



# Report

Submitted to



**Indian Council of Social Science Research  
(ICSSR)**

**For**

**ICSSR Sponsored Two Days National Seminar**

**On**

**Achievements@75**

**Achievements of Indian Economy: With reference to the  
Village, Youth, Economy, Women, Environment,  
Digitalization and Industries  
26<sup>th</sup> –27<sup>th</sup> August 2022 (Hybrid Mode)**

**Conveners:**

**Prof. Shweta Anand**

**Dean, School of Management, Gautam Buddha University**

**Dr. Naveen Kumar**

**Assistant Professor, School of Management, Gautam Buddha University**

**School of Management**

**Gautam Buddha University**

**Greater Noida, Gautam Buddha Nagar, UP India**

**Website: [www.gbu.ac.in](http://www.gbu.ac.in)**



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A National Seminar on the theme of Achievements of Indian Economy @75 was organized by the conveners Prof. Shweta Anand and Dr Naveen Kumar School of Management, Gautam Buddha University, Greater Noida, UP, India. It was held on 26th and 27th August 2022, in Hybrid Mode (both online and offline).

### About the Seminar

India is transforming from under developing-to-developing nation. Having a vision of five trillion economy within a few years. Demographic dividend, digitalization, women empowerment and skills development are the main factors which helping the Indian Economy to grow sustainability taking into the consideration the poverty illiteracy and social equality.

Indian Economy in past 75 years has evolved from agriculture economy to service sector economy. And for past one decade Government of India is emphasizing on manufacturing of Make in India economy. The roll of Village, Youth, and Women participation will be important to develop the physical policies and solutions. The technological advancement and digitalization have been helping Indian economy to protect the environment and focus on renewal energy which will enhance the pace of Industrialization in India.

As we celebrate the "Azadi ka Amrit Mahotsav", it is imperative that as we conduct a comprehensive analysis of Indian achievements in diverse fields in the last 75 years, it must be done with the objective to provide concrete and feasible policies and solutions, in response to the various new challenges and opportunities that will arise in the future of our country.

With the background of different factors which helping Indian economy to grow will be discuss in the seminar taking into consideration the various new challenges and opportunities that will arise in the future of our country. This is because only a strong and empowered India can lead the global world which is the urgent need of the 21st century.

University School of Management Gautam Buddha University held the inaugural session and discussion tracks of ICSSR sponsored National Seminar Achievements@75.

The conveners Prof Shweta Anand and Dr Naveen Kumar along with all Academicians, Research Scholars Delegates and many dignitaries welcomed the Chief Guest Prof R K Sinha Vice Chancellor Gautam Buddha University along with the Guest of Honour Brig. Rakesh Gupta, Director, GIMS and Prof N P Melkania, Dean Academics Gautam Buddha University in the main Auditorium of the university.

After a beautiful Saraswati Vandhana, Prof Shweta Anand Convener and Dean University School of Management welcomed all delegates and spoke about how every aspect of Gautam Buddha University architecture was based on Buddhist philosophy. She also informed about the Green Initiatives towards sustainable development of university ecosystem. The USP of



balancing value Education with technical knowledge and focus on holistic development of students was also well delivered.

Director GIMS spoke about research and innovation and collaborated efforts with GBU.

Dean Academics spoke about the significance of Environment and Sustainability.

The Honourable Vice Chancellor Prof R K Sinha gave real life examples to inspire young researchers to strive to excel despite several roadblocks.

The seminar saw the presence of several experts and notable dignitaries from all walks of life which covered all the sub-themes of the seminar. Through this seminar, the audience had a wonderful opportunity to listen, learn and feel motivated by the experiences and words of wisdom shared by the speakers.

A book titled 'Achievements of Indian Economy @75 ' authored by Prof Shweta Anand and Dr Naveen Kumar was also released by the dignitaries.

The seminar was held in hybrid mode, on the inaugural day of the seminar the vice chancellor of GBU gave the speech to the present researchers and delegates about our achievements as a nation in these 75 years of independence and how we Indians have evolved in 75 years. We have creative and innovative minds and can achieve any heights.

The papers were selected under seven themes and they were presented via offline as well as online mode. Many researchers from all over the country participated in this event and shared their knowledge. The session chairs were also eminent professors from various fields and renowned institutions who gave their valuable suggestions to the paper presenters. It opened various horizons for researchers.

Dr Naveen Kumar, Convener, School of Management proposed the vote of thanks. The joint efforts of all were appreciated to make it a grand success. The 150 delegates from various states of India who were connected through online mode were also thanked.

The entire organizing team had put in great efforts and were commendable.

The Auditorium was immersed in decor of tricolour. The delegates were also attired in tricolour as a dress code. It was truly a celebration of 75 years of Azadi. A true Amrit Mahotsav. University School of Management Gautam Buddha University is planning a series of more such celebrations to commemorate Azadi ka Amrit Mahotsav.





Prof Shweta Anand, Dean, University School of Management and Convener of this Two Day National Seminar Achievement@75 had Welcomed all the dignitaries and delegates.



Brig Rakesh Guotaji, Director GIMS and Guest of Honour is a strong academican and now also an able administrator. Sir share some Pearls of Wisdom about Interdisciplinary and collaborative Research.

Our Dean Academics Prof N P Melkania, under whose able guidance the Academics is seeing great progress blessed us with his words.



Prof R K Sinha, an academican of eminence has held various Head of Institution positions in premier institutions in the past. Even as Vice Chancellor Gautam Buddha University he has been instrumental in getting us listed, ranked and evaluated at various positions of repute such as AICTE, NIRF, NAAC etc. Sir has also been a source

of inspiration, encouraging each of us to excel in Research and Innovation.

Sir, inspired all the researchers and delegates present there to excel with words of wisdom.





## ICSSR Sponsored Two Days National Seminar Achievements @ 75



The National Seminar also Felicitated some Vetrans under the banner of Azadi ka Amrit Mahotsav Smt Aditi Basu Roy, Brig Ramesh Chandra.







## ICSSR Sponsored Two Days National Seminar Achievements @ 75



The National Seminar also Felicitated some Vetrans under the banner of Azadi ka Amrit Mahotsav Smt Vinita Agrawal and Prof Santosh Kumari.



## Book Release

*A book titled 'Achievements of Indian Economy @75*

*authored by*

*Prof Shweta Anand and Dr Naveen Kumar*

*was released by the dignitaries Chief Guest Prof R K Sinha, Vice Chancellor Gautam Buddha University, Guest of Honour Brig Rakesh Gupta, Director GIMS and Prof N P Melkania, Dean Academics, GBU on this occasion.*





Some glimpses from the National Seminar. The décor, dress code, discussion and even the food had the national colours. National flags were also pinned up on the participants and delegates.

*Truly the celebration of Azadi Ka Amrit Mahotsav.*











Dr. Naveen Kumar Convener, Proposed the Vote of Thanks and thanked Each and Every person responsible for the success of the National Seminar.

The seven sub themes of the seminar were namely: - Village, Youth, Economy, Women, Environment, Digitalization and Industries”







## Track 1: Theme on Environment@ 75



The track was chaired by Prof. Arun Kansal, Dean Academic, TERI Professor. Arun Kansal is currently serving at TERI School of Advanced Studies (formerly TERI University), has over 27 years of research, consulting, and teaching experience in the areas of environmental engineering, water resources management, air pollution, treatment methods, urban environment, and energy - environment - climate linkages and trade-offs. He has worked on projects related to technology development, policy, regulatory and management aspects of sustainability science. He received Best Teacher award from GGS Indraprastha University, New Delhi in 2001; Best Research Paper award from Indian Water Works Association in 1997 and Roll of Honour by TERI in the year 2011.

The Session Coordinator of this track was Mr. Naresh kumar who is currently pursuing PhD in the field of Finance at School of Management, Gautam Buddha University



The sub themes of the track were-Carbon Emission and Indian Economy, Indian Environment: Transforming waste to resources, Environment Awareness and changes in citizen practices, Sustainable practices and Environment, COP26 and Indian economy, electronic waste and India's Environment, Urbanization and Environmental Impact, Renewable Energy and Environment.

## Track 1: Details of the Presenters / Authors along with Designation, Affiliation and Research Paper Title.

	<b>Name of the Presenter</b>	<b>Designation</b>	<b>Research Paper Title</b>
1	Akash Deep	Ph.D. Research Scholar, Ranchi University	Development Intervention: A Factor of Social Structural and Cultural Change in Pratapgarh, Uttar Pradesh
2	J.kavitha	Research Scholar, VISTAS	Environment Awareness and changes in Citizen Practices "An exploratory study:
	Dr.S.Sudha	Associate professor and Research supervisor, VISTAS	
3	Mr MRINAL KANTI	Research Scholar, Central	Promoting GREEN Through Advertising: A Step



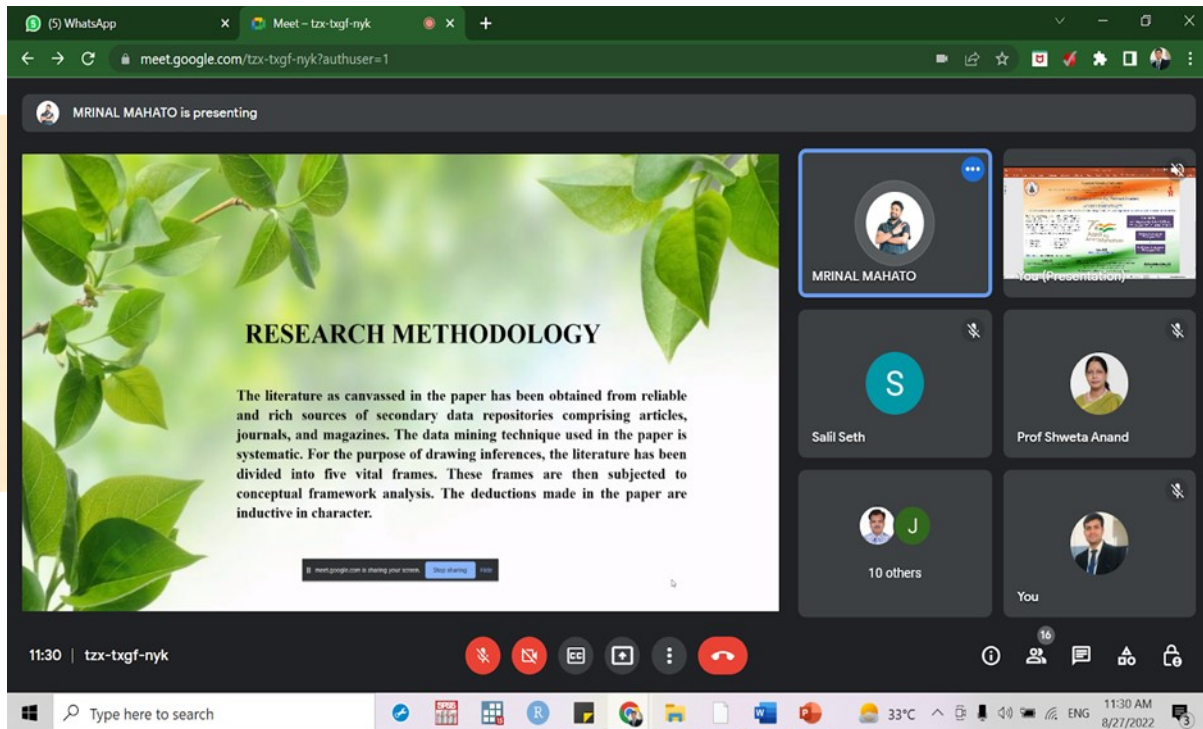
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	MAHATO	University of Jammu	Towards Sustainable Society.
	Dr SALIL SETH	Assistant Professor, Central University of Jammu	
4	PRASHANT TRIPATHI	Research Scholar, Department of History, Banaras Hindu University.	"Protection of Forest and Wildlife in Post Independent India."
5	Dr.A.Malarvizhi	Assistant professor, D.G.GOVARTS COLLEGE (W)	Bioconversion Of Lignocellulosic Wastes For The Production Of Nutritionally Enriched Mushroom (Pleurotus Species)
	P.K.M.AnuGeetham	Research Scholar, D.G.GOVARTS COLLEGE (W)	
6*	Ms. Kavita Kamboj	Assistant Professor, Shri Ram College of Commerce (SRCC), University of Delhi	Examining Consumers Values For Buying Organic Food Using Theory Of Reasoned Action
	Prof. Nawal Kishor	Prof. Nawal Kishor, Professor, Indira Gandhi National Open University (IGNOU), New Delhi	
7	Misbah Almas	Student of Department of English and Modern European Languages, University of Allahabad	Sustainable Practices And Environment
8	Ms. Neha Kar	Assistant Professor, SwahidPeoliPhukan College, Sibsagar, Assam	Sustainability Issues of Lower Subansiri Hydroelectric Power Project
	Mr. Shahiuz Zaman Ahmed	Assistant Professor, SwahidPeoliPhukan College, Sibsagar, Assam	





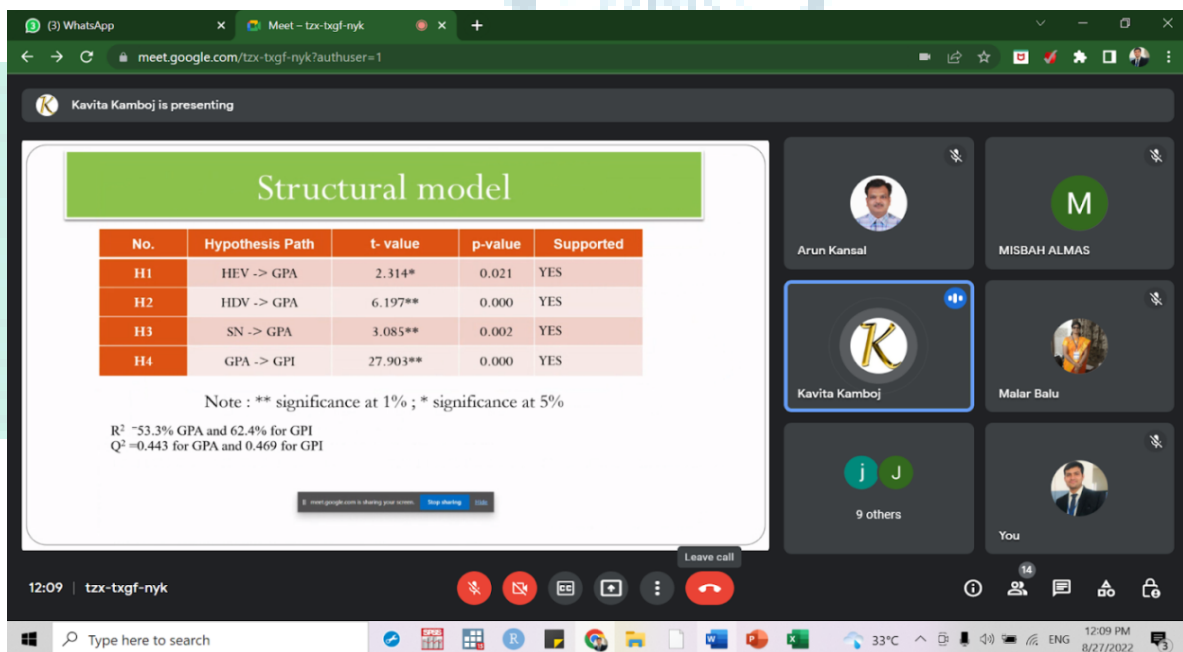


MRINAL MAHATO is presenting

## RESEARCH METHODOLOGY

The literature as canvassed in the paper has been obtained from reliable and rich sources of secondary data repositories comprising articles, journals, and magazines. The data mining technique used in the paper is systematic. For the purpose of drawing inferences, the literature has been divided into five vital frames. These frames are then subjected to conceptual framework analysis. The deductions made in the paper are inductive in character.

11:30 | txz-txgf-nyk



Kavita Kamboj is presenting

## Structural model

No.	Hypothesis Path	t- value	p-value	Supported
H1	HEV -> GPA	2.314*	0.021	YES
H2	HDV -> GPA	6.197**	0.000	YES
H3	SN -> GPA	3.085**	0.002	YES
H4	GPA -> GPI	27.903**	0.000	YES

Note : \*\* significance at 1% ; \* significance at 5%

$R^2$  =53.3% GPA and 62.4% for GPI  
 $Q^2$  =0.443 for GPA and 0.469 for GPI

12:09 | txz-txgf-nyk





## Track 2: Theme on Digitalization@75



The session chair for the session was Prof. Alka Dhameja, FPA, and IGNOU. She is a Professor with the Faculty of Public Administration. She joined the Indira Gandhi National Open University (IGNOU) in 1988 and has 35 years of experience in the field of public administration. Her areas of interest include Administrative Theory, Civil Society, Sustainable Development and Disaster Management. She has coordinated five academic Programmes (Bachelor Degree, Choice Based Credit System). Besides, she has edited four books -- one solo and three with her colleagues -- on themes pertaining to issues in administration, disaster mitigation, contemporary concerns of public administration and concepts and application of public administration. She also has over 26 research articles to her credit.

The Session Coordinator of this track was Mr. Pradeep Kumar who is currently pursuing PhD in the field of Finance at School of Management, Gautam Buddha University



**The sub theme of the track were-** Digitalization & Indian Economy: With respect to tourism and hospitality sectors, Digitalization in India: Trends and Challenges, Digitalization and its role in Indian banking sector, Financial Inclusion and Digitalization , Fin- TECH and Digitalization , Digitalization: Bridging the population divide ,Digitalization: Boosting start-up culture in Tech Industries, Digitalization: Growth of E-commerce in Indian economy, Digitalization: Changes in consumer buying behaviour pattern, Demonetization and Digitalization: Journey Towards cash to cashless, paperless economy ,Digitalization Impact: Empowerment and transformation of Indian society, Envisaging Trends of Digitalization for sustainable business, Digitalization and New era in Indian Education , Digitalization: Strategy for reshaping Business in Indian Economy

### Track 2: Details of the Presenters / Authors along with Designation, Affiliation and Research Paper Title.

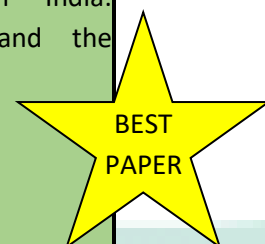
	<b>Name of the Presenter</b>	<b>Designation</b>	<b>Research Paper Title</b>
1	K GOWRI	Assistant Professor, NEHRU ARTS AND SCIENCE COLLEGE., Coimbatore, Tamilnadu	Impact of Microfinance on Small and Medium Enterprises with Special Reference to Pollachi



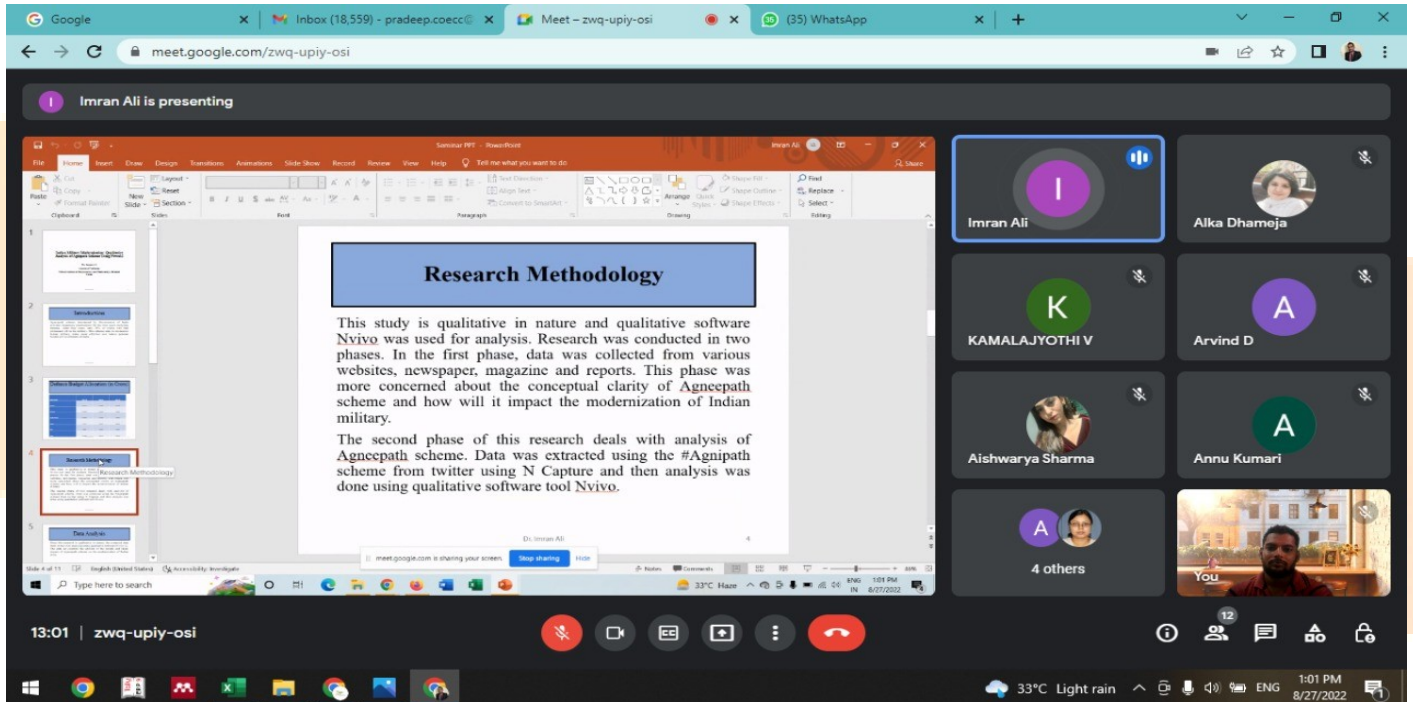
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2	ANNU KUMARI	RESEARCH SCHOLAR, GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY	UPI: The Future of World Financial Transactions
3	Ms. Aishwarya Sharma	Research Scholar, National Institute of Educational Planning and Administration (NIEPA)	Embracing Digital Transformation during Covid-19 Pandemic: A Case of Individual Private Tutorial Centre
4	Ms. V. Kamalajyothi	M.Phil Scholar, Mother Teresa Womens University, Research and Extension Centre, Madurai	A Study on Usage of Mobile Wallet by College Students in Madurai District
	Dr. S. Valli Devasena	Assistant Professor, NEHRU ARTS AND SCIENCE COLLEGE., Coimbatore, Tamilnadu	
5	Mr. SREERAJ K R	ASSISTANT PROFESSOR, CHERPULASSERY COLLEGE OF SCIENCE AND TECHNOLOGY	A Study On Impact Of Digital Education Among The Students Of Colleges In Palakkad District Of Kerala
6*	Chaitali Chakraborty	Research Scholar, Visva Bharati University	Off-mode Schooling in India: Structural Constraints and the NEP2020
	Dr Sujit Kumar Paul	Professor & Head, Department of Lifelong Learning and Extension (REC), Visva Bharati University	
7	Arvind Deshmukh	Research Scholar, Amity University, Uttar Pradesh	Digitization of Higher Education to Develop Equitable and Inclusive Knowledge Systems in India
	Dr. Neelam Saxena	Professor and Head, Amity Centre of Entrepreneurship Development, Amity University, Uttar Pradesh, Amity University, Uttar Pradesh	
8	Mr. SOUVIK ROY CHOUDHURY	Research Scholar, Central University of Jammu	Role Of AI In Digitalization: A Study Of Consumer Insights
	Ms. POOJA DHAYAL	Research Scholar, Central University of Jammu	







The screenshot shows a Google Meet interface. The main window displays a PowerPoint slide titled "Research Methodology". The slide content is as follows:

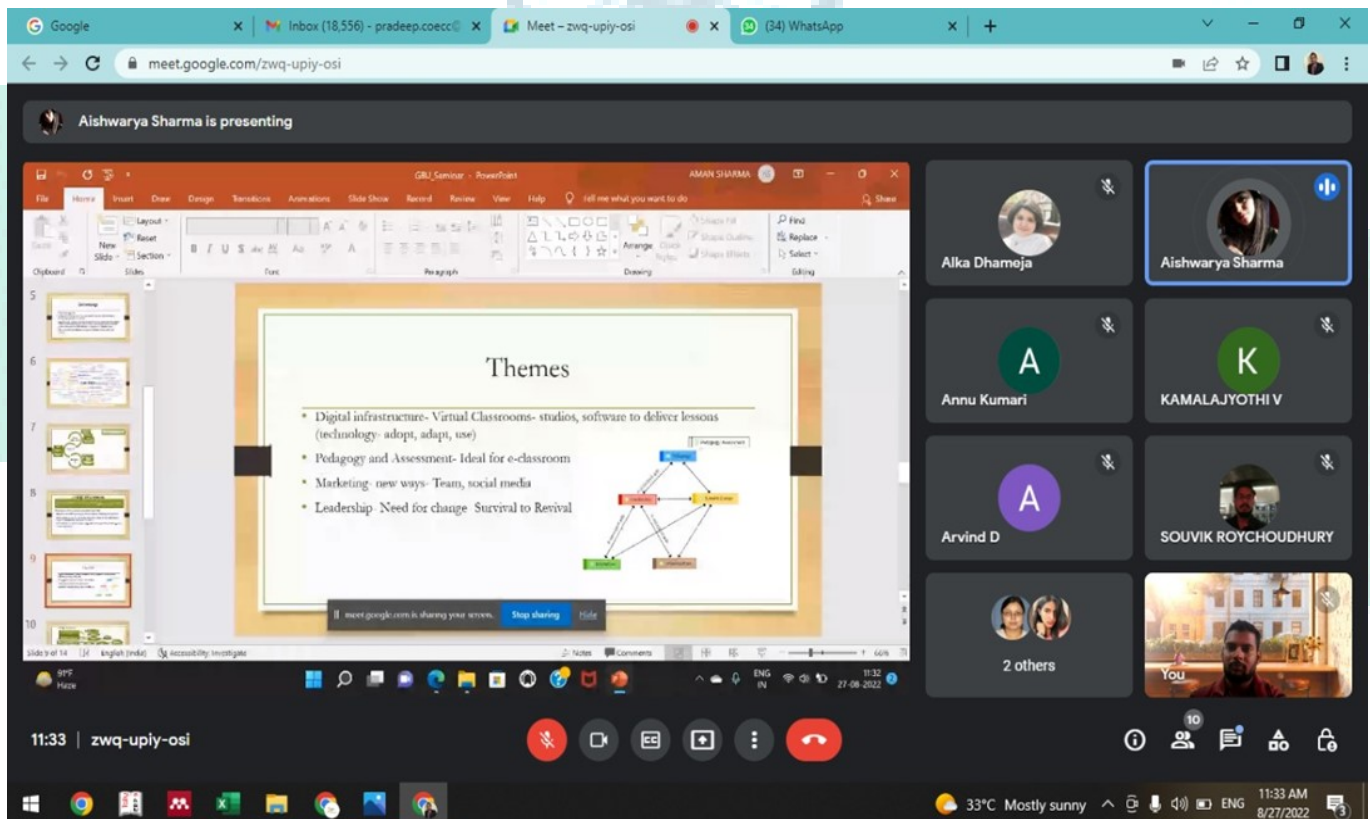
**Research Methodology**

This study is qualitative in nature and qualitative software Nvivo was used for analysis. Research was conducted in two phases. In the first phase, data was collected from various websites, newspaper, magazine and reports. This phase was more concerned about the conceptual clarity of Agneepath scheme and how will it impact the modernization of Indian military.

