing significance of infrastructure development, emphasizing its potential to drive innovation. It examines essential elements such as strategic planning, stakeholder collaboration, and technological integration, which are key to overcoming challenges in project execution. The study highlights how well-managed investments can deliver widespread benefits and promote inclusive, forward-looking development.

## **The Use of Digital Marketing in Sustainable Development: Trends, Obstacles, And Possibilities**

V Manikandan & Dr. Sunantha

### **Abstract**

The landscape at the nexus of sustainability and digital marketing is being shaped by new developments and trends as companies come to understand the significance of social and environmental responsibility. This article focuses on how digital marketing solutions affect the process of accomplishing sustainable development objectives. It examines patterns showing a notable shift in customer preferences toward socially conscious and ecologically friendly items. The article gives instances of a number of global initiatives that show effective attempts to promote sustainable development. Digital technologies' contribution to the attainment of sustainable development goals is reviewed, with a focus on the need to include sustainability concerns into business digital strategies.

**Keywords:** sustainability, corporate social responsibility, digital marketing, consumer involvement, environmental responsibility, consumer preferences, content marketing, and sustainability metrics

## **A Review on Applications of Data Analytics in Economics**

Dr. S. Prasanna, Professor & Director, OL, Department of Computer Applications, VISTAS

Dr. P. Thiyagarajan, Professor & Director, CDOE, Department of Economics, VISTAS

### **Abstract**

Data Analytics and Economics are becoming more and more combined, providing a potent tool for comprehending and forecasting Economic patterns. To determine the causal linkages, test Economic theories and examine complicated systems, the Economists employ Data Analytics. Economics provide the theoretical framework for interpreting the findings, whereas Data Analytics offers the instruments for analyzing big datasets. Understanding causality a cause-and-effect relationship is the main goal of Economists. Finding the levers that can result in particular outcomes and assessing the strength of these links are made easier with the aid of Data Analytics. Data Scientists concentrate on forecasting. They forecast future occurrences or results by using data. A more sophisticated comprehension of intricate economic processes results from the integration of Data Analytics and Economics.

Keywords: Economics, Data Analytics

**TWO DAYS NATIONAL SEMINAR IN COLLABORATION  
WITH  
THE INDIAN ECONOMIC ASSOCIATION  
ON  
INDIAN ECONOMIC PROGRESS TOWARDS ACHIEVING  
THE SDGs  
VISTAS**

**Organizing Committee**

**Dr. S. Jansirani**, Professor, Department of Economics, VISTAS

**Dr.R.Premalatha**, Assistant Professor, Department of Economics, VISTAS

**Dr.Suvarna Raagavendaran**, Assistant Professor, Department of Economics, VISTAS

**Dr.V.Balaruby** Assistant Professor, Department of Economics, VISTAS

**Dr .N Taibangnganbi**, Assistant Professor, Department of Economics, VISTAS

**Dr.A.Vinayagam**, Assistant Professor, Department of Economics, VISTAS

**Dr.S.Bhuvaneshwari**, Assistant Professor, Department of Economics, VISTAS

**Dr.M.Muruganathan**, Assistant Professor, Department of Economics, VISTAS

**Dr.R.Rajeshkanna**, Assistant Professor, Economics, School of Law, VISTAS

**Dr.N.Devika**, Assistant Professor, Department of Economics, VISTAS

**Dr.G.D.Jasper Jemima**, Assistant Professor, Department of Economics, VISTAS

## SEMINAR – COMMITTEES

S.NO.	PARTICULARS	NAME OF FACULTIES IN-CHARGE
1.	Accommodations for speakers and participants	Dr.Jagadeesan <ul style="list-style-type: none"> <li>- Dr.D.Murugesan (Commerce, General)</li> <li>- Dr.A.Krishnan (Commerce, General)</li> <li>- Dr.D.Elumalai (Commerce, General)</li> <li>- Dr.M.Vetrivel (Commerce, General)</li> </ul>
2.	Conference kit, Memento & Shawl	Dr.R.A.Kalaivani Dr.Taibang.(commerce,CS)
3.	Proceedings with ISBN	Dr.Preetha <ul style="list-style-type: none"> <li>- Dr.Thirumagal (MBA)</li> <li>- Dr.S.Sudha (MBA)</li> <li>- Dr.S.Suganya (Commerce)</li> <li>- Dr. Suvarna R (Economics)</li> <li>- Dr.Amudha (MBA)</li> </ul>
4.	Culturals	Dr.Sofia (Music) <ul style="list-style-type: none"> <li>- Dr.S.R.Vinod (music)</li> <li>- Dr.Aravind Kumar (music)</li> </ul>
5.	Hospitality- Tea, Snacks, Breakfast & Lunch	Dr.Murugan (BBA) Dr.S.Chandrachud (Economics) <ul style="list-style-type: none"> <li>- Dr.Senthil (Commerce CS)</li> <li>- Dr.M.Muruganathan (Economics)</li> </ul>
6.	Banner	Dr.Antony & Dr.M.Muruganathan
7.	Back drop	Dr.Antony & Dr.M.Muruganathan
8.	Invitation & Programme sheet	Dr.A.Meenakshi (Commerce, CS) Dr.R.Premalatha (Economics) Dr.V.Balaruby (Economics) Dr.S.Bhuvaneshwari (Economics)
9.	Technical Sessions	Dr.S.N.Sugumar (Economics) Dr.S.Jansirani (Economics) Dr.R.Rajesh Kanna (Law) Dr.Thaiyalnayaki.M (Commerce A & F) Dr.G.S.Maheswari (Commerce, Gen)
10.	Transport	Dr.K.Vinayagam (BBA) Dr.Sasikumar(BBA)

