

Deccan Education Society
Institute of Management Development and
Research (IMDR®), Pune



Pioneering Transformation and Shaping
Global Business Landscape

BOOK OF ABSTRACTS

Publisher



Journal Press India

Editors

Dr. Abhijeet Shivane

Dr. Shweta Jain



Deccan Education Society
Institute of Management Development and
Research (IMDR®), Pune

International Conference

On

Viksit Bharat 2047: Pioneering Transformation
and Shaping Global Business Landscape

8–9 March 2024

Editors

Dr. Abhijeet Shivane

Dr. Shweta Jain



Publication and Editorial services facilitated by

Journal Press India

Delhi, India

Title: International Conference on 'Viksit Bharat 2047- Pioneering Transformation and Shaping Global Business Landscape'

Editors: Dr. Abhijeet Shivane and Dr. Shweta Jain

Online e-published by: JOURNAL PRESS INDIA

Publisher's address: A-4/17, 1st Floor,
Sector-15, Rohini,
Delhi - 110 089, India
Mobile: 8826623730; Tel: +91-11-42631517
Website: www.journalpressindia.com
E-mail: info@journalpressindia.com

First Edition, March 2024

e-ISBN: 978-81-935730-6-8

Copyright © 2024 Institute of Management Development & Research (IMDR®),
Pune, Maharashtra, India

All rights reserved. No part of this publication may be reproduced or transmitted in any form by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from the publisher.

The Editors, Conference committee, Reviewers, Publisher and Institute are not responsible for authors' expressed opinions, view, and the contents of the published manuscripts in this book. The originality, proof reading of the manuscript and errors are the sole responsibility of the individual authors.

Contents

About the Conference iv
About the Institution v
About the Partners vi
Chairman's Message viii
Director's Message ix
Keynote Speakers x
Reviewer Board xiii
About the Editors xvii
Acknowledgements xviii
Preface xix
List of Abstracts xx

About the Conference

Bharat has been experiencing significant economic growth, with a focus on economic reforms, infrastructure development, and initiatives like “Make in India” to boost manufacturing. Advancements in technology and a burgeoning start-up ecosystem have propelled Bharat into the global tech arena. Innovations in information technology, artificial intelligence, and space exploration have gained prominence. Strengthening diplomatic ties with various nations has been a consistent focus. Collaborations on issues like climate change, trade agreements, and regional stability have been integral to Bharat’s diplomatic efforts. In the wake of global health challenges, Bharat has been contributing to international efforts, such as pharmaceutical advancements, vaccine development, and healthcare collaborations.

In the kaleidoscope of global dynamics, the narrative of Bharat’s evolution transcends not mere transformation; it embodies a powerful beacon radiating through Indian Knowledge System, diverse culture, innovative approach with sustainable practices, thereby leaving an indelible mark on the global narrative. The story of Bharat’s metamorphosis is one that unfolds at the intersection of tradition and modernity, history and future, propelling the nation into a pivotal role as a leader of influence in the complex tapestry of the international arena.

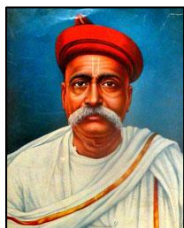
The International Conference on Viksit Bharat 2047: Pioneering Transformation and Shaping Global Business Landscape, an interdisciplinary conference and seek to understand various aspects of Bharat as a Global Leader particularly in key priority sectors. The conference aimed to deliberate on issues around Bharat’s role as a global Leader with focus on technology, marketing, finance, human resource, sustainability, innovation, supply chain, entrepreneurship and role of women in its development.

Objectives of the Conference

- To explore key events, policies, and initiatives shaping Bharat’s leadership role
- To evaluate best practices and strategies that can serve as models for others.
- To analyse the economic and industrial shifts that have positioned Bharat as a dynamic force on the global stage.
- To explore innovations and technological breakthroughs that position Bharat as a global leader.
- To provide a platform for young leaders, entrepreneurs, and innovators to share ideas and insights.

About the Institution

About Deccan Education Society (DES)



Bal Gangadhar
Tilak



Mahadeo Ballal
Namjoshi



Vishnushastri
Chiplunkar



Gopal Ganesh
Agarkar



Vamanrao Apte

The Deccan Education Society (DES) was established in 1884 by the stalwarts of India's freedom struggle, like Agarkar, Tilak and later built by great personalities of the era, like Gopal Krishna Gokhale and Dhondo Keshav Karve (Honoured with Bharat Ratna).

The DES Society adopted a democratic structure at a time when modern democratic practice was new in India. Teachers' participation in academic and administrative matters is a unique feature of the DES institutions. It has played a major role in shaping the social and developmental processes in Maharashtra. One of the main goals of the DE Society was to provide education to wider sections of society by making it cheap and affordable. The selfless work of the founding fathers always impressed and attracted philanthropists and through their generous contributions, several institutions with ample facilities came up.

About Institute of Management Development and Research (IMDR)



IMDR, the Institute of Management Development and Research, is AICTE approved and NBA Accredited management institute in Pune. Celebrating now its 50th year, it was established in 1974 by DES with the primary objective of providing quality management education. IMDR offers postgraduate and doctoral programs in management. The institute focuses on developing business leaders with a strong ethical foundation and a commitment to social responsibility.

About the Partners



Journal Press India (JPI) is a publishing house devoted to the publication of high-quality research journals in the areas of commerce, management, finance, accounting, Indian economy, international business and taxation. All the journals are peer-reviewed and invite innovative research from experts, addressing topical issues in their respective areas.

JPI also offer online solutions for ‘Journal publications’ and ‘Conference management’.

JPI OJMS (Online Journal Management System) provides automated workflow for online manuscript submission, double blind peer-review process and publication. As JPI's OJMS significantly reduces the administrative tasks of a journal's editor/ editorial team through an automated workflow, it is very beneficial for an institution's existing published journal/s or where the institution is planning to launch new online journal/s or to revive old journals. The journals and their articles hosted on JPI OJMS portal will bring high visibility from respective web search engines to increase citations manifold and would also help in getting indexed with popular databases. The Journal would have dedicated webpages with various web links like, Home Page, Editorial Board, Current issue, Archives, Ethics Policy, Submission Guidelines, Peer-review process/guidelines etc.

For details, please visit www.journalpressindia.com

JPI CMS (Conference Management System) is a comprehensive tool that enables organizers of a conference to manage all their key conference activities from a single platform. Apart from creating an exclusive ‘conference website’ which provides all information related to the conference, JPI CMS enables ‘online registration’ of participants, ‘online submission’ of abstracts and full papers as well as ‘publication services’ such as Conference Proceedings & Edited book (with ISBN), in both Online and Print versions. It also has an automated Peer-review system for the submitted papers.

For details, please visit www.journalpressindia.com/conference.php

About the Partners



Association of Management Development Institutions in South Asia (AMDISA), established in 1989, is a network of Management Education and Management Development Institutions in South Asia. It is an international not-for-profit association. It has 316 institutional members. AMDISA is the only Association which networks management development institutions across the eight South Asian Nations through exchanging information, facilitating inter-country research initiatives, conducting regional conferences, workshops, colloquia and programmes, and thereby providing a forum for interaction among academics and business leaders.

AMDISA launched the global benchmark quality assurance and accreditation system for Business Schools - SAQS. SAQS is the International Quality Assurance Program run by AMDISA as a service to the management education profession worldwide. AMDISA publishes a Newsletter three times a year and the South Asian Journal of Management, a quarterly double blind refereed journal. The South Asian Journal of Management (SAJM) is a prestigious publication and is indexed by two internationally acclaimed database services, EBSCO and ProQuest.

Since its inception, AMDISA has organized sixteen biennial South Asian Management Forums (SAMFs) by rotation in all the South Asian countries. The 16th SAMF on the theme “Impact of Pandemic on Business and Management: Strategies for Sustainability and Growth” was organized by IUBAT—International University of Business Agriculture and Technology, Dhaka, Bangladesh in December 2021. AMDISA’s administrative structure includes the General Assembly of members held every two years, which elects an Executive Board representing all member nations. The Presidents of National Networks in South Asia, Past Presidents of AMDISA and Vice Chancellor, University of Hyderabad are Invitees to the Executive Board.

Chairman's Message

“Viksit Bharat 2047: Pioneering Transformation and Shaping Global Business Landscape” explores the aspirations of the journey towards developed India. This conference represents a momentous convergence of intellects, collectively shaping the narrative that will define the trajectory of India's global influence in the years to come. This book of abstracts accompanying the conference encapsulates the depth and diversity of research presented by our esteemed contributors. Each abstract offers a valuable glimpse into the innovative approaches and thoughtful analyses that characterize the intellectual fabric of our conference.



As we explore the abstracts, we delve into the intricacies of Bharat's transformation across key sectors such as technology, marketing, finance, human resources, sustainability, innovation, supply chain, entrepreneurship, and the pivotal role of women in its development. This compilation stands as a testament to our commitment to fostering excellence in research and scholarship.

I appreciate the dedication and expertise each contributor brings to this intellectual endeavour. Your collective efforts contribute to the richness of our understanding of Viksit Bharat 2047 and its role in the global business landscape.

May the insights shared within these pages inspire further exploration, collaboration, and innovation. I am confident that the ideas cultivated through this conference will germinate into transformative contributions shaping the global narrative.

Thank you for your valuable contributions to this academic endeavour.

Mr. Jagdish Kadam

Chairman

Board of Management, IMDR

Director's Message

Dear Esteemed Contributors,

It is with great enthusiasm that I extend my warmest wishes on the publication of the abstracts of the research papers presented at the IMDR International Conference on “Viksit Bharat 2047: Pioneering Transformation and Shaping Global Business Landscape.” This book encapsulates the essence of our conference, showcasing the diverse and innovative research that delves into Bharat’s evolution as a global leader. Each abstract represents a unique perspective, contributing to a deeper understanding of Bharat’s journey at the forefront of transformation and influence in the global business landscape.



As we compile these abstracts, we celebrate the collective wisdom and expertise shared by scholars and professionals like yourself. Your contributions not only enrich this publication but also pave the way for insightful discussions and future collaborations in key sectors such as technology, marketing, finance, sustainability, and more.

I am honoured to present this compilation of research abstracts that reflect the intellectual vigour and scholarly depth of our conference participants. May this book serve as a beacon of knowledge, guiding us towards a future where Bharat continues to lead with innovation, sustainability, and inclusivity.

Dr. Shikha Jain
Director, IMDR

Keynote Speakers

Chief Guest - Inaugural Session

Mr. Aashish Chandorkar

Mr. Aashish Chandorkar is a lateral entrant to the Government of India working at the Permanent Mission of India to the World Trade Organization in Geneva. In this trade diplomacy role, he is responsible for multilateral trade negotiations, defending India's trade interests and shaping global rules. Mr. Aashish Chandorkar has worked for over two decades in management consulting and banking industries having built and led multi-million dollar businesses. He is a regular media columnist with leading national and international media houses.



Mr. Aashish Chandorkar has also authored two books, one on Maharashtra politics and one on India's Covid-19 vaccine story. His book on vaccines was appreciated by Prime Minister Shri Narendra Modi and launched by Health Minister Shri Mansukh Mandaviya. Earlier, as an entrepreneur in the digital world, helped build and scale three enablers for India's booming technology economy. Yugasmita Innovations as Digital marketing platform for Indian start-ups, helping them design optimal digital media strategies. Smahi Foundation for Public policy and research platform focusing at the intersection of governance, entrepreneurship and technology. Bharatvaarta as India's fastest growing podcast platform, bringing to life informed and long-form discussions on issues of policy, politics and culture.

Chief Guest - Valedictory Session

Dr. Bhimaraya Metri

Bhimaraya Metri, Director, IIM Nagpur is the former Director of IIM Tiruchirappalli. Under his dynamic leadership, IIM Tiruchirappalli has catapulted among the league of top business schools in India. He has also contributed immensely as Dean at L&T Institute of Project Management Vadodara, IMI New Delhi, MDI Gurgaon and leading research programmes at BITS Pilani. A renowned expert in the area of Project Management & infrastructure, Quality Management and Supply Chain Management, he has numerous research paper and books to his credit apart from being on the editorial advisory boards of several national and international journals. Currently, Dr. Metri is the member of Indian National Commission for Cooperation with UNESCO (INCCU), He is also serving on the panel of experts for mentoring the Institutes of Eminence (IoE) and also as the Chairman of – All India Board of Management Studies, AICTE, New Delhi; Management and Systems Division Council (MSDC);



Keynote Speakers

Human resources management and innovation sectional committee of Bureau of Indian Standards (BIS), New Delhi and AIMA Board of Studies, New Delhi. Dr. Metri, serves as a member of the Governing Council of SACON Coimbatore under the MoEFCC, Govt. of India; Honorary Advisor to TNeGA (CEET), Ministry of IT, Govt of Tamil Nadu; Member-Management Committee, PMA, India; Chancellor's Nominee on Academic Council, Sant Gadge Baba Amravati University and many more institutions and universities; Member, Expert Group for implementation of NEP-2020 and has served on the board of Decision Sciences Institute (DSI), Houston, Texas, USA.

He was Chairman/member of several committees of AICTE, UGC, NBA, UKIERI, AIU, IGNOU, IIM Kozhikode Society, UERC Uttarakhand; Academic council, NIMSME, Hyderabad; PTA for PMGSY projects for Punjab, Haryana and Rajasthan and IIC, Govt. of Kerala. Dr. Metri has conducted several board level and top management programmes for the leading public sector organisations such as, NTPC, Army Ordinance Corps (AOC), Delhi Transport Corporation (DTC), Railway Land Development Authority (RLDA) etc.

Mr. Sven Hoose

Mr. Sven Hoose is Vice President Sales India / Middle East / Africa for the J. Wagner Group. He is also Director and head of strategic sales of J. Wagner India Pvt. Ltd., a company based in Markdorf, Baden-Württemberg, Germany, renowned for bringing innovation, protection, and functionality to surfaces. His role involves overseeing strategic sales, business development, and organizational leadership, making him a key figure in the industry. Under Mr. Hoose's guidance, WAGNER has emerged as a frontrunner in offering comprehensive coating solutions for a wide range of sectors. From industrial applications to the endeavors of craftsmen, WAGNER's user-friendly products and innovative systems have set new standards in quality and efficiency. Earlier designations of Mr. Sven Hoose show his career span from Quality Inspector, Head of QC, Sales & Application Engineer to Director & Business Development, Managing Director (China / India) and VP Sales Regions & Strategy and Mergers & Acquisitions.



Mr. Sven Hoose 21 years of Industry experience comprises Electronics Industry, Automotive OEM, Automotive Tier1, Industrial Metrology, Machine Tools and Industrial Coating Industry. Mr. Hoose's journey includes significant roles at J. Wagner GmbH, WITTENSTEIN SE, Reishauer AG, Mahr GmbH, and Gleason Corporation. His extensive experience in various business areas has propelled him to thought leader status in the industry.

Keynote Speakers

Other Esteemed Speakers

Ms. Garima Garg

Ms. Garima Garg is the Associate Vice President, Network Engineering for the Tri-State Region (NJ/ DE/Eastern PA) in the United States. She is responsible for RF Design, System Performance, Network Assurance and Implementation of new solutions to support wireless network growth and maintenance. Prior to this, Ms. Garima Garg was the Sr. Director of Tech Strategy in Verizon's Technology and Product development organization. She led the effort to launch Verizon's first 5G NR network and 5G home product in Chicago. Ms. Garima Garg strategized RF plans for the region and improved performance KPIs. She has also served multiple positions across Performance, Transport and System Design to hold accountability for building the network and maintaining network performance in Boston, Cape Code, and Rhode Island markets. Ms. Garima Garg earned a bachelor's degree in Electronics and Telecommunication from Pune University in India and a Masters in Computer Engineering from the University of Massachusetts, Lowell.