The second phase of this research deals with analysis of Agneepath scheme. Data was extracted using the #Agnipath scheme from twitter using N Capture and then analysis was done using qualitative software tool Nvivo.

The right sidebar shows a grid of participants: Imran Ali (presenting), Alka Dhameja, KAMALAJYOTHI V, Arvind D, Aishwarya Sharma, Annu Kumari, 4 others, and a "You" thumbnail.

The bottom status bar shows the time as 13:01, the meeting ID as zwq-upiy-osi, and the weather as 33°C Light rain.



The screenshot shows a Google Meet interface. The main window displays a PowerPoint slide titled "Themes". The slide content is as follows:

**Themes**

- \* Digital infrastructure- Virtual Classrooms- studios, software to deliver lessons (technology- adopt, adapt, use)
- \* Pedagogy and Assessment- Ideal for e-classroom
- \* Marketing- new ways- Teams, social media
- \* Leadership- Need for change- Survival to Revival

The right sidebar shows a grid of participants: Alka Dhameja, Aishwarya Sharma (presenting), Annu Kumari, KAMALAJYOTHI V, Arvind D, SOUVIK ROYCHOUDHURY, 2 others, and a "You" thumbnail.

The bottom status bar shows the time as 11:33, the meeting ID as zwq-upiy-osi, and the weather as 33°C Mostly sunny.

### Track 3: Theme on Economy @75



The session chair for the session was Dr. Pushpender Kumar who is presently working as a professor of Marketing and Research methodology at Kirori Mal College university of Delhi. He has more than 22-year teaching experience. He did his Ph.D. from FMS, University of Delhi and Post-doc from Alliant International University, CA, USA under UGC - Raman Fellowship. He is recipient of DAAD fellowship from Germany. He is alumina of IIM - Ahmedabad and recently his one of the case studies got published in Harvard Business School. He is a visiting scholar of Ball state University USA and Lyon University, France.

The Session Coordinator of this track was Ms Raman Rohilla who is currently pursuing PhD in the field of Finance at School of Management, Gautam Buddha University



The sub theme of the track were-Urbanization, Government Policies and Fiscal Federalism, Services sector, Fourth Industrial Revolution, Agriculture, Food Management, Rural Economy and Natural Resources, Industry and Infrastructure, Covid-19 Pandemic Response External Sector and International Trade Agreements, Monetary Policy, Inflation and Financial Markets, Population, Social Infrastructure, Labour, Employment and Human Development, Sustainable Development and Climate Change, International Economic Institutions

### Track 3: Details of the Presenters / Authors along with Designation, Affiliation and Research Paper Title.

	<b>Name of the Presenter</b>	<b>Designation</b>	<b>Research Paper Title</b>
1	Dr SUDHA S	Associate Professor & Research Supervisor, Department of MBA, VISTAS	India its Himalayan Advancement from Independence to Recent
	Dr.D.Anithakumari	Associate Professor & Research Supervisor, Department of MBA, VISTAS	



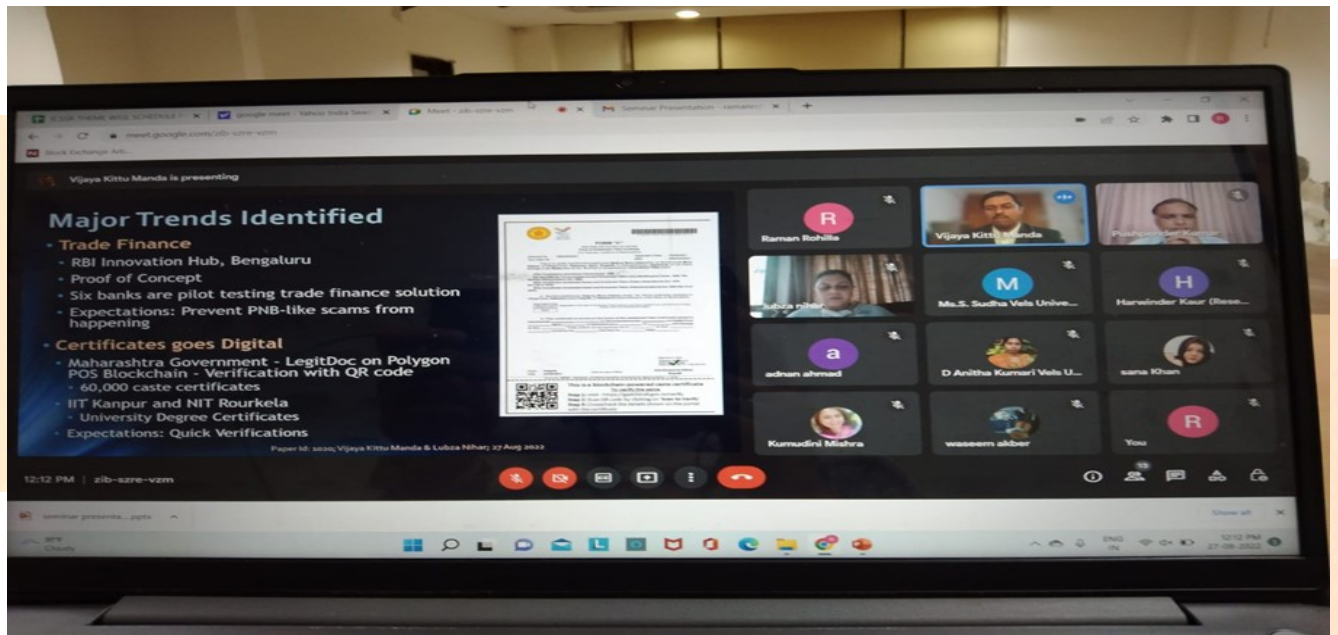
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2	Harwinder Kaur	Research Scholar, RayatBahra University Kharar (Mohali)	E-commerce Industry and Growth of Indian Economy
3	Dr. Kumudini Mishra	Micro Planning & Livelihood Expert, Planning & Convergence Dept. Govt of Odisha	Gender Role transformation and empowerment of women-A case study in Kalahandi district of Odisha.
4	WASEEM AKBER BABA	RESEARCH SCHOLAR, DELHI UNIVERSITY	~Desirable~™ in India after Independence: The History of Tuberculosis
5	Mohammad Aarif	Research Scholar, Department of Economics, Aligarh Muslim University, Aligarh	Does Human Capital Attract FDI Inflows? A New Empirical Evidence from India Since 1991.
6*	MR. VIJAYA KITTU MANDA	RESEARCH SCHOLAR, GITAM DEEMED TO BE UNIVERSITY, VISAKHAPATNAM	Recent Trends In Blockchain Adaptation In India
	KHALIQ LUBZA NIHAR	ASSOCIATE PROFESSOR, GITAM DEEMED TO BE UNIVERSITY	
7	Adnan Ahamd	Research Scholar, Aligarh Muslim University	Women Entrepreneurs and the Challenges Faced by Them: Making Significant Impacts in All Segments of the Societies or Communities Whether Developed or Developing
8	Sana	Research Scholar, Aligarh Muslim University (AMU)	A Study of India's Economic Development through the lens of Women





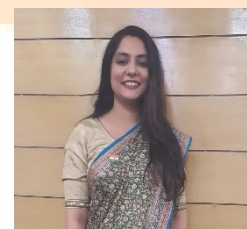


### Track 4: Theme on women @75



The session was chaired by Prof KS Ranjani is a fellow Chartered Accountant and Cost Accountant. She has a Ph.D. in Management Studies from SNDT University. Presently she is an Associate Professor at the National Institute of Industrial Engineering (NITIE), Mumbai since the last 8 years. She has published research articles in reputed journals such as the International Journal of Social Economics, Social Business, and the European Journal of Operational Research. Her area of interest lies in Financial Inclusion, Women Empowerment and Impact of skill development and training. She is the Principal Investigator for projects funded by ICSSR and MGNCRE, Ministry of Education. She has authored a novel called “Kuruvamma’s Saree”, which describes the journey of a poor woman from poverty to empowerment through microfinance.

The Session Coordinator of this track was- Ms Solmaz Husain who is currently pursuing PhD in the field of Finance at School of Management, Gautam Buddha University



**The sub theme of the track were-**Women's interests and legal provisions, Women, Judiciary, NGOs and Civil Society Question of gender equality and women's empowerment, Women in employment and economics, Politics-Social Movements and Women, Women as social workers and political leaders, Women of disadvantaged community and the question of equality, The question of economic freedom and equality for women.

### Track 4: Details of the Presenters / Authors along with Designation, Affiliation and Research Paper Title.

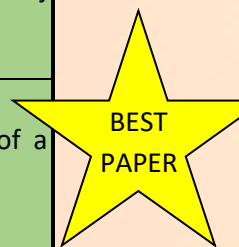
	<i>Name of the Presenter</i>	<i>Designation</i>	<i>Research Paper Title</i>
1	PARMAR	ASSISTANT PROFESSOR, ATMIYA	A Critical Study Of Breaking Out By Padma Desai: A Journey Of An Indian



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	GOURAVKUMAR P	UNIVERSITY	Woman For Freedom And Equality.
2	MISSAVATI	Ph.D Research Scholar, Dept. of Philosophy, Pachaiyappa's College, Chennai.	Women's Contribution to Economic Achievement in the Early Buddhist Concept
3	Animesh Kumar	Ph.D. Candidate, School of Law, Bennett University	India @ 75: A Study on Women Representation in Panchayati Raj Institution of Bihar
4*	PRIYANKA	Ph.D. Senior Research Fellow (U.G.C.), University Department of Anthropology Ranchi University, Ranchi, Jharkhand	The Social Purview of Dominance of a Caste and Women
5	MS. AKSHITA LAMBA	Research scholar, Amity University, Noida	Effect Of Psychological Well-Being, Efficacy and Emotional Competence Among School Teacher's: Ensures Higher Student Achievement
	DR. ROOPALI SHARMA	Professor, Amity University, Noida	
6	Ms Kiran Wadhwa	Assistant Professor-I, Amity Education and Research Group	Women's Role in India
7	Ranisha.K	Research Scholar, SVYASA University	Ancient Indian Yogic Wisdom For The Psychological Challenges Faced By Women Entrepreneurs in India
8	Ms. Diksha Arora	Research Scholar, Delhi Technological University	Challenges and Opportunities faced by Women Entrepreneurs in India
	Ms. Japji Kaur	Research Scholar, Delhi Technological University	







## Track 5: Theme on Industries@75



The session was chaired by Prof (Dr.) Pankaj Madan Practicing Professor and Business Analytic. He is a multidisciplinary academician with degrees in Production Engineering, Management, Web Technology and Quality Management. He is CMI Level 5 certified Academic Leader and his areas of interest are Decision Sciences and Digital Business. Presently, he is Dean, Faculty of Engineering and is Former Dean of Faculty of Management, Faculty of Education at Gurukul Kangri Vishwavidyalaya, Haridwar. In the past Dr. Madan had taught at University of Southern Queensland in Dubai and has been Visiting Professor to Shaoxing University, China; and the other famous B-school in Southern America, CENTRUM Catolica, University of Peru and also University of Tartu in Estonia, Europe. He is an award winner of 'BSchool Excellence Award' in 'Best Teacher of Operations Management Category' In 2016, Dr. Madan created an MHRD ePGPathshala course on Quantitative Techniques, he has already authored 12 books, supervised 15 PhD scholars and one of his books also got listed among Best –Sellers of India Today Book Club.

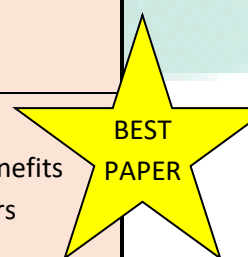
The Session Coordinator of this track was Ms Rashmi Tiwari who is currently pursuing PhD in the field of Marketing at School of Management, Gautam Buddha University



**The sub theme of the track was-**Ecommerce Industry and Growth of Indian economy, Growth in Indian economy and Information Technology, Role of Micro, Small and Medium (MSME) industries in Indian Economy, Sustainable Industries production and Indian Economy, Sources of Growth and Inter-Industry Linkages in Indian Economy, IT industry and Indian Economy, An impact of GST on Indian Industry

## Track 5: Details of the Presenters / Authors along with Designation, Affiliation and Research Paper Title.

	<b>Name of the Presenter</b>	<b>Designation</b>	<b>Research Paper Title</b>
1*	Mr. Rahul Singh	Research Scholar, Gautam Buddha University	Consumers' Attitude Towards the Benefits Provided by Online or Offline Retailers
	Dr.Subhojit Banerjee	Assistant Professor, Gautam Buddha University	
2	MR. G.S. KARTHIK	GRADUATE IN MBA, LOYOLA ACADEMY	A Critical Study Of Indian Industrial Transformation At Juncture Of 75 Years



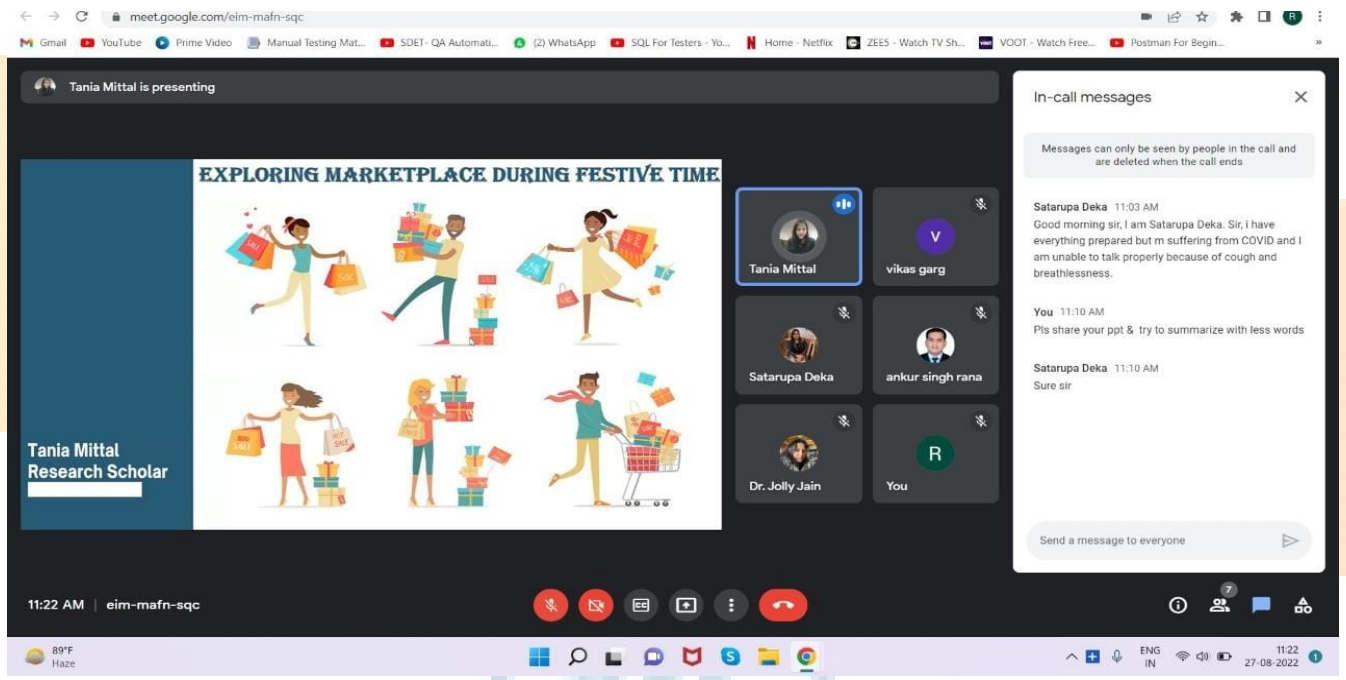


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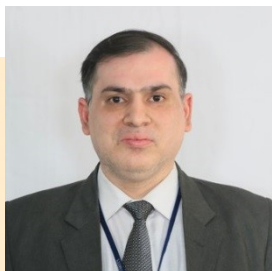


	DR. CH. NARASIMHA RAJU	ASST. PROF. IN BUSINESS ADMINISTRATION, LOYOLA ACADEMY	Freedom India
3	Ms. SHRUTI RAWAT	ASSISTANT PROFESSOR, QUANTUM UNIVERSITY	A Study of Rural Marketing Practices in Uttarakhand : Challenges and Opportunity
	Dr. NIRMESH SHARMA	ASSOCIATE PROFESSOR, QUANTUM UNIVERSITY	
4	ADITYA DHIMAN	RESEARCH SCHOLAR, GURUKULA KANGRI DEEMED TO BE UNIVERSITY	Managing the Industry 4.0 transformation: Lessons from Shrimad Bhagawad Gita
	SHUBHAM SAXENA	RESEARCH SCHOLAR, GURUKULA KANGRI DEEMED TO BE UNIVERSITY	
5	Vivek Kumar	BBA 2nd Semester Students, Rukmini Devi institute of Advanced Studies	The Study on the Impact of Covid 19 on the Automobile Industry
6	NishikaKansal	Student, Rukmini Devi Institute of Advanced Studies	A Study on The Impact of Celebrity Endorsement on Consumer buying Behaviour in Fashion Sector
	Dr. Nidhi Sharma	Professor, Rukmini Devi Institute Of Advanced Studies	
7	JOTHI LAKSHMI. N	Student, S. T. Hindu College, Nagercoil, MS University.	ACHIEVEMENTS OF LAST 75 YEARS IN INDIAN ECONOMY
8	MS SHALINI VERMA	ASSISTANT PROFESSOR, QUANTUM UNIVERSITY, ROORKEE	DECLENSION OF WOMEN WORKFORCE PARTICIPATION IN RURAL INDIA WITH SPECIAL REFERENCE TO THE RURAL SOCIETAL NORMS
	Dr.NirmeshSharma	Associate Professor, Quantum University, Roorkee (Uttarakhand)	





## Track 6: Theme on Youth @75



The session was chaired by Dr. Vikas Garg, who is Assistant Director Executive Programs Management Domain at Amity University Uttar Pradesh, India. He has an almost 20+ years of experience with more than 10 Ph.D. scholars under his mentoring. He has published numerous research papers in various Scopus and ABDC indexed international and national journals. He is acting as the Associate Editor of Journal of Sustainable Finance and Investment, JSFI indexed in the WoS and Scopus and he is acting as the Book Series Editor for Taylor's and Francis Group for three series titled "Technology Innovations: Strategies for Business Sustainability and Growth", Emerging Trends in Technology in Management and Commerce and "Electronic Commerce Management for Business".

The Session Coordinator of this track was Mr Ankur Rana who is currently pursuing PhD in the field of Finance at School of Management, Gautam Buddha University



**The sub theme of the track were-**Youth: Inclusion and Social Justice, Youth, Employment, Entrepreneurship and Skill Development, Role of youth in citizenship, social values, nation building and peace building, Indian Youth, Higher Education and National Policy on Education, 2020, Indian Youth: Physical Education, Health, Sports, Science, Art, Culture and Global Organizations, Youth Involvement: Community, Politics and Governance

## Track 6: Details of the Presenters / Authors along with Designation, Affiliation and Research Paper Title.

	<i>Name of the Presenter</i>	<i>Designation</i>	<i>Research Paper Title</i>
1	Ms. V. Kamalajyothi	M.Phil Scholar, Mother Teresa Women's University, Research and Extension Centre, Madurai	A Study on Usage of Mobile Wallet by College Students in Madurai District
	Dr. S. Valli Devasena	Assistant Professor, Mother Teresa Women's University, Research and Extension Centre, Madurai	



## ICSSR Sponsored Two Days National Seminar Achievements @ 75



2	Ms. Satarupa Deka	Research Scholar, Amity University Uttar Pradesh, Noida	Effects of Raga Todi on Human Health
	Prof. (Dr.) Roopali Sharma	Professor, Amity University Uttar Pradesh, Noida	
3	Dr. Brajesh Kumar	Assistant Professor, Babasaheb Bhimrao Ambedkar University, Lucknow	Temperaments of First Generation Students in Higher Education: A Grounded Theory Exploration
4	Vivek Kumar	BBA 2nd Semester Students, Rukmini Devi Institute of Advanced Studies	The Study on the Impact of Covid 19 on the Automobile Industry
5	Dr. Nirmesh Sharma	Associate Professor, Quantum University, Roorkee (Uttarakhand)	Digital Entrepreneurship Initiatives: A key driver of rural economic prosperity.
	Ms. Shalini Verma	Assistant Professor, Quantum University, Roorkee (Uttarakhand)	
6	Tania Mittal	Research Scholar, Gurukula Kangri (Deemed to be University), Haridwar Uttarakhand	Exploring marketplace during festival time
	Pankaj Madan	Professor, Gurukula Kangri (Deemed to be University), Haridwar Uttarakhand	
7*	Dr. Jolly Jain	Assistant Professor, JECRC University, Jaipur	Promoting Rajasthan Tourism On Digital Platform : A Study Of Growth In Tourists And Revenue ".





Dr. Jolly Jain is presenting

## RESEARCH QUESTIONS

- What is the growth in tourism after Department of tourism begins online & social media promotion?
- What is the increase in revenue after tourism department begins online & social media promotion?