11.	Photo video	Dr.S.Chandrachud & Viscom Dept
12.	Abstract collection	Dr.S.Chandrachud & Dr.Suvarna Raagavendaran
13.	Registration	Dr.M.Chandran (Commerce, CA) Dr.C.Shalini (Commerce A&F) Dr.M.Kavitha (Commerce, CA) Dr.Chitra.V (Commerce, CA)
14.	Certificates	Dr.S.Vennila Shree - Dr.Sunantha.P (Commerce, CS) - Dr.S.Aiswarya (Commerce, CS) - Ms.J.Sherly (Commerce A/F) - Dr.Vennila Fathima Rani (Commerce Gen) - Dr.G.Mythili (Commerce Gen) - Dr.Mohana Priya (Commerce Gen) - Dr.Kamila Banu (Commerce, Gen)
15	Reception	Dr. N. Devika (Economics) Dr. V. Jayanthi (BBA) Dr. A. Sri Devi (Commerce Gen)
16	Rangoli	Dr. S. Bhuvaneshwari (Economics) Dr. G.D. Jasper Jemima (Economics) Dr.G.S. Dhanashree (Commerce Gen)
17	Stage	Dr. Kabirdoss Devi (MBA) Dr. S. Chandramouli (MBA) Dr. P. Vanitha (Commerce Gen)
18	Seating Arrangement	Dr. V. Vetrivel (BBA) Dr. D. Balamurugan (BBA) Dr. R. Senthil Kumar (MBA) Dr. P. Subburaj (BBA)
19	Distribution of tea, snacks for Participants	Dr. B. Sanjeevan (Commerce A&F) Dr. A. R. Harihara Shanmugam (BBA) Dr. B. Kalaiyaran (MBA) Dr. Sankar Singh (MBA)

# **ORGANIZING COMMITTEE**

## **CHIEF PATRON**

**DR. ISHARI K. GANESH, FOUNDER - CHANCELLOR, VISTAS**

## **PATRONS**

**DR. A. JOTHI MURUGAN, PRO CHANCELLOR (PLANNING & DEVELOPMENT), VISTAS**

**DR. ARTHI GANESH, PRO CHANCELLOR (ACADEMICS), VISTAS**

**DR. PREETHAA GANESH, VICE PRESIDENT, VELS GROUP OF INSTITUTIONS**

**DR. S. SRIMAN NARAYANAN, VICE CHANCELLOR, VISTAS**

**DR. M. BHASKARAN, PRO VICE-CHANCELLOR, VISTAS**

**DR. P. SARAVANAN, REGISTRAR, VISTAS**

**DR. A. UDHAYAKUMAR, CONTROLLER OF EXAMINATIONS, VISTAS**

## **ADVISORS**

**PROF. ADN. BAJPAI, PRESIDENT, ASSOCIATION - IEA**

**DR. ANIL KUMAR THAKUR, CHIEF CONVENOR - IEA**

**PROF. RAVINDRA K BRAHME, GENERAL SECRETARY - IEA**

## **CONVENOR**

**DR. B.P. CHANDRAMOHAN, DIRECTOR, SCHOOL OF COMMERCE AND ECONOMICS**

## **ORGANIZING SECRETARY**

**DR. S. N. SUGUMAR, DEPUTY DIRECTOR, SCHOOL OF COMMERCE AND ECONOMICS**

## **CO-ORDINATORS**

**DR. JAYASREE KRISHNAN, DIRECTOR, SCHOOL OF MANAGEMENT STUDIES**

**DR. P. THIYAGARAJAN, DIRECTOR, CDOE**

**DR. S. CHANDRA CHUD PROFESSOR & HEAD, DEPARTMENT OF ECONOMICS**

**DR. M. CHANDRAN PROFESSOR & HEAD, DEPARTMENT OF COMMERCE (CA)**

**DR. S. VENNILA SHREE, PROFESSOR & HEAD, DEPARTMENT OF COMMERCE (CS)**

**DR. P. JAGADEESAN PROFESSOR & HEAD, DEPARTMENT OF COMMERCE (GEN)**

**DR. C. SHALINI PROFESSOR & HEAD, DEPARTMENT OF COMMERCE (A&F)**

**DR. P. MURUGAN, PROFESSOR & HEAD, DEPARTMENT OF BBA**

**DR. P. G. THIRUMAGAL, PROFESSOR & HEAD, DEPARTMENT OF MBA**