Dr. Saawani Raje

Dr. Saawani Raje Byrne is PhD in History and International Relations, King's College London. Her doctoral work is on "Decisions in Crises: A History of Civil-Military Relations in India, 1947 -1971", an empirical history based on archival research, examining the trend of increasing politicisation of the military influenced by inherent institutional weakness in Indian polity. Her other dissertation works include 'Does India have a consistent approach to crisis management?' and 'Why have India and China failed to resolve their border issues since the war of 1962?' She has done BA (Hons), University of Cambridge, Politics & International Relations.



Dr. Saawani Raje Byrne was Co-investigator in successful bid of £39,658 for FCDO-funded project titled 'FCDO India'. This project is initially a scoping study for an Indo-Pacific Maritime Research Centre as part of the UK-India joint leadership efforts of the maritime. She had managed and co-ordinated training courses ranging from 1 to 5 days for Foreign and Commonwealth Office staff: diplomats and policy makers from the UK government working on South Asia or in the region, She had designed lectures and taught on the Advanced Command and Staff Course (ACSC); Intermediate Officer Development course (IOD); and the Online MA in International Affairs.

Reviewer Board

External Board

Dr. Varsha Deshpande

Dr. Varsha Deshpande is M.Com, SET, and Ph.D. She is Coordinator IQAC in BMCC. She is Member, Board of studies, Business Administration, SPPU. She also headed the Commerce Laboratory, a novel concept in commerce Colleges. She is Member of CEDA (Centre for Educational Development Administration) which contributes towards enhancing the quality of administration of educational institutions. She is Editor of In-House student publication “Vanijya Vichar”, which publishes surveys/articles and book reviews on varied topics in Business and Commerce. Her area of doctoral research is Innovations and innovative practices in start-up IT companies in Pune. Dr. Varsha Deshpande had undertaken number of research projects such as Minor research project funded by the UGC (University Grants Commission) titled Interface between Commerce Education and Industry. Her other Minor Research project funded by the college under D.G. Karve Chair titled Comparative Analysis of Ranking and Accreditation Framework; India and Abroad. She had also undertaken Minor research project titled BPOs – pros and cons, undertaken under the CPE (College with potential for excellence) scheme granted to the college by the UGC.



Dr. Manisha Paliwal

Dr. Manisha Paliwal is distinguished academic and seasoned researcher with over two decades of profound experience. She currently hold the esteemed positions of Professor and Head of the Entrepreneurship Development and Incubation Center, along with the role of Deputy Head of the Research and Development Cell at Sri Balaji University, Pune. She holds a Ph.D. and M.Phil, specializing in the rare and significant field of Business Ethics. She is acknowledged with the prestigious “Bhamashah Award of National Level” by the Government of Rajasthan. Dr. Manisha Paliwal is a proven leader in steering national-level research projects and training programs in collaboration with various Ministries. Handling consultancy projects with reputed corporates as well in the area of Governance, marketing strategy etc. She had earlier worked with Vaikunth Mehta National Institute of Cooperative Management (VAMNICOM)-Pune She is skilled in Team Building, Market Research, Management, Customer Service, and Strategic Planning. Accomplished scholar and author with a remarkable 22-year journey, boasting 14 published books in international business, Strategic Management, Foreign Exchange, and Business Ethics. She had published over 100 research papers



Reviewer Board

in prestigious academic journals indexed in Scopus and ABDC, including renowned platforms like Emerald and Springer. She is the Editor of The Balajian-Journal of Management Research, Sri Balaji University, Pune. She had successfully mentored five scholars who had received their Ph.D under her guidance. Currently she is guiding seven scholars in their Doctoral research endeavors.

Dr. G. Syamala

Dr. G. Syamala is presently working as a Head, Department of Commerce, SPPU. She is associated with the Department for the past 16 years. Prior to the Department she has a teaching experience of more than 15 yrs. She had worked in colleges like B.M.C.C, St. Mira's and D.Y. Patil Pune. She has also worked for reputed colleges like St. Anns and Nizam College in Hyderabad. She has completed her M. Phil, Post-graduation and Bachelor's degree from BMCC, Pune. She finds interest in Research and has completed 2 minor and 2 major research projects, one of her research project was funded by Indian Council of Social Science Research, New Delhi. She is a registered research guide in SPPU and 3 students have successfully completed their research under her. She has also participated and present paper in various conferences. She was a winner in Avishkar Research competition held in Amravati.



Dr. Anthony Rose

Dr. Anthony Rose is Controller of Examinations, Bharati Vidyapeeth Deemed University Pune (BVDU), He also holds position of Director -Entrance Test Cell, (BVDU). He has more than 28 years of experience which includes 5 years in industry and 23 years in Academics. He is PhD, MBA and PGDPC. He had written more than 25 research papers and 8 Research articles as well as authored 4 books on Agri Business, Marketing, and Evaluation reforms in Higher Education. He is sought after resource person in areas of ICT in Academia and Research, Soft Skills, Entrepreneurship, Management. Dr. Anthony Rose has undertaken 7 academic projects in the field of IT and General Management and 3 projects sponsored by industry on HR and Environmental Management. He had also authored 30 case studies on strategic management



Reviewer Board

Internal Board

Dr. Abhijeet Shivane

Dr. Abhijeet Shivane is Professor (Operations) at IMDR and heads Institute Innovation council. He has done his B.E. (Mech.) and DBM from Dr. B.A.M.U. Aurangabad, MMS from Pune University and MBA from CSM IGS Canada (Center – TASMACH Pune). He has completed his Ph.D. from RTM Nagpur University. He has experience of 26 years. He has taught in various Management and Engineering institutes which includes ICFAI National College Akola, Omegan School of Business Aurangabad, Government College of Engineering Aurangabad, P.E.S. College of Engineering Aurangabad, Government Polytechnic Jalna, and Government Polytechnic Latur.



Dr. Shweta Jain

Dr. Shweta Jain is an Associate Professor in the Accounting and Financial Management Area. She is presently handling the role of Head- Fellowship Programme in Management and IQAC Coordinator at IMDR. Dr. Shweta Jain is B.Com. Gold Medallist and qualified NET, SET Examination in 1996. She had done her Doctorate in Business Administration in year 2017 from the Savitribai Phule Pune University. Her other qualifications include MBA (HR), M.Com (Finance) and PGDPM&LW. She had worked as both Expert and Reviewer for AICTE's Student Learning assessment Project (SLAP) and had done translation of NPTEL Course 'Management Accounting' in Hindi. She has been awarded Best Teacher by 'The International Association of Lions Clubs' on Teachers Day in 2016 and again in 2023.



Dr. Suraj Kamble

Dr. Suraj Kamble, an Associate Professor with IMDR and heads Admission cell is a PhD from the Savitribai Phule Pune University, Pune in the faculty of Marketing Management. He has a total of 14 Years of experience out of which 13 years exclusively are in Academics. Dr. Suraj has experience in conducting various Training and Personality Development workshop which covers wide topics like- Career Management, Team Building, Time Management, and Conflict Management.



Reviewer Board

Dr. Sanmath Shetty

Dr. Sanmath Shetty is an Associate Professor with IMDR and heads placement cell. Previously he was associated for Twelve years with Sinhgad Technical Education Society, Pune. He has completed Ph.D. from Savitribai Phule Pune University in the year 2018. Skilled in Lecturing, Employee Training, Soft Skills, Research, and Adult Education. He has a diploma in Labour laws & labour welfare and have completed Dip. T&D from ISTD.



Dr. Prashant Dhopavkar

Dr. Prashant Dhopavkar has total experience of over 25 years with over 22 years of varied IT experience spanning multiple technologies, roles and responsibilities in Banking, Financial institutions, and Insurance space across the Globe. Played multiple roles in BFSI Space during 16 years stint at Infosys Ltd. Last played a role of Group Project Manager managing multiple programs across the globe in Business Intelligence (BI) and Analytics space (Jan 2000 – Feb 2016). He is Doctorate in Economics from Gokhale Institute of Economics and Political Science.



Dr. Vipra Tiwari

Dr. Vipra Tiwari is Faculty in international business and HR in IMDR since 2004. She is currently working on Organization learning and Design thinking concepts. Her research interests includes. Organisation learning, flexible organizations and designing for empowerment of employees. She had given Consulting services to start-ups in HR specific domain



Dr. Sonali Khurjekar

Dr. Sonali Khurjekar is an Assistant Professor in Human Resources Management domain and heads Internship Cell in IMDR. She has done her Ph.D. and graduated in Pharmacy followed by M.B.S. (HR). Dr. Sonali has over ten years of teaching experience in the field of management education. Her areas of specialization include general management, human resource management, business ethics and business communication. She had received grant of Rs. 30,000 for research work on HR policies in public and private hospitals in Pune city.



About the Editors

Dr. Abhijeet Shivane

Dr. Abhijeet Shivane is Professor in Operations at IMDR and heads Institute Innovation council. He has done his B.E. (Mech.) and DBM from Dr. B.A.M.U. Aurangabad, MMS from Pune University and MBA from CSM IGS Canada (Centre – TASMACH Pune). He has completed his Ph.D. from RTM Nagpur University. He has experience of 26 years. He has taught in various Management and Engineering institutes. His interest areas includes Education and Technology, Supply Chain, and Logistics. His various research papers are presented and published in various journals and conferences. Dr. Abhijeet Shivane had coedited the two books with ISBN number namely, ‘Swatantra to Atmanirbharata - Lokmany Tilak’s Legacy’ and ‘Abhivruddhi -Making Indian a 5 Trillion Dollar Economy’.



Dr. Shweta Jain

Dr. Shweta Jain is an Associate Professor in the Accounting and Financial Management Area. She is presently handling the role of Head- Fellowship Programme in Management and IQAC Coordinator at IMDR. Dr. Shweta Jain is Gold Medallist and qualified NET, SET Examination in 1996. She had done her Doctorate in Business Administration in year 2017 from the Savitribai Phule Pune University. Her other achievements include Sawyam, NPTEL-National First Topper, in course ‘Management of Fixed Income Securities, IIT Kharagpur, Sawyam, UGC-National topper in course ‘Academic Writing’, H.N.V. Garhwal University in 2019. She had worked as both Expert and Reviewer for AICTE’s Student Learning assessment Project (SLAP). She has been awarded Best Teacher by ‘The International Association of Lions Clubs’ on Teachers Day in 2016 and again in 2023. In 2020 she has been selected and appreciated for the role of Discussion forum moderator for Sawyam course ‘Academic Writing’, which is the India’s No. 1 course on Sawyam and recognized as in World’s top 30. She had contributed as Mentor for one-month duration in FIP III organized by UGC-HRDC. She had served as Session Chairperson for one National and one International Conference. She had written content books for diverse Open University courses.



Acknowledgements

As the International Conference on ‘*Viksit Bharat 2047: Pioneering Transformation and Shaping Global Business Landscape*’ draws to a close, we would like to extend our heartfelt gratitude to each one of you for your invaluable contributions in making this event a resounding success. We would like to express our gratitude to our chairman Mr. Jagdish Kadam for his inspiring leadership and unwavering support during this endeavour. We are indebted to our Director Dr. Shikha Jain, as this event was made possible by her visionary approach, constant guidance and involvement at every stage of planning process. We extend our sincere appreciation to keynote speakers. Their wisdom and knowledge were instrumental in shaping stimulating dialogue and broadening our understanding of the conference themes.

We sincerely appreciate *IMDRAA (IMDR Alumni Association)* for supporting the conference. Our sincere thanks also goes to our publication partner *AMDISA (Association of Management Development Institutions in South Asia)* for bringing a special issue of *ABDC-C journal SAJM’s (South Asian Journals of Management)*. We are extremely thankful to the team of *Journal Press India (JPI)*, our Publication partner as well as *Conference Management System (CMS)* partner, for their invaluable support in managing the conference through the interactive conference management tool.

We sincerely thank the reviewer committee and track chairs for their valuable time outstanding efforts in evaluating the researcher’s presentations. The conference would not have been possible without the persistent participation of faculty members as well as technical and administrative staff of *IMDR*, who worked diligently behind the scenes to ensure the success of this conference. We thank all the participants, presenters, researchers and students who shared their valuable insights and research findings during the conference.

Over the course of the conference, we have witnessed thought-provoking discussions, insightful presentations, and meaningful exchanges of ideas that have enriched our understanding of the challenges and opportunities facing India and the global business community in the years to come.

Let us continue to work towards realizing the vision of a transformed India by 2047 and let us remain committed to shaping a global business landscape that is equitable, resilient, and prosperous for generations to come.

Our sincere thanks to all.

Conference Coordinators

Dr. Abhijeet Shivane

Dr. Shweta Jain

Dr. Suraj Kamble

Dr. Sanmath Shetty

Preface

It is with great pleasure that we present the conference proceedings of the International Conference on Viksit Bharat 2047: Pioneering Transformation and Shaping Global Business Landscape. This monumental event, held with the aim of envisioning and advancing India's trajectory towards 2047, the centenary of its independence, has brought together an esteemed gathering of scholars, policymakers, industry leaders, and visionaries from around the world.

The concept of Viksit Bharat, or "Developed India," encapsulates a vision of a nation that not only achieves remarkable economic growth but also prioritizes inclusivity, sustainability, and innovation. As we navigate the complexities of the 21st century, it is imperative to explore how India can leverage its strengths, embrace emerging technologies, and foster an enabling environment for business to thrive.

The conference proceedings contained herein offer a comprehensive record of the discussions, insights, and ideas exchanged during the event. Spanning a diverse range of topics including technology innovation, entrepreneurship ecosystems, sustainable development, global market dynamics, and policy frameworks, these proceedings serve as a valuable resource for scholars, practitioners, and policymakers alike.

Through keynote addresses, panel discussions, research presentations, and interactive sessions, participants explored the multifaceted dimensions of Viksit Bharat and its implications for the global business landscape. From examining the role of digital transformation in driving economic growth to discussing strategies for fostering inclusive development, the proceedings reflect the depth and breadth of perspectives shared by the conference participants.

As we reflect on the outcomes of the International Conference on Viksit Bharat 2047, it is clear that the journey towards a transformed India is one that requires collective effort, visionary leadership, and unwavering commitment. By harnessing the power of collaboration, innovation, and entrepreneurship, we have the opportunity to shape a future that is not only prosperous for India but also transformative for the entire world.

It is our sincere hope that the insights shared and discussions held during this event will inspire continued dialogue, collaboration, and action towards realizing the vision of Viksit Bharat by 2047.