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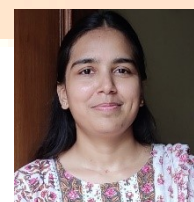


## Track 7: Theme on Villages @75



The session was chaired by Dr. Soma Dey, FMS, Delhi University. She is currently teaching economics and strategy at the Faculty of Management Studies (FMS), University of Delhi. She had completed her Ph.D. in economics from the University of Minnesota and had been teaching since 2000. She was a faculty at the Business School of the National University of Singapore before joining FMS. She has worked in the area of industrial organization, specifically in the domain of R&D and patents with emphasis on the electronics and semiconductor industry. She has also worked on issues related to catastrophic health care expenditures observed in India. Her other areas of research interest include the role of MFIs in poverty alleviation in India and the role of recent Government regulations on e-waste management. She is currently working on issues related to market structure, innovation, and patenting in the Indian Pharmaceutical sector.

The Session Coordinator of this track was Ms Vaishali Sharma who is currently pursuing PhD in the field of Marketing at School of Management, Gautam Buddha University



**The sub theme of the track were-** Indian Village: Village: Social Structure, Culture and Environment, Village Developmental Schemes, Steps towards Concentration of Indian Villages, Modernization of Indian Villages, Villages and Basic Infrastructure, Rural democracy in the form of Panchayati Raj, Agriculture policies, Economic activities and Rural Employment creation, Social and Health: Marriage: Communication on Gynaecology and Child Development, Femininity-Features, Feminine Development, Indian Villages of the Global

### Track 7: Details of the Presenters / Authors along with Designation, Affiliation and Research Paper Title.

	Name of the Presenter	Designation	Research Paper Title
1	Ms. Mayuri Gupta	Research Scholar, Gujarat National Law University	India at 75: the State of rural governance through Panchayati Raj Institutions
2	Dr. Deesha Khaire	Assistant Professor, Gujarat National Law University	NEP.2020 on Higher Education



## ICSSR Sponsored Two Days National Seminar Achievements @ 75



	Dr. Shrutee Kanwar	Assistant Professor, G.B.U	
3	Simran Chaudhary	Student, Rukmini Devi institute of Advanced Studies	IMPACT OF MAKE IN INDIA ON INDIAN ECONOMY
4	Parth Chopra	BBA Student, Rukmini Devi institute of Advance studies	A Study On Impact Of COVID 19 On Banking Sector
5	Dr. Navaneet Singh Patel	Review Officer, High Court of Allahabad	Achievement of India at 75: Study Based on Data and Facts
	Dr. Naveen Kumar	Assistant Professor, Gautam Buddha University	
6*	Miss Japji Kaur	Research scholar, Delhi Technological University	Women in STEM Academia : A Study of Institutions in Delhi
	Miss Diksha Arora	Research scholar, Delhi Technological University	
7	SANDHYA SHARMA	RESEARCH SCHOLAR, BENNETT UNIVERSITY	India75@: Insolvency and Bankruptcy Reforms and The Way Forward.
	(Dr). Prachi Tyagi	ASSISTANT PROFESSOR, BENNETT UNIVERSITY	

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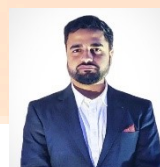


## Track 8: Theme on women @75



The session was chaired by Dr. Tripti Singh, SMS, MNNIT. She is working as an Associate Professor at the School of Management Studies, Motilal Nehru National Institute of Technology Allahabad. She has experience of more than 15 years in teaching and research. Her interest areas are strategic human resource management, supply chain networks, social enterprises, innovative HR practices, HR analytics, leadership and group processes, and talent management. She has supervised several PhDs, projects and contributed research articles in several reputed journals and conferences. She is also on the review board of several national and international journals.

The Session Coordinator of this track was Mr. Shashank Sharma who is currently pursuing PhD in the field of Finance at School of Management, Gautam Buddha University



The sub theme of the track were-Women's interests and legal provisions, Women, Judiciary, NGOs and Civil Society Question of gender equality and women's empowerment, Women in employment and economics, Politics-Social Movements and Women, Women as social workers and political leaders, Women of disadvantaged community and the question of equality, The question of economic freedom and equality for women.

## Track 8: Details of the Presenters / Authors along with Designation, Affiliation and Research Paper Title.

	<i>Name of the Presenter</i>	<i>Designation</i>	<i>Research Paper Title</i>
1	Mr. Muhammed Salim K C	Assistant Professor of Commerce, Government College Madappally	Impact of MGNREGS on Financial Inclusion “ An Exploratory Study on Female Labour Force of Kerala
2	Ms. Pallavi Bhardwaj	Research Scholar, Gurukula Kangri (Deemed to be University) Haridwar	Trends in Research About Women Empowerment and NGOs: A Bibliometric Analysis (1993-2022)
	Prof. Pankaj Madan	Professor, Gurukula Kangri (Deemed to be University)	

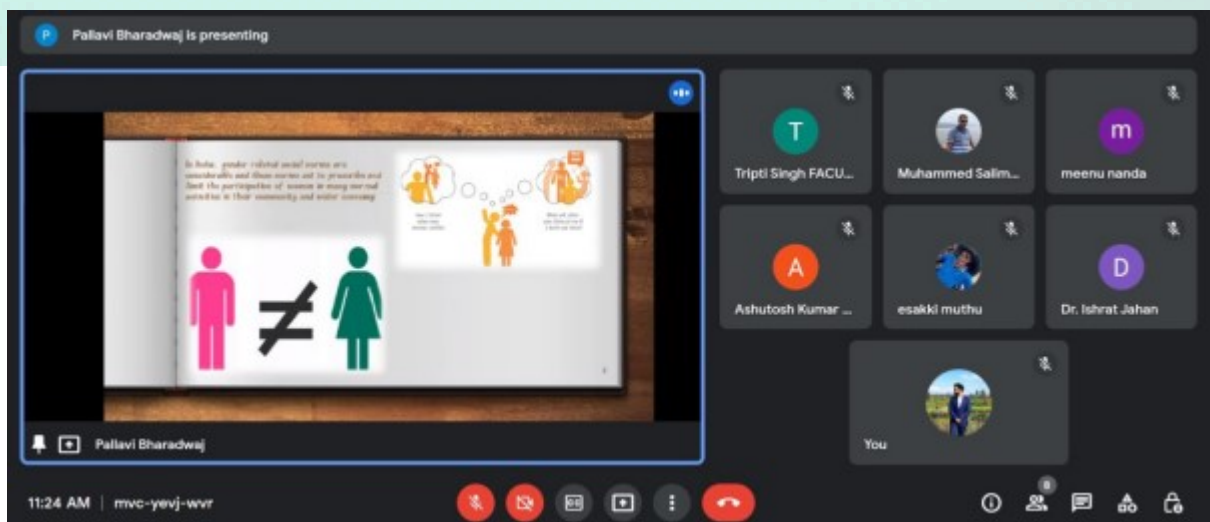
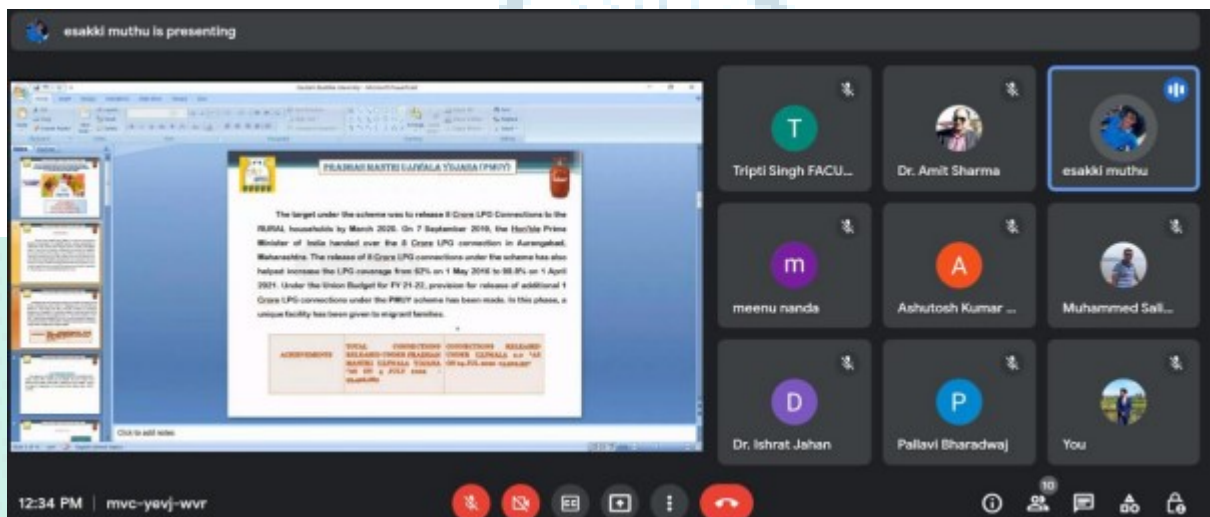
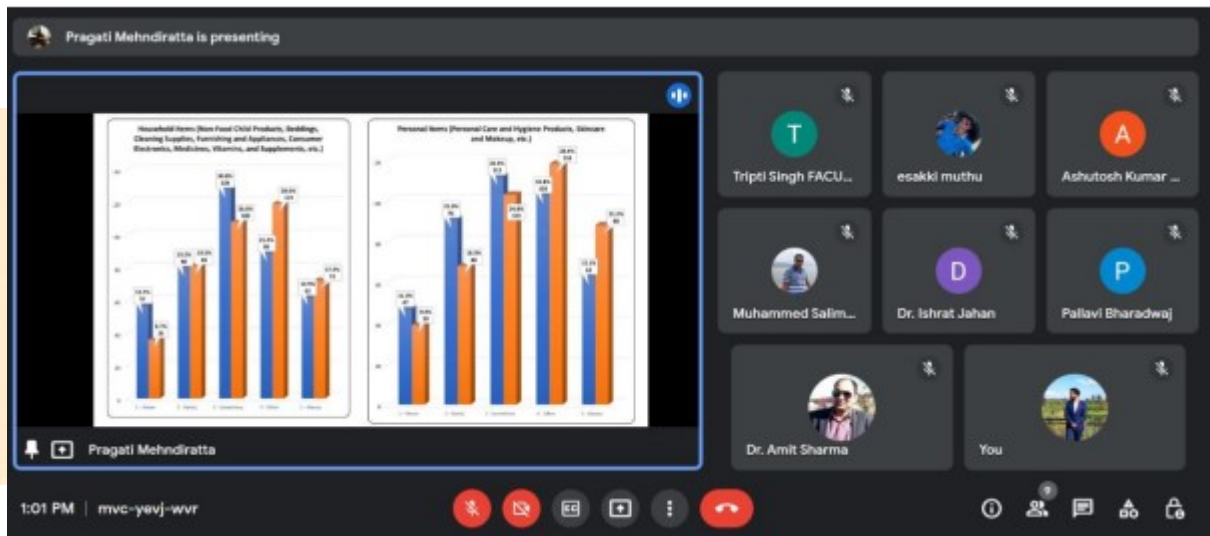


## ICSSR Sponsored Two Days National Seminar Achievements @ 75



		Haridwar	
3	Dr. Ishrat Jahan	Assistant professor, Galgotias university	Role of Women's Education in India's Economic Development
4	Ashutosh Kumar Pandey	Research Scholar, Manipal University Jaipur	Critical Discourse Analysis of Portrayal of Rural Women in Bollywood Cinema: From Silver Screen to OTT Platform
	Dr. Amit Sharma	Assistant Professor, Manipal University Jaipur	
5	Ms.Hira Najam	Assistant professor and research Scholar, DU and JMI	India's microfinance remains gender unequal or shrinks. Analyzing its antecedents and consequences
6	Dr.Meenu Nanda	Associate Professor in Hindi, BanarsiDass Arya College, Jalandhar Cantt.( Punjab) Affiliated to GNDU, Asr .	Women @75 :Thodha Hai, Thodhe Ki Zaroorat Hai
7	DR.K.ESAKKIMUTHU	ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE (PA), KR COLLEGE OF ARTS AND SCIENCE, KOVILPATTI	WOMEN EMPOWERMENT AND SOCIO-ECONOMIC CHANGE IN INDEPENDENT INDIA THROUGH PRADHAN MANTRI UJJWALA YOJANA 2.0: ACHIEVEMENTS OF WOMEN @75
	DR. K. RAJAMANNAR	ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE, MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI	
8	Dr Deepika Deswal	Assistant professor, Om sterling global university	PARENTAL ATTITUDES AND CHILDRENS PERCEPTION ON GENDER DISCRIMINATION
9*	Pragati Mehndiratta	SDR, Clickpost	Impact of COVID-19 on Consumers' Digital Buying Behavior With special reference to Delhi/NCR
	Prof. Shweta Anand	Dean, School of Management, GBU	

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## Contribution of the Seminar to the Existing Body of Research

### *How it will benefit the society*

India is transforming from under developing-to-developing nation. With the vision of five trillion Economy within next few years. Demographic dividend, digitalization, women empowerment and skills development are the main factors which helping the Indian Economy to grow sustainability taking into the consideration the poverty illiteracy and social equality.

Indian Economy in past 75 years has evolve from agriculture economy to service sector economy. And for past one decade Government of India is emphasizing on manufacturing of Make in India economy. The roll of Village, Youth, and Women participation will be important to develop the physical policies and solutions. The technological advancement and digitalization have been helping Indian economy to protect the environment and focus on renewal energy which will enhance the pace of Industrialization in India.

As we celebrate the "Azadi ka Amrit Mahotsav", it is imperative that as we constantly conduct a comprehensive analysis of Indian achievements in diverse fields in the last 75 years, **it must be done with the objective to provide concrete and feasible policies and solutions, in response to the various new challenges and opportunities that will arise in the future of our country.**

**With the background of different factors which can help Indian economy to grow it was discussed in the seminar taking into consideration the various new challenges and opportunities that will arise in the future of our country.** This is because only a strong and empowered India can lead the global world which is the urgent need of the 21st century. **The proposed seminar is a tangible result of this need. The seminar progressed on seven sub themes Village, Youth, Women, Economy, Environment, Digitalization and Industries**

### *Benefits of the Seminar to Gautam Buddha University GBU*

The greatest benefits of an academic or professional seminar are the opportunities to build network and increase awareness. With the help of participants Gautam Buddha University would get a high visibility and Brand Image that can be helpful for building future collaboration for new trends happing in academia with various institutions.

Faculty and Research Scholars will also get an opportunity to organize as well as present their research.





### How it will contribute to policy making

#### **In the last 75 years India has evolved in each of these areas: Village, Youth, Women, Economy, Environment, Digitalization and Industries**

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As we celebrate the "Azadi ka Amrit Mahotsav", it was imperative that as we conduct a comprehensive analysis of Indian achievements in diverse fields in the last 75 years, **it was done with the objective to provide concrete and feasible policies and solutions, in response to the various new challenges and opportunities that will arise in the future of our country.**

**Contribution to Policy Making was the underlying factor in each paper discussion.**

**Overall, Many ideas were cross pollinated between researchers from various parts of the country and different backgrounds and disciplines. The best paper award in each track which was announced beforehand made delegates put in more efforts to excel. The suggestions and feedback given to them will also help them find more robust solutions to the problems which they are working on. The new insights and solutions in areas such as Village, Women, Economy, Digitalization, Youth etc....will empower India and catapult it into the arena of developed countries very soon is what we the conveners are very confident of. We are emboldened to plan many more such Nation Building National Seminars/Conferences.**



## Feedback from the Delegates



The timing of the conference, and the conference theme are perfectly put. The various tracks ensured proper deliberations on the various emerging research topics. It is indeed a delight to have participated in the conference that ended truly knowledge-oriented.

The conference went smoothly without any flaw anywhere. This was possible because of the great planning in the background, good co-ordination back-end and giving a pleasant experience in the front-end. Excellent teamwork. Not a minute wasted. Updates to presenters - right from submission till the issue of certificates was very perfect.

- Vijaya Kittu Manda,  
Research Scholar,  
GITAM Deemed to be University, Visakhapatnam

“I sincerely congratulate Gautam Buddha University and Department of Management on the success of the event- ICSSR Sponsored Two days National Seminar on Achievements@75, Achievements of Indian Economy: with reference to the Village, Youth, Economy, Women, Environment, Digitization, and Industries. The Conference has set a platform to discuss various relevant topics. The seminar was well-organized and well-balanced in all aspects. All the presenters were highly knowledgeable with solid content and evaluated in a positive manner by experts in the field. I thank the entire team for allowing me to be a part of this seminar, and hope for continued cooperation in the future”.



Ranisha. K  
PhD. Scholar,  
S-VYASA Deemed to be University  
Bengaluru, Karnataka



India@75 is an initiative of the Government of India to celebrate and commemorate 75 years of independence and the glorious history of its people, culture and achievements. This conference benefits all aspects of the Village, Youth, and Economic, Women, Environment, Digitalization and industries.

Thank you very much for organizing team organizing this interesting and excellent Conference and Provided this opportunity for me to take part in the Conference. My special Thanks for Prof. Shweta, anand convener of the conference have an excellent and stimulating conference.

Thank you

DR.K.ESAKKIMUTHU,  
ASSISTANT PROFESSOR,  
DEPARTMENT OF COMMERCE (PA),  
KR COLLEGE OF ARTS AND SCIENCE,  
KOVILPATTI-628503 TAMILNADU, INDIA.



I appreciate ICSSR, Gautam Buddha University for organizing the National Conference based on the theme Achievements@75. The topic grabbed great attention and relevance when was organized as a part of Azadi ka Amrit Mahotsav. It was fruitful for both virtual viewers and those physically present since it was in hybrid mode. Resource persons and topics selected deserve special mention with too many valid takeaways.

I express my sincere gratitude to the organizing team who really made up the excellent event. The sequences were well planned and executed. Responses of the team from the date of registration till the despatch of certificates deserve a big applause. I wish very best for the entire team for their future endeavors and may the University make good efforts for organizing such events in future.



Muhammed Salim K C  
Assistant Professor  
Department of Commerce  
Govt. College Madappally  
Kozhikode- Kerala



Thanks for your invitation and kindness to join the national seminar. And your seminar was very nice and managed systematically. That is why I got very happy and thanks to all of you. And I already got the certificate to submit my synopsis to University.

Your management was very systematic so I think there is no need to give any suggestions. But, if I have a chance, I would like to participate in reading my new article again. So, please inform me when you have a seminar or conference. God bless all of you!

With best regards

Missavati

Ph.D research scholar,  
Department of Philosophy,  
Pachaiyappa's College,  
Chennai.

I wish to congratulate the GBU team for organizing ICSSR sponsored National Seminar-Achievements@75. The conference was excellent. Participating in such a wonderful conference was a great experience.

The organizers worked with phenomenal team spirit. Thank you all of your hard work to provide such a well organized and informative conference.



Shalini Verma  
Assistant Professor  
Quantum University  
Roorkee, Uttarakhan



The conference was very informative and paved the way for discussions about various aspects like green advertisement and environment.

The organizing team planned and executed the online presentations in a systematic manner. The certificates were really good.

Dr. A. Malarvizhi,  
Head, Department of Biochemistry,  
D.G. Govt Arts College,  
Mayiladuthurai



‘Achievements@75’ truly reflected the spirit of ‘Azadi ka Amrit Mahotsav’ in letter and spirit. Spawning the achievements of Indian economy with impetus on the village, youth, economy, women, environment, and industries along with digitalization, the National Conference organized by Gautam Buddha University was a trailblazer and trend-setter.

The entire team of university school of management, Gautam Buddha University deserve an applause for making this conference a success under the able leadership of Prof. Shweta Anand & Dr. Naveen Kumar as the conveners. The tracks chosen and the powerful execution were the key highlights of the conference. Look forward to such well-orchestrated conferences in the future for expansion of knowledge horizon!



Dr Salil Seth,  
Assistant Professor,  
Department of Marketing & SCM,  
Central University of Jammu.



Mrinal Kanti Mahato  
Research Scholar,  
Department of Marketing & SCM,  
Central University of Jammu.



It was a rich experience to share my research work in the seminar organised by Gautam Buddha university. The seminar was very well organised and comprehensive in scope.

The way seminar was seamlessly executed showcased the efforts put in by the organising team to conduct the event. The team was very prompt and provided unflinching support to the participants right from the submission of abstract to the full paper submission.

**WASEEM AKBER BABA**

Research Scholar

Department of Sociology Delhi school of Economics, University of Delhi-110007

Email Id: waseemakber01@gmail.com



## ICSSR Sponsored Two Days National Seminar Achievements @ 75



The National Seminar Achievements@75 organised by Gautam Buddha University, G.Noida was a well organised and planned seminar for both offline and online participants. Each and every session was conducted smoothly while maintaining the quality of research papers. Prof. Shweta Anand (Convener) & Dr. Naveen Kumar (Convener) from School Of Management, GBU, G.Noida were very helpful during the entire process of seminar. Their round the clock availability was really appreciable, and I am very thankful to them for timely distribution of certificates.

Dr. Jolly Jain ,  
Assistant Professor ,  
JECRC University, Jaipur

The theme for the conference was conceived to capture the changes in the global financial landscape. The subthemes of the conference captured all the constituents in the globalized financial sectors and Youth Empowerment. The two-day conference provided a platform for academics, researchers, policymakers, practitioners and representatives of the corporate sector to share their practical experiences and research findings on key aspects of the financial landscape globally.



Mrs.PKM . Anugeetham,  
Guest faculty, Department of Biochemistry,  
D.G.Govt Arts College,  
Mayiladuthurai



The Conference committee constituted an Editorial Board which included domain experts from fields of banking, finance, Economics and research methodology. All the papers underwent a double-blind review process. The Conference has great learning outcome for the organizing committee and the delegates.

Assistant Professor  
Nehru Arts and Science College,  
Coimbatore, Tamilnadu  
Gowri K.



## Press Release and Press Coverage Received

University School of Management Gautam Buddha University held the inaugural session and discussion tracks of ICSSR sponsored National Seminar Achievements@75.

The conveners Prof Shweta Anand and Dr Naveen Kumar along with all Academicians, Research Scholars Delegates and many dignitaries welcomed the Chief Guest Prof R K Sinha Vice Chancellor Gautam Buddha University along with the Guest of Honour Brig. Rakesh Gupta, Director, GIMS and Prof N P Melkania, Dean Academics Gautam Buddha University in the main Auditorium of the university.

After a beautiful Saraswati Vandana Prof Shweta Anand Convener and Dean University School of Management welcomed all delegates and spoke about how every aspect of Gautam Buddha University architecture was based on Buddhist philosophy. She also informed about the Green Initiatives towards sustainable development of university ecosystem. The USP of balancing value Education with technical knowledge and focus on holistic development of students was also well delivered.

Director GIMS spoke about research and innovation and collaborated efforts with GBU.

Dean Academics spoke about the significance of Environment and Sustainability.

The Honourable Vice Chancellor Prof R K Sinha gave real life examples to inspire young researchers to strive to excel despite several roadblocks.

A book titled 'Achievements of Indian Economy @75 ' authored by Prof Shweta Anand and Dr Naveen Kumar was also released by the dignitaries.

Eight tracks having nine papers each were chaired by Prof. Arun Kansal, Dean Academic, TERI,

Prof. K S Ranjani, NITIE, Prof. Pankaj Madan, Dean, GKV, Prof. Pushpendra Kumar Surya, KMC, DU, Prof. Alka Dhameja, FPA, IGNOU, Dr. Tripti Singh, SMS, MNNIT, Dr. Vikas Garg, Assistant Director, Amity University and Dr. Soma Dey, FMS, Delhi University.

A total of 70 plus papers were discussed in detail during the conference.

Their sincere advice, encouragement and suggestions to the researchers will help them improve and find more meaningful insights and add to the body of knowledge.

Dr Naveen Kumar, Convener, School of Management proposed the vote of thanks. The joint efforts of all were appreciated to make it a grand success. The 150 delegates from various states of India who were connected through online mode were also thanked.

The entire organizing team had put in great efforts and were commendable.



The Auditorium was immersed in decor of tricolour. The delegates were also attired in tricolour as a dress code. It was truly a celebration of 75 years of Azadi. A true Amrit Mahotsav. University School of Management Gautam Buddha University is planning a series of more such celebrations to commemorate Azadi ka Amrit Mahotsav.

गौतमबुद्ध विश्वविद्यालय ने ICSSR प्रायोजित राष्ट्रीय संगोष्ठी उपलब्धियों @75 का हुआ आयोजन।

on August 28, 2022

मनोज तोमर ब्यूरो चीफ दैनिक फ्यूचर लाइन टाइम्स गौतम बुद्ध नगर।



प्रेटर नोएडा यूनिवर्सिटी स्कूल ऑफ मैनेजमेंट गौतमबुद्ध विश्वविद्यालय ने ICSSR प्रायोजित राष्ट्रीय संगोष्ठी उपलब्धियों @ 75 का उद्घाटन सत्र और चर्चा ट्रैक आयोजित किया।

संयोजक प्रो श्वेता आनंद और डॉ नवीन कुमार के साथ सभी शिक्षाविदों, शोध विद्वानों के प्रतिनिधियों और कई गणमान्य व्यक्तियों ने मुख्य अतिथि प्रोफेसर आर के सिन्हा, कुलपति गौतम बुद्ध विश्वविद्यालय के साथ अतिथि ब्रिगेडियर का स्वागत किया। राकेश गुप्ता, निदेशक, जीआईएमएस और प्रोफेसर एन पी मेलकानिया, डीन अकादमिक गौतम बुद्ध विश्वविद्यालय विश्वविद्यालय के मुख्य सभागार में एक सुंदर सरस्वती वंदना के बाद प्रोफेसर श्वेता आनंद संयोजक और डीन यूनिवर्सिटी स्कूल ऑफ मैनेजमेंट ने सभी प्रतिनिधियों का स्वागत किया और बताया कि कैसे गौतम बुद्ध विश्वविद्यालय की वास्तुकला का हर पहलू बौद्ध दर्शन पर आधारित था। उन्होंने विश्वविद्यालय पारिस्थितिकी तंत्र के सतत विकास की दिशा में हरित पहल के बारे में भी जानकारी दी। तकनीकी ज्ञान के साथ मूल्य शिक्षा को संतुलित करने और छात्रों के समग्र विकास पर ध्यान केंद्रित करने की यूएसपी भी अच्छी तरह से वितरित की गई थी। निदेशक जीआईएमएस ने अनुसंधान और नवाचार के बारे में बात की और जीबीयू के साथ सहयोग किया। डीन एकेडमिक्स ने पर्यावरण और स्थिरता के महत्व के बारे में बताया। कुलपति प्रो आर के सिन्हा ने कई बाधाओं के बावजूद युवा शोधकर्ताओं को उत्कृष्टता के लिए प्रयास करने के लिए प्रेरित करने के लिए वास्तविक जीवन के उदाहरण दिए। गणमान्य व्यक्तियों द्वारा प्रोफेसर श्वेता आनंद और डॉ नवीन कुमार द्वारा लिखित 'भारतीय अर्थव्यवस्था की उपलब्धि @75' नामक पुस्तक का भी विमोचन किया गया।

नौ पेपर वाले आठ ट्रैक की अध्यक्षता प्रोफेसर अरुण कंसल, डीन अकादमिक, टेरी, ने की। प्रो. केएस रंजनी, नीटी, प्रो. पंकज मदान, डीन, जीकेवी, प्रो. पुष्पेंद्र कुमार सूर्य, केएमसी, डीयू, प्रो. अलका धमेजा, एफपीए, इग्यू, डॉ. तुषि सिंह, एसएमएस, एमएनएनआईटी, डॉ. विकास गर्ग, सहायक निदेशक, एमिटी विश्वविद्यालय और डॉ. सोमा डे, एफएमएस, दिल्ली विश्वविद्यालय। सम्मेलन के दौरान कुल 70 से अधिक पत्रों पर विस्तार से चर्चा की गई।

शोधकर्ताओं को उनकी ईमानदारी से सलाह, प्रोत्साहन और सुझाव उन्हें बेहतर बनाने और अधिक सार्थक अंतर्दृष्टि खोजने और ज्ञान के शरीर में जोड़ने में मदद करेंगे।

स्कूल ऑफ मैनेजमेंट के संयोजक डॉ नवीन कुमार ने धन्यवाद ज्ञापित किया। इसे बड़ी सफलता दिलाने के लिए सभी के संयुक्त प्रयासों की सराहना की गई।

ऑनलाइन माध्यम से जुड़े भारत के विभिन्न राज्यों के 150 प्रतिनिधियों को भी धन्यवाद दिया गया।

## गौतमबुद्ध विश्वविद्यालय ने ICSSR प्रायोजित राष्ट्रीय संगोष्ठी उपलब्धियों 75 का हुआ आयोजन

**ग्रेटर नोएडा।** यूनिवर्सिटी स्कूल ऑफ मैनेजमेंट गौतमबुद्ध विश्वविद्यालय ने कठरफप्रायोजित राष्ट्रीय संगोष्ठी उपलब्धियों @ 75 का उद्घाटन सत्र और चर्चा ट्रैक आयोजित किया। संयोजक प्रो श्वेता आनंद और डॉ नवीन कुमार के साथ सभी शिक्षाविदों, शोध विद्वानों के प्रतिनिधियों और कई गणमान्य व्यक्तियों ने मुख्य अतिथि प्रोफेसर आर के सिन्हा, कुलपति गौतम बुद्ध विश्वविद्यालय के साथ अतिथि ब्रिगेडियर का स्वागत किया। राकेश गुप्ता, निदेशक, जीआईएमएस और प्रोफेसर एन पी मेलकानिया, डीन अकादमिक गौतम बुद्ध विश्वविद्यालय विश्वविद्यालय के मुख्य सभागार में। एक सुंदर सरस्वती वंदना के बाद प्रोफेसर श्वेता आनंद संयोजक और डीन यूनिवर्सिटी स्कूल ऑफ मैनेजमेंट ने सभी प्रतिनिधियों का स्वागत किया और बताया कि कैसे गौतम बुद्ध विश्वविद्यालय की वास्तुकला का हर पहलू बौद्ध



दर्शन पर आधारित था। उन्होंने विश्वविद्यालय पारिस्थितिकी तंत्र के सतत विकास की दिशा में हरित पहल के बारे में भी जानकारी दी। तकनीकी ज्ञान के साथ मूल्य शिक्षा को संतुलित करने और छात्रों के समग्र विकास पर ध्यान केंद्रित करने की यूएसपी भी अच्छी तरह से वितरित की गई थी। निदेशक जीआईएमएस ने अनुसंधान और नवाचार के बारे में बात की और जीबीयू के साथ सहयोग किया। डीन एकेडमिक्स ने पर्यावरण और स्थिरता के महत्व के बारे में

बताया। कुलपति प्रो आर के सिन्हा ने कई बाधाओं के बावजूद युवा शोधकर्ताओं की उत्कृष्टता के लिए प्रयास करने के लिए प्रेरित करने के लिए वास्तविक जीवन के उदाहरण दिए। गणमान्य व्यक्तियों द्वारा प्रोफेसर श्वेता आनंद और डॉ नवीन कुमार द्वारा लिखित 'भारतीय अर्थव्यवस्था की उपलब्धि @75' नामक पुस्तक का भी विमोचन किया गया। नौ पेपर वाले आठ ट्रैक की अध्यक्षता प्रोफेसर अरुण कंसल, डीन अकादमिक, टेरी, ने की।

प्रो. केएस रंजनी, नीटी, प्रो. पंकज मदान, डीन, जीकेवी, प्रो. पुष्पेंद्र कुमार सूर्य, केएमसी, डीयू, प्रो. अलका धमेजा, एफपीए, इग्नू, डॉ. तुषित सिंह, एसएमएस, एमएनएनआईटी, डॉ. विकास गर्ग, सहायक निदेशक, एमिटी विश्वविद्यालय और डॉ. सोमा डे, एफएमएस, दिल्ली विश्वविद्यालय। सम्मेलन के दौरान कुल 70 से अधिक पत्रों पर विस्तार से चर्चा की गई। शोधकर्ताओं को उनकी ईमानदारी से सलाह, प्रोत्साहन और सुझाव उन्हें बेहतर बनाने और अधिक सार्थक अंतर्दृष्टि खोजने और ज्ञान के शरीर में जोड़ने में मदद करेंगे। स्कूल ऑफ मैनेजमेंट के संयोजक डॉ नवीन कुमार ने धन्यवाद ज्ञापित किया। इसे बड़ी सफलता दिलाने के लिए सभी के संयुक्त प्रयासों की सराहना की गई। ऑनलाइन माध्यम से जुड़े भारत के विभिन्न राज्यों के 150 प्रतिनिधियों को भी धन्यवाद दिया गया।

कांग्रेस के लिए पूर्व सोनिया

**मुजफ्फरनगर :** बु नए राष्ट्रीय अध्यक्ष लेकर सियासी स गई हैं। 17 अक्टू नए अध्यक्ष के लि वहीं 19 अक्टूव होगी। इससे पहले कमेटी की वचुं थी। इसमें अंतरिम गांधी, पूर्व प्रधान सिंह और प्रियंका पार्टी सांसद रा शामिल हुए थे। कांग्रेस अध्यक्ष राजी नहीं हुवे चिट्ठी पूर्व सीएम उ सचिव उत्तर प्रदेश लखनऊ (एस र ने एक चिट्ठी लिख गया मैं स्पष्ट करर जैसे मीडिया में स कि कांग्रेस का ह कांग्रेस अध्यक्ष अनिच्छुक है। उ आने को तैयार नह को अध्यक्ष पद

## A Note of Thanks from the Conveners

On Behalf of School of Management Gautam Buddha University, the conveners Prof Shweta Anand and Dr. Naveen Kumar would like to extend gratitude and warm to Hon'ble vice chancellor Prof. R K Sinha sir for guiding, motivating and inspiring all of us to organize conferences/workshops and seminar which really enlighten us from time to time.

To organize this kind of national seminar, we need to follow certain procedure for that we have Respected Registrar Dr. Vishwas Tripathi sir, who has been consistently, guiding us and supporting us. We will remain thankful to you sir for your kind support.

Let me pay regards and gratitude to Dean Academics Prof. N P Melkania Sir,

This is the right time to recognize all my colleagues and faculty members who has been supporting us and helping us in organizing this event.

We have representation from (Delhi, Uttar Pradesh, Haryana, Punjab, Rajasthan, Jammu & Kashmir, Kerala, Tamil Naidu, Karnataka, Tripura, West Bengal, Assam etc) more than 12 states faculty members, scholars, students and from Industries.

They have contributed their research papers and will be presented today.

So my special thanks to all those who are presenting their research papers in this seminar.

In ground level we have a team of 9 Research scholar and students from School of Management Gautam Buddha University. Let me recognize their valuable contribution by calling their name

Mr. Naresh Kumar, Mr. Pradeep Kumar, Mr. Ankur Rana, Mr. Shashank Sharma, Ms. Rashmi Tiwari, Ms. Raman Rohila, Ms. Solmaz Hussain, Ms. Vaishali Singh, Ms. Nikita Singh.

Thanks a lot to all of you.







This one-day event would be covered by various Newspapers and media channels. This kind of networking and promotion is not possible without help of Public Relation officer Dr. Arvind Singh sir, thanks a lot for your continuous support.

Our most sincere gratitude to the ICSSR Team for putting their faith in us. They lent their most prestigious name to the conference. They also provided us funds for all related expenses. Due to both these advantages we could allow registration without Any Fees (NIL) to the delegates. Definitely scholars were encouraged to participate without the hinderance of monetary strain on their limited resources. This great suggestion came from Sh. M P Madhukarji, Deputy Director ICSSR. We would like to specially mention the support, suggestions and encouragement that we received throughout from Sh. Madhukarji. Sir guided us constantly like the Polar Star. We are indebted for the same.

The Member Secretary ICSSR Shri V K Malhotraji encouraged us patiently throughout with a sweet smile for which we are grateful. We would also like to place on record our thanks and gratitude to Shri. Gautam (TCB team) who is ever so responsive and helpful.

Our most sincere thanks to our Eight Session Chair Experts for giving a patient hearing to each researcher. They also gave sound feedback and suggestions on each paper. This itself was a herculean task since the spectrum of subthemes of this Conference/National Seminar was very wide. It speaks volumes about their knowledge. Thank you Prof. Arun Kansal, Dean Academic, TERI, Prof. K S Ranjani, NITIE, Prof. Pankaj Madan, Dean, GKV, Prof. Pushpendra Kumar Surya, KMC, DU, Prof. Alka Dhameja, FPA, IGNOU, Dr. Tripti Singh, SMS, MNNIT, Dr. Vikas Garg, Assistant Director, Amity University and Dr. Soma Dey, FMS, Delhi University.

Once again, we thank all members contributors, researchers, teaching and non-teaching staff, for making this event a big success. Thank you all.

**Dr Naveen Kumar  
Anand  
Convener**

**Prof Shweta  
Convener**

## **Attachments: Annexure I- Conference Proceedings**



**Proceedings  
of  
ICSSR Sponsored Two Days  
National Seminar Achievements@75**  
**Achievements of Indian Economy: With reference to the  
Village, Youth, Economy, Women, Environment,  
Digitalization and Industries  
26<sup>th</sup> -27<sup>th</sup> August 2022 (Hybrid)**



**Organized by  
University School of Management  
GAUTAM BUDDHA UNIVERSITY**  
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(Approved by AICTE, UGC under Section 12-B & NAAC accredited)



S.NO	TOPIC	PAGE NO.
1	<b>Exploring market Place During Festival Time</b> Tania Mittal and Pankaj Madan	8
2	<b>Trends in Research about Women Empowerment and NGOs: A Bibliometric Analysis (1993-2022)</b> Pallavi Bhardwaj and Pankaj Madan	8-9
3	<b>Impact of Microfinance on Small and Medium Enterprises with special reference to Pollachi</b> K.Gowri	10
4	<b>India's Himalayan Advancement from Independence to Recent</b> Dr.S.Sudha and Dr.D. Anitha Kumari	10
5	<b>'Desirable' in India after independence: The history of Tuberculosis</b> Waseem Akber	11
6	<b>Factor analysis of Youth's perception of Social media</b> Dr. Radhika Thapar and Ms Arya Saini	12
7	<b>Bioconversion of lignocellulosic wastes for the production of nutritionally enriched mushroom (Pleurotus species)</b> A.Malarvizhi and P.K.M. Anu Geetham	12-13
8	<b>Consumers' Attitude Towards the Benefits Provided by Online and Offline Retailers</b> Rahul Singh and Dr.Subhojit Banerjee	13
9	<b>NEP 2020 and Higher Education</b> Dr.Shrutee Kanwar	14
10	<b>Ancient Indian Wisdom for the Psychological challenges faced by Women Entrepreneurs</b> Ranisha and Sony Kumari	14-15
11	<b>India's microfinance remains gender unequal or shrinks. Analyzing its antecedents and consequences</b> Hira Najam	15-16
12	<b>Impact of MGNREGA on financial inclusion – An exploratory study on female labour force of Kerala</b> Muhammed Salim K C	16-17
12	<b>Impact of MGNREGA on financial inclusion – An exploratory study on female labour force of Kerala</b> Muhammed Salim K C	16-17





13	<b>A study of Rural Marketing Practices in Uttarakhand : Challenges and Opportunity</b> Ms. Shruti Rawat	<b>17-18</b>
14	<b>Declension of women workforce participation in rural India with special reference to the rural societal norm</b> Shalini Verma and Dr.Nirmesh Sharma	<b>18</b>
15	<b>E-commerce Industry and Growth of Indian Economy</b> Harwinder Kaur	<b>18-19</b>
16	<b>Women's Contributions to Economic Achievement in the Early Buddhist Concept</b> Missavati	<b>19-20</b>
17	<b>Digitization of higher education to develop equitable and inclusive knowledge systems in India</b> Arvind Deshmukh and Dr. Neelam Saxena	<b>20</b>
18	<b>Achievements of last 75 years in Indian economy</b> N. Jothi Lakshmi	<b>21</b>
19	<b>Digital Entrepreneurship: A key driver of rural economic prosperity</b> Dr.Nirmesh Sharma and Shalini Verma	<b>21-22</b>
20	<b>Recent Trends in Blockchain Adaptation in India</b> Vijaya Kittu Manda and KhaliqLubzaNihar	<b>22-23</b>
21	<b>Relationship between workplace ostracism and job performance: moderating role of team member exchange</b> Bhumi Bhatt and Dr.Neeti Rana	<b>23</b>
22	<b>Promoting 'green' Through Advertising: A Step Towards Sustainable Society.</b> Mrinal KantiMahato and Dr. Salil Seth	<b>24</b>
23	<b>How the Economy of India Suffered from Covid -19 and Relevant Government Measures and Recommendations</b> Payel Sarkar and Shubham Sah	<b>24-25</b>
24	<b>Environment Awareness and changes in Citizen Practices – An exploratory study:</b> Kavitha Jayapalan and Dr. S. Sudha	<b>25-26</b>
25	<b>Challenges and Opportunities faced by Women Entrepreneurs in India</b> Diksha Arora and Japji Kaur	<b>26-27</b>
26	<b>Role of AI in Digitalization: A study of consumer Insights</b> Souvik Roy Choudhury and Pooja Dhayal	<b>27</b>
27	<b>Women entrepreneurs and the challenges faced by them: Making significant impacts in all segments of the societies or communities whether developed or developing</b>	<b>27-28</b>



	<b>Adnan Ahamd</b>	
<b>28</b>	<b>A study of India's Economic development through the lens of Women</b> <b>Sana</b>	<b>28-29</b>
<b>29</b>	<b>Managing the Industry 4.0 transformation: Lessons from Shrimad Bhagawad Gita</b> <b>Aditya Dhiman and Shubham Saxena</b>	<b>29-30</b>
<b>30</b>	<b>A Study on Impact of Covid-19 on the Automobile Industry</b> <b>Vivek Kumar and Dr.Anshu Tyagi</b>	<b>30</b>
<b>31</b>	<b>A study on the impact of Celebrity endorsement on consumer buying behavior in fashion sector</b> <b>NishikaKansal and Dr. Nidhi Sharma</b>	<b>30-31</b>
<b>32</b>	<b>Indian Military Modernization: Qualitative Analysis of Agnipath Scheme Using Nvivo12</b> <b>Dr. Imran Ali</b>	<b>31</b>
<b>33</b>	<b>A study of Rural Marketing Practices in Uttarakhand: Challenges and Opportunity</b> <b>Shruti Rawat and Dr.Nirmesh Sharma</b>	<b>32</b>
<b>34</b>	<b>Protection of forest and wildlife in post Independent India</b> <b>Prashant Tripathi</b>	<b>32-33</b>
<b>35</b>	<b>Outlooks and Dispositions of First-Generation Students in Higher Education: A Grounded Theory Exploration</b> <b>Brajesh Kumar</b>	<b>33-34</b>
<b>36</b>	<b>A study on impact of make in India on Indian economy</b> <b>Simran Chaudhary and Dr.Anshu Tyagi</b>	<b>34</b>
<b>37</b>	<b>A study on Impact of covid-19 on Banking Sector</b> <b>Parth Chopra and Dr.Anshu Tyagi</b>	<b>34-35</b>
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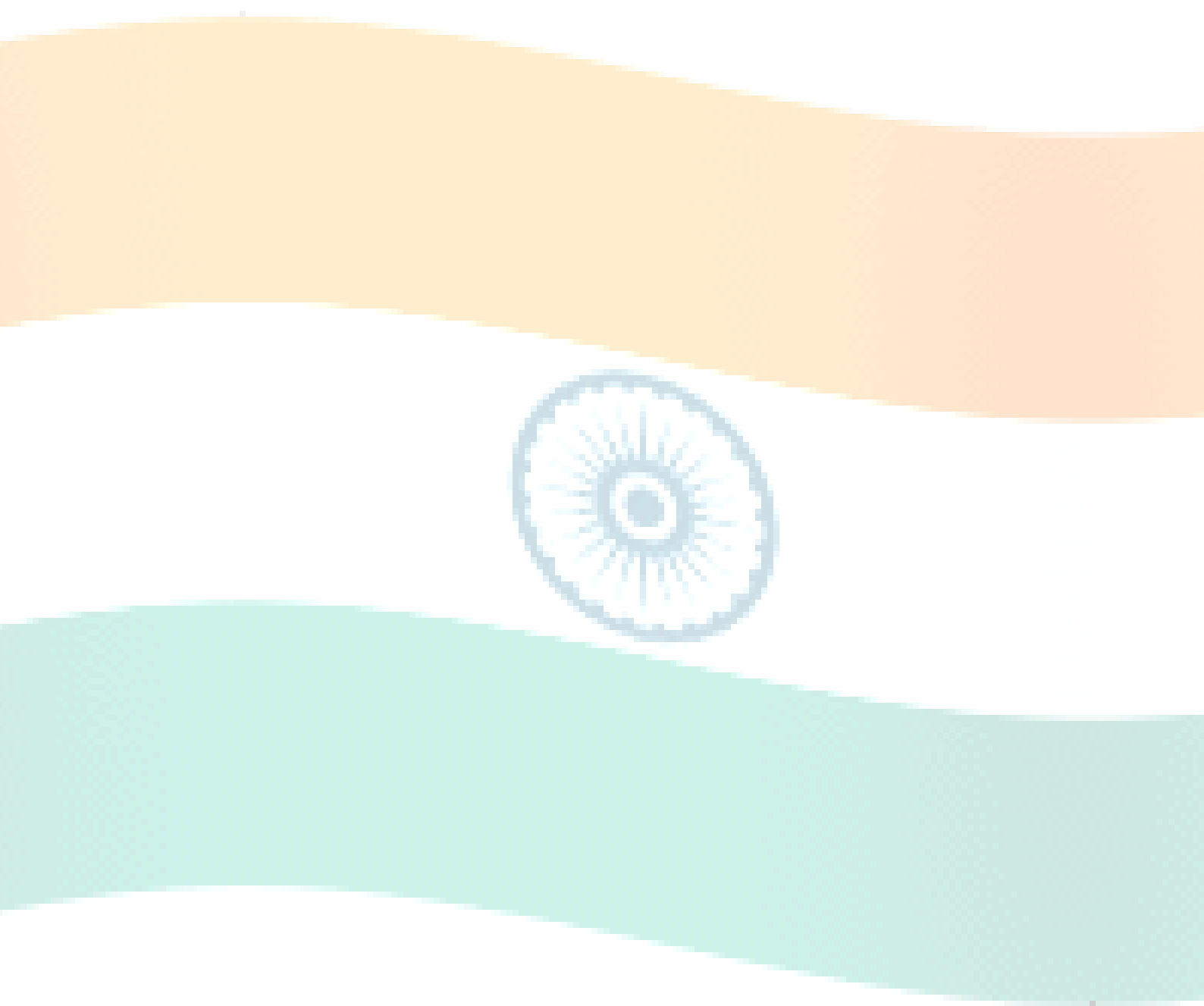
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## ICSSR Sponsored Two Days National Seminar Achievements @ 75





## 1.Exploring market Place During Festival Time

**Tania Mittal**

*(Research Scholar)*

**Pankaj Madan**

*(Professor)*

**Gurukula kangri**

### Abstract

This research examines how different online merchants' discounts, Installments, and rebuy offers effect consumer journeys over the Christmas season across various communities. Interest arises in the thoughts of scholars after noticing the study gap of whether there is a difference in online site advertising strategies during holiday or non-festive periods. Researchers here also examine the customer contact points across the festive period purchase process, as well as the problems consumers experience while purchasing throughout the holiday season. Buyers have evolved as a result of greater accessibility, changing the previous shopping journey, AIDA (Attention, Interest, Desire, and Action), to 5A (Aware, Appeal, Ask, Act, Advocate), as recommended by Kotler.

Researchers are attempting to grasp many touchpoints over the holiday season. A comprehensive survey of the literature was conducted using journal papers, news items, books, websites, and television and print advertising. A focus group study was also done with certain internet consumers who were aware of the special offers over the holiday season. As businesses prepare for a festival extravaganza, advertising strategies during the holiday season have three basic characteristics: small supply, substantial reductions, & period, delivered over just a short period. The holiday season is centered on price sensitivity, which acknowledges that impulsive purchases are a part of the customer route trip.

## 2.Trends in Research about Women Empowerment and NGOs: A Bibliometric Analysis (1993-2022)

**Pallavi Bhardwaj**

*(Research scholar)*

**Pankaj Madan**

*(Professor)*

**Gurukula Kangri (Deemed to be University)**

### Abstract

**Purpose**

The purpose of this study is to demonstrate women empowerment through social entrepreneurship and to show the scope of social entrepreneurship and NGOs that analysts are presently unaware of, to acquaint them with an established hypothetical framework and to inspire

those who have not yet studied this field and wish to conduct research on women empowerment through NGOs and entrepreneurial journeys involved in it. By this paper they shall know which sources and researchers are to be referred while studying this subject.