Editors
Dr. Abhijeet Shivane
Dr. Shweta Jain

List of Abstracts

Finance & Economics

- Inflation's Mnemonic Resonance: Unveiling the Memory Effect
Abhijit Chandratreya ...2
- Risk Perseverance Model for Risk Perception of Professional Investors and Its Implications on Indian Gold Industry & Performances
Rachana Singh, Mahima Singh, Vinayak Bhavsar and Shubhra Aanand ...3
- An Analogy of Sustainable Equity ESG Mutual Funds and Traditional Equity Mutual Funds in India - Return, Risk and Sustainable Perspective
Sudeshna Dutta and Shahni Singh ...4
- The District Level Performance of Digital Transaction in India: A Logistic Regression Analysis
Tirthankar Mandal ...5
- Exploring the Relationship between Financial Literacy and the Need for Financial Planning among Individual Investors in Pune City
Jia Khatwani, Pratibha Patil and Vinod Kishan Lalbeg ...6
- Analysing the Impact of CSR Spending by Big 4 Firms on their Financial Profitability
Sweta Kumari ...7
- Impact of NPAs on Foreign Banks' Profitability
Siddharth Kumar ...8
- Financial Schemes of Government Agencies for Dairy Farms in Indian Perspective: An Review
Sandeep Kule and Gauri Prabhu ...9
- A Comparative Study of CSR Practices in Indian Banking Sector
Deeksha Sharma, Nancy Bhargav and Rajnish Kumar Mishra Rohit ...10
- Exploring the Sensitivity of S&P BSE Sensex to Foreign Institutional Investment, Gold Prices, Consumer Price Index and Repo Rates
Nima Gandhi ...11

List of Abstracts

Exploring the Rainfall Index as a Unique Asset Class for Investment, Hedging and Speculation through Rainfall Derivatives: An Empirical Study <i>Dileep N. and Kotreshwar G.</i>	...12
A Survey on Investors' Inclination Regarding Impact Investing in Tiruchirappalli District <i>Vijayakumar K. and Sumaiya Sherin B.</i>	...13
Studying the Relationship between Gift Nifty Futures and Nifty 50 Indices on Daily Time Frame to Predict the Prices <i>Vishwas Murmure and Pranav Parad</i>	...14
A Structured Literature Review on Integrated Reporting <i>Darshan Bagade, Prasanna Kulkarni and Abhijit Chirputkar</i>	...15
Building Resilience for a Viksit Bharat: Leveraging Point Planning in the Indian Derivatives Market <i>Shaunak Mainkar, Shweta Jain and Darshan Bagade</i>	...16
Critical Analysis of Trading Strategies for Enhanced Navigation of the Indian Stock Market <i>Nilesh Munole</i>	...17
Analytical Study of Indian Financial System Readiness for Transitioning from LIBOR to SOFR <i>Shweta Jain and Shaunak Mainkar</i>	...18
Disruption, Innovation and Regulatory Implications of FinTech Revolution in Bharat <i>Riddhi Mahamuni</i>	...19
Empowering Viksit Bharat through Digital Payments: Exploring the Role of UPI & A Roadmap for Addressing UPI Hurdles in Digital Payments <i>Shambhavi Raghuvanshi and Shreya Shewale</i>	...20
Exploring the Relationship between Nasdaq and Nifty Indices Over Eleven Years (2013-2023) <i>Dipak Dake, Gauri Jambhulkar, Ankit Kalore and Shaunak Mainkar</i>	...21

List of Abstracts

- Innovative Approaches to Education for Sustainable Development: Lessons from Kotak Bank's CSR Programs towards Viksit Bharat 2047
Rucha Dokhe and Pritha Ubgade ...22
- Towards Fairness and Accuracy: A Comparative Study of Sovereign Credit Ratings by Global Agencies
Krrish Agarwalla, Sahil Jadhav, Payal Shah, Atharva Verma, Vedang Gosavi and Aditi Ambadkar ...23
- A Comparative Study of the Expenditure Pattern of Electricity Distribution Companies in India
Vijayakumar K. and Shafi C. K. ...24
- Disruption of FinTech in Various Banking Operations
Anita Mathapati and Shweta Jain ...25
- Cross Selling's Constraints and Solutions in Banking Industry
Vijayakumar K. and Rajesh P.G. ...26

Human Resource Management

- Unveiling the Professional Expectations of Millennial Employees in the Modern Workplace: A Comprehensive Study
Nandansing Patil ...28
- Mind Over Majors: Analysis of Student Mindset and Specialized Course Preferences among Students of Brihan Maharashtra College of Commerce, Pune
Vilina Phadnis ...29
- Transforming Role of Social Media in Talent Acquisition
Dinesh Lahori and Syamala Garikipati ...30
- Enhancing Onboarding Functions in HR through AI: Opportunities & Challenges
Khadija Momin, Pravin Mane and Hema Mirji ...31
- Moonlighting: A New Challenge for HR Globally
Gazala Khan and Shweta Bapat ...32

List of Abstracts

- Viksit Bharat's Talent Landscape: A Study on Acceptance of Neurodiversity by Employees in India
Suraj Kamble, Priya Agarwal and Rasika Talekar ...33
- Enhancing Teacher Training Effectiveness for Viksit Bharat 2047: Aligning with the New Education Policy and Revised National Credit Framework
Nishita Desai, Kalagi Shah and Suraj Kamble ...34
- Two Decades of Global Talent Management: A Bibliometric Analysis and Literature Review
Gopa Das and Pritha Ubgade ...35
- Synchronizing Diversity: Bhartiya Perspectives on Cross-cultural Communication Challenges in Agile Workforce Management
Shraddha Ghanekar, Suraj Yadav and Sonali Khurjekar ...36
- A Review of Bharat's Tech-enhanced HR Management
Mayuresh Ghare ...37
- Revolutionizing HR Management in India: Leveraging Emerging Technologies for Improved Productivity and Organizational Efficiency
Shweta Patil, Vaishnavi K. and Shreyas Joshi ...38
- Viksit Bharat: AI – Powered Revolution in Human Resource Management
Vaishnavi Joshi and Samrudhi Gade ...39
- Fostering Collaborative Work Cultures for an Empowered Bharat 2047: Examining the Role of Emotional Intelligence and Psychological Contracts
Rahul Bhagwani and Nishita Desai ...40
- Harmonizing Agility and Alignment: Navigating the Abilene Paradox in Viksit Bharat 2047's Agile Global Workforce
Rahul Bhagwani ...41
- From Local to Global: Bharat's Journey in Agile Workforce Management for the it Sector
Suhani Mehta, Gopa Das and Sonali Khurjekar ...42

List of Abstracts

Aligning Education with Industry: Evaluating Vocational Courses across Undergraduate, Graduate and Postgraduate Levels
Ashwini Bhoj ...43

Navigating the Challenges: A Comprehensive Examination of Millennial Employees in the Modern Workplace
Nandansing Patil ...44

Marketing

Marketing Strategies Adopted by FMHG Companies
Minal Bhore and Abhijit Mancharkar ...46

Unveiling Market Segmentation and its Strategies: A Comprehensive Study with Real-time Company Examples
Sania Shabbir Nagaria, Ridhi Upadhyay and Sachin Deshmukh ...47

Unveiling the Secrets of Customer Satisfaction and Loyalty in Online Retail: A Structural Equation Modelling Approach
Monika Sehgal and Kavita Malik ...48

Association between, Consumer Income Level and Buying Behavior
Swati Patil, Shakil Mulla and Seema Desai ...49

Insights into the Perceptions of Medical Practitioners & Pharmacists with Reference to Selected Pharma Companies in Sangli District
Seema Desai, Shakil Mulla and Swati Patil ...50

Below the Line Marketing Strategies and Consumer Buying Behavior: Comprehensive Analytical Study Concerning Otipy E-commerce Brand
Shakil Mulla and Seema Desai ...51

Enablers & Challenges in Adoption of E-Cars: A Customers' Perspective with Reference to Agra City
Amber Dubey and Sunita Malhotra ...52

Service Quality Satisfaction and Behavioural Intention of the Online Food Delivery: The Role of Personal Innovativeness
K. Vijayakumar and R. Padmanaban ...53

List of Abstracts

- Preserving the Past, Embracing the Future: India's Role as a Global Leader in Heritage Tourism
Pranav Bhalerao ...54
- Marketing Bharat's Culinary: A Study on Consumer Behavior towards Ready to Eat Innovations and its Market Potential in Viksit Bharat
Ishita Mishra and Nikhil Kotian ...55
- Empowering Communities, Weaving Prosperity: Unlocking the Socio-economic Potential of Kolhapuri Chappals in Viksit Bharat 2047
Rajeev Singh and Satish Kamble ...56
- Impact on Influencing Factors on the Consumer Decision-making Process with Respect to Domestic Interior Design
Namrata Sharma ...57
- Optimizing Digital Engagement through Machine Learning Strategies in Viksit Bharat's Marketing Landscape
Abhishek Raidas, Priyanka Dhoot and Shweta Jain ...58
- An Empirical Study on the Consumer Preference for League Games in Bharat Today and Beyond. 2024 to 2047: Mapping the Evolution of League Game Preferences in Viksit Bharat
Brijesh Dasani ...59
- Connecting and Converting: The Power of Digital Marketing in Student Recruitment and Retention
Vaishnavi Katkar, Sharayu Kakade, Abhijeet Shivane and Gopa Das ...60
- Critical Analysis of Consumer Behaviour Trends and their Impact on a Country's Economy
Zamarrud Ansari and Sanmath Shetty ...61

Women's Impact

- Analyzing the Interplay between Living Condition and Income Earned on the Economic Empowerment of the Women Working in Urban Informal Sector in the City of Taj: An Empirical Study
Reshmi Ganguly, Sonia Goel and Shreyansh Jain ...63

List of Abstracts

- Rural Women Entrepreneurship Development: Emerging Trends and Challenges in India
Shanti Priya Kode and Vijaya Lakshmi B. ...64
- Analyzing the Impact of Education on Women's Empowerment: A Systematic Literature Review and Meta-analysis
Keerti Jain and Neeti Mathur ...65
- Women and Sustainable Development: An Empirical Analysis of Women Entrepreneur's Impact on Society and Environment
Prasid Gurung, Rakesh Sharma and Soumitra Sarkar ...66
- Women on Boards of Directors of Leading NSE Companies: The Gender Justice Conundrum
Harpreet Sawhney ...67
- Empowering Women, Achieving Vision 2047: A Case Study reflecting Women Entrepreneurship and the Rise of 'Cake My Day'
Akshay Bhosale ...68
- Bollywood's Cultural Connectivity – The Case for Women in Diplomacy
Pratik Potdar, Shravani Bhatkar, Archana Bhondve and Sharada Kulkarni ...69
- Entrepreneurial Women in Global Markets - Global Women Entrepreneurs – Inspiring our Dream of Viksit Bharat!
Rasika Datar and Saawani Raje Byrne ...70
- Start-ups by Women in Rajasthan: 'Empowering Innovation: The Impact of Women-Led Startups on Economic Growth and Diversity'
Chitra Saruparia ...71
- Study of Women in the Sustainable Industry: Current Pioneers and Aspiring Leaders in Green Technology in India
Naincy Jain and Pratiksha Hasabnis ...72

Business Technology & Systems

- Digitalization and Sustainable Practices
Avijit Kumar ...74

List of Abstracts

A Study of Data Mining Techniques in Customer Relationship Management: A Literature Review <i>Khushbu Pawar and Deepak Nandre</i>	...75
Analysis of Students' Feedback on Use of Digital Libraries <i>Aparna Malvatkar and Abhijeet Shivane</i>	...76
A Novel Approach on Natural Language Processing Augmented Robotic Process Automation Data Driven Decision Making for Insurance Industry <i>Swapnali Mehetre and Mulla Zameer Ahmed</i>	...77
Breast Cancer Classification using Support Vector Machine (SVM) <i>Prajakta Warale and Huma Lone</i>	...78
Understanding User Experiences with Educational ERP Solutions <i>Harshal Jiwtode and Abhijeet Shivane</i>	...79
Unlocking Opportunities: A Comprehensive Exploration of the Future Implications and Potential Socio-economic Impact of the Metaverse in India <i>Mayuri Mahajan</i>	...80
Digital Transformation of Business using Cloud Computing <i>Digambar Sawalkar and Z. S. Mulla</i>	...81

Supply Chain & Operations

Implementation of Management Tools and Techniques in Quality Circle <i>Samyak Gangurde and Girish Ahire</i>	...83
Operational Excellence as a Catalyst for Global Competitiveness: The Repos Energy Experience <i>Nishita Desai, Abhijeet Shivane and Sonali Khurjekar</i>	...84
Empowering Viksit Bharat 2047's Global Competitiveness through Six Sigma Strategies for Operational Excellence <i>Rohan Mane and Nishita Desai</i>	...85
Drone Technology: A Bird's-eye View of the Future <i>Ishan Waghchoure, Pratik Raykar and Abhijeet Shivane</i>	...86

List of Abstracts

Agri-Business & Rural Economy

- Issues and Challenges Facing FPOs Promoting Rural Economic Empowerment
Pravin Gaikwad and Mahima Singh ...88
- Organic Farming: Catalyzing Rural Economic Transformation and Unveiling Potential Prospects
Ajit Dalvi, Kranti Shingate, Sunil Dhanawade and Shruti Gondkar ...89
- Improving Maize Crop Sustainability: Utilizing Ai for Enhanced Detection and Control of Fall Armyworm Infestations to Maximize Production Efficiency to Improve Rural Economy
Monica Shinde and Kavita Suryawanshi ...90

Taxation and Laws

- GST Composition Scheme in Tamil Nadu: A Bird's Eye Insight View
Pavithra S. and Kannan B. ...92
- Vivad se Vishwas Scheme: An Analysis of India's Alternative Dispute Resolution Initiative
Jyoti Thakan ...93

International Trade & Investment and Entrepreneurship & Start-up Management

- Security of the Western Indian Ocean Region: A Case for India-Comoros Strategic Partnership
Pratik Potdar, Hemangi Borawake, Dhanashree Gursale and Rohan Kekare ...95
- Navigating Change and Driving Growth: Transforming Higher Education for Viksit Bharat 2047 Vision
Shikha Jain, Suraj Kamble and Sanmath Shetty ...96

Track

Finance & Economics

Inflation's Mnemonic Resonance: Unveiling the Memory Effect

*Abhijit Chandratreya**

ABSTRACT

This paper explores the intriguing phenomenon of “Inflation’s Mnemonic Resonance,” a cognitive process that elucidates the memory effect induced by inflationary stimuli. Grounded in the theoretical framework of cognitive psychology and neuroscience, the study investigates how inflation, as a ubiquitous economic factor, resonates within the human memory system. Employing a multidisciplinary approach, the research aims to unravel the intricate interplay between economic inflation and memory encoding, consolidation, and retrieval processes. The investigation delves into the intricate mechanisms underlying the memory effect, seeking to identify the cognitive pathways through which inflationary experiences imprint themselves in the human mind. Utilizing a combination of experimental methodologies, including neuroimaging techniques and behavioural experiments, the study aims to elucidate the neural signatures associated with the encoding and retrieval of inflation-related information. Furthermore, this research extends its focus to explore the potential implications of Inflation’s Mnemonic Resonance on decision-making processes, economic behavior, and public perceptions. By shedding light on the intricate relationship between economic phenomena and memory, the findings of this study contribute to a deeper understanding of the cognitive underpinnings that shape individual and collective responses to inflationary pressures. In conclusion, this paper provides valuable insights into the Memory Effect induced by inflation, offering a novel perspective on the cognitive aspects of economic experiences. The implications of these findings extend beyond the realms of cognitive psychology, providing policymakers, economists, and researchers with a nuanced understanding of the enduring impact of inflation on human memory and behavior.

Keywords: Inflation Dynamics; Economic Memory; Price Levels Persistence; Monetary Policy Impact; Time Series A.

**Assistant Director, Post Graduate Research Centre, SCES's Indira Institute of Management, Pune, Maharashtra, India (E-mail: pgrc.iimp@indiraedu.com)*

Risk Perseverance Model for Risk Perception of Professional Investors and Its Implications on Indian Gold Industry & Performances

*Rachana Singh**, *Mahima Singh***, *Vinayak Bhavsar**** and *Shubhra Aanand*****

ABSTRACT

The concept of safety in money and with liquidity option has always been in the mind of an Indian investor. Even after the Covid-19 crisis it has been seen that gold has performed extremely well. Online sales have increased, gold prices have risen and the consumer expectations have sky rocketed with this product. The current work is an effort to evaluate and assess the professional perception of risk and its implications on Indian gold industry and for this purpose 50 sample has been collected. From the sample frequency analysis is used for the demographic and investment behaviour of the professionals and pie chart, Bar chart is used for evaluating the investor's preferences. Cross tabulations done for identifying the investment behaviour variations with their demography profiles. The hypothesis has been tested with Mann-Whitney U test, Kruskal Wallis test and Z test. The Structural Equation Model has been done with the help of AMOS. It was found that there is a positive inclination towards investment in the gold and the main reason behind it is that it is considered as a very risk free, safe type investment.