**Design/methodology/approach**

In this study, the author chose a quantitative strategy and used the Scopus database to identify the research areas with the most significant research results, the beginning of the research in the field of women empowerment and NGOs, the source of the research, and the subject area. Most studies, reliable dialects or languages for social entrepreneurship studies, and the



most prolific researchers in the field of women empowerment. The focus of this research is on 130 documents

published in the field of women empowerment in context with NGOs, which has been indexed in

Scopus.

Findings

The study showed that the bibliometric research on women participation in social entrepreneurship can be systematically carried and fresh scope of social entrepreneurship research can be set. The paper shows the drift in the number of annual distributions and the top journals that carved the survey results and the most productive and cited research in this field. The purpose of this analysis is to facilitate further investigation of the emerging phenomenon of social entrepreneurship established for the women or by the women, which we believe may provide alternatives for confronting and addressing persistent social problems.

Research Limitation

This study is limited to a specific database (Scopus) for collecting data. Further studies can be done by considering other online databases. The main contribution of this paper is to graphically represent all the documents published in the field of women empowerment and NGO from 1993 to 2022 with help of VOS viewer software. The computerized mapping of keywords and authors shall definitely help the new researchers to determine their research areas and to work on the gap prevailing in the existing literature.

Keywords- bibliometric analysis, women social entrepreneurship, NGOs, women empowerment, visualizations, trends.

### **3.Impact of Microfinance on Small and Medium Enterprises with special reference to Pollachi**

***K. Gowri***

*(Assistant Professor)*

*Nehru Arts and Science College*

#### **Abstract**

Microfinance is a source of financial services for entrepreneurs and small businesses that do not have easy access to banking and related services. The main objective of microfinance is to assist the poor to overcome the poverty and thus help in economic development. Microfinance is not only giving micro credit but it includes wide range of services like insurance, savings, remittance and also non-financial services like training, counseling etc. Micro-Enterprises sector has been recognized as an important pillar of economic growth all over the world. The sector is characterized by low investment requirement and operational flexibility. Micro-Enterprises play a very important role in the development of country because of its innovative entrepreneurial spirit. In many developing economies including India, Small and medium enterprises plays a crucial role in employment creation and income generation. In light of this the main aim of the research is to establish the effect of microfinance institutions on the growth and development of small and medium enterprises. The study was guided by the objective; to find out the role of MFIs financing on business expansion, sales volume, profit and physical assets of the MSMEs.



Keywords- Financial services, Micro credit, Innovative entrepreneurial spirit, Help to poor peoples.

#### **4.India its Himalayan Advancement from Independence to Recent**

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*(Associate Professor)*

Vels Institute of Science, Technology and Advanced Studies

**Dr.D. Anitha Kumari**

*(Associate Professor)*

VISTAS

##### **Abstract**

India has been a land of flourishing and development for many centuries. Major fields in India namely education, tourism, medicine and different industries have seen tremendous growth and flourishing. The introduction of the concept of digitalization in industry 4.0 has led to the adoption of technologies in various fields like manufacturing, and mass media. Being 2 nd largest population as per MDG goals, women empowerment is vital for the country's development and goal attainment. The SAARC countries have started to show great progress and improvement. India is one among them which is notable progress. India's resilience strategies have made the country move toward the path of progress.

Keywords: independence, industry 4.0, education, women empowerment

#### **5.'Desirable' in India after independence: The history of Tuberculosis**

**Waseem Akber**

*(Research Scholar)*

University of Delhi

##### **Abstract**

To understand the current situation of health policy in India, it is essential to resort to a historical perspective on health policy. Since its independence, the Indian state has been highly interventionist and yet never made health a priority in the distribution of resources. The idea of development espoused by the Indian state afforded little space for the importance of health as indicated by dismal public health expenditure. Ironically, providing health care in India has been widely delegated to the private and informal sector without much significant succour to the very poor. Institutional trajectories or the history of underinvestment and dilapidated healthcare system in the colonial period continue to configure the conditions of possibility for public health policy in India after 75years too. The focus of the paper is on the insights that the national Tuberculosis programme may bring to our understanding of the nature of the Indian state and the essential character of public health in India. The weak public health system and less resource allocation for health in general and the Tuberculosis programme in particular, wide gaps in the cascade of TB care, and massive and almost unregulated private sector which offers non-standard care. Thus, the notions of 'the desirable' (eliminate the TB epidemic by 2025, end sufferings and so on) in the field of health defined by the highly statist, centralising and technocratic approach continue to shape a sense of the possible in public health side-lining the other social and political processes precipitating the emerging public health challenges today.

Keywords: Independence, Public-policy, health system and Tuberculosis

#### **6.Factor analysis of Youth's perception of Social media**

**Dr. Radhika Thapar**

*(Associate Professor)*



**Ms Arya Saini**  
(Student of BBA)  
*Rukmini Devi Institute of Advanced Studies*

### **Abstract**

It is well known that young, adult, and adolescent users of social media sites are the most active, and this study is conducted with this in mind. The goal here is to raise a huge level of awareness among the youth exposed to such social media, and the findings will not only show how negatively and positively the youth are affected by the use of these sites, but will also help the youth understand how to use these networking sites like Facebook, Snapchat, Instagram, Twitter, and WhatsApp efficiently. A quantitative web survey based on approach was conducted to collect the primary data from 120 respondents from the city of Delhi. The study was carried out in the months of April and June 2022. Data collected was further examined using factor analysis in SPSS. Variables taken for study were based on review of Literature collected.

Keywords: Perception, awareness, Youth Inclusion , Social Media, youth perception, Communication Technology

### **7.Bioconversion of lignocellulosic wastes for the production of nutritionally enriched mushroom (Pleurotus species)**

**A.Malarvizhi**  
(Assistant Professor)  
**P.K.M. Anu Geetham**  
(Guest Faculty)  
**D. G. Govt Arts College**



### **Abstract**

Enormous quantities of agro-industrial waste residues are generated throughout the world. These wastes and their disposal have become an environmental concern, especially causing serious harm to the flora and fauna. Cellulolytic wastes from agricultural practices can be used to produce important food resources thereby controlling the environmental pollution. Lignocellulosic wastes such as sugar cane bagasse, vegetable wastes and fruit wastes have been utilized for the production of Pleurotus species of mushroom and yield, biochemical parameters such as carbohydrates, proteins, fibre content, and ash content were estimated. The results showed that the yield and the biochemical parameters of the mushroom were comparable with the mushroom produced from the paddy straw (control). The above study showed that the mushroom utilized the cellulosic waste materials as its substrate and converted them into a nutritive food. As there is a growing demand for mushrooms and it's a good source of protein the lignocellulosic wastes can be better used for the production and consumption by mankind.

Key words: Pleurotus species, lignocellulosic, agro-industrial, environment.

### **8.Consumers' Attitude Towards the Benefits Provided by Online and Offline Retailers**

**Rahul Singh**  
(Research Scholar)  
**Dr.Subhojit Banerjee**  
(Assistant Professor)  
**Gautam Buddha University**

### **Abstract**



There are a lot of factors work behind the consumers attitude regarding choosing the mode of shopping either online shopping or offline shopping. Offline shopping has been the only choice for consumers before online shopping came into existence. Online mode of shopping which is also called the Internet shopping has many reasons to be famous in recent days. One of the important reasons is the Covid-19 scenario, which has pushed the consumers to purchase through online mode of shopping. Consumers had no choice left but to purchase through online mode during Covid-19 lockdowns. A lot of rules and regulations regarding social distancing and Covid protocols forced by the government on consumers pushed consumers to persuade themselves to turn into online shoppers. Factors like Price, Convenience, Internet, Offers and Discounts and After sales services re the most important variables to influence the consumer behaviour, Consumers expect a lower price, a better convenience, a proper after sales service etc. to make their final purchase decision. Thetanalyze both online and offline modes of shopping before the final purchase. Consumers basically want to get a good mixture of all (Price, convenience, Internet, Offers and Discounts and After Sales Services) before purchasing.

Keywords: Online Shopping, Online purchasing, Internet shopping, Offline Shopping, ,In-store Shopping.

## 9.NEP 2020 and Higher Education

*Dr.Shrutee Kanwar*  
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Gautam Budh University

### Abstract

The year 2020 had started with surprises - good and bad and the announcement of National Education Policy (NEP) could be considered the silver lining among all the bad. The New Education Policy was unveiled on 29 th July, 2020 under the Prime Minister ship of Narendra Modi. National education policy 2020 is based on the principals of Access, Equity, excellence, affordability and accountability. The sole motto of NEP-2020 was to fill up the educational void of thirty-four years. A well-defined, visionary and futuristic National education policy visualizes an Indian-centered education system that subsidizes directly to converting our nation sustainably into an impartial and energetic knowledge society; by providing high quality education to all Nep 2020 has been framed with a view to introduce paradigm shifts in the field of Higher Education. This new education policy is anticipated to make optimistic and long term changes in higher education system of the country .Its sole aim is to revamp the Higher Education in India.. It is a welcome step, which will bring about a paradigm shift in India & education system and will transform it into a modern, progressive, and equitable one. The current paper is to concentrate on NEP 2020 focuses on Higher Education. Various policies announced in the higher education system and compare them with the currently adopted system.

Various innovations and predicted implications of nep2020 on the Indian higher education system alone with its merits are discussed.

Keywords: National Education Policy, Indian-centered education system, Higher Education

## 10 Ancient Indian Wisdom for the Psychological challenges faced by Women Entrepreneurs

*Ranisha.K*



*(Research Scholar)*  
**Sony Kumari**  
*(Professor)*  
**S-VYASA University**

### **Abstract**

Psychological challenges faced by women entrepreneurs are addressed previously by many researchers who also found that traditionally the percentage of women choosing an entrepreneurial career is lower than that of men because of lower risk propensity and lower self-confidence. Women were respected and valued in the Ancient Indian wisdom not merely as mothers for bringing in a new generation, but also as individuals with great potential to perceive the truth and contribute richly to human society. The Vedas and Upanishads expound on the idea of man and woman as the equal halves of divine unity. Even though later in the patriarchal society of India women were treated as weak and lower gender, the ones who are more “emotional” and hence suited mostly for caregiving roles either at home or outside the status of women in India can be improved with yogic wisdom and soul consciousness. The science of Yoga is a practical philosophy espoused by the Samkhya philosophy which helps to develop physical, mental, emotional, social, and intellectual levels, and each one can grow and strengthen his personality and manifest the divine power within everyone irrespective of gender. When one’s modifications of the mind have subsided, the mind gets stability and identification with its real nature, such a person develops the power of vision, ‘darshan’ and becomes wise. For entrepreneurs to be a leader, must frame their own vision, ideas, and action plans for the business venture they create. So, this paper revisits and understands the Indian philosophy and suggests that applying the principles in the life of women entrepreneurs will be a great help in the management of stress, improve overall well-being, and can help them to become more self-actualized. A holistic human development model based on ‘PanchakoshaViveka of ‘Taittiriya Upanishad’ is being presented here as a framework to achieve a state of higher consciousnesses, which opens up new ways of well-being, and excellence. So that women entrepreneurs can contribute more to society as well as the country and sustain their business in the long run.

Keywords: Ancient Indian wisdom, yoga, women entrepreneurs, human development, Panchakosha

### **11. India’s microfinance remains gender unequal or shrinks. Analyzing its antecedents and**

#### **consequences**

**Hira Najam**  
*(Research scholar)*  
**Jamia Millia Islamia**

### **Abstract**

In the early days, microfinance was meant to act as a tool for overall economic development and poverty alleviation, and over time, institutions have situated themselves throughout the country to spread their resources and support these causes. People with extreme poverty and inequalities within and between them are the most vulnerable to violations of human rights. Persistent poverty and deprivation are driven by human rights violations. Empowering women can only be achieved by financially empowering them, who form a large portion of microfinance borrowers, and encouraging a culture of entrepreneurship among them. Female entrepreneurship in India has reached 70th place out of 77 countries covered in the Female Entrepreneurship Index and represents the third-largest gap between male and female

entrepreneurs across the globe. Microfinance is essential for all without discrimination, but its importance is magnified for vulnerable groups. For women's normal development, they need both material and spiritual support. Women must be enabled to earn a livelihood, protected from exploitation, and encouraged to use their talents in service to their fellow men. Women in this country have not had special status due to a patriarchal societal structure. Patriarchy was deeply embedded in the local culture and it was quite hard to remove by law due to the deep-rooted nature of women's oppression. The financial services sector and microcredit are the pillars of happiness. It promotes humility, stability and wealth. Women have the freedom to make their own decisions. It is really a very significant issue to crack these vicious loops and place the economies on the course leading to growth. Microfinance plays a very important and catalytic role in activating the factors of production leading to the overall economic and social development by facilitating the enjoyment of right to work, right to social security, right to development and right to adequate standard of living in India. It is an important wing of development and empowerment for weaker

sections. The main purpose of this paper is to provide an integrative review of antecedents and consequences of reducing and reproducing gender inequalities. This study explores not only the real effectiveness and impact of microfinance by converting the poor into producers, but also ensuring that microfinance programs follow the principles and rights of women and men in order to abolish credit inequalities.

Keywords: Microfinance, entrepreneurs, economic and social development, gender inequalities

## **12.Impact of MGNREGA on financial inclusion – An exploratory study on female labor force of Kerala**

**Muhammed Salim K C**

*(Assistant Professor)*

Govt. College Madappally

### **Abstract**

Legendary stories of Kerala explain role of women in the ancient families, her prominent role in maintaining the family and most often the eldest among them were the source of family finance. But later when due changes happened in the social system, gradually male member in the family were assigned with the role of building up the financial and basic needs of the family, and female were assigned to manage kids and other household chores. Developments happened in our economy and improvements in the standard of living led to a paradigm shift in the consumption pattern of our society. As a result the mismatch in earnings and spending of lower and middle class aroused concern. Financial stringency and insecurity of the family forced female members to go for work and to contribute to the financial pool of the family. But they were facing issues like non availability of enough jobs, disparity in wage rate, male domination and insecurity in the work place. Both central and State Governments have introduced number of programmes to find solution for the said issues after the independence, but most of them were not effective in attaining the targeted objectives. Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) is a minimum number of employment guarantee scheme introduced by Central government of India in 2005 through Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA). Initially the Act ensures minimum 100 days guaranteed employment for jobless rural mass. This scheme provides wonderful opportunity to women for work and earns a fixed income in each financial year. In this exploratory study the researcher explains how this scheme has





contributed to financial inclusion of female labour force in Kerala and also ties to assess the financial empowerment of women workers enrolled in MGNREGS.

### **13 A study of Rural Marketing Practices in Uttarakhand : Challenges and Opportunity**

**Ms. Shruti Rawat**

*(Assistant Professor) Quantum University*

**Dr. Nirmesh Sharma**

*(Associate Professor) Quantum University*

#### **Abstract**

The Rural India has developed a lot in last 75 years of freedom which attracts marketers towards it. More than 66% Indian consumers are residing in rural areas. Small businesses are flourishing in rural part of India. When Mr. Narendra Modi ji has given "Make in India" slogan it ignites the spark in India. People are plumped for products produced in India. But despite these positive

environment for rural markets, our villages are turning into ghost villages. Youngsters from our villages are leaving to make their life prosper in urban India. This migration is caused because of beautiful yet very difficult environment of villages. Every year Uttarakhand is going through natural calamities which left villages unconnected from rest of the country. Although government has taken many initiative to connect these villages of Uttarakhand to cities. But unawareness about these programs and scheme, Risk of investing hard earned money and lack of motivation and guidance delay the progression of rural market. In the Present paper 5 villages of

Pauri Garhwal district in Uttarakhand have been selected. In this research our objectives are to learn about Rural market issues for entrepreneurs and companies in details with their possible solution and many opportunities stored in villages of Uttarakhand. We used standard deviation

method to come with accurate results.

**Key Word:** Rural Market, Uttarakhand Villages, Villages development Schemes, Villages Infrastructure

### **14. Declension Of Women Workforce Participation In Rural India With Special Reference To The Rural Societal Norms**

**Shalini Verma**

*(Research Scholar)*

**Quantum University**

**Dr. Nirmesh Sharma**

*(Associate Professor)*

**Quantum University**

#### **Abstract**

"There is no chance of the welfare of the world unless the condition of women is improved. It is not possible for a bird to fly on one wing." – Swami Vivekananda.

"As women, we must stand up for ourselves. We must stand up for each other. We must stand up for justice for all." – Michelle Obama, Former First Lady, USA

### **15 E-commerce Industry and Growth of Indian Economy**

**Harwinder Kaur**

*(Research Scholar)*

**RayatBahra University**

#### **Abstract**

E-commerce is one of the fastest-growing segments of the Indian economy. E-commerce is a paradigm shift that provides various advantages to the consumers in form of

availability of goods at lower cost, wider choice, saves time, E-commerce is growing rapidly across the world. The E-commerce Industry in India has come a long way since its early days. The market has matured and new players have entered the market space. Growing consumer power in the digital age that predated the turn of the century was fuelled by the rise of the Internet and then reignited by social media. India's e-commerce sector is expected to reach US\$ 111.40 billion by 2025 from US\$ 46.20 billion in 2020, growing at a 19.24% CAGR, with grocery and fashion/apparel likely to be the key drivers of incremental growth. The Indian online grocery market is estimated to reach US\$ 26.93 billion in 2027 from US\$ 3.95 billion in FY21, expanding at a CAGR of 33%. According to the Payoneer report, the Indian e-commerce sector is ranked 9th in cross-border growth worldwide. Indian e-commerce is projected to increase from 4% of the total food and grocery, apparel, and consumer electronics retail trade in 2020 to 8% by 2025. The Indian online grocery market is estimated to reach US\$ 26.93 billion in 2027 from US\$ 3.95 billion in FY21, expanding at a CAGR of 33%. As of February 15, 2022, the Government e-Marketplace (GeM) portal served 9.04 million orders worth Rs. 193,265 crores (US\$ 25.65 billion) to 58,058 buyers from 3.79 million registered sellers and service providers. Electronic commerce not only just buys and sells products and services online but also includes the whole online process of developing marketing, selling, delivering, servicing, and paying for products and services. Its growth and the benefits of E-commerce are not only seen in developed countries but also visible in developing countries too. E-commerce plays an important role in developing India's economy towards a global reach E-commerce is a great platform to develop and understand economic and social growth in the Indian economy. Because of globalization, liberalization, and relaxation in import and export in nations, economies worldwide will witness better knowledge and information technology growth. E-commerce is playing an important role in the Indian economy by increasing revenue generation, and the larger number of jobs creation. This paper has revealed the e-commerce industry and growth in the Indian economy.

Keywords: E-commerce and Indian Economy.

## 16. Women's Contributions to Economic Achievement in the Early Buddhist Concept

Missavati

(Research Scholar)

Pachaiyappa's College

### Abstract

Women are often the main upholders and followers of a religion, faith, or movement, and also take a place in the economy. This was certainly so with Buddhism when it was at its beginnings, and hence we are able to find a good deal about them in those portions of the Pāli Canon known as the Vinaya- piṭaka and Sutta-piṭaka. The Vinaya, which comprises the rules and regulations for monastic discipline, deals with the conduct nuns, or Bhikkhunīs, and female probationers should observe, and with the legislation that was laid down for the proper management of their order. And the Sutta contains many concepts, which are ethics, mental training, sociology, economics, and so on, which relate to right livelihood (Sammāājīva), which is one of the Noble Eightfold Path (Ariya AtthaṅgikaMaggā). Mostly, this refers to morality (Sīla), concentration (Samādhi), and wisdom (Paññā). To develop the economy, it is fundamental for Buddhism. Thus, at the time of Buddha, there were many famous and intelligent women, such as Visākhā, Queen Mālikā, Nakulamātā, and so on. In addition, modern women can now lead the way in properly developing their economies. That is why, from ancient India to the present, I would like to discuss the achievement of the economy as an important part of women's roles in the concept of early Buddhism.

Key Words: early Buddhism, women, economics, modern time

### **17. Digitization of higher education to develop equitable and inclusive knowledge systems in India**

*Arvind Deshmukh*

*(Research scholar)*

*Dr. Neelam Saxena*

*(Professor)*

*Amity University,*

#### **Abstract**

Higher education delivers an essential role in uplifting society and creating equity and respect in the social systems. Digitization is an essential enabler in helping education reach every section of society. With the increasing focus of the Indian government for advancing learning mechanisms in higher education institutes, the universities and the institute must integrate digital technology in their learning systems to achieve the ambitious education-based targets outlined in SDG 4.0.

Keywords Higher Education, National Education Policy 2020, Education Technology Digitization in Education.

### **18. Achievements Of Last 75 Years In Indian Economy**

*N. Jothi Lakshmi*

*(Post Graduate)*

*S.T. Hindu College*

#### **Abstract**

On August 15, 1947, India gained independence, ending nearly 200 years of British rule.

India celebrated its 75th Independence at August 15, 2021. Its development journey over the last 75 years has been marked by significant milestones and reforms, through which it has been able to achieve significant progress in many areas like education, digitalization, women empowerment, and rural areas development, etc. This article will focus on digitization, women's empowerment and economic development over the past 75 years. Digital technologies are reshaping product and factor markets and profoundly changing business and work. Recent advances in artificial intelligence and related innovations are expanding the horizons of the digital revolution. Investing in women's economic empowerment paves a direct path to gender equality, poverty alleviation and inclusive economic growth. The economic development of India would be focused on lift up the Indian and out of poverty and build a modern technical and industrial base. The achievement of Indian economy is also explained. This paper is based on secondary data.

Key words: Digitalization, Women Empowerment, Economy, Indian Economy.

### **19. “Digital Entrepreneurship: A key driver of rural economic prosperity”**

*Dr. Nirmesh Sharma*

*(Associate Professor)*

*Quantum University*

*Shalini Verma*

*(Assistant Professor)*

*Quantum University*

#### **Abstract**



Digital entrepreneurship consists of creating a business on the Internet, selling rural and agro- based product and services online, without the need to invest in physical spaces like online courses, e-commerce, blogs, YouTube channels, and technological solutions in general. The main advantage of the digi-entrepreneurship business model is that the users don't need to invest a lot of money in order to get started, in comparison to the offline market. In addition, this format allows entrepreneurs to work from wherever and whenever they want to, having greater flexibility in their daily routine. Digital technologies and infrastructure offers an opportunity to rural folk to prosper. Rural entrepreneurship helps in the growth and development of rural people viz-a-viz brings economic prosperity to the nation. The rural entrepreneurs not only generate revenue for their own but contribute to the whole economy. With an increased digital push, tech

innovations also have reached rural markets helping entrepreneurs identify the market opportunities in rural India. The research paper aims to emphasize how digital entrepreneurship is proving as a key driver of rural economic prosperity and also addresses the challenges and opportunities comes in their entrepreneurial journey.

Key Words: Digital Entrepreneurship, Rural Entrepreneurship, Rural Economic Prosperity, Rural Folk, Challenges & Opportunities for Rural Entrepreneurs

## 20.Recent Trends in Blockchain Adaptation in India

*Vijaya Kittu Manda*

*(Research Scholar)*

*Khaliq LubzaNihar*

*(Associate Professor)*

GITAM Deemed to be University

### Abstract

Blockchain or Distributed Ledger Technology (DLT) is a disruptive technology that has revolutionized the creation and management of digital assets, especially user data involved in transactions. With the advent of Web 3.0 and other technologies, it has the potential to change the way digital and financial transactions are made using the Internet. This review paper takes forward the discussion done in Manda & Polisetty, 2018 , and appraises the recent developments in the adaptation of technology in India and the progress made so far, especially during 2018-2022. The paper also discusses barriers and challenges of adaptation of technology hampering its penetration in India. The review considers the Government and its policies, Regulators and their regulation, Public Institutions and the infrastructure set up, and private institutions (especially startups) and the way they build next-generation distributed applications that take advantage of Blockchain. The insight that the paper will offer to Academic researchers and other stakeholders regarding the recent developments in the adaptation of blockchain technology is the proposed contribution of the systematic literature review on this topic.

KEYWORDS Cyber infrastructure, capacity building, blockchain projects, financial transactions

## 21.Realtionship Between Workplace Ostracism And Job Performance: Moderating Role Of Team Member Exchange

*Bhumi Bhatt*



*(Research Scholar )  
Gautam Buddha University  
Dr. Neeti Rana  
(Associate Professor)  
Gautam Buddha University*

**Abstract:**

**Purpose:** The purpose of the paper is to explore the relationship between workplace ostracism and job performance of employees. Also, this paper finds the moderating effect of team-member exchange on the relationship between workplace ostracism and job performance.