Keywords: Perception; Risk perseverance; Attitude; Investment decisions; Investment Behaviour.

**Corresponding author: Sr Assistant Professor, Department of Finance, BIMM, Pune, Maharashtra, India (E-mail: rachana.singh@bimpune.edu.in)*

***Associate Professor, Department of Finance, Pratibha Institute of Business Management, Pune, Maharashtra, India (E-mail: mahimaatul@gmail.com)*

****Sr Assistant Professor, Department of Operations, BIMM, Pune, Maharashtra, India (E-mail: vinayak.bhavsar@bimpune.edu.in)*

*****Associate Professor, Department of Finance, BIIB, Pune, Maharashtra, India (E-mail: shubra.anand@sbup.edu.in)*

An Analogy of Sustainable Equity ESG Mutual Funds and Traditional Equity Mutual Funds in India- Return, Risk and Sustainable Perspective

Sudeshna Dutta and Shahni Singh***

ABSTRACT

The last few decades have seen a rise in interest in sustainable investing. Because they are thought to be less profitable or risky than traditional investments, investors frequently avoid sustainable investment opportunities. In order to tackle these issues, the current paper tries to investigate the connection between Traditional equity based mutual funds and sustainable equity based mutual funds by comparing them with reference to their returns, risk, risk adjusted returns and certainly other parameters as well. The study begins with two objectives to draw the analogy between equity-based ESG mutual fund schemes with traditional Flexicap schemes evaluate the performance of ESG mutual funds schemes in India. Second, evaluate the performance of ESG mutual funds schemes in India. An extremely encouraging finding from the current paper is that the annualized return of sustainable funds has surpassed that of traditional Flexicap funds similar results are displayed when risk adjusted return is taken into account, showing that the performance of Sustainable ESG funds is generally superior to that of Traditional mutual funds. The study's findings and conclusions have significant ramifications. The research has important implications for investors. Investors will undoubtedly be encouraged by the current study to think about long-term investment strategies that offer higher returns. The study also adds to the body of knowledge on sustainable investment for academics and recommend that future research on the subject take into account ESG performance analysis when evaluating sustainable investments

Keywords: Sustainable funds; Traditional funds; AMC; ESG; Flexicap.

**Corresponding author: Associate Professor, Department of Commerce, BIITM, Bhubaneswar, Orissa, India (E-mail: sudeshna@biitm.ac.in)*

***Assistant Professor, Department of Commerce, BIITM, Bhubaneswar, Orissa, India (E-mail: shahni@biitm.ac.in)*

The District Level Performance of Digital Transaction in India: A Logistic Regression Analysis

*Tirthankar Mandal**

ABSTRACT

Digital transactions in rural India have risen in recent years, driven by the government's Digital India initiative, increased internet penetration, and the growth of digital payment infrastructure. While challenges exist, such as limited digital literacy and connectivity issues, several factors have contributed to adopting online transactions in rural areas. Many rural residents may not be familiar with digital technology or may have limited access to various resources. The present work finds the gap between rural and urban, male and female and technological knowledge and awareness in performing digital transactions. With the help of logistic regression, it has been observed impressive success in the implementation and spreading of digital transactions though there exist differences in many dimensions.

Keywords: Digital transaction; Logistic regression; Digital awareness; Technological knowledge.

**Assistant Professor, Department of Economics, Krishna Chandra College, Birbhum, West Bengal, India (E-mail: econtirtha@gmail.com)*

Exploring the Relationship between Financial Literacy and the Need for Financial Planning among Individual Investors in Pune City

*Jia Khatwani**, *Pratibha Patil*** and *Vinod Kishan Lalbeg****

ABSTRACT

Financial literacy has become the fundamental requirement in the present era. Financial literacy empowers the financial wellbeing and helps to build a secure financial future. It is imperative to channelize saving appropriately or to have a financial plan ready as per the current scenario to make well-informed decisions. Financial planning mainly includes acquisition & effective management of money. Managing money in this modern techno savvy world has become highly accessible due to numerous avenues of investments that offer potential rewards. However, it should be understood that every investment is subject to risk. It is imperative to skilfully handle the risk-reward relationship by having a well-thought out investment decisions which is strategically managed. Mastering the art of effectively managing money in today's tech-driven era is an essential part of financial literacy. The study focuses on exploring the relationship between financial literacy and financial planning in terms of its effectiveness, investment strategies with regard to risk and return on investments of an Individual Investor. The study also highlights the importance of financial literacy in terms of wealth creation, making wise & informed decision-making and the mechanism to brace formal financial system within the economy.

Keywords: Financial literacy; Financial planning; Financial system; Investment; Wealth creation.

**Corresponding author: Assistant Professor, School of BFSI, Symbiosis Skills and Professional University, Pune, Maharashtra, India*

(E-mail: jia.khatwani@sspu.ac.in)

***Assistant Professor, School of BFSI, Symbiosis Skills and Professional University, Pune, Maharashtra, India (E-mail: pratibhapatil99@gmail.com)*

****Assistant Professor, Department of MBA, Neville Wadia Institute of Management Studies and Research, Pune, Maharashtra, India*

(E-mail: vinod.lalbeg@nevillewadia.com)

Analysing the Impact of CSR Spending by Big 4 Firms on their Financial Profitability

*Sweta Kumari**

ABSTRACT

Purpose of the research: This research explores the intriguing connection between how much the Big Four accounting firms spend on CSR (Corporate Social Responsibility) and how well they perform financially. These major companies, namely PricewaterhouseCoopers (PwC), Deloitte, Ernst & Young (EY), and KPMG, face a challenge in balancing their profits with their social responsibilities. By analysing a wide range of data, including financial reports, CSR disclosures, and industry benchmarks, we aim to answer a crucial question: Does investing in CSR activities lead to tangible financial gains for these firms? This study adds to the ongoing conversation about the role of CSR in today's business world by highlighting its potential to improve financial performance while also addressing societal issues. Methodology: This research uses secondary data from the Big 4 accounting firms (PwC, Deloitte, EY, KPMG) from 2018 to 2022. We'll be looking at financial performance using measures like Earnings per Share (EPS) and Return on Net worth (RONW) with CSR spending as the main focus. We'll analyze the data using IBM SPSS software, mainly through panel data techniques. This helps us consider factors that are specific to each firm and factors that stay the same over time. By using this method, we can thoroughly explore how CSR spending relates to financial performance across the Big 4 firms. Major Results: Drawing from the analysis and interpretation, this study aims to investigate whether CSR spending impacts the company's Return on Net worth (RONW) in the chosen companies. The significant correlations found (with $R > 0.63$ and p

Keywords: Big 4 accounting firms; Corporate Social Responsibility (CSR); Financial performance.

**Student, Department of Business & Management, Christ University, Ghaziabad, Uttar Pradesh, India (E-mail: sweta.kumari@bba.christuniversity.in)*

Impact of NPAs on Foreign Banks' Profitability

*Siddharth Kumar**

ABSTRACT

Banking sector reforms in India have brought about a significant change in the structure and functioning of this sector. Although these reforms have facilitated the banking industry's growth, they have also led to the emergence of non-performing assets (NPAs), negatively impacting banks' profitability. However, the notion that NPAs harm profitability needs to be tested statistically, and this research aims to do just that. The study has collected data on various profitability and NPA parameters to determine the comparative impact of NPAs on foreign banks' profitability. The collected data will be statistically analyzed to achieve this objective.

Keywords: Gross NPA to gross advances ratio; NPAs; Profitability; Net profit.

**Student, School of Business and Management, Christ University, Ghaziabad, Uttar Pradesh, India (E-mail: siddharth.k@bba.christuniversity.in)*

Financial Schemes of Government Agencies for Dairy Farms in Indian Perspective: An Review

Sandeep Kule and Gauri Prabhu***

ABSTRACT

Agriculture in India has been steadily advancing, although the number of people living in rural areas and the amount of arable land per person are declining. Given the circumstances, it is imperative for every Indian farmer to embrace novel and advanced technology and methodologies in order to effectively address the challenges of food demand and supply. The Indian government has implemented several missions and schemes to improve the agriculture sector and support farmers. However, challenges such as diverse geographical environments, planning and execution issues, lack of awareness, and failure to integrate schemes need to be addressed in order to enhance the current condition of farmers and the agriculture sector. This evaluation examines the different effects related to the implementation of schemes. The integrated development of horticulture mission has proven to be highly successful in increasing farmers' income by 40%. Similarly, the National Food Security Mission has been linked to abundant production. The study is based on secondary data highlighting the role of government in Dairy production and schemes initiated by government to uplift the dairy sector.

Keywords: Dairy production; Dairy farm schemes; Government schemes.

**Corresponding author: Research Scholar, Department of Financial Management, All India Shri Shivaji Memorial Society's Institute of Management, Pune, Maharashtra, India (E-mail: sandeepkule@gmail.com)*

***Research Guide, Department of Financial Management, All India Shri Shivaji Memorial Society's Institute of Management, Pune, Maharashtra, India (E-mail: gauri6474@gmail.com)*

A Comparative Study of CSR Practices in Indian Banking Sector

*Deeksha Sharma**, *Nancy Bhargav*** and *Rajnish Kumar Mishra Rohit****

ABSTRACT

Corporate social responsibility (CSR) is an activity by which a company or an organization can easily build their Goodwill in the market. In general, the purpose of corporate social responsibility is to uphold ethical standards while making contributions to society. CSR is not just about the value for their customer but also internal and external factors. Making a meaningful contribution to corporate social responsibility (CSR) benefits businesses by improving their access to financing, new possibilities, staff retention, stakeholder satisfaction, and brand image. As Globalization continues, banks are also getting more and more involved in corporate social responsibility (CSR) activity for the expansion of customers. With a focus on initiatives like poverty eradication, health and medical care, and rural area development, the Indian banking sector's corporate social responsibility (CSR) programme aims to address financial inclusion, provide financial services to investment support of the nation, and advance the nation's socio-economic development. The Bank primarily conducts CSR efforts in the areas of environmental sustainability, Swachh Bharat Abhiyan, and educational programmes like Beti Bachoo Beti Padhan Abhiyan and many other activities. The purpose of this study is to check the CSR initiatives that the banking industry has put in place. Data is collected from the bank's CSR report.

Keywords: CSR; Goodwill; Ethical; Globalization; Development; Environmental; Initiatives.

**Corresponding author: Student, Department of Management, Institute of Management Studies Ghaziabad (University Courses Campus), Ghaziabad, Uttar Pradesh, India (E-mail: deekshasharma1444@gmail.com)*

***Student, Department of Management, Institute of Management Studies Ghaziabad (University Courses Campus), Ghaziabad, Uttar Pradesh, India (E-mail: bhargavnancy101@gmail.com)*

****Assistant Professor, Department of Management, Institute of Management Studies Ghaziabad (University Courses Campus), Ghaziabad, Uttar Pradesh, India (E-mail: rajnish.rohit10@gmail.com)*

Exploring the Sensitivity of S&P BSE Sensex to Foreign Institutional Investment, Gold Prices, Consumer Price Index, and Repo Rates

*Nima Gandhi**

ABSTRACT

This paper investigates the complex relationship between the Consumer Price Index (CPI), Gold Prices, Foreign Institutional Investment (FII), and Repo Rates—four important macroeconomic and financial indicators—and the S&P BSE Sensex stock index. The BSE Sensex is a crucial area of study for investors, policymakers, and financial analysts. Through an extensive empirical analysis of historical data, this study endeavors to uncover the extent to which these variables influence the S&P BSE Sensex, with the primary goal of providing valuable insights into the index's behavior and its sensitivity to external economic factors. Employing multiple regression analysis, we quantify the relationships between S&P BSE Sensex movements and changes in FII flows, gold prices, CPI inflation, and repo rates. The Granger causality test is employed to confirm whether each variable's lag values can be used for the prediction of S&P BSE Sensex. Our research findings reveal that CPI does not impact significantly in this regression model. Other variables FII, gold price and repo rate have an influence on the Sensex value. Further the result of Granger causality test reveals that past values of any of variables (lags in time series) under study cannot be used individually for the prediction of the BSE Sensex.

Keywords: S&P BSE Sensex; Multiple regression analysis; Macroeconomic variables; VIF (variance inflation factor).

**Assistant Professor, Department of Management, D.Y. Patil Vidyapeeth Centre for Online Learning, Pune, Maharashtra, India (E-mail: nima2289@gmail.com)*

Exploring the Rainfall Index as a Unique Asset Class for Investment, Hedging, and Speculation through Rainfall Derivatives: An Empirical Study

Dileep N. and Kotreshwar G.***

ABSTRACT

The proposed study is an attempt to explore the rainfall index as a unique asset class that can be used as part of a portfolio investment. Therefore, the present study considered the monthly monsoon rainfall data for the period from 1991 to 2020. The study employed the correlation matrix to determine the relationship between the rainfall of one Meteorological Subdivision (MSD) and the rainfall of the other MSDs in India. For these, the study used the rainfall data of all MSDs in India. The correlation analysis shows that there is a negative and weak correlation between one MSD and other MSDs for the study period. That means the rainfall in one MSD is not strongly correlated with the rainfall in other MSDs. Therefore, it is a distinct and unique asset class for a portfolio investment, and it can be traded in the capital market through the rainfall derivatives contracts. The rainfall derivatives contracts are an innovative and vibrant tool to hedge, speculate, and invest in the rainfall index in the capital market. According to the author's knowledge, this is the first exploratory study to explore the rainfall index as a unique asset class that is used for investment, hedging, and speculation.

Keywords: Rainfall Index; Unique Asset Class; Hedging; Speculation and Rainfall.

**Corresponding author: Assistant Professor, PG Department of Commerce, MMK and SDM MMV Mysore, Karnataka, India*

(E-mail: dileepn@commerce.uni-mysore.ac.in)

***Professor (Rtd), Department of Commerce, University of Mysore, University of Mysore, Karnataka, India (E-mail: kotreshwar@commerce.uni-mysore.ac.in)*

A Survey on Investors' Inclination Regarding Impact Investing in Tiruchirappalli District

Vijayakumar K.* and Sumaiya Sherin B.**

ABSTRACT

Impact investing entails expecting a financial return while also contributing positively to the environment and/or society. In case of Impact Investments, a new financial model considering social and environmental impact is required since conventional financial theory concentrates on risk and return. The investigation's goal is to explore the traits of the sample population and gauge investor awareness of impact investing. The study was conducted in Tamil Nadu's Tiruchirappalli district. The general investors participating in the capital contribution of business organizations have been asked about their knowledge of impact investing. Sample respondents of 200 respondents were chosen for the study using the convenient sampling technique. The respondents' primary data was gathered using Google for the study concluded that all age group respondents had a moderate level of familiarity and personal knowledge about the nature of impact investing.

Keywords: Impact investing; Investment decision making; Public sector institutions; Positive change.

**Assistant Professor and Research Supervisor, PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Affiliated to Bharathidasan University, Tiruchirappalli, Tamil Nadu, India (E-mail: drkvk79@gmail.com)*

***Corresponding author: PH.D. (Part-time) Research Scholar, PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Affiliated to Bharathidasan University, Tiruchirappalli, Tamil Nadu, India (E-mail: sherinsumaiya@gmail.com)*

Studying the Relationship between Gift Nifty Futures and Nifty 50 Indices on Daily Time Frame to Predict the Prices

Vishwas Murmure and Pranav Parad***

ABSTRACT

This paper focuses on and explores the aspect that the relationship between Gift Nifty and Nifty index can be used by Domestic traders to initiate trades in the first hour of the markets when the volumes are high and many active trades for the day are placed. Earlier SGX Nifty was the index that was referred to now trading in Gift City, as Gift Nifty. The paper includes evaluating and back-testing the relationship of Gift Nifty or SGX Nifty with Nifty 50 for the past 1 year and comparing the results to predict the price movement. The criteria to test the relationship is with an RSI indicator with a daily time frame. Thereof, the paper is based on secondary data as the need for primary data is negligible in this study. The data is taken from the Trading View website and NSE official website. In the end, the paper concludes that the Gift Nifty derives the price for the opening of the Nifty 50 spot. The RSI indicator can be used to predict the market direction. The opening of Gift Nifty futures and Nifty 50 spot has no relationship. The change of SGX Nifty to Gift Nifty does not influence the relationship between the spot and future indices.

Keywords: Gift Nifty; Nifty 50; RSI Indicator; SGX Nifty; Daily Time Frame.

**Corresponding author: Student, Department of Finance, Institute of Management Development and Research, Pune, Maharashtra, India*

(E-mail: vishwasmurmure95219@gmail.com)

***Student, Department of Finance, Institute of Management Development and Research, Pune, Maharashtra, India (E-mail: pranav.parad@gmail.com)*

A Structured Literature Review on Integrated Reporting

Darshan Bagade*, Prasanna Kulkarni** and Abhijit Chirputkar***

ABSTRACT

Purpose: This article is aimed at understanding the research carried out on Integrated Reporting from 2013 to 2022 and identify the benefits received by companies because of implementation of Integrated Reporting (IR) framework as well as the advantages highlighted in academic literature while summarizing the challenges in adopting the IR framework and limitations of the Integrated Reporting. **Research Methodology:** Systematic Literature Review with the use of PRISMA (Preferred Reporting Items of Systematic reviews and Meta-Analyses) was adopted. **Findings, Conclusions:** The major research on IR Framework is carried out in Italy, South Africa and United Kingdom. The major benefits of implementing IR Framework are better stakeholder management and improved decision making through use of information provided in the Integrated Reports which includes both financial and non-financial aspects. Key limitation of implementing an IR framework is that there are no standard set of rules available which makes it hard to understand and implement. **Originality:** The current academic literature available on IR Framework is fragmented in nature. This article extends that research by collating together observations from multiple academic publications. Thereafter, it identifies the gaps in the existing literature available which can be studied further. **Limitation:** The existing academic literature available on Integrated Reporting is sector specific or concentrated on very few countries. There is paucity of available data for making the generalized statements. This article is written using the research articles available in only one database i.e., Web of Science (WoS), which becomes the major limitation. Hence there is further scope of research and developments. **Practical/ Theoretical Implications:** Most of the research carried out on the topic of Integrated Reporting is fragmented and scattered in nature. This article tries to collate it and provide a summary of benefits and limitations of Integrated Reporting as observed in various research papers and list down the challenges in implementation of IR Framework.

Keywords: Integrated reporting; Financial reporting; Integrated thinking; Sustainability.

**Corresponding author: Assistant Professor, Department of Finance, Institute of Management Development and Research, Pune, Maharashtra, India (E-mail: darshanbagade97@gmail.com)*

***Associate Professor, Department of Finance, Symbiosis Institute of Digital & Telecom Management, Pune, Maharashtra, India (E-mail: pkulkarni@sidtm.edu.in)*

****Director, Department of Finance, Symbiosis Institute of Digital & Telecom Management, Pune, Maharashtra, India (E-mail: director@sidtm.edu.in)*

Building Resilience for a Viksit Bharat: Leveraging Point Planning in the Indian Derivatives Market

Shaunak Mainkar, Shweta Jain** and Darshan Bagade****

ABSTRACT

The Indian derivatives market, a bustling arena teeming with potential, also harbors significant risk. A recent SEBI report paints a concerning picture: nearly 9 out of 10 individual traders in the equity F&O segment lost money in FY22. This alarming trend begs the question - what's driving these losses, and how can we help traders navigate this volatile landscape with more resilience? Upon reflection, it becomes evident that the causes of retail traders' losses are manifold, encompassing factors such as undisciplined trading practices, inadequate market knowledge, and excessive market volatility. In response to these challenges, this research endeavors to explore the efficacy of implementing point planning dynamics within the Indian derivatives market. Point planning in the derivatives market involves planning for situations in prior; pre-determination of entry and exits in various situations. Applying a point plan to the dynamic derivative market helps reduce the wide scope of decisions taken by derivative traders into three kinds of scenarios. These scenarios are well-defined and a clear picture of the proposed action to be taken against every scenario becomes clear to the trader. The research tests the application of the point plan along with the contents that need to be included in the point plan for its successful execution.

Keywords: Point planning; Derivatives; Futures & Options; Trading; Financial markets.

**Corresponding author: Assistant Professor, Department of Finance, Institute of Management Development and Research (IMDR), Pune, Maharashtra, India
(E-mail: shaunak.mainkar@imdr.edu)*

***Associate Professor, Department of Finance, Institute of Management Development and Research (IMDR), Pune, Maharashtra, India
(E-mail: shweta.jain@imdr.edu)*

***Assistant Professor, Department of Finance, Institute of Management Development and Research (IMDR), Pune, Maharashtra, India
(E-mail: darshan.bagade@imdr.edu)*

Critical Analysis of Trading Strategies for Enhanced Navigation of the Indian Stock Market

*Nilesh Munole**

ABSTRACT

In order to clarify practical methods for traders and investors, this research paper critically analyzes trading techniques designed for the Indian stock market environment. The ability to successfully traverse the Indian stock market, given its dynamic and frequently unpredictable nature, depends on the prudent selection and execution of trading strategies. This article examines a range of trading methods using an analytical lens, including advanced technical indicators, algorithmic models, and classic fundamental analysis. It also explores the complex interactions between market mood, regulatory dynamics, and macroeconomic variables, recognizing their significant influence on trade results. This paper aims to provide market players with actionable insights and strategic direction to maximize their trading attempts and successfully navigate the Indian stock market terrain by breaking down the complexities of trading methods within the Indian environment.

Keywords: Indian Stock Market; Trading Techniques; Technical Analysis - Advanced technical indicators.

**Student, PGDM, Institute of Management Development and Research (IMDR), Pune, Maharashtra, India (E-mail: nileshmunole@gmail.com)*

Analytical Study of Indian Financial System Readiness for Transitioning from LIBOR to SOFR

Shweta Jain and Shaunak Mainkar***

ABSTRACT

Since the middle of the 1980s, Libor has been one of the primary standards for lending. Globally, contracts valued at over \$350 trillion are tied to LIBOR for the five primary currencies. But the history of Libor has been marred by a number of scandals and accused of being manipulated into being inaccurate. A lack of transparency, reduction in wholesale and unsecured interbank borrowings, combined with LIBOR market disruption in 2012 have all contributed to market players' diminished trust in this widely used benchmark rate. A number of alternative reference rates, including 'Secured Overnight Financing Rate (SORA)', have emerged as alternatives to IBORs in the last five to ten years. This study was carried out to learn more about the range of alternative rates available, the measures the Indian Financial System took to make a smooth transit to SOFR from LIBOR, and to emphasize the significance of both internal and external benchmarking rates.

Keywords: Alternative reference rate; Benchmark; Manipulated; Secured; Transition.

**Corresponding author: Associate Professor, Department of Finance, Institute of Management Development & Research, Pune, Maharashtra, India
(E-mail: shweta.jain@imdr.edu)*

***Assistant Professor, Department of Finance, Institute of Management Development & Research, Pune, Maharashtra, India
(E-mail: shaunak.mainkar@imdr.edu)*

Disruption, Innovation, and Regulatory Implications of FinTech Revolution in Bharat

*Riddhi Mahamuni**

ABSTRACT

The FinTech revolution has disrupted the traditional banking industry, creating new opportunities for innovation and growth and has the potential to drive positive social and environmental impact in the banking industry, contributing to the achievement of sustainability goals globally. This paper provides a comprehensive analysis of the FinTech revolution in India, focusing on its disruptive nature, innovative advancements, and regulatory implications. By examining key drivers, emerging trends, and inherent challenges, it sheds light on India's evolving FinTech ecosystem and its potential socio-economic impact. The paper explores the technological disruption with FinTech towards "Vikshit Bharat", regulatory framework governing FinTech activities, highlighting the roles of regulatory authorities such as the Reserve Bank of India (RBI) and Securities and Exchange Board of India (SEBI) in fostering innovation while ensuring consumer protection, data privacy, and financial stability. Examining the disruption caused by FinTech players, the paper analyses how they have challenged legacy institutions by offering faster, cheaper, and more accessible financial products and services. This section will explore advancements in digital payments, wealth management, lending, and Insurtech, highlighting the benefits and challenges posed by these innovative solutions. Through this analysis, the paper aims to provide insights into the transformative journey of FinTech in India and its potential to reshape the country's economy and society.

Keywords: FinTech; Disruption; Innovation; Regulation; Financial Inclusion; Digital Payments.

**Student, Department of Management, Institute of management Development and Research, Pune, Maharashtra, India (E-mail: riddhimahamuni01@gmail.com)*

Empowering Viksit Bharat through Digital Payments: Exploring the Role of UPI & A Roadmap for Addressing UPI Hurdles in Digital Payments

Shambhavi Raghuvanshi and Shreya Shewale***

ABSTRACT

The unified payment interface (UPI) is the USP of India in today's time for the digital payment world but that does not mean that it is free from faults. This study aims to gain insight into the challenges faced by users while using UPI and also gather certain suggestions that can be included to improve UPI. It also helps enlighten regarding the existing achievements of UPI which also signifies its role in the Indian economy. This paper also aims to showcase the international presence of UPI which helps us understand the value it adds to the Indian economy. The findings contribute towards development of UPI which will result it to be a competent system in the market in terms of digital payments. We can also understand that how UPI's contribution can help in achieving Viksit Bharat.

Keywords: Viksit Bharat; UPI; Digital payment; Global presence.

**Corresponding author: Student, Department of Management, Institute of Management Development and Research, Pune, Maharashtra, India
(E-mail: shambhavisraghuvanshi@gmail.com)*

***Student, Department of Management, Institute of Management Development and Research, Pune, Maharashtra, India (E-mail: shreyashewale44@gmail.com)*

Exploring the Relationship between Nasdaq and Nifty Indices over Eleven Years (2013-2023)

*Dipak Dake**, *Gauri Jambhulkar***, *Ankit Kalore**** and *Shaunak Mainkar*****

ABSTRACT

This paper investigates the long-term relationship between the Nasdaq index and the Nifty index within the Indian context over eleven years. Utilizing historical price data, we calculated the mean, mode, median, standard deviation, variance, correlation, regression and many more of their percentage changes for each year and analyse their relation. Employing statistical analysis techniques, we assess the degree of correlation between the indices and examine trends, volatility, and any significant events that may have influenced their movements during the timeframe. The findings offer valuable insights into the long-term dynamics between these major stock market indices, aiding investors and policymakers in decision-making processes.

Keywords: Nasdaq index; Nifty index; Short-term relationship; Correlation analysis; Statistical techniques.

**Corresponding author: Student, PGDM , IMDR, Pune, Maharashtra, India
(E-mail: dbdake1@gmail.com)*

***Student, PGDM, IMDR, Pune, Maharashtra, India
(E-mail: ddake911@gmail.com)*

****Student, PGDM, IMDR, Pune, Maharashtra, India
(E-mail: ankit.kalore25@gmail.com)*

*****Teaching Faculty, PGDM, IMDR, Pune, Maharashtra, India
(E-mail: shaunak.mainkar@imdr.edu)*

Innovative Approaches to Education for Sustainable Development: Lessons from Kotak Bank's CSR Programs towards Viksit Bharat 2047

Rucha Dokhe and Pritha Ubgade***

ABSTRACT

Corporate Social Responsibility (CSR) has become increasingly integral to modern business strategies, reflecting a commitment to addressing social and environmental challenges while simultaneously enhancing business value. This study examines the impact of Kotak Mahindra Bank's CSR programs in rural areas, with a focus on education and livelihood projects for economically disadvantaged populations. Using secondary data extracted from Kotak Mahindra Bank's official website and financial statements over the last five years, the study examines CSR budget spending trends and the bank's alignment with the United Nations Sustainable Development Goals (SDGs), with a focus on Quality Education (SDG 4). Kotak Mahindra Bank's CSR efforts take a diverse approach, aiming to improve learning outcomes, promote higher education, develop entrepreneurship, improve livelihoods, and provide education and skill-building opportunities for people with disabilities and youth. Kotak Mahindra Bank has spent INR 265 crores on CSR efforts, making significant contributions in social development programs. These activities have had a significant impact on over 61,000 children through formal education support and over 13,800 teenagers through upskilling programs, with 1,625 specifically benefiting from skill development initiatives for people with disabilities. Furthermore, the study demonstrates how Kotak Mahindra Bank's CSR programs appeal to customers seeking ethical enterprises, promoting advocacy, loyalty, and stronger relationships with investors and communities. The bank's dedication to sustainability, healthcare, and education projects has not only enhanced its organizational base, but has also resulted in new commercial prospects and excellent media coverage. These findings highlight the importance of CSR in improving corporate reputation, attracting top talent, and promoting long-term economic success. Overall, this study provides valuable insight into the impact and effectiveness of Kotak Mahindra Bank's CSR programs, shedding light on the transformative power of corporate social responsibility in generating positive social change and sustainable development. As businesses acknowledge the importance of social responsibility in today's global context, the study's findings provide useful insights for enterprises looking to incorporate CSR into their business strategy and contribute to the creation of a more fair and sustainable future.

Keywords: CSR; Kotak Mahindra Bank; Sustainable Development Goals; Education; Livelihood.

**Corresponding author: Student, PGDM, IMDR, Pune, Maharashtra, India
(E-mail: rucha11dokhe@gmail.com)*

***Professor, IMDR, Pune, Maharashtra, India (E-mail: pritha.ubgade@imdr.edu)*

Towards Fairness and Accuracy: A Comparative Study of Sovereign Credit Ratings by Global Agencies

*Krrish Agarwalla**, *Sahil Jadhav***, *Payal Shah****, *Atharva Verma*****,
*Vedang Gosavi***** and Aditi Ambadkar******

ABSTRACT

This paper examines the factors influencing sovereign credit ratings assigned by three prominent global credit rating agencies: Moody's, Fitch, and Standard & Poor (S&P). We delve into the determinants of these ratings and their implications for countries, with a particular focus on those in the global south. Our findings reveal a concerning negative bias toward countries categorized under the global south, indicating potential disparities in the rating assessment process. Additionally, we find that traditional macroeconomic indicators such as Foreign Direct Investment (FDI) and external debt fail to demonstrate statistical significance in explaining variations in sovereign ratings. Furthermore, socio-political factors including the Human Development Index and government efficiency score exhibit similar insignificance in our analysis. Through this comparative study, we contribute to the understanding of sovereign credit rating determinants, highlighting the need for a more inclusive and nuanced assessment framework. Our findings underscore the importance of addressing biases and incorporating a diverse set of indicators to enhance the accuracy and fairness of sovereign credit assessments, thereby informing policy decisions and fostering economic stability and development on a global scale.