**Methodology:** The proposed model of research and hypotheses is tested by means of data from 100 IT employees working in the NCR Region. The reliability of the instruments is tested using Cronbach's Alpha, KMO, Minimum factor loading, and variance. Data is quantitatively analyzed using correlation, multiple regression, and ANOVA. **Findings:** The results suggested that there is a negative association between workplace ostracism and job performance. Also, the results revealed that team member exchange significantly moderates the relationship between workplace ostracism and job performance.

**Practical implication:** The study is relevant and pertinent as it would help the top management of IT industries to be aware of the nature and extent of prevalence of Workplace ostracism. The reduction of workplace ostracism would help the organization to increase quality, timely delivery and increase in performances. Organisation must prevent the feeling of exclusion from the employees as it is a threat to the development of employees and also to their performance, skill, and creativity. Training programs and sensitivity and other behavioural training should be given to employees to increase their level of self-efficacy and understanding of others.

**Keywords:** Workplace ostracism; Team member exchange; job Performance; Employees

**22. Promoting 'green' Through Advertising: A Step Towards Sustainable Society.**

*Mrinal Kanti Mahato  
(Research Scholar) Central University of Jammu  
Dr. Salil Seth  
(Assistant Professor) Central University of Jammu*

**Abstract**

As problems related to the environment are multiplying at a rapid speed, the cause and effect of global warming, ozone layer depletion, overpopulation, deforestation, loss of biodiversity etc. have become the key concern for the sustainability of society. The adverse effect on the natural environment due to anthropogenic activities has caused a great imbalance in the ecosystem. This growing environmental problem has created a sense of responsibility towards society which has changed the current marketing concept. The increasing consumer demand for eco-friendly products in recent times has compelled business organisations to develop new strategies and shift the production pattern from non-green to green products. Creating awareness has become an essential part to identify the eco-concerns of every individual. The probable way to deal with the environmental challenges is to influence people through the medium of advertising. Advertising the importance of 'green' will act as a guide for the consumers to discern such an erratic situation. Green Advertising plays a pivotal role in focusing on the important factor that can change the perception of individuals as well as society. This conceptual research paper, engaging exploratory research design promoting green through the medium of advertising helps to understand the path through which organisations can attain the goal to achieve a sustainable society. The paper



holds dynamism for green advertisers, environmentalists and green corporate entrepreneurs who care for the environment with innovation in place and practice.

Keywords: Awareness, Eco-concern, Green Advertising, Sustainability.

### **23.How the Economy of India Suffered from Covid -19 and Relevant Government Measures and Recommendations**

**Payel Sarkar**

*(Research scholar)* Cooch Behar PanchananBarma University

**Shubham Sah**

*(Research scholar)* Cooch Behar PanchananBarma University

#### **Abstract**

In this research paper the impact of Covid-19 Pandemic on Indian Economy is studied and how the government take initiatives and implemented different measures to overcome the crisis are discussed. In the context of pre-covid situation, the impact of pandemic on various segments of the India economy is analysed and the post-covid scenario is also discussed. Apart from the loss of human lives, Covid-19 has made the financial market extremely volatile, which lead to shut-down the most of the companies, huge crashes, wealth erosion and impacting consumption levels. To overcome this crisis situation, government took many measures like: Policy package for informal sector workers, Atmanirbhar Package, Package for Agriculture, RBIs Policy Actions and other many more recommendations. How these measures and recommendations are relevant and helped to overcome the crisis are discussed in the paper. Ultimately, to what extent the economy of India has suffered and how the government involvement and initiatives helped the country to recover from the crisis is the subject of study in the paper. The results of analysis indicates that, though India is doing well to recover from the pandemic, but as the economic impact of COVID-19 pandemic is huge and it would need a humongous effort on the part of the government, industry, civil society and all key stakeholders to ensure that the Indian economy recovers sufficiently, faster and soon.

Keywords: Covid-19, Indian Economy, GDP, Government Measures, Atmanirbhar Bharat.

### **24.Environment Awareness and changes in Citizen Practices – An exploratory study:**

**Kavitha Jayapalan**

*(Research Scholar)*

**Dr. S. Sudha**

*(Associate Professor and Research Supervisor)*

**VISTAS**

#### **Abstract**

The advent of science along with its advancements throughout the past centuries has passed down its own benefits in abundance to the human kind. In such a pursuit of making the human lives simpler, the mankind accelerates the so called progress without knowing the actual hidden cost. The damage is so big and was lately found only to firefight the bad consequences that had accumulated all along the way. Environmental issues can be Pollution of Air, Pollution of Water, and Pollution by Garbage dumping and Pollution by Noises. Soil deterioration, Deforestation, Abrupt changes in Seasons, Depletion of natural resources is also of importance. Though the governments all over the worlds have brought out stringent policies for industrialized policies, the changes in peoples perspectives as well as practices about this threat is also important. This paper aims to approach the awareness of the common public and the day to day practices that

they have to carry out in order to minimize the damage in a theoretical and practical way. This exploratory study incorporates a survey among people masses in Tamilnadu, exclusively





around the 4 districts adjoining Chennai, with various ethnicity, culture, gender and ages, so as to understand their inclination, intent and susceptibility to such practices. The survey also studies the impact of rules and regulations imposed both by Corporations as well as Town and village panchayaths. Strategically designed Questions had been put into individuals and collected feedback had been statistically analyzed to yield the results. While the study elaborates the practices which were already in practice among the people, the aim also includes the developmental activities that are to be inculcated in people's mind giving realistic applicable solutions.

Keywords: Environmental Awareness, Common public practices, Engagement of Citizens.

## **25. Challenges and Opportunities faced by Women Entrepreneurs in India**

*Diksha Arora*

*(Research Scholar)*

*Delhi Technological University*

*Japji Kaur*

*(Research Scholar)*

*Delhi Technological University*

### **Abstract**

Entrepreneurs play a pivotal role in the emerging economies by serving as engines of economic growth and structural change. A country's economic growth is imbalanced without the participation of women in entrepreneurial activities. In India, women entrepreneurs are gaining massive importance and are supported by all the stakeholders since 1991. However, despite all the efforts and the fact that women account for almost half the population, their involvement in entrepreneurial activity remains very low. The present study is an attempt to decode the concept, profile and dynamics of women entrepreneurship in India. It focuses on the factors responsible for women to become entrepreneurs and critically examines the constraints faced by women entrepreneurs. Another main purpose of the study is to analyze the adequacy of government policy for growth of women entrepreneurship. The study is based on the data from last decade and takes into account the post-pandemic scenario. Highly cited research studies on women entrepreneurship, analysis of government reports and global publications have been utilized for the purpose of the study. The study brings forth some suggestions to encourage the women's participation in entrepreneurial activities.

Keywords: Emerging economies, Women Entrepreneurship, India

## **26. Role of AI in Digitalization: A study of consumer Insights**

*Souvik Roy Choudhury*

*(Research Scholar) Central University of Jammu*

*Pooja Dhayal*

*(Research Scholar) Central University of Jammu*

### **Abstract**

Marketers are always on the lookout for finding new and innovative ways to enrich customer engagement and satisfaction. Social media is perhaps the most important weapon in the hands of marketers and customers in the era of digitalization. From the marketers point of view, it is the platform where interaction with customers regarding their products and services offerings and getting feedback is quite easy. The customers have the power to give ratings and recommendations for the products and services. Positive word of mouth regarding a service or product can make a company stand out from the rest, and similarly, negative word of mouth can wipe out the company in its entirety. Artificial Intelligence, commonly known as

AI, can perform a lot of activities in many domains, and marketing is no exception. The deep learning technology of AI has the capability of extracting pertinent information based on the needs, feedback, and activities of the user and aids in categorizing the content accordingly. The online behaviour of the customer psychometrics and demographics can be easily analyzed with the potential of AI. In short, AI helps in automating, and arranging the data of the customers in clusters and, most importantly, examining the behavioural patterns followed by the customers in the past, as different queries related to purchase can be easily figured out. In this study, the role of AI in aiding marketers in providing better services to customers by analyzing the customers insights will be studied in an explorative manner with special reference to India.

Keywords: AI, Clusters, Digitalization, Engagement, Satisfaction

### **27. Women entrepreneurs and the challenges faced by them: Making significant impacts in all segments of the societies or communities whether developed or developing**

*Adnan Ahamd*

*(Research scholar)*

*Aligarh Muslim University*

#### **Abstract-**

Women's entrepreneurship and empowerment are critical to alleviating poverty and unemployment. Women make up the family, which leads to society and the nation. Women's social and economic growth is essential for any community or nations overall economic development. Women make up about half of the world's population. Women socioeconomic engagement at the world, national, regional, and local levels entails making better use of enormous potential resources. Furthermore, it is clear that entrepreneurial development and empowerment complement each other. They were limited to four walls in previous Indian communities, but educated women do not wish to limit their life to four walls in modern society. They expect equal respect from their partners. However, due to deeply ingrained customs and the historically male-dominated sociological structure of Indian society, Indian women still have a long way to go before achieving equal rights and positions. Empowering women through entrepreneurship has become a crucial component of India's development initiatives. Women entrepreneurship is unquestionably a way to address economic inequality and the growing influence of

information and technical forces. In several countries, women participate equally with their male counterparts in entrepreneurship-driven economic development. Although women entrepreneurs have made many accomplishments, several obstacles have been recognized as preventing them from making even more. However, women entrepreneurs confront several obstacles, including government norms and regulations, obtaining financing, and developing an ICT (Information and Communication Technology) infrastructure that allows for efficiency and development. The goal of this study is to aid in the examination of female entrepreneurs and their problems. This, in turn, will aid in the development of entrepreneurs as a weapon for female empowerment and liberation.

Key Words: Entrepreneurship, Women Empowerment, Challenges, Development

### **28 A study of India's Economic development through the lens of Women**

*Sana*

*(Research Scholar)*

*Aligarh Muslim University*

**Abstract**

India is the world's largest democracy, where 1,535,853,555,496 people live, and almost half of these are women. The scope of development in India is not narrow but very broad, including economic growth and social development, quality of life, empowerment, women and child development, education, etc. Women's empowerment is a critical issue in developing nations. Women are integral members of any society but cannot fully participate in decision-making through their active contribution to economic activity. Women's empowerment and economic development are closely linked; on the one hand, economic progress may play a key role in eliminating gender inequality, while on the other hand, empowering women can contribute to economic development. The study is descriptive and purely based on secondary data.

Keywords: Indian Economy, Women, Economic Development, Empowerment

**29. Managing the Industry 4.0 transformation: Lessons from Shrimad Bhagawad Gita**

*Aditya Dhiman*

*(Research Scholar)*

*FMS, Gurukula Kangri (Deemed to be University)*

*Shubham Saxena*

*(Research Scholar)*

*FMS, Gurukula Kangri (Deemed to be University)*

**Abstract**

Business operates in dynamic environment and changes have always been around. But the pace of change brought by the Fourth industrial revolution (Industry 4.0) in recent times, has never been experienced. Industry 4.0 has disrupted nearly every industry and the magnitude and scope of these changes signal the transformation of entire manufacturing, management, and governance structures across the globe. The fourth revolution is inevitable, and business cannot afford to overlook it. Hence, adopting technology is no longer an option though its necessity and every single entity is in pursuit of implementing the industry 4.0 technologies to mark the competitive gain in their particular industry. Industry 4.0 adoption is a journey and not a shift, hence its transformation is posing numerous challenges to the industries and affecting the entire economic ecosystem. Managers are making every possible effort to manage this transformational change successfully. But still there is no proven technique and this impels practitioners to look for alternative paradigms for better management practices. This study aims to explore and highlight management practices that can be taken from the Shrimad Bhagawad Gita and the same can be applied to successfully manage the industry 4.0 transformation. To attain this research objective, authors first explored the existing literature then some aspects are validated under the guidance of a competent and spiritually evolved guru. The study synthesizes that – ‘employer must work for change’, ‘taking suggestions from employees, understanding the need of the hour, approaching changes as opportunity, are some of the key take ways that must incorporated

while planning and executing the industry 4.0 transformation process.

Keywords: Industry 4.0, Business lessons from Bhagawad Gita, Change Management, Industry 4.0 adoption.

**30. A Study on Impact of Covid-19 on the Automobile Industry**

*Vivek Kumar*

*(BBA Student) RDIAS*

*Dr. Anshu Tyagi*

*(Associate Professor) RDIAS*



**Abstract**

Every sector, including the automotive industry, has been affected by the global pandemic, which has resulted in production closures, supply chain disruptions, and lower demand. As a result, a number of auto dealerships will permanently close, which will cause the market for floor plan loans to contract. The industry is being burdened by the rising cost of petroleum products, registration fees, insurance, and other costs. The influence of COVID-19 on the car industry in India, its effects on sales during the pandemic condition, and the market share of the vehicle industries during this pandemic situation were all investigated in this study. As the important contributors of secondary data for this study, the Ministry of Heavy Industry and Public Enterprises, the Ministry of Health and Family Welfare, other government agencies in India, and websites that are particularly pertinent to the automobile industry were used. The review papers suggest that the auto sector take action to increase sales by decreasing costs or presenting deals during the pandemic.

Keywords: Covid-19, automobile, Market, Sales

**31.A study on the impact of Celebrity endorsement on consumer buying behaviour in fashion sector**

*Nishika Kansal*

*(BBA Student) RDIAS*

*Dr. Nidhi Sharma*

*(Associate Professor) RDIAS*

**Abstract**

A celebrity serving as the business's spokesperson and certifying the claim and position of the brand by extending his or her personality, popularity, place in society, or subject-matter expertise to the brand is known as endorsement. Celebrity endorsement has historically been regarded to offer a clear differentiator in a market with a very high proliferation of local, regional, and international companies. They are numerous ways celebrities can influence fashion. Celebrities set the rule on how to dress to a certain event or how you should dress at a certain age. A lot of times celebrities will promote certain fashion trends. People dress a certain way because their favorite celebrity that they stalk on social media is wearing the same thing. This research applied MS Excel, graphs, tables, and charts to conduct a study. Additionally Primary data was collected with the help of a questionnaire and secondary data was gathered for the study from a variety of sources like research papers, articles, reports, etc. This study explains and analyses how consumer perception of a brand's image and buy intention are impacted by celebrity endorsement.

Keywords: Celebrity endorsements, brands, consumers, fashion, perceptions

**32.Indian Military Modernization: Qualitative Analysis of Agnipath Scheme Using Nvivo12**

*Dr. Imran Ali*

*(Assistant Professor)*

*Noida Institute of Engineering and Technology*

**Abstract**

Agneepath scheme introduced by Government of India provides temporary employment for the four years including training. After four years, only 25% of rookie will find permanent job in the military. This scheme aims to modernize the Indian military, make it more effective and reduce pension burden of Government of India. This study intends to analyze the opinion of Indians about the positive and negative dimension of this scheme. This paper has presented

people's sentiment about Agneepath scheme's effectiveness. This qualitative study has been conducted using Nvivo12.

Keywords: Indian Military, Agneepath Scheme, Sentiment Analysis, Nvivo

### **33.A study of Rural Marketing Practices in Uttarakhand : Challenges and Opportunity**

**Shruti Rawat**

*(Assistant Professor)*

**Quantum University**

**Dr.Nirmesh Sharma**

*(Associate Professor)*

**Quantum University**

#### **Abstract**

The Rural India has developed a lot in last 75 years of freedom which attracts marketers towards it. More than 66% Indian consumers are residing in rural areas. Small businesses are flourishing in rural part of India. When Mr. Narendra Modi ji has given "Make in India " slogan it ignites the spark in India. People are plumped for products produced in India. But despite this positive environment for the rural market , our villages are turning into ghost villages. Youngsters from our villages are leaving to make their life prospering in urban India. This migration is caused because of the beautiful yet very difficult environment of villages. Every year Uttarakhand is going through natural calamities which left villages unconnected from the rest of the country. Although the government has taken many initiatives to connect these villages of Uttarakhand to cities. But unawareness about these programs and schemes, Risk of investing hard earned money and lack of motivation and guidance delay the progression of the rural market. In the Present paper 5 villages of Pauri Garhwal district in uttrakhand have been selected. In this research our objectives are to learn about Rural market issues for entrepreneurs and companies in detail with their possible solution and many opportunities stored in villages of uttarakhand. We used a standard deviation method to come with accurate results.

Key Word: Rural Market, Uttarakhand Villages, Villages development Schemes, Villages Infrastructure

### **34. Protection of forest and wildlife in post Independent India**

**Prashant Tripathi**

*(RESEARCH SCHOLAR)*

**B.H.U.**

#### **Abstract**

This article examines the initiatives taken for the protection of the environment post-Independence era by the Government of India. 'Environment' is a comprehensive term which covers a wide array of various phenomenon. It is dynamic in the sense that it is used to describe a confined area on one hand and the entire planet on the other hand. The term 'Environment' has various definitions that have been provided by different National and International legal mechanisms, it is inclusive of the external conditions, resources, stimuli etc. within which an organism interacts. This paper desires to bring the historical process of wildlife and forest conservation. This paper also discusses the enacted laws, and regulations for the safeguarding of Forest and Wildlife.

### **35 .Outlooks and Dispositions of First Generation Students in Higher Education: A Grounded Theory Exploration**



**Brajesh Kumar**  
(Assistant Professor)  
Babasaheb Bhimrao Ambedkar University

### **Abstract**

First-Generation students are those young people who are first in their families to pursue higher education. As compared to traditional students, these students face many problems in higher education. The feelings and experiences of these first-generation students in higher education in India are least known. There is a dearth of studies on first-generation students in higher education in India.

The purpose of this paper is to answer two research questions: Do the experiences and outlook of young first-generation students in higher education differ meaningfully?

How can we classify first-generation students based on their experiences and feelings on the campus? In answering these questions a substantive theory has been developed to understand the dispositions of young first-generation students in higher education using grounded theory methodology. As theoretical sampling was used the sample size was not predefined. The potential respondents were added throughout the research process till the stage of theoretical saturation. Theoretical saturation reached with a sample of 48 young people in higher education. The results show that first-generation students are not a homogeneous category. Their experiences and outlook differ significantly. Some first-generation students either drop out or surrender to the existing educational environment.

The majority of first-generation students face difficulty in interaction with teachers, staff and fellow non-first-generation students. Yet, some of them use their agency and accommodate and assimilate themselves in higher education. The first-generation students in higher education can be classified into five categories based on their dispositions: forgoing, unassertive, Assertive, Sociable and Belligerent.

Keywords: Disposition, first-generation students, higher education, outlook and mixed methods research.

### **36.A study on impact of make in India on Indian economy**

**Simran Chaudhary**

(BBA Student)

RDIAS

**Dr.Anshu Tyagi**

(Associate Professor)

RDIAS

### **Abstract**

On September 25, 2014, Prime Minister Narendra Modi unveiled the "Make in India" initiative. The lion's step is Make in India. The initiative was launched in order to attract international investment from major production companies. The government of India launched the "Make in India" project to promote domestic manufacturing and entice foreign investors to invest in the Indian economy. The Indian government hopes to use this project to make better use of its rapidly expanding labor population and to encourage entrepreneurship, innovation, and skill development. A study of the consequences of Make in India on FDI, employment, and startups, along with their resulting outcomes on the GDP of India, has been addressed in this project. The research applied MS Excel, graphs, tables, and charts to conduct a descriptive study. Additionally, secondary data was gathered for the study from a variety of sources, including the Ministry of Commerce, World Bank and RBI reports, as well as official websites. The project discovered that after the initiative's adoption, which raised the nation's GDP, employment, startups, and FDI all increased.

Keywords: Make in India, FDI, GDP, Employment, Startups



**37.A study on Impact of covid-19 on Banking Sector****Parth Chopra***(BBA Student)***RDIAS****Dr.Anshu Tyagi***(Associate Professor)***RDIAS****Abstract**

The COVID-19 epidemic is perhaps one of the most significant difficulties the financial services sector has encountered in a century. The COVID-19's negative effects on banking will include a sharp decline in demand, decreased incomes, and production stoppages. Staffing issues, a lack of digital maturity, and stress on the current infrastructure are making the situation worse as businesses hurry to address COVID-19's effects on financial services. As the virus continues to spread around the globe, borrowers and businesses are dealing with job losses, sluggish sales, and diminishing earnings. Banks must have a strategy in place to safeguard staff and clients from the corona virus's spread in order to manage the direct economic impact of the disease.

In this research, we'll show how the pandemic COVID-19 has affected the banking and financial industries.

Keywords: COVID-19, Pandemic, Indian Banks, Finance, Non-Performing Assets (NPAs), Economy, Reserve Bank of India (RBI).

**38.Digital Transformation in Tourism Industry-Impacts of the new Wave of Technologies****(Dr) Seema Singh***(Associate professor)***Mangalmay Institute of Management and Technology****Abstract**

Smart travel is the result of 4.0 Era. The applications of modern technologies in the field of tourism industry are being applied by many travelling businesses. The objective of this paper is to examine the impact of new wave of technologies in the hospitality industry. We use a qualitative method to examine the effects of industry 4.0 technologies on the tourism sector and how these technologies can help to resolve the challenges it faces. It will present what will be new in future in order to find out the likely advantages of digitization in the tourism industry. It reduced mass tourism and promote individual tourism experiences and increase sustainability.

Hospitality industry 4.0 technologies have new facilities, more sustainable and will have more impact on industry. The hospitality industry was an early adopter of technology. The future hospitality will change drastically based on amplified use of industry 4.0 technologies and different consumer behaviour and likings. Hospitality Industry 4.0 aims the creation of more personalised and digitalized services for customers. The tourism industry is changing from hospitality industry to hospitality industry 4.0. Over the years digitalization has changed hospitality sector and is expected to even have more changes on it post Covid-19.

Keywords-Digital Transformation, Technology, Hospitality Industry 4.0,Post Covid-19, Sustainability

**39. Attitude of Parents and Gender Discrimination****Dr. Deepika Deswal***(Assistant Professor)***Om Sterling Global University**

**Abstract**

The girl child becomes the victim of discrimination and differential treatment right from the time of her birth. The birth of the male child is welcomed with a happy heart whereas that of the girl child is met with depression. Girl child as a weakness of the family, girl child is an economic burden, a moral liability that is defenceless against all type of hazards in life. Discriminatory behavior of the parents in the allocation of food resources was observed in society. Males are served food before females. The females are expected to surrender their property rights in favour of their brothers. Girls are given dowry and it is assumed that it is equivalent to their share on and. The preference is given to the males in the sphere of health. The girls are treated locally whereas the boys may be taken the doctor, especially in low income families in which more important as compared to the girls. Right from the start, she is taught to suppress her feelings and desires, therefore turning her into a passive, patient and obedient member of the family. In case of disobedience, argument or quarrel over issues like her rights. This paper tries to identify discrimination against girl child in rural Haryana.

Keywords- Discrimination, Gender, Rights, Family, Girl child, Opportunity

**40.A study on usage of mobile wallet by college students in Madurai district**

*Kamalajyothi V*

*(M.Phil Scholar)*

*Mother Teresa Women's University*

*Dr. Valli Devasena S*

*(Assistant Professor, Department of Commerce)*

*Mother Teresa Women's University Research and Extension Centre*

**Abstract**

India is moving towards cashless economy through digitalization. Now, majority of the sectors including banking sector have been transforming into digital mode by converting the traditional banking into paperless banking. Previously, for doing any transactions one need to go to bank but now everything become digitalized. They can do any transaction at anytime and anywhere in the world. The aim of this research is to know how far the college students are using the mobile wallet services and the factors influenced them for using it. As students are the future of Indian economy, the growth of the country depends upon them. So, it is necessary to know how much they are contributing to the cashless or digital economy by way of using digital payment applications. The University students of Madurai district are selected for the study. The result showed that majority of the students are aware of mobile wallets and are using it for doing most of the payments.