Keywords: Sovereign credit ratings; Global south; Macroeconomic indicators.

**Corresponding author: Student, Department of Statistics, Fergusson College, Pune, Maharashtra, India (E-mail: krrishmof07@gmail.com)*

***Student, Department of Statistics, Fergusson College, Pune, Maharashtra, India (E-mail: jsahil2023@gmail.com)*

****Student, Department of Statistics, Fergusson College, Pune, Maharashtra, India (E-mail: payalnsk@gmail.com)*

*****Student, Department of Statistics, Fergusson College, Pune, Maharashtra, India (E-mail: athv203@gmail.com)*

******Student, Department of Statistics, Fergusson College, Pune, Maharashtra, India (E-mail: vedgosavi@gmail.com)*

******Student, Department of Statistics, Fergusson College, Pune, Maharashtra, India (E-mail: aditi.ambadkar2003@gmail.com)*

A Comparative Study of the Expenditure Pattern of Electricity Distribution Companies in India

Vijayakumar K. and Shafi C. K.***

ABSTRACT

The electric distribution is a state level agenda and each state has their own policy on the system. Each state has a big electricity distribution network. They are working with an intention to provide the service to common people. The objective of the study is to measure the level of expenditure made by the selected leading electricity distribution companies and to compare the level of expenditure made between the companies. The study has been carried out at India level. Hence based on the volume of sales, 15 leading electricity distribution companies in various states have been considered as sample. The secondary data related to the expenditures made by the companies is collected through their audited annual reports from the financial year 2017-18 to 2021-2022. The expenses ratios are calculated by comparing with the total revenue of the companies during the study period. For the purpose of comparing between the companies, average contribution of the expenses to the total revenue during the period is calculated. The study of the expenditure of leading electricity companies is important for informed policy decisions. Governments and regulators around the world are increasingly concerned about energy security, sustainability, and affordability. By understanding the expenditure patterns of these companies, policymakers can make informed decisions on issues such as energy subsidies, regulations and incentives for renewable energy. This can help promote a more sustainable and affordable energy system, benefiting consumers and the wider economy.

Keywords: Electricity; Discoms; Cost of power purchase; Employee benefit expenses; Finance cost.

**Corresponding author: Assistant Professor and Research Advisor, PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), (Affiliated to Bharathidasan University), Tiruchirappalli, Tamil Nadu, India
(E-mail: drkvk79@gmail.com)*

***Ph.D. (PT) Research Scholar, PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), (Affiliated to Bharathidasan University), Tiruchirappalli, Tamil Nadu, India (E-mail: shafikaruppadanna@gmail.com)*

Disruption of FinTech in Various Banking Operations

Anita Mathapati* and Shweta Jain**

ABSTRACT

Technology has touched every aspect of our life. Right from monitoring the heartbeats of an unborn, till meeting everyone's daily needs of grocery and milk, monitoring and controlling the space mission to raising an alert of earthquake and tsunami and the list can go very long. The technology is changing so fast that it is disrupting the way businesses perform in many areas. The word "FinTech" or financial technology refers to all the technological innovation in the design and delivery of financial services and products. Banking, being the most used financial service in daily life, has been affected by this FinTech. FinTech has completely transformed the ways banks used to work and connect with customers - Core banking, electronic transfer of funds, NEFT and RTGS, smart cards, internet banking, mobile banking and now AI empowered banking. Growing use of smart devices, improved connectivity and hyper-demanding customers expect a high degree of personalization and convenience out of their banking experience. In this scenario, AI helps to provide personalized banking experience to every customer and at the same time helps to automate various banking operations with the benefit of increasing efficiency and reducing operating cost for the banks. This paper tries to review the application of FinTech that has disrupted various banking operations.

Keywords: Disrupting; FinTech; AI; Machine learning; Big data; Block chain technology; Core banking.

**Corresponding author: Assistant Professor, Department of BBA, ATSS College of Business Studies and Computer Application, Pune, Maharashtra, India (E-mail: anita.mathapati1@gmail.com)*

***Associate Professor, Department of MBA, Institute of Management Development and Research, Pune, Maharashtra, India (E-mail: drshwetajain01@gmail.com)*

Cross Selling's Constraints and Solutions in Banking Industry

Vijayakumar K. and Rajesh P.G.***

ABSTRACT

Cross-selling is a kind of up selling in which extra goods or services are sold to an existing client in order to generate more revenue. Cross-selling has the potential to be very successful in terms of raising both income and the level of customer happiness; however, it does come with a few limitations that businesses will need to manage. Customers may not be aware of the breadth of the available options or how well they fit their needs. Customers may be educated and their awareness raised about items that are relevant to them via the use of targeted marketing campaigns and customized suggestions. This research proposes that while suppliers of solution solutions have greater potential to increase their company via improved cross-selling prospects, the degree to which cross-selling opportunities materialize is determined by three mechanisms: tools for value evaluation, flexibility of solutions, and coordination between sales and service. The aim of the study are to identify the major hindrances of cross selling affected by the banks and to analyze the measures to overcome the constraints of cross selling.

Keywords: Customer's feedback; Cross selling; Constraints and solutions; Upselling.

**Corresponding author: Assistant Professor and Research Advisor, PG & Research Department of Commerce, Jamal Mohammed College, Tiruchirapalli, Tamil Nadu, India (E-mail: drvk79@gmail.com)*

***Research Scholar, PG & Research Department of Commerce, Jamal Mohammed College, Tiruchirapalli, Tamil Nadu, India (E-mail: rajeshpettedan@gmail.com)*

Track

Human Resource Management

Unveiling the Professional Expectations of Millennial Employees in the Modern Workplace: A Comprehensive Study

*Nandansing Patil**

ABSTRACT

Today's workforce comprises individuals from various generations, including baby boomers, Generation X, Millennials (Generation Y), and the emerging Generation Z. Millennials, born between 1980 and 2000, are often regarded as the future workforce. They are known for their education, confidence, and proficiency in technology, which surpasses that of previous generations. However, managing Millennials in the workplace presents significant challenges for managers and organizations. These challenges stem from Millennials' expectations, such as a fun work environment, flexible schedules, and rapid career advancement, as well as from obstacles like entrenched processes and a lack of transparency. As Millennials become a dominant presence in the workplace, companies are adapting their policies, developing new strategies, and adjusting their culture to leverage their strengths and address emerging challenges. This paper explores the professional expectations by Millennial employees at the workplace. Drawing from surveys conducted with Millennials, managers, and human resources representatives, as well as from existing research, the paper aims to provide insights into the professional expectations factors and innovative HR practices needed to drive significant improvements in organizational productivity.

Keywords: Millennial Employees; Generation Y; HR Practices; Professional Expectations; Work Life Balance.

**Research Scholar, Department of Commerce and Management, Neville Wadia Institute of Management Studies & Research, Pune, Maharashtra, India
(E-mail: patilnandan@yahoo.com)*

Mind Over Majors: Analysis of Student Mindset and Specialized Course Preferences among students of Brihan Maharashtra College of Commerce, Pune

*Vilina Phadnis**

ABSTRACT

Current generation of students in India represents the hope and potential for the nation's future. Their young minds are in the process of being molded and will go on to build a foundation for Viksit Bharat. This study aims to explore the mindset that influences students while choosing a degree program in a particular field as they are tomorrow's workforce. The study analyses all undergraduate students from BMCC and the different specializations offered by them through an online survey. The analysis reveals that students make informed decisions about their courses but lack the requisite knowledge, resulting in an inadequate level of research. The data shows that the majority of students are content with their program selection, making them believe they conducted sufficient research before making the choice. Once the decision is made, students accept it and strive to achieve the best outcome possible. Students tend to be content with their decisions but feel lost about their future. To resolve this, universities could establish a dedicated department for further studies by partnering with other universities. With the right guidance and minimal fees, these brilliant minds can be developed into future leaders who will change the world with their innovative ideas.

Keywords: Student mindset; Course of study; Factors influencing decision making; Career guidance.

**Student, BBA, Brihan Maharashtra College of Commerce, Pune, Maharashtra, India (E-mail: vilinap27@gmail.com)*

Transforming Role of Social Media in Talent Acquisition

Dinesh Lahori and Syamala Garikipati***

ABSTRACT

Earlier Talent acquisition process used to be very simple, but time consuming. The process of hiring started with the job advertisement in the newspaper, followed by job application, evaluation of the job applications and finally the interviews used to be carried out. This process used to be time consuming, and the returns of this conventional process were also uncertain. The scope of the hiring process was also very much limited due to the local exposure only. The only parameter for talent acquisition was the performance of the interviewee and the gut feeling of the interviewer. But with the introduction of social media, the process of Talent acquisitions has undergone manifold changes. The acquisition of talent has become easier and faster. Through social media, the company can approach talent across borders, explore untapped human resources and thereby expand its horizons to select the best candidate from the open crowds. With the help of social media, the company can forward their customized job requirements to the specific active job seekers and thus increase the possibility of the right candidate, with right skills, at the right job and with right package. Furthermore, the companies through social media platforms advertise to the society about the favorable work culture existing in the organization, the benefits available for the employees and thereby encourage the potential workforce to join their companies. The job aspirants through social media can carry out customized job searches via filters. Besides that, the social media platforms also act as a 24*7 Job channel, where one can determine the job competitiveness by knowing how many have applied for the job, how old is the specific job vacancy post, how strong is his or her social media profile to match the job requirement. The researcher has used Exploratory research where the researcher is studying the unfolding aspects in Talent acquisition due to the use of social media. The findings and interpretations of the study are based on the Primary data analysis from the survey of Employers and observations of the researcher on different social media websites of the organizations.

Keywords: Social media; Transformation; Talent acquisition.

**Corresponding author: Assistant Professor, Commerce, KES' Pratibha College of Commerce and Computer Studies, Chinchwad, Maharashtra, India
(E-mail: lahori.dinesh@gmail.com)*

***Professor, Head of Department, Department of Commerce, Savitribai Phule Pune University, Shivajinagar, Pune, Maharashtra, India (E-mail: gsyamala27@gmail.com)*

Enhancing Onboarding Functions in HR through AI: Opportunities & Challenges

Khadija Momin, Pravin Mane** and Hema Mirji****

ABSTRACT

The expansion of an organization depends on effective human resource management (HRM). Onboarding is a crucial procedure for companies and workers alike. The focus of onboarding has always been on getting to know new hires personally. Good onboarding increases loyalty and increases employee retention. On the other hand, remote work has increased the difficulty of this process by requiring a quick transition from offline to online onboarding procedures. Nowadays Artificial intelligence (AI) and other new technologies are being adopted by organizations. The purpose of this study is to produce a thorough overview of onboarding based on the literature that integrates research findings from the Pune location's BPO sector. Firstly, this paper provides a comprehensive overview of the onboarding processes. Secondly, the paper securitizes the benefits and drawbacks of AI during onboarding. All in all, this study provides the benefits and drawbacks to AI's application in HR for onboarding activities. Finally, there are recommendations for further study employing a stakeholder-centric approach.

Keywords: Artificial Intelligence; AI; Onboarding; Challenges; Opportunities.

**Corresponding author: Research Scholar, Department of Management, Bharati Vidyapeeth (Deemed to be University) Institute of Management and Entrepreneurship Development, Pune, Maharashtra, India (E-mail: khadijamomin07@gmail.com)*

***Assistant Professor, Department of Management, Bharati Vidyapeeth (Deemed to be University) Institute of Management and Entrepreneurship Development, Pune, Maharashtra, India (E-mail: pravin.mane@bharativedyapeeth.edu)*

****Assistant Professor, Department of Management, Bharati Vidyapeeth (Deemed to be University) Institute of Management and Entrepreneurship Development, Pune, Maharashtra, India*

Moonlighting: A New Challenge for HR Globally

Gazala Khan and Shweta Bapat***

ABSTRACT

Why has ‘moonlighting’ been trending lately? Since the beginning of the pandemic in 2020, which shook the world, changes in employment patterns have become apparent. Flourishing sectors with dynamic work environments suffered jerks and trembled with fewer jobs, high prices and minimal demand. In the wake of the post-pandemic period, a new phenomenon gaining prevalence is dual job-holding or moonlighting. Moonlighters, though small in number, have existed since the initiation of work culture in the world as well as India. The primary motivations for it are existing constraints in their main jobs, acquiring a new portfolio of jobs which add to their job characteristics, gaining training on new occupations, to meet financial necessities, and lack of interest in the current employment, among other things. Sometimes moonlighters work in the same industry for their primary and secondary jobs, and at times they are engaged in different industries due to their job insecurities or considering prospects of their occupation.

Keywords: Moonlighting; Legal issues; HR Challenges.

**Corresponding author: Research Scholar, Department of Management, P. Jog College of Science & Commerce, Pune, Maharashtra, India
(E-mail: gazala.nadap@gmail.com)*

***Research Guide, Department of Management, SVIMS, Pune, Maharashtra, India
(E-mail: shwetambapat@yahoo.co.in)*

Viksit Bharat's Talent Landscape: A Study on Acceptance of Neurodiversity by Employees in India

Suraj Kamble*, Priya Agarwal** and Rasika Talekar***

ABSTRACT

Exploring the landscape of talent acceptance in Viksit Bharat, this study delves into the reception of neurodiversity among employees in India. Through an extensive review of pertinent literature and empirical analysis, the research investigates how factors such as knowledge, recognition, integration, inclusivity, familiarity, and attitude influence the acceptance of neurodiversity in the Indian workplace context. Statistical analyses were conducted to examine the correlations between these factors and the acceptance of neurodiversity. The findings revealed significant associations, highlighting the pivotal role of education, awareness, inclusivity, and positive attitudes in fostering acceptance of neurodiverse individuals in the Indian workforce. Drawing on both empirical evidence and theoretical underpinnings, the study offers recommendations for organizations to promote a culture of neurodiversity acceptance in the workplace.

Keywords: Viksit Bharat; Neurodiversity; Acceptance; Workplace; Diversity; Recognition; Equity; Inclusion.

**Corresponding author: Professor, Department of Management, DES IMDR, Pune, Maharashtra, India (E-mail: suraj@imdr.edu)*

***Student, Department of Management, DES IMDR, Pune, Maharashtra, India (E-mail: priyakumari.bansal098@gmail.com)*

****Student, Department of Management, DES IMDR, Pune, Maharashtra, India (E-mail: rasika.talekar18@gmail.com)*

Enhancing Teacher Training Effectiveness for Viksit Bharat 2047: Aligning with the New Education Policy and Revised National Credit Framework

*Nishita Desai**, *Kalagi Shah*** and *Suraj Kamble****

ABSTRACT

In the pursuit of achieving the ambitious goals outlined in Viksit Bharat 2047, the importance of teacher education and training cannot be overstated. This paper delves into the imperative need for revamping existing teacher training methodologies to align with the paradigm shift introduced by the New Education Policy and the Revised National Credit Framework. The key focus is on how effective teacher training plays a pivotal role in enhancing overall learning outcomes. The research employs a dual-method approach, utilizing both primary data gathered through a comprehensive questionnaire and secondary data analysis. The primary objective is to bridge the prevalent gap between existing teacher training practices and the implementation of the novel educational policies. By doing so, the study aims to contribute valuable insights towards formulating a robust model for teacher training that is in harmony with the evolving educational landscape. Through an examination of current practices and a critical analysis of the new policy, this research underscores the urgency of adapting teacher training programs to meet the dynamic needs of the education system. The proposed model for effective teacher training strives to be a catalyst for positive change, ensuring that educators are equipped with the necessary skills and knowledge to create an empowered learning environment, ultimately paving the way for a prosperous and well-educated Viksit Bharat in 2047.