Keywords: mobile wallet, usage, payment app

**41.Role of Women Education in India & Economic Development**

*Dr. Ishrat Jahan*

*(Assistant Professor)*

*Galgotias University*

**Abstract**

According to the 2011 Census India's population was 1.2 billion and gender inequality can be seen with the help of the gender ratio following 943 females per 1000 males. In rural areas of India, there are 949 females for every 1000 males, whereas, in urban areas of India, there are 929 females for every 1000 men. Males outnumber females in rural India by 21,813,264, and males outnumber females in urban India by 13,872,275. Female ratio was 933 per 1000 males

in the year 2001 and increased to 943 per 1000 males in 2011 means India's sex ratio increased by 10 and the sex ratio has improved by 3 and 29 in rural and urban India, respectively over the time period 2001-2011. It is found in the year 2020. The sex ratio of India's total population was 108.18 Males per 100 females and there are 710.12 million men and 656.28 million women (UN world population prospects). Therefore, we can see that women's ratio improved over the period, indicating that women's participation should have a positive impact on India's development. Education is the most effective means of influencing economic development in any country, which is why it is used as a variable for economic development. This study would focus on women's enrolment in education in two level secondary and higher education and measure the role of women in economic development. The GDPPCI (GDP per capita income) would be used as a measure of economic progress. India's ability to achieve greater living standards may hinge on effective resource allocation to women. Because women in India do not have the same freedoms and rights as males, it is undoubtedly a question of educated women are actual resource allocation, which will have a positive impact on the country's GDP PCI. Correlation and simple linear regression is used to know the impact of women education on India's economic development. Secondary education and higher education would be used as dependent variables and GDP per capita (economic growth indicator) income as independent variable.

Keywords: Women, Economic Development, Education, Labour, HDI, Women Participation, Sex Ratio, GDP per Capita Income

#### **42. Leadership-The most important area of educational performance**

*Dr. Seema Bhakuni*

*(Associate professor)*

*Doon Group of Institutions*

*Mahesh Mishra*

*(Assistant Professor)*

*Quantum University*

#### **Abstract**

Leadership is seen as the most critical aspect in successfully developing educational institutions, supporting stated aims and objectives, and enhancing education. It is a vital aspect in determining whether an organization succeeds or fails. A leader's style is defined by how he guides and encourages others to accomplish institutional objectives. Basic skills are described as "a collection of psychological and social areas of expertise and interpersonal skills that enable individuals to make informed choices, resolve issues, think critically and analytically, effectively communicate, develop relationships, empathize with others, and cope and enhance their quality of life, productively and healthily." This research aims to determine the effect of Leadership as a practical skill on educational establishments. From the perspective of the school, the principal's Leadership is critical. His function and responsibilities will impact all facets of the school organization's life. At the executive level of the school, the principal's Leadership is the significant variable that serves as a bridge between individual lives and the future outlook of any institution. This research aims to demonstrate how Leadership as a practical skill, affects educational institution's performance. This is a conceptual study that provides a theoretical foundation for the notion. The reports and findings indicate that leadership style plays a critical role in boosting an institution's success since it influences the organization's culture and the value of its personnel.

Keywords: Leadership, education, institutions, Transactional, Transformational, Teaching, Learning.



**43. Menstruation - Under the Veil of Taboos- Modern Kerala****Anagh***(Research Scholar)**Mahatma Gandhi University***Abstract**

The history of traditionality and customs had a benchmark significance in Kerala history as it paved a great role in moulding and structuring the present socio- economic, religious, political and cultural elements of Kerala. A miniature form of India's diversity is evident through the cultural and religious graph of Kerala where everything bounded with tradition or an ancient custom is mostly honoured (primary data). While explaining about the status and dignity of upper and lower caste women within and outside their caste, during each period of time and in each situation, they had witnessed different way of treatments. Among these, the traditional practices have been questioned and later banned with the involvement of many social reformers from Kerala. The Channar revolt which took place in Travancore by the lower caste women for their right to wear upper cloth restructured the attitude of ancient Keralites and had picturized women with a better status. There is also a history of the legend Nangeli, who cut off her breast with a sickle to cease the breast tax imposed by Travancore ruler. Later it was successful with her sacrifice and presently the political parties in Cherthala, a village in Alappuzha district, Kerala fought to form a statue in memory of her. This paper looks into all these events, facts, experiences and examples and reveals the diversity and dynamic nature of customs and regulations which could be restructured by anyone who is uppercase or have a dignified position/ money in the society. From this aspect several questions can be raised- can we call all these as the real customs or traditional practices that are bound to be obeyed by everyone? Are these customs being authentic enough to determine the roles and regulations for a woman? Since the dignity and the treatment towards a woman is different in different caste or community; who has the ultimate authority to frame the regulations for a community? Is it logic to consider something as a taboo if that's not appealing to the perspective of a single person, thereby as a norm of community

**44. Digitalization And New Era In Indian Education - A Study On Impact Of Digital Education Among The Students Of Colleges In Palakkad District Of Kerala****Sreeraj K R***(Assistant Professor)**Cherpulassery College Of Science And Technology***Abstract**

In today's modern world, digitalization plays a very significant role in the system of Indian education. Education system creates hope and it should never aim at creating mere hypes. It is obvious that significant changes have occurred in different sectors of the economy including the education system over a period of time. Education sector unlike any other sector has seen various stages in its evolution. From Guru-Shishya system of conducting the class in open garden under the trees to closed class room lectures, presentation form of teaching with the aid of LCD touch- screen projector to online notes and now instant Whatsapp messages is the buzzword among the students. Whatsapp has gained the status of being authentic formal means of communication among the students and the academicians.

Screenshots have taken off the business of many of the photocopy outlets operating within many school and college premises. There has been a drastic shift from traditional learning to cloud learning since the introduction of digitalization.

Technology is shaping learning in Indian education. Cloud learning is a platform which involves a shared pool of learning courses, digital assets and resources, which instructors and learners can access through digital devices. The outbreak of the COVID-19 pandemic has severely disrupted the Indian education industry. More importantly, the crisis has left a generation of people fearful of what the future may hold. Most of the universities, colleges, and schools were compelled to implement virtual teaching models to ensure continuation of education. Furthermore, students had to adjust to new learning models on digital devices. The traditional education industry was completely unprepared for a paradigm shift to digital teaching models. Even though digital education was new to many students, teachers and academicians tried their level best to keep their students engaged and attentive. Indian subcontinent is comprised of diverse population belonging to various ethnic and cultural groups. Apart from these differences, the most visible difference that makes a direct impact on the Indian education system is the diversity in purchasing power and affordability of the Indians. Needless to say, digitization has significantly changed our educational system, but we cannot say that it has diminished the value of traditional classroom learning. The advantage of digital education in the twenty-first century is that it combines aspects of both online and offline learning methods. The objective of this research paper is to analyze the nature of the modern education process in India where diversity is seen not only in culture and ethnicity but also in purchasing power and affordability of the Indian people. This research is both statistical and analytical in character. Primary data is collected through a questionnaire to know the positive and negative impacts of digital education on students. Tables and Pie Charts were used to statistically analyze the acquired data.

Keywords: Digitalization, Cloud Learning, Education, Digital Education, and Technology

#### **45. Examining consumers' values for buying organic food using theory of reasoned action**

*Kavita Kamboj*

*(Assistant Professor) University of Delhi*

*Nawal Kishor*

*(Professor) Indira Gandhi National Open University*

##### **Abstract**

The main objective of this study to examine how customer perceived values (health and hedonic value) and subjective norms affects green purchase attitude towards organic food which in turn may influence behavioral intentions using TRA as a theoretical framework. Data was collected from 202 respondents in Delhi NCR of India in April- May 2021. Structural equational modeling was used to analyse the data using SmartPLS 3.0. software. The findings showed that green purchase attitude was significantly influenced by both perceived values and subjective norms, which in turn positively drives green purchase intention. The findings of this study provide fruitful insights to the marketers and retailers to reimagine their marketing strategies in order to get the best solutions to inspire Indian consumers to buy organic food.

Keywords: Hedonic Value, Health Value, Subjective Norms, Green Purchase Intention, Green Purchase attitude

#### **46. Embracing Digital Transformation during Covid-19 Pandemic: A Case of Individual Private Tutorial Center**

*Aishwarya sharma*

*(Research Scholar)*



*National Institute of Educational Planning and Administration (NIEPA)*

### **Abstract**

The start of the year 2020 took an unprecedented detour from what people expected, the coronavirus disease outbreak became a global challenge. The pandemic dismantled the education sector worldwide, and India was no exception. The sector took a considerable deviation from the usual procedures and developed alternatives for teaching-learning practices. The non-formal education sector, such as the tutorial business centres also experienced an abrupt disruption. In order to stay in business, many private tutorial centres attempted to adapt to the sudden transition from offline to online environments. Many of the news articles have highlighted the impact of the pandemic on the conditions of tutorial centres, from completely shutting down to struggling to sustain using online platforms. Therefore, further studies in this area, can help analyze situations, find solutions and develop strategies for these centres to survive. This paper discusses the experiences of an individual private tutorial centre that transitioned to an online mode of conduction during the crisis and transformed itself into a successful EdTech startup. To obtain primary data, semi-structured interviews were conducted with the centre's leader and tutors. Secondary sources like newspapers and other relevant research from diverse fields such as education, leadership, social sciences, business, etc., were used to frame a systematic literature review. The findings point towards some major challenges and ways in which the centre responded to the pandemic-led crisis. It highlighted the level of technology acceptance and adoption among the members for the centre's effective functioning. The analysis links crisis management with education and elaborates on how effective leaders and teams together can learn to grow, innovate and be resilient even at unpredictable times.

Keywords: Shadow education, Covid-19 pandemic, digitalization, technology

### **47. Effect Of Psychological Well-Being, Efficacy And Emotional Competence Among School Teachers: Ensures Higher Student Achievement**

*Ms.Akshita Lamba*

*(Research Scholar) Amity University*

*Dr.Roopali Sharma*

*(Professor) Amity University.*

### **Abstract**

Schools worldwide experience a lot of challenges in terms of good quality education and retention of its staff members. Psychological well-being is attained by achieving a state of balance affected by both areas weather it is a challenging and rewarding event. Emotional competence refers to the essential social skills to recognize, interpret, and respond constructively to emotions in yourself and others. The term describes and determines one's & ability to effectively and successfully lead and express their own emotions. Teachers have soulful responsibility of imparting education, being a role model for their students. A teacher with good mental health can perform his/her duties in a better way. A teacher can perform his/her job well only when he/she is mentally sound and emotionally stable. The aim of the study is to review the research evidence on psychological well-being and emotional competence among school teachers. Analysis was carried out by reviewing the research purpose, data collection and analysis techniques and scientific findings of past research. The result evidenced that teachers with the highest levels of psychological functioning and emotional competence derived the most meaning from their work. For over thirty years, researchers have explored the link between teacher



competence and psychological well-being. Research found that teachers competencies can be categorized into the three groups: general competencies, professional competencies, and special competencies. The competency framework allows teachers to become professional teaching subjects, enables him/her to organize the educational process and feel comfortable in a professional environment. Research suggests that teachers who are socially and emotionally competent can create classroom environments that encourage and develop positive student-teacher relationships, capitalize on students' strengths and abilities, promote motivation and cooperation, model age-appropriate regulation and conflict resolution strategies, and support positive communication (Jennings & Greenberg, 2012). School teachers who have high psychological well-being and better teacher efficacy results in higher academic and mental health outcomes for students.

Keywords: Psychological Well-Being, Teacher Efficacy, Emotional Competence, Mental Health and School Teachers..

#### **48. Effect of Raga Todi on Human Health**

*Satarupa Deka*

*(Research Scholar) Amity University*

*Prof Roopali Sharma*

*(Professor) Amity University*

##### **Abstract**

In the recent years extensive studies are carried out on the various effects of Indian classical ragas on human physical and mental health. Although a lot more areas still need to be tapped. This study reviews systematically the researches done on raga Todi on the various aspects of human health over the past 6 years. Studies were found using electronic databases like Google Scholar, Research Gate, NCBI, PubMed etc. and 17 studies were selected based on the inclusion criteria for the study. On doing so it was found that every research done on the effect of raga Todi shows positive correlation with both physical and mental health although very few experimental studies were found. Studies were mostly related to stress, depression, anxiety, mood, blood pressure, respiratory rate, heart rate, blood sugar, hypertension etc. and very less related to neurological activity of brain and nervous system and other dimensions like mindfulness, concentration, attention span etc.

Keywords: Indian classical ragas, raga todi, neurological activity, mindfulness.

#### **49. Topic: Off-mode Schooling in India: Structural Constraints and the NEP 2020**

*Chaitali Chakraborty*

*(Research Scholar) Visva-Bharati*

*Dr Sujit Kumar Paul*

*(Professor & Head) Visva-Bharati*

##### **Abstract**

The purpose of this paper is to highlight opportunities for learning and innovation in the post-pandemic educational system while shedding light on the various effects that these measures will have on educational communities in the short and long term. The requirement to maintain educational continuity in the context of the suspension of in-person instruction has presented difficulties for us during this time. There is no doubt about the fact that the pandemic has altered the settings in which curricula are executed, not only because of the usage of platforms and the changed situations for which the curriculum was initially not intended, but also because of the reason that some knowledge and competences have become more pertinent in the current setting. The former Ministry of Human Resources and Development, now known as the Ministry of Education, introduced the New Education

Policy (NEP) on July 29, 2020, as part of this transformation, for the first time in 34 years. The policy suggests a number of actions for fostering digital learning and strengthening infrastructure needs. In order to adjust with the present state of affairs, it is required to consider the characteristics of curriculum, the nation's resources and capacity to build remote learning procedures, the country's levels of socio-cultural and educational disparity. In the lack of a national digital education strategy using an ICT-based approach, coupled with unequal access to an internet connection, in a country like India it ultimately leads to an uneven distribution of resources and methods that mostly affect lower-income or more vulnerable populations. In order to resolve this dilemma, authorities must, on the one hand, concentrate on measures aimed at preserving contact and educational continuity for those populations that live in social and economic conditions that are least conducive to supporting education processes at home and thus have greater difficulties connecting, and, on the other hand, create protocols for restarting and continuing education. when the schools eventually reopen, which take into consideration the disparities and inequalities that will eventually get aggravated for these people in this trying time.

Keywords: Off-mode schooling, New Education Policy (NEP) 2020, Information Communication Technology (ICT), socio-cultural disparity, challenges.

#### **50. Critical study of Indian Industrial transformation at Juncture of 75 years freedom India**

**G.S. KARTHIK**

*(Research Scholar) Loyola Academy*

**DR. CH. Narsimha Raju**

*(Assistant Professor) Loyola Academy*

#### **Abstract**

Industrialization of a country means to include manufacturing industries apart from agricultural industries to develop the country. A country that is only based on agriculture cannot develop as much as an industrialized country can. In fact, both are the pillars that bear the responsibility of improving and maintaining a stable economy for the country. The main objectives of the study include Indian industrialization from post-Independence, industrial development and Indian industries in world market.

Keywords: Indian industry, pre- and post-Independence, industrial development.

#### **51. Does Human Capital Attract FDI Inflows? A New Empirical Evidence from India Since**

**1991.**

**Mohammad Aarif**

*(Research Scholar)*

*Aligarh Muslim University*

#### **Abstract**

Despite the dramatic increase in total foreign direct investment (FDI) flows to developing countries in the last few years, the bulk of the inflows have been directed to only a limited number of countries. It has been argued that developing countries might enhance their attractiveness as locations for FDI by pursuing policies that raise the level of local skills and build up human resource capabilities. Nevertheless, the empirical evidence in the literature in support of this recommendation for a large sample of developing countries is scant.

Objectives- This paper evaluates this argument in the light of the evolution in the structural characteristics of FDI and empirically tests the hypothesis that the level of human in India may affect the geographical distribution of FDI.

Research Methodology Investigation is based on secondary data of Human Capital, FDI, and GDP in India for the period from 1991 to 2020. The data is taken from World Bank.

We used ARDL model of long run and short run relationship between FDI inflows and Human capital in India.

**Finding of the Study** The empirical results confirm that there positive relationship exists between FDI and Human Capital and the result is statistically significant. The ARDL results also confirm the existence of the long run co-integration between FDI and Human Capital. The finding shows that the Human Capital is a significant factor attracting the FDI inflows to India.

**Significance of the Study** The empirical result of the study confirms the importance of Human Capital to attract the more FDI inflow to India. This is necessary to make more expenditure in Human capital, it will not only raise the volume of the FDI but quality of FDI which India can attract. It is thus important for India to formulate policies that improve local skill and build up her human resource capabilities.

### **52.A critical study of Breaking Out by Padma Desai: A journey of an Indian woman for freedom and equality.**

*Parmar Gaurav Kumar*

*(Assistant Professor)*

*Atmiya University*

#### **Abstract**

Padma Desai was born in October 12, 1931 in a Brahmin family in Surat, Gujarat. Presently, she is working as an internationally-acclaimed professor of economics at Columbia University. *Breaking Out* is a memoir that narrates her journey from a traditional Indian family in India to becoming a professor at Columbia University. Throughout the book, she narrates the challenges faced by her being a woman, in India and the opportunities she received in the U.S.A. The present research paper studies the journey of a woman brought up in a Brahmin family in a pre- independent India towards becoming a professor at Columbia University. The aim of the study is to highlight the challenges that a woman faced in Indian society. As we celebrate 75 years of Independence, it is important to know and remove hurdles faced by a woman during various stages her life. Since the role of women empowerment will be crucial to make the India from developing nation to a developed nation.

**Key words:** Women empowerment, economic freedom, gender equality

### **53.Achievement of India at 75: Study based on data and facts**

*Dr.Navaneet Singh Patel*

*(Review officer) High court of Allahabad*

*Dr. Naveen Kumar*

*(Assistant professor) Gautam buddha university*

#### **Abstract**

After 75 years of independence, it becomes imperative to retrospect the achievements made by India. It transpires after careful perusal of data available regarding economy with reference to world economy and distant past that India has performed far better in various aspects and is set to become second largest economy after 100 years of independence. This study based on secondary data, openly available in public domain, draws some interesting and meaningful conclusions regarding growth and development of Indian economy with reference to Village, Youth, Women, Environment, Digitalization and Industries. Ranked at fourth position in terms of largest economy of world and moving towards becoming the five trillion dollar economy, India has made remarkable achievement while ensuring that every citizen is included in the success story. There are some excellent examples available throughout the journey of 75 years where India has done far better than rest of the world and



even with the most developed nations of the world. What most of the developed countries of today have achieved in more than centuries, India has already achieved in 75 years.

Although if we go far back from 1947, data shows that we had a glorious past but at the same time it depicts that our future is going to be more meaningful. There are many avenues available where India has potential to perform better. This study also covers herewith as how participation of youth and women is fuelling the inclusive growth and how digital technologies are helping to transform the India, expand the industrial and services sector, outperform in terms of startups, while keeping the environment protected as per commitment made by India in global forums and inherent culture which treats the nature as mother. Various instances have been discussed briefly to get a glimpse of the achievements of India. Since the achievements of India are so enormous, therefore, the authors were bound to delimit themselves to adhere to the guidelines.

Keywords: Indian economy, achievement@75, India@75, India.

#### **54. Gender role transformation empowerment of women-a case study in Kalahandi district of Odisha**

**Dr. Kumudini Mishra**

*(Micro Planning and Livelihood Expert)*

*Govt of Odisha*

##### **Abstract**

Kalahandi is one of the agriculturally developed districts of Western Odisha. This district has a distinct position in average and total production of a number of agricultural crops which forms the backbone of economy of the district. The involvement of the women community in various activities of agriculture and allied enterprise further strengthens the occupation. The participation of men and women in different farm practices is not equal rather women contribute immensely undertaking the farming practices. Agriculture is seasonal and has been often unprofitable, forcing a majority of male members of households to migrate to cities to find an alternative source of livelihood. While men migrate, the responsibility of taking care of the family lies on women's shoulders. They prefer to stay and complement family's income by working on the fields. Migration, hence, has been one of the major reasons for women getting involved in this sector, even though it pays them less. Further, women cultivators are at loss without land titles.

They participate in agricultural work as unpaid subsistence labour and are not recognized as farmers. Hence, they are unable to access credits and government benefits. With this background, the researcher has made an attempt to study the role of women in particular and evaluate a Government Scheme meant for the women and access the impact of the scheme in empowering the tribal women post completion of the project in the selected area of Kalahandi District. Through personal interview and focused group discussions, the researcher has come out with the findings which bring the role of tribal women of Manikera and Mohangiri villages to address the pandemic challenges and contribute to the success of the 'MO UPKARI BAGICHA' i.e. 'MY BENEFICIAL GARDEN' project in the study area. The study also highlights the idea of gender equality and women empowerment leading to better socio-economic outcomes and creating sustainable livelihood opportunities for the vulnerable communities.

Keywords: Agriculture, Tribal Women, Sustainable Livelihood, Gender Equality, Empowerment.

#### **55. UPI: The future of the world financial transactions**

*Annukumari*



*(Research scholar)*

*Guru Gobind Singh Indraprastha university*

**Abstract**

With rapid changes in the geopolitical scenarios, it becomes crucial to have our own SWIFT version. The success story of the UPI-based payment system is the talk of town across the world. The UPI has become the case of study among developed countries due to its unique platform and a record number of transactions. Although the UPI tech is purely based on Indian technology, Google still recommended the US Fed to develop the UPI-like tech in America. It is a significant push for 'Made in India' technology. The UPI's greater acceptability is the outcome of demonetization and Jan Dhan accounts which led to the marginal section of society under the ambit of the banking system. Moreover, the free service and robust technology have largely contributed to UPI's favor. Today, the financial sector has been dominated by digital innovation. The way people make the payment has been revolutionized via fintech. Hence, several countries have expressed interest in adopting UPI tech to replicate its success in their own country. Therefore, it becomes crucial to analyze this tremendous achievement of the UPI. In addition, this paper attempts to find out whether the UPI can be an alternative to the SWIFT network.

Keywords: UPI, SWIFT, Digital India, Demonetization

**56. Critical Discourse Analysis of Portrayal of Rural Women in Bollywood Cinema: From Silver Screen to OTT Platform**

**Ashutosh Kumar Pandey**

*(Research Scholar) Manipal University*

**Dr. Amit Sharma, Manipal University**

**Abstract**

Emotions are the backbones of Bollywood. We could see the relationships, the struggle, the pain, the love, and the tragedy in Bollywood as recipes for popularity and success. And when teared-eye women accompany this struggle and painful journey, the film finds great acceptance among Indian and overseas audiences.

Women are compulsory characters in Bollywood Cinema. No matter what screen time is offered to the women's character, it connects with its emotional appeal. Here, in the study, researchers attempt to analyze the portrayal of rural women in Bollywood in the last 75 years. Two films have been chosen as samples based on the study popularity and objectives. The first is Mother India a post-independence era (1957) movie that claimed super popularity and was nominated for an academy award. The second movie, Jai Bhim, was released on the Over the Top (OTT) platform and grabbed many awards. The method of study is critical discourse analysis. The study focuses on the issue that despite the medium of release changed (single screen theatre to OTT), the conviction of the rural women character remains the same. Keywords: Indian Cinema, Presentation of Rural India, Women empowerment, and Critical Discourse Analysis.

**57. Development Interventions: A Factor of Social Structural and Cultural Change in Pratapgarh, Uttar Pradesh**

**Akash Deep**

*(Research Scholar)*

*Ranchi University*

**Abstract**

Development is a binary process which brings both positive and negative results. Gradually, the process of development results in the emergence of complexity in all aspects of society.

Change in one single aspect holds the potential to bring change in all other aspects of a society. The changes brought about by various development agencies have led to changes in the system of production. The availability, utilization, and accessibility of natural resources as well as the technology required to fully utilise them have a significant impact on the decisions that determine a society's livelihood opportunities. Additionally, it affects social behaviour and social structure. Earlier, when people solely relied on traditional livelihood resources, the socio-structural context of the village was distinct, and this context underwent a transformation as a result of changes in livelihood resources and methods brought on by development initiatives. This paper intends to draw attention to the changes in the village social, political, and economic structures in Amrai Village of Pratapgarh, Uttar Pradesh, brought about by modifications in the production systems driven by development interventions.

Keywords: Social Structure, Development Interventions, Change, Culture, Production, Village, Pratapgarh, Uttar Pradesh

### **58. The Social Purview of Dominance of a Caste and Women**

*Priyanka*

*(Research Scholar)*

*Ranchi University*

#### **Abstract**

The concept of Dominant Caste was propounded by M.N. Srinivas within the first decade since official commencement of the Constitution of India. Hence the study conducted by him in "Dominant Caste in Rampura" represents the social and political situation of the village in a republic India. This small analogy holds significance when one tries to understand the temperament of anthropological and sociological studies that were conducted in the decade of 1950s. The adaptation of constitutional provisions led to numerous changes in the society hence the impact of implementation of such provisions remained a highlight of several studies. Constitutional provisions provided an impetus to women empowerment by adapting a gender-neutral approach where both equity and equality holds weightage. So, the change in the gender roles were inevitable as the provisions are legally binding in nature. This paper will focus on a comparative study of women from different castes in the village of Gaviyar, Gujarat using a range of variables in order to highlight the prerogatives and challenges of women and provide a new perspective on how caste dominance affects women's roles in society.

Keywords: Women, Dominant Caste, Problems, Prerogative, Social factors

### **59. A review of political participation of women and 73rd constitutional amendment act in Uttar Pradesh.**

*Anushika Tyagi*

*(Research Scholar)*

*Gautam Buddha University*

*Dr. Pankaj Deep*

*(Assistant Professor)*

*Gautam Buddha University*

#### **Abstract**

The present paper seeks to review the Political Participation of women in the decision-making process and how the 73rd Constitutional Amendment Act facilitates participation, governance and enhances women's empowerment at the grass root level. The Act gives greater momentum to the institution of the Panchayati Raj System and adds deeper

implications to the issues related to women's role in the local bodies. It gives 33.3% of reservations to the women in Panchayati Raj Institutions across the country. The political participation of women in the context of Uttar Pradesh is still in the face of development. However, alone reservation is not able to do justice in the case of women's participation in politics. It will need to examine all the factors that influence women's political participation. The present paper has attempted to analyze the blockade on women's participation in politics, their socio-economic status, and empowerment after the implementation of the 73rd C.A.A. The Conclusions of this study will be useful for Researchers, Planners functionaries, and students of Politics

**Keywords-** Political Participation, Panchayati Raj Institution, Women, 73rd Constitutional Amendment Act.

#### **60. Women in STEM Academia : A Study of Institutions in Delhi**

**Japji Kaur**

*(Research Scholar)*

**Delhi Technological University**

**Diksha Arora 2**

*(Research Scholar)*

**Delhi Technological University**

#### **Abstract**

Women are universally under represented in STEM fields. Retaining women in education and hence careers of science is essential for an economy's national development as they can bring a fresh outlook for every sphere making it more diverse. Extensive literature exists on women in STEM fields but this study aims to explore an intersection of women, STEM and leaders. It determined the proportion of women in several academic STEM areas via a sampling of institutions across Delhi. In every area studied, women held fewer leadership positions than the proportion of males in those fields. The proportion of women in STEM specific top Indian universities was also examined to see the ratio of men and women faculty and Heads of Departments.

**Keywords:** gender ; leadership ; STEM

#### **61. Sustainable practices And Environment**

**Misbah Almas**

*(Research Scholar)*

**University of Allahabad**

Sustainable practices are the processes employ to maintain the qualities that are valued in the physical environment. Living sustainably is about living without the means of natural systems (environment) and ensuring that our lifestyle doesn't harm other people. Sustainable practices supports ecological, human, economics health and vitality. Environmental sustainability aims to improve the quality of human life without putting unnecessary strain on the earth's supporting ecosystem. It's about creating an equilibrium between consumerist human culture and the living world. When we are feeling stressed or out of touch, many of us instinctively go for walks. We search for forests, parks, beaches, and country roads to feel more at peace connected to nature. We know that human well being is intrinsically linked to the environmental health. About 24% of global human deaths are caused, directly or indirectly by avoidable environmental factors. To live long and healthy Lives, we need and deserve unpolluted air to breathe, clean water to drink, and live in places free of toxic substances. All the global population grows and we begin to see the long term consequences of excessive energy use and industrial growth, we must prevent further damages.

**Importance of Environmental Sustainability -** Environmental sustainability is important because of how much energy food and human made resources we use everyday. We need





more energy and materials than even before. Rapid population growth has resulted in increased farming and manufacturing, leading to more green house gas emissions, unsustainable energy use and deforestation. Our planet can only provide for so many resources before they begin to deplete.

There are two primary ways in which environmental sustainability can be achieved by individuals and by corporations and government bodies. As an individual we can take small but effective steps towards a more sustainable lifestyle like we can control pollution, forest conservation, social awareness, waste management, water management, implementation and policy programs. If we take the example of India, so we can find factors like rapid growth of population, urbanization, industrialization, and poverty are responsible for harming the environment.

Environmental sustainability comes in the three pillars of sustainability. Environmental sustainability focuses on the state of the planet we live in it. It encourages individuals to live in a way that creates minimal waste and even some of the resources we use everyday. As we know environmental sustainability provides huge benefits for human health and that of all other species. It reduces our global carbon footprint and reduces our reliance on fossil fuels and other harmful energy practices. Sustainable development encourages companies, industrial, and government to make decisions based on long term consequences, rather than taking the easiest and cheapest option.

The Benefits of Environmental practices- we can protect ecosystems. We can continue to enjoy nature and can protect endangered species. If there will be less pollution in the cities, it will result in better respiratory health for all. It could have or reverse the effect of global warming.

Keywords: Global Population, Urbanization, Industrialization, Ecosystem, Global warming.

### **62.India @ 75: A Study On Women Representation In Panchayati Raj Institution Of Bihar**

Animeshkumar  
(Research scholar)  
Bennett university

“Woman is the builder of nation’s destiny. Though delicate and soft as lily, she has a heart, far stronger and bolder than of man. She is the supreme inspiration of man’s onward march.”  
Rabindra Nath Tagor

#### **Abstract**

Women have played an equally significant role in the history of human evolution as men. The nation is marking its 75 th anniversary of independence. The government sponsors events like “Har Ghar Tiranga” and “Azaadi Ka Amrit Mahotsav.” But how free are women in this nation amid all this liberation celebration? Even while women have made notable accomplishments in every area of life that are worth commemorating, patriarchy still dominates our culture to the extent that long-standing problems impacting women persist today. A nation’s social, economic, or political development will stall if women aren’t involved in national affairs. In April 1993, the 73 rd and 74 th amendments to the Constitution made it a reality for women to be part of politics at the local level. The 73 rd Amendment, inter alia, gave control of government to the people at the panchayat level by reserving 33% of seats and important positions for women. Bihar moving ahead extended the reservation to up to 50% for women at the panchayat level which is claimed to make a slow but undoubtedly impact in grassroots governance. The groundwork has been set, so to speak, for this social revolution to expand to all levels of decision-making. Although many people have praised the reservation for women for starting a silent revolution in Bihar, the policy has not resulted in true empowerment on

the ground. The author through this paper seeks to analyze the political development of women in the political sphere after 73 rd constitutional amendment read with the Bihar Panchayati Raj Act and would highlight how far gender equality is attained in the past 75 years of independence.

Keywords: Rural, Democracy, Women, Empowerment, Revolution, Constitution

### **63. India at 75: the State of rural governance through Panchayati Raj Institutions**

*Mayuri Gupta*

*(Research Scholar)*

*Gujarat National Law University*

*Dr. Deesha Khaire*

*Assistant Professor*

*(Law), Gujarat National Law University*

India at 75: The State of Rural Governance Through Panchayati Raj Institutions Villages in India have been long governed by Panchayats. In ancient times, Panchayats were instrumental in governance of rural lives through the performance of their executive and judicial functions. When India gained Independence 75 years ago, the Panchayats were left in a sad state. The foreign domination by the Mughals followed by the British reduced the autonomy enjoyed by these village republics. On Independence, India recognised the importance of local governance. However, it was only after the passage of the 73rd Constitutional Amendment in 1992 that Panchayati Raj Institutions gained constitutional recognition. As a result of the 73rd Constitutional Amendment, the Panchayati Raj Institutions have a huge network of panchayat representatives who are closest to the electorates. Reservation in seats have been introduced for vulnerable groups such as women, Schedule Tribes and Scheduled Castes. Provisions have been made for the conduct of regular election and maintenance of sub-State level fiscal relations through State Election Commissions and State Finance Commissions, respectively. Over the years, Panchayati Raj Institutions have been the most important link between the government and the governed. Several welfare measures, helmed at the Union and the State level, are implemented through the Panchayats. Interestingly, a couple of years ago, at the onset of the Covid-19 pandemic in India, the Panchayati Raj Institutions were tasked with the responsibility to address the challenges that Covid-19 presented to rural lives and livelihood. In this backdrop, this paper attempts to study how the Panchayati Raj Institutions have panned out in the last 75 years and what needs to be done to ensure their smooth functioning.

### **64. Women's Role in India**

*Ms Kiran Wadhwa*

*(Assistant Professor)*

*Amity University*

#### **Abstract**

Today, in this era of 21 st century, the women of India are not only the better home managers but also, they hold many prestigious positions in many fields like military, aeronautics, political, biosciences, engineering, commerce and industry, technology, army, navy, sports, journalism etc. and excel in all spheres of life. The women today are more empowered, aware and concerned about their emotional, cultural, social, religious and economic needs. They are uplifted, and emancipated, stand for their rights and make the right decisions and choices for their life, family, community and country. The women today are self-reliant, because they are educated. Education makes the individual empowered, knowledgeable and independent. The purpose of writing the research paper is, to examine the role of women in India before and after independence and who were the great reformers who worked for women's education and their upliftment in pre-independence era?

Key words: education, empowerment, equality, rights, social evils.

**65 .Title India@75: Insolvency and Bankruptcy Reforms and the Way Forward**

Sandhya Sharma

*(Research scholar)* Bennett University**(Dr). Prachi Tyagi***(Assistant professor)* Bennett University**Abstract**

Prior to the enactment of the Insolvency and Bankruptcy Code, 2016 (IBC/Code), the legal and institutional machinery for dealing with financial stress and default had not kept pace with changes in the Indian economy. The recovery action by creditors, were made either through the Indian Contract Act, 1872 or through the special legislations. Doing business in the form of company has always been the best option as it grants its member limited liability. The corporate personality grants the company certain rights and liabilities but if the liabilities of the company exceeds its assets then in that case company has to file for bankruptcy. In such a scenario a mechanism is needed which effectively deals to resolve such scenarios of insolvency and protect the value of assets which is plaguing. Since the time of independence India's insolvency and bankruptcy mechanism has undergone a sea change. This 15<sup>th</sup> August India is celebrating its 75 years of independence and through this paper authors will analyze how with the fast changing economy India has evolved its domestic insolvency laws. In this paper loopholes which were existed in the previous legislation will be discussed and the main focus of the paper will revolve around what changes it had brought down in the insolvency legislation and made India a new epicentre of foreign direct investment through its "easy exit process" and "make in India policy". There is no doubt that introduction of the code has improved the domestic insolvency laws to a great extent but still there are few domain under which India has to work upon like the cross-border insolvency aspect which is really important in the era of globalization and commercialization. In the last part paper will cover the cross-border insolvency issue and what options are available with India to improve upon the issue of transnational insolvency.

Keywords: Insolvency, bankruptcy, cross-border, SICA, Creditors.

**66. Promoting Rajasthan Tourism on digital platforms: A study of growth in tourists and revenue****Dr. Jolly Jain***(Assistant Professor)***JECRC University****Abstract**

Tourism is one such industry which benefits other industries as well not only in employment generation but, also provides business opportunities in transportation, local manufacturing, tour operators, hotel industry, recreational and food industry. The fruitful linkages among tourism and other industries help generate lots of economic activities. In India, Rajasthan, which is among those top five states which are visited by 1.8million foreign tourists in 2018(India Tourism Statistics 2019) holds immense potential in tourism for not only domestic tourists but also for foreign tourists. The research studies the communication medium for promoting Rajasthan tourism on the global map. The definition of communication has changed with time. Now, people not only like to be informed, educate or entertain but also wanted to be participative and involved. The traditional promotion and marketing activities do not support the idea of being participative or involved in the communication process. Rajasthan tourism is quite focused on promotions through social and online media because of its reach even in international markets and that too in very less

budgets. Social media also gives an opportunity to communicate each and every message because of its format and the feasibility it offers for paid and unpaid promotions since there is not direct monetary payment involved in using social media unlike traditional media where advertisements are always paid promotions and media (PR) cannot cover all announcements. The present paper evaluates the tourist's growth and increase in revenue of the Rajasthan tourism since the Department of Tourism started its promotions on Social Media. The data collected from secondary sources includes timeline when different social media accounts of Rajasthan tourism have been created, year wise arrival of domestic and foreign tourists from year 2013 to 2019, revenue earned from tourism activities from 2013 till 2019. As per the data, it is found that there has been continuous increase in the arrival of domestic tourists; However, the data from Department of Finance, Government of Rajasthan shows the uneven graph of revenue which cannot be considered as the growth. The data includes figures before COVID -19, to get the unbiased view of tourism in Rajasthan.

Keywords: new media, digital promotions, Rajasthan tourism

### **67. Women@75 :Thodhahai , Thodhe ki zaroorathai**

**Dr.Meenu Nanda,**  
(Associate Professor)  
BanarsiDass Arya

#### **Abstract**

15<sup>th</sup> August 2022, a day with proud moments for India with patriotic and joyous celebrations of Azadi ka Amrit Mahotsav; a day to remember our determination to be freed from British Imperialism ; a day to re- imagine the hardships of our freedom fighters who fought for India's independence ; a day to look at the journey of 75 years of our glorious independence and surely, a day to evaluate ourselves what we have achieved so far and what needs to be done for India's recognition as 'VishavGuru.' Inclusive approach at every level is a pre - requisite for attaining progression and safeguarding India's freedom. If it's true, then definitely the AadhiAabaadi, the Indian women's powers ,potentials and skills need to be explored & honed and their issues and grievances need to be resolved and addressed properly.

### **68. Impact of COVID-19 on Consumers' Digital Buying Behavior With special reference to Delhi/NCR**

**Pragati Mehndiratta**  
(Research Scholar)  
Gautam Buddha University  
**Prof. Shweta Anand**  
(Professor)  
Gautam Buddha University

#### **Abstract**

A critical situation pushes human behavior towards different directions with some aspects of behavior being irrevocable. The enforcement of social distancing, lockdowns, and other measures in response to the COVID-19 pandemic has led consumers to ramp up online shopping, social media use, internet telephony and teleconferencing, and streaming of videos and films. The pandemic has highlighted the glaring need to bridge the digital divide, both within and across countries, given the central role the digital economy has played during the crisis. This has underscored the need for efficient and affordable information and communications technology (ICT) services, such as telecommunication, computer, and other IT services and emerging technologies. While nobody can predict what a post-coronavirus reality would look like, one thing is certain for marketers: digital channels are more important



than ever. Online channels now play an increasingly crucial role, as people continue to self-isolate and spend more time online. In Italy, for instance, once the government introduced country-wide quarantines in mid-March, online traffic spiked 30%. Responding to customer needs empathetically, in a personalized manner, while respecting new personal restrictions and circumstances, is crucial. To enable this sort of personalization – and at scale – marketers need to ensure they use or optimize their use of, various marketing technologies available to them. Consumer behavior in India is complex and fast-changing. The consequences of COVID-19 have been unprecedented, defying the most predictable scenarios. COVID-19 has already caused widespread damage to the global economy, with some countries shutting down their stock markets, closing corporate offices, retiring small businesses, and cancelling major social events. Consumers' attitudes, behaviors, and purchasing habits are changing—and many of these new ways will remain post-pandemic. COVID-19 has highlighted the importance of frugality and the associated need to better understand frugal consumers to understand the behavior of non-consumption as well as actual consumption. Marketers need to respond to the apparent growth in people adopting either a frugal and or very simple lifestyle by encouraging consumers to buy what they really need rather than unnecessarily buying, keeping in mind that this behavior is not a form of poverty or opting for a difficult life, but responsible buying. It could develop out of necessity and resource constraint as in COVID-19 but should capture the attention of marketing academics. This paper looks at the consumer behavior during the COVID-19 crisis and in the subsequent lockdown period when the world stood still for more than a year. During this pandemic period, most of the consumers have adopted the digital way of living behaviors, and purchasing habits are changing—and many of these new ways will remain post-pandemic. It would also be interesting to explore the correlates of this forced consumer behavior with other variables such as learning from a crisis, changing needs, personality, nationality, culture, new market segment and age to develop new models of consumer behavior.

Keywords: COVID-19, Consumer Behaviour, Digital Marketing, India, Pearson's chi- square test of independence

### **69. Sustainability Issues of Lower Subansiri Hydroelectric Power Project**

**Dr. Shahiuz Zaman Ahmed**

*(Assistant Professor)*

**Ms. Neha Kar**

*(Assistant Professor)*

**Swahid Peoli Phukan College**

#### **Abstract**

Development project is analysed from three major components- Impact on Environmental Health, Economic Profitability and Socio-Economic Equity to measure its Sustainability. From the preliminary study conducted through Interview with the NHPC authorities who are entrusted with the responsibility of construction and management of the dam and the local people residing within the vicinity of the area of the project. The NHPC authority clarified from their end that the dam construction will bring sustainability from economic end by generating 2000 MW of electricity which can enrich the country as a whole and the state of Assam and Arunachal Pradesh in particular by increasing the Hydroelectric power generating potential of the country and thereby removing the scarcity of power in both the states. Clearance of National Green Tribunal also nullify the issues the local organisations mostly from downstream area of the dam i.e. Assam regarding the impact of dam on local ecology and livelihood of the riparian people residing in downstream area. At the Socio-economic level, under its CSR project, NHPC authorities have conducted lots of awareness programme and even developed a e-Website for the promotion of women weavers for its

brand SAAR Subansiri Handloom. Contrasting views were expressed by the people of downstream and upstream areas regarding the impact the dam. While the upstream people are satisfied with the construction of dams since they are receiving free electricity, monetary compensation and permanent jobs in the project the downstream people are denying any kind of benefit either from the government or from the NHPC authority. Moreover, the high voltage electric wires that are crossing over the nearby residential areas of the dam and the discharged dam water during the rainy and flood season bring threat to the lives of the people and domestic cattle. In case of employment also the downstream are employed only as casual laborers. The downstream people are also denied of the compensation as per the dam displacement law – people residing within the 5 km vicinity of the project if anybody is displaced should receive compensation. So the question of sustainability of the LSHEP is still remaining unresolved creating protests against the dam

Keywords: Environmental Health, Economic Profitability and Socio-Economic Equity.

## 70. Women Empowerment and Socio-Economic Change in Independent India through Pradhan Mantri Ujjwala Yojana 2.0:

*Dr esakkimuthu*

*(Assistant Professor) KR College of Arts and Science*

*Dr. K. Rajamannar*

*(Assistant Professor) Manonmaniam Sundaranar University*

### Abstract

Pradhan Mantri Ujjwala Yojana (PMUY) is one of the most significant achievements of women@75 towards women empowerment in independent India. Pradhan Mantri Ujjwala Yojana is a Ministry of Petroleum & Natural Gas scheme for providing LPG connections to women from Below Poverty Line (BPL) households. The plan was launched on 1 May 2016 in Ballia, Uttar Pradesh. The target under the scheme was to release 8 Crore LPG

Connections to the deprived households by March 2020. Under the Union Budget for FY 21-22,

provision for release of additional 1 Crore LPG connections under the PMUY scheme has been

made. In this phase, a unique facility has been given to migrant families. Pradhan Mantri Ujjwala

Yojana (PMUY) scheme catalysts of socio- profitable change in the status of women in the country. House pollution has been a reason for risk that has been restrained by providing safe and environment-friendly LPG fuel to poor girls. Global climate change may be a worry for the

globe. Energy is an essential part of economic management. "PMUY is acting to make sure

energy justice for all Indians. Energy affordability, property, efficiency, security. LPG ought to be the catalyst of the socio-economic amendment." PMUY same that within the last five years, we've pretty doubled the quantity of LPG connections. LPG coverage has redoubled from the yr 2014 -2015 "16,041 TMT " to the yr 2021 -2022 "25,502 TMT ". The study is based totally on secondary information—the most aim of the paper analysis type accomplishment of PMUY in numerous aspects.

Keywords: PMUY, Rural India, LPG, Women's, Gas. \*\*\*\*\*



## Attachments: Annexure II- Conference Poster



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**ICSSR sponsored two day National Seminar**  
on  
**ACHIEVEMENTS@75**

**Achievements of Indian Economy: With reference to the Village, Youth, Women, Digitalization, Environment, Economy and Industries**

India is transforming from under developing to a developing nation. With the background of different factors which help the Indian economy to grow, the seminar will take into consideration the various new challenges and opportunities that will arise in the future of our country. The proposed seminar is a tangible result of this need. The seminar will have seven sub-themes.

- Villages@75
- Youth@75
- Women@75
- Digitalization@75
- Environment@75
- Economy@75
- Industries@75

[Click here](#) for detailed information on sub-themes.



**E-mail ID**  
[gbuseminar2022@gmail.com](mailto:gbuseminar2022@gmail.com)

**Seminar Dates:**  
26<sup>th</sup> August 2022, Friday (Offline)  
27<sup>th</sup> August 2022, Saturday (Online)

**Abstract Submission**  
12<sup>th</sup> August 2022

**Full Paper Submission**  
15<sup>th</sup> August 2022

**Conveners**  
Prof Shweta Anand (+919810417859)  
Dr Naveen Kumar (+919560366668)

**Note:** The registration link will be emailed along with paper acceptance.  
All accepted research paper abstracts will be published to online e-proceedings.  
Selected papers will be published in Co-Edited Book.  
Registered presenters will be issued an E-certificate.  
**Maximum two authors allowed in each research paper**

**Registration Fee: NIL**  
Best paper awards to be won!



## Attachments: Annexure III- Conference Brochure

### ABOUT GAUTAM BUDDHA UNIVERSITY

Established by the Uttar Pradesh Act (9) of 2002, Gautam Buddha University commenced its first academic session at its 511 acres lush green campus at Greater Noida in August 2008. Gautam Buddha University is recognized by the University Grants Commission of India vide F.18/2009 (CRP-I) dated 13 May 2009 under section 2(f) of UGC Act 1956. Recognised under UGC Section 12B and NAAC accredited with B+ Grade.

### UNIVERSITY SCHOOL OF MANAGEMENT

The School of Management commenced its first batch of MBAs in August 2008. Since then, it has been marching on with an integrated focus on exploring and creating new avenues for young aspirants through strategic collaborations with institutions and enterprises of national and international repute. GBUSM has state of the art classroom and computing facilities, supported by an extensive library of books, journals, films and databases and a meditation centre. At present, the school offers Masters in Business Administration (MBA) 2-year program, Doctoral Program (PhD), Dual degree BBA-MBA, BCom (Hons).

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### ICSSR sponsored two day National Seminar on ACHIEVEMENTS@75

Achievements of Indian Economy: With reference to the Village, Youth, Economy, Women, Environment, Digitalization and Industries

**HYBRID MODE**

AUGUST 26<sup>TH</sup> OFFLINE, 27<sup>TH</sup> ONLINE, 2022

Organized by

**School of Management**  
**GAUTAM BUDDHA UNIVERSITY**



(Established by the Uttar Pradesh Gautam Buddha University Act 2002 UP Act No. 9 of 2002 Approved by UGC under Section 1B & NAAC accredited)

#### IMPORTANT DATES

Last date for submission  
of Abstract  
**12/08/22**

Last Date for  
Submission of Full  
Paper  
**15/08/2022**

#### REGISTRATION FEE

NIL

BEST PAPER  
AWARDS  
TO BE WON

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#### ABOUT THE SEMINAR

India is transforming from under developing to a developing nation. With the vision of a five trillion economy within the next few years. Demographic dividend, digitalization, women empowerment and skills development are the main factors that help the Indian Economy to grow sustainability taking into consideration poverty, illiteracy and social equality.

The role of Village, Youth, and Women participation will be important to develop the physical policies and solutions. Technological advancement and digitalization have been helping the Indian economy to protect the environment and focus on renewable energy which will enhance the pace of industrialization in India.

#### Themes for reference

- Village@75
- Youth@75
- Women@75
- Environment@75
- Digitalization@75
- Industries@75

#### CALL FOR PAPERS

Papers are invited from practitioners, academicians and research scholars on the above-mentioned themes. The following are the guidelines to send the abstract and full paper. An abstract must include the following:

- Title of Paper
- Maximum 500 words for abstract and not more than 5000 words for full paper
- Times New Roman, Font Size 12
- Author/s, their email and contact address
- Affiliation / Institution of each author
- Four to six keywords (relevant to topic and methodology)

#### PUBLICATION OPPORTUNITY

All abstracts will be published in online proceedings.

**Selected papers will be published in Co-Edited book having ISBN number**

Registered Presenters will be issued E-Certificate



#### CONVENERS

**Prof. Shweta Anand**  
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