Keywords: Teacher training; Viksit Bharat 2047; New Education Policy; Revised National Credit.

**Corresponding author: Assistant Professor, Department of Management, IMDR, Pune, Maharashtra, India (E-mail: nishita.desai@imdr.edu)*

***Associate Professor, Department of Management, GLS University Pune, Ahmedabad, Gujarat, India (E-mail: kalagi.shah@glsuniversity.ac.in)*

****Associate Professor, Department of Management, IMDR, Pune, Maharashtra, India (E-mail: suraj@imdr.edu)*

Two Decades of Global Talent Management: A Bibliometric Analysis and Literature Review

Gopa Das* and Pritha Ubgade**

ABSTRACT

Companies face mounting pressure to identify and recruit outstanding talent in a rapidly evolving global business landscape where demand considerably exceeds the available supply. Organizations face challenges when implementing talent management practices and policies. Multinational corporations increasingly embrace effective global talent management strategies to oversee their personnel worldwide. Despite its emerging nature, global talent management research spans two decades; yet, there is a gap which can compile all the research conducted in Global Talent Management. In this study, we attempt to fill this gap in global talent management by identifying the most influential journals, authors, countries, and cited papers in talent management research. This study used applications such as advanced Excel, Scopus analytics, and Biblioshiny by R to analyse the data. The results suggest that the USA is the country that makes the greatest contribution to global talent management. Journal of Human Resources contributed the most to publishing papers related to global talent management, with Scullion H being the most cited author. This research provides a comprehensive report to scholars and managers who want to explore the field of global talent management further.

Keywords: Talent management; Global talent management; Organization; Talent retention; Bibliometric analysis.

**Corresponding author: Assistant Professor, Department of Management, IMDR, Pune, Maharashtra, India (E-mail: gopa.das10@gmail.com)*

***Assistant Professor, Department of Management, IMDR, Pune, Maharashtra, India (E-mail: naserypritha@gmail.com)*

Synchronizing Diversity: Bhartiya Perspectives on Cross-cultural Communication Challenges in Agile Workforce Management

*Shraddha Ghanekar**, *Suraj Yadav*** and *Sonali Khurjekar****

ABSTRACT

This research paper explores the cross-cultural communication challenges and solutions inherent in Agile global workforce management, with a focus on the Bhartiya perspective. In an increasingly globalized business environment, organizations are adopting Agile methodologies to enhance flexibility and responsiveness in project management. However, cultural differences among team members can pose significant barriers to effective communication and collaboration in Agile teams. Drawing upon a comprehensive literature review, theoretical frameworks, and empirical research, this study examines the specific challenges faced by Agile teams in navigating cross-cultural communication dynamics. It identifies key issues (White, 2008) such as language barriers, cultural norms, and divergent communication styles that impact team cohesion and performance. Additionally, the paper explores strategies and best practices for mitigating these challenges, including cultural awareness training, intercultural communication skills development, and inclusive leadership approaches. Through a Bhartiya lens, this research offers insights into the unique cultural characteristics, communication norms, and organizational dynamics prevalent in Indian workplaces. Ultimately, the findings contribute to a deeper understanding of the role of cross-cultural communication competence and cultural sensitivity in Agile global workforce management, with implications for theory, practice, and future research as mentioned in (Gerhart, 2008).

Keywords: Agile workforce management; Cross-cultural communication; Agile methodology; Cultural differences.

**Corresponding author: Student, Human Resource Management, IMDR, Pune, Maharashtra, India (E-mail: shraddhaghanekar19@gmail.com)*

***Student, Human Resource Management, IMDR, Pune, Maharashtra, India (E-mail: surajy121.sy@outlook.com)*

****Assistant Professor, Human Resource Management, IMDR, Pune, Maharashtra, India (E-mail: sonali.khurjekar@imdr.edu)*

A Review of Bharat's Tech-enhanced HR Management

Mayuresh Ghare*

ABSTRACT

In the post globalization period Indian industry has witnessed a rapid industrialization with modern approach. The inflow of foreign MNCs has not only brought investment but also new technology and management practices. The domestic organizations had no other option than to change their approach to face the stiff competition. The domestic organizations also responded positively and gradually adopted new management technics. The former role of HR department was enlarged and it was given due importance in planning and managing the industries. The industries started to adopt technologies in managing the Human Resources Department. Greater emphasis has now been placed on making use of advanced technology for performing various functions of the HR department. The entire world has become a global employment market. New concepts like hybrid system of work from home has now been emerged. Day in and day out the technology is witnessing changes and those are being adopted by the industry. Today emphasis is on cutting cost of production, enhancing the quality of the product and at the same time keep the HR expenses at possible low level. New HR practices are being developed to motivate the employees. Today retaining the talented employees has also become a key task. Concepts like Work Life Balance, employee welfare etc have gained importance. Thus, the current industry situation requires a proactive and strategic approach from HR. Therefore, the HR department needs to embrace the latest technology and play a crucial role in driving organisational performance.

Keywords: Impact of Globalization; Human Resource Management; Talent hunt; Use of technology for HR.

**Assistant Professor, Department of MBA, Shri Shivaji Maratha Society's Institute of Management and Research, Pune, Maharashtra, India
(E-mail: mayureshghare@gmail.com)*

Revolutionizing HR Management in India: Leveraging Emerging Technologies for Improved Productivity and Organizational Efficiency

Shweta Patil, Vaishnavi K.** and Shreyas Joshi****

ABSTRACT

In the modern era, technology has become indispensable across all industries, strongly influencing operational efficiency. Within organizations, human resources management stands pivotal, focusing on the effective utilization of human capital. Integration of technology within human resources processes significantly streamlines operations, rendering them more systematic and organized. Functions such as recruitment, talent acquisition, learning and development, compensation and benefits administration leverage various technologies and software, optimizing their execution. By embracing emerging technologies within HRM, employees remain well-informed of evolving skills, while top management effectively guides them through tasks and projects. This theoretical research paper aims to explore into the land of emerging technologies in human resources management, revealing their potential advantages for the contemporary workforce.

Keywords: Human Resource; Technology; Organization; Evolution; Artificial Intelligence; Utilization; Growth.

**Corresponding author: Student, Human Resource Management, Institute of Management Develop and Research Pune, Maharashtra, India
(E-mail: shwetarpatil18@gmail.com)*

***Student, Human Resource Department, Institute of Management Develop and Research Pune, Maharashtra, India (E-mail: karunanithivaishnavi@gmail.com)*

****Student, Human Resource Department, Institute of Management Develop and Research Pune, Maharashtra, India (E-mail: joshishreyas072002@gmail.com)*

Viksit Bharat: AI – Powered Revolution in Human Resource Management

Vaishnavi Joshi and Samrudhi Gade***

ABSTRACT

Abstract- Human Resources (HR) faces challenges like rising talent acquisition costs, evolving employee expectations, and data overload. Artificial Intelligence (AI) offers solutions by streamlining HR processes. This paper explores AI's impact on recruitment, training, performance management, and employee engagement. AI tools like Mya and Arya are used in recruitment for screening, interviews, and onboarding. AI personalizes training programs, provides coaching, and supports reskilling/upskilling. AI in employee engagement delivers individual experiences, personalized feedback, and sentiment analysis for a healthy work environment. However, balancing AI's role in retention with data privacy is crucial. Generative AI (GenAI) in performance management offers unbiased feedback, facilitates conversations, and develops goals, leading to reduced bias, improved productivity, and increased fairness. Challenges include the need for AI-related skills and the difficulty of AI handling human aspects like empathy. Despite these challenges, AI benefits HR with time and cost efficiency, error detection, focus on strategic activities, enhanced learning, and cost reduction. AI integration is key to building more efficient, effective, and engaging workplaces, advancing HR practices in the Fourth Industrial Revolution.

Keywords: Artificial Intelligence (AI); Human Resource Management; Performance Management.

**Corresponding author: PGDM, Human Resource Management, IMDR, Pune, Maharashtra, India (E-mail: jvaishnavi192@gmail.com)*

***PGDM, Human Resource Management, IMDR, Pune, Maharashtra, India (E-mail: samruddhigade002@gmail.com)*

Fostering Collaborative Work Cultures for an Empowered Bharat 2047: Examining the Role of Emotional Intelligence and Psychological Contracts

Rahul Bhagwani and Nishita Desai***

ABSTRACT

As India strives towards the ambitious goals of Viksit Bharat 2047, fostering a work environment that prioritizes human well-being is no longer a luxury, but a necessity. This paper delves into the interconnected roles of emotional intelligence (EI) and psychological contracts in shaping this transformative vision. EI, encompassing self-awareness, empathy, social skills, and motivation, empowers individuals to navigate the complexities of the workplace with emotional agility. They can build strong relationships, manage stress effectively, and drive individual and collective performance. However, the true potential of EI unfolds when aligned with psychological contracts – the unwritten expectations that govern the employer-employee dynamic. Imagine a workforce where shared goals and a collaborative spirit reign supreme. This fertile ground is cultivated through EI-driven interactions. Self-awareness empowers individuals to understand their own needs and values, while empathy fosters understanding and respect for others' perspectives. Strong social skills enable clear communication and collaboration, ensuring everyone feels heard and valued. This alignment between individual aspirations and organizational goals forms the bedrock of strong psychological contracts. The path to progress is rarely smooth. Change and conflict are inevitable companions and navigating them effectively requires the dexterity of EI. Self-awareness equips individuals to manage their own emotional responses during challenging times, while empathy allows them to understand and address the concerns of others. Effective communication and conflict resolution skills, honed through social intelligence, pave the way for collaborative solutions that uphold the psychological contract and maintain trust. A truly human-centric work environment is not static, but one that fosters continuous learning and development. By investing in EI training and development programs, organizations empower individuals to strengthen their emotional intelligence over time. This, in turn, strengthens the psychological contracts, creating a virtuous cycle of mutual growth and prosperity. Employees who feel valued and supported are more engaged, productive, and innovative, contributing to the collective success of the organization and the nation. By strategically leveraging EI and psychological contracts, we can create a work environment characterized by trust, shared vision, and sustainable success. This paves the way for a truly inclusive and thriving Viksit Bharat 2047, where human well-being is not just a tagline, but a lived reality. This future demands a collective effort, and by empowering both individuals and organizations to harness the power of EI and psychological contracts, we can collectively take a step towards making this vision a reality.

Keywords: Emotional Intelligence; Psychological Contracts; Collaborative Work Culture.

**Corresponding author: Student, Department of Management, DES IMDR, Pune, Maharashtra, India (E-mail: rahulbhagwani16@gmail.com)*

***Assistant Professor, Department of Management, DES IMDR, Pune, Maharashtra, India (E-mail: nishita.desai@imdr.edu)*

Harmonizing Agility and Alignment: Navigating the Abilene Paradox in Viksit Bharat 2047's Agile Global Workforce

Rahul Bhagwani*

ABSTRACT

The modern workplace is increasingly global and dynamic, demanding agility and adaptability from teams. However, the Abilene Paradox, where groups make decisions no one truly wants due to social pressure and miscommunication, poses a significant challenge. This research explores how cultural differences, time zone hurdles, and virtual collaboration issues exacerbate the Abilene Paradox in agile global teams, particularly in the context of India's ambitious "Viksit Bharat 2047" initiative. A study of 100+ professionals (with 37 responses) reveals that diverse, remote teams need strong leadership, better communication skills, and the right technology to make effective decisions. To thrive in global workforces, these teams must foster diverse viewpoints, strong communication, critical thinking, and use technology to increase transparency. By addressing these imperatives, organizations can not only thrive in the dynamic global landscape but also align with the inclusive and sustainable vision of Viksit Bharat 2047, which aims to build a prosperous and equitable India for all.

Keywords: Agile global workforce; Abilene paradox; Group dynamics; Decision making; Leadership; Communication.

**Student, Management, DES IMDR, Pune, Maharashtra, India
(E-mail: rahulbhagwani16@gmail.com)*

From Local to Global: Bharat's Journey in Agile Workforce Management for the IT Sector

Suhani Mehta, Gopa Das** and Sonali Khurjekar****

ABSTRACT

In light of the difficulties posed by digital disruption, this study examines the increasing use of agile practice management in the IT industry. The emergence of “agile working” is explained as a team-based approach that helps businesses swiftly adjust to a changing environment. Because they are iterative in design and encourage ongoing input and modification throughout the project lifecycle, agile approaches have been demonstrated to improve the creation of new goods and services. The article makes a further distinction between classic, linear project management methodologies and agile practice management. It highlights fundamental ideas like customer collaboration, iterative development, and enabling self-organizing teams. Agile teams may make sure projects meet expectations and adapt well to shifting market conditions by actively incorporating stakeholders and giving their input top priority. The purpose of this study is to clarify the growing acceptance of agile practice management as a vital tactic used by IT firms to negotiate the ever-changing digital market.

Keywords: Agile; Agile workforce; Agile methodologies; IT sector; Bibliometric analysis.

**Corresponding author: Student, IMDR, Pune, Maharashtra, India*

(E-mail: suhani.2000.mehta@gmail.com)

***Assistant Professor, IMDR, Pune, Maharashtra, India*

(E-mail: gopa.das@imdr.edu)

****Assistant Professor, IMDR, Pune, Maharashtra, India*

(E-mail: sonali.khurjekar@imdr.edu)

Aligning Education with Industry: Evaluating Vocational Courses across Undergraduate, Graduate and Postgraduate Levels

*Ashwini Bhoj**

ABSTRACT

This paper emphasizes the critical alignment of undergraduate, graduate, and postgraduate education with industry needs to equip graduates with essential skills and knowledge for workforce success. It underscores the significance of value-based education and its perception within the industry, market, and workforce. The study evaluates vocational courses introduced under the new education policy, focusing on their effectiveness in meeting industry demands and preparing students across all education levels for professional roles. Through an exhaustive analysis of curriculum design, industry partnerships, and student outcomes, the research investigates the extent to which these courses bridge the academia-industry gap. Methodologically, the study employs a questionnaire-based approach to gather insights from graduate, undergraduate and postgraduate students. Findings indicate moderate awareness among students about vocational programs offered. Effectiveness in developing job-ready skills is viewed positively by most, though quality and curriculum-industry integration have scope for improvement. Internship and practical components receive varied feedback but are considered valuable preparation by many.

Keywords: New education policy; Vocational courses; Students outcome; Industrial needs.

**Student, Human Resource Management, IMDR, Pune, Maharashtra, India
(E-mail: bhojashwini@gmail.com)*

Navigating the Challenges: A Comprehensive Examination of Millennial Employees in the Modern Workplace

*Nandansing Patil**

ABSTRACT

In the rapidly evolving landscape of the modern workplace, the emergence of the millennial generation as a significant demographic cohort has brought forth unique challenges and opportunities for organizations worldwide. Millennials, sometimes called Generation Y, are a varied generation that came of age between the 1980s and the mid-1990s and is changing the way people expect to be treated in the modern workplace. With their distinct values, preferences, and digital fluency, millennial employees bring a fresh perspective to the workplace, driving innovation and pushing for change. However, alongside their contributions, millennial employees also face a myriad of challenges in navigating the complexities of today's professional environment. From intergenerational conflicts and evolving career expectations to the integration of technology and the pursuit of work-life balance, millennials encounter a unique set of obstacles that require careful consideration and strategic management. Organizations that want to maximise their human resources and create a successful work environment that connects with millennials' values and goals must understand and solve these issues.

Keywords: Millennial Employees; Generation Y; HR Practices; Professional Expectations.

**Research Scholar, Commerce and Management, Neville Wadia Institute of Management Studies & Research, Pune, Maharashtra, India
(E-mail: patilnandan@yahoo.com)*

Track

Marketing

Marketing Strategies Adopted by FMHG Companies

Minal Bhore and Abhijit Mancharkar***

ABSTRACT

Recognized globally as Nutraceuticals, FMHG (Fast Moving Health Goods) is becoming a burgeoning marketing sector within the Indian Healthcare Industry. The fusion of food manufacturing enterprises with pharmaceuticals has presented a compelling opportunity for marketing professionals in this integrated market. Nutraceuticals encompass food items or components, including beverages and food products, that offer additional medical or health advantages, contributing to disease prevention or treatment. This category encompasses Functional Foods, Functional Beverages, and Dietary Supplements, such as Probiotics, Fortified energy drinks, Vitamins, and Minerals. Positioned between the realms of Food & Beverages and Pharmaceuticals, it represents a diverse market. India's nutraceutical market is prepped to be a global leader at USD 4-5 billion. It is expected to grow approximately USD 18 billion by 2025. The dietary supplements market in India is valued at USD 3924.44 million in 2020 and reports say that it will reach USD 10,198.57 million by 2026 that is 22% growth rate year on year. This paper attempts to study and identify the marketing strategies adopted by the FMHG Industry.

Keywords

Keywords: FMHG; Nutraceuticals; Digital Marketing; Functional; Foods; Beverages; Dietary supplements.

**Corresponding author: Research Scholar, Department of MBA, SVERI's College of Engineering, Pandharpur, Maharashtra, India (E-mail: mmbhore@gmail.com)*

***Professor, Department of MBA, AISSMS IOM, Pune, Maharashtra, India (E-mail: abhijitmancharkar@aissmsiom.org)*

Unveiling Market Segmentation and its Strategies: A Comprehensive Study with Real-time Company Examples

*Sania Shabbir Nagaria**, *Ridhi Upadhyay*** and *Sachin Deshmukh****

ABSTRACT

There are a variety of consumer types, and it might be difficult for any firm to satisfy them all. Market segmentation is a highly useful strategy for catering to different kinds of clients. In this research paper, we shall discuss the concepts of market segmentation. Due to the fact that each customer is unique, market segmentation is essential. Their disparities pertain to age, gender, and financial status. Therefore, by dividing up the customer base and concentrating on the most profitable group, every company may improve both its position and profits. By using this technique, the market is segmented, and then goods and services are created specifically for each of these divisions. A target marketing approach centre's on the wants and requirements of the customer. Therefore, before creating this customer-centric strategy, it is essential to define the target markets that the firms would attempt to service. Marketing managers generally categorize the market into several categories, or market segments. Next, they concentrate on the most profitable ones. In order to meet the demands of particular consumer segments, businesses may alter the elements of their marketing mix, including their offers, prices, distribution techniques, and advertising campaigns. The three stages of target marketing—market segmentation, market targeting, and market positioning—are summarized in this study.

Keywords: Types; Satisfy; Market segmentation; Dividing; Profitable group; Target marketing.

**Corresponding author: Student, BBA LLB, MIT World Peace University, Pune, Maharashtra, India (E-mail: sanianagaria1903@gmail.com)*

***Student, BBA LLB, MIT World Peace University, Pune, Maharashtra, India (E-mail: ridhiupadhyay247@gmail.com)*

****Assistant Professor, Assistant Professor, MIT World Peace University, Pune, Maharashtra, India (E-mail: sachin.deshmukh13@gmail.com)*

Unveiling the Secrets of Customer Satisfaction and Loyalty in Online Retail: A Structural Equation Modelling Approach

Monika Sehgal and Kavita Malik***

ABSTRACT

The study unpacks the secrets of online retailers to achieve customer satisfaction and loyalty by adopting different dimensions, techniques, tools of digital marketing. Prior research has been conducted to investigate the impact of digital marketing on customer behavior; however, this study adds to the literature by offering an understanding of the digital marketing dimensions needed to achieve engagement with customers customer satisfaction and loyalty. The study solicited 370 replies from customers of online stores in Rohtak. To investigate the relationship between the recognized digital marketing variables (website features, information quality, interaction, participation, cognition behavior, and purchase intent) and customer satisfaction and loyalty, a structure equation model was formed. This study is useful for emerging online retailers and suggests the ways to engage customers, to enhance customer satisfaction and make them loyal. Retailers should focus on website features, information quality, interactivity, and participation, cognition and purchase intent factors when using digital media. This study also found a noteworthy association between customer satisfaction and loyalty, implying that customers who are pleased with the services provided by an online retailer are prone to be loyal, which is required for survival in the digital realm.

Keywords: Digital marketing; Online retailers; Customer engagement; Customer loyalty; Structure equation model.

**Corresponding author: Research Scholar, IMSAR, Maharshi Dayanand University, Rohtak, Haryana, India (E-mail: monikasehgal34@gmail.com)*

***Associate Professor, U.I.E.T, Maharshi Dayanand University, Rohtak, Haryana, India (E-mail: drkavita.uiet@mdurohtak.ac.in)*

Association between, Consumer Income Level and Buying Behavior

Swati Patil*, Shakil Mulla** and Seema Desai***

ABSTRACT

Social Media has carried out a lot of value additions for different stakeholders in today's world. However comprehensive literature reviews on different aspects of social media marketing are quite a few. For this article, a systematic literature review of scholarly articles, related to social media marketing had been done to collect, examine and analyze previous studies related to social media marketing. Overall the paper has tried to present a holistic viewpoint of experts on social media marketing. The study aims to explore the effectiveness of various digital marketing strategies in reaching and engaging global audiences. Through a literature review, data analysis, and a structured questionnaire, this paper seeks to provide insights into the challenges and opportunities associated with digital marketing on a global scale. . An attempt is made in this paper to identify the association between income level and products purchased through digital medium. The paper also attempts to analyze the differences between traditional marketing and digital marketing.

Keywords: Social media; Customers; Digital marketing; Marketing Strategies.

**Corresponding author: Assistant Professor, Department of MBA, Rajarambapu Institute of Technology (Affiliated to Shivaji University), Islampur, Maharashtra, India (E-mail: swatim.patil@ritindia.edu)*

***Assistant Professor, Department of MBA, Rajarambapu Institute of technology (Affiliated to Shivaji University), Islampur, Maharashtra, India (E-mail: shakil.mulla@ritindia.edu)*

****Associate Professor, Department of MBA, Rajarambapu Institute of technology (Affiliated to Shivaji University), Islampur, Maharashtra, India (E-mail: seema.desai@ritindia.edu)*

Insights into the Perceptions of Medical Practitioners & Pharmacists with Reference to Selected Pharma Companies in Sangli District

Seema Desai, Shakil Mulla** and Swati Patil****

ABSTRACT

Indian Pharma has ingrained the potential to emerge as the world's foremost and fast growing pharmacological market as well as an integral part of the global drug development, manufacturing and supply chain. India's potential to emerge as a preferred hub in the global pharmaceutical market. According to G. Munjal, editor-in-chief, Pharma Buzz, the Indian pharmaceutical industry, which is us \$10 billion business, it is increasing at a faster pace in recent years. The industry has shown tremendous growth of 10% in 2007-08. On the other hand, the industry is mounting intensely in the domestic market as well. As per the industry reports for 2008, India now ranks as the 4th largest procedure of drugs in the world, which is accounting 8% of words production by size and 1.5% by value. The Indian pharmaceutical is characterizing by the twin benefit of strong domestic consumption growth and robust export opportunities with an overall sales of INR 56,000cr in the year 2008-09. We have observed that medicines are usually purchased with the prescription from the Doctor or a medical practitioner, they are not purchased as per the choice or preference of an individual as per purchasing is done for consumer goods. Consumers have to follow the recommended prescription by the doctor, here he has no choice to choose the drugs he wants. Here we can say that the customer's perception towards drugs is vibrant in nature. It is found that when the relationship between the consumers and the organization starts developing, the consumers' perception towards the company and its products and services also will change as per his understanding and knowledge about the company's products. The prescription of physicians and co-ordination of the druggists is the only means for the pharma firms to exist in the market place. The intermediaries, so called druggists perception towards firm matters a lot and as we know that positive acuity leads to positive proceedings. The objective of the study "Insights into the Perceptions of Medical Practitioners & Pharmacists with Reference To Selected Pharma Companies in Sangli District" is to study the medical parishioners and pharmacist's perception and make a comparative analysis of it in Sangli District. The research study is of Descriptive in nature, as a survey of 50 physicians and 50 druggists have been conducted to collect primary data through the structured questionnaire and data is analyzed using Correlation, a statistical tool, to test hypothesis and to make necessary suggestions.

Keywords: Perceptions; Medical Practitioners; Pharmacists.

**Corresponding author: Associate Professor, Department of Management Studies, Rajarambapu Institute of Technology, Islampur, Maharashtra, India (E-mail: seema.desai@ritindia.edu)*

***Assistant Professor, Department of Management Studies, Rajarambapu Institute of Technology, Islampur, Maharashtra, India (E-mail: shakil.mulla@ritindia.edu)*

****Assistant Professor, Department of Management Studies, Rajarambapu Institute of Technology, Islampur, Maharashtra, India (E-mail: swatim.patil@ritindia.edu)*

Below the Line Marketing Strategies and Consumer Buying Behavior: Comprehensive Analytical Study Concerning Otipy E-commerce Brand

Shakil Mulla and Seema Desai***

ABSTRACT

This research paper investigates the impact of Below-The-Line (BTL) marketing strategies on consumer buying behavior, with a focus on Otipy E-commerce Brand Internet Pvt. Ltd. The study aims to evaluate the perceived effectiveness and awareness levels of Otipy's BTL marketing initiatives, identify the most influential strategy in consumer buying decisions, examine purchasing frequency, and uncover key factors shaping consumer decisions. To achieve these objectives, a mixed-methods approach is employed, combining surveys and qualitative interviews. The data collection process involves sampling customers of Otipy E-commerce Brand Internet Pvt. Ltd. from diverse demographic backgrounds to ensure comprehensive insights. Statistical analysis techniques, including regression analysis and frequency distribution, are utilized to analyze survey responses, while thematic analysis is applied to interview transcripts. Findings reveal the perceived effectiveness of Otipy's BTL marketing strategies in influencing consumer buying behaviour, indicating a positive impact on purchase decisions. Additionally, the study assesses the awareness levels of respondents regarding these strategies, providing insights into the reach and exposure of Otipy's marketing campaigns. Furthermore, the research identifies the most influential BTL marketing strategy among Otipy's customers, shedding light on the tactics that resonate most strongly with consumers. By examining purchasing frequency, the study offers valuable insights into customer loyalty and engagement with Otipy's products and services. Moreover, the investigation uncovers key factors influencing consumers' purchasing decisions, ranging from product quality and pricing to promotional offers and brand reputation. These findings contribute to a deeper understanding of consumer behaviour within the context of Otipy E-commerce Brand Internet Pvt. Ltd., informing strategic marketing decisions and enhancing the company's competitive positioning. In conclusion, this research provides valuable insights into the effectiveness of BTL marketing strategies employed by Otipy E-commerce Brand Internet Pvt. Ltd. and their impact on consumer buying behaviour. The findings offer actionable recommendations for enhancing marketing efforts and maximizing consumer engagement, thereby contributing to the advancement of marketing theory and practice in the e-commerce domain.

Keywords: Below-The-Line marketing; Consumer buying behavior; Influential strategies; Digital marketing.

**Corresponding author: Assistant Professor, Department of Management Studies (MBA), Rajarambapu Institute of Technology, Rajaramnagar, Islampur, Maharashtra, India (E-mail: shakil.mulla@ritindia.edu)*

***Associate Professor, Department of Management Studies (MBA), Rajarambapu Institute of Technology, Rajaramnagar, Islampur, Maharashtra, India (E-mail: seema.desai@ritindia.edu)*

Enablers & Challenges in adoption of E-Cars: A Customers' Perspective with Reference to Agra City

Amber Dubey and Sunita Malhotra***

ABSTRACT

Someone has rightly said, that, "Change is Inevitable". We can see and witness the same in every field and the same goes for Automobiles. In Automobile Industry, we are witnessing new changes and one of such changes is of introduction of Electronic Vehicles. Electronic Vehicles refer to all those vehicles (2-wheelers, 3-wheelers and 4-wheelers that require the support of Electricity for working and smooth functioning. This research paper has highlighted and analyzed the enablers and challenges in adoption of Electric Cars with reference to Agra City. The literature reviewed by the researchers did not focus anywhere, particularly on the challenges faced in the adoption of E-Cars from the perspective of Customers. The same issue was addressed in this piece of writing. The researchers selected 20 target respondents in Agra owing E-Cars with whom the questionnaires were shared. The researchers used Descriptive Statistics and Inferential Statistics to analyze the data. The researchers concluded that Less Registration Fees is the most significant enabler in purchasing an E-Car & Price is the most significant challenge faced in purchasing an E-Car.

Keywords: E-vehicles; E-cars; E-bikes; E-scooters; Challenges; Enablers.

**Corresponding author: Research Scholar, Department of Management, Dayalbagh Educational Institute, Uttar Pradesh, India (E-mail: amber160807@dei.ac.in)*

***Professor, Department of Management, Dayalbagh Educational Institute, Agra, Uttar Pradesh, India (E-mail: sunita.malhotra3119@gmail.com)*

Service Quality Satisfaction and Behavioural Intention of the Online Food Delivery: The Role of Personal Innovativeness

K. Vijayakumar and R. Padmanaban***

ABSTRACT

The emergence of the online food delivery (OFD) sector has been recognized as a new network in the food industry acceptable to acquire additional sales and shares, and it had stimulated competition among the participants in the OFD industry. The recognition comes as a result of the fact that the OFD sector has been appreciated as a new-fangled channel in the food industry. The utmost importance for service providers who are interested in participating in this growing industry to have a strong understanding of the nature of the nature of the business of providing online services. Despite the fact that online meal delivery services are utilized often in the food service industry, not a lot of study has been conducted on how clients choose to use these services. Customers may make quick purchases of restaurant meals from a delivery person by using FDI applications to peruse the menus of their preferred eateries. Building people's confidence is essential to changing their attitudes and actions in relation to using online food delivery services.

Research Goal: The objectives of the study are to conduct an investigation into the service quality of online food delivery systems in the study region and to regulate the magnitude to which certain aspects of service quality have an effect on the degree to which customers are satisfied with those system.

Design/methodology/approach: The food delivery system in the cities is most prioritized service which helps them to provide food in the emergency and difficult times. Chennai city is one of the most affected cities during the pandemic. The technologically and culturally developed city has been chosen purposively for the study. It is an empirical study has been conducted with a sample 500 respondents. They have been selected using the convenient sampling method. The primary data have been collected through the interview schedule.

Findings and conclusion: It is concluded from the findings that the efficiency of the online delivery service is closer to the privacy in the system. Fulfillment and responsiveness are measured with the contact of the delivery companies.

Keywords: Service quality; Satisfaction; Behavioural intention; Online food delivery; Personal innovativeness.

**Assistant Professor and Research Advisor, Department of Commerce, Jamal Mohamed College (Autonomous), Tiruchirappalli, Tamil Nadu, India (E-mail: drkvk79@gmail.com)*

***Corresponding author: PhD Research Scholar (Full Time), Department of Commerce, Jamal Mohamed College (Autonomous), Tiruchirappalli, Tamil Nadu, India (E-mail: padmanabanr914@gmail.com)*

Preserving the Past, Embracing the Future: India's Role as a Global Leader in Heritage Tourism

*Pranav Bhalerao**

ABSTRACT

India stands as a beacon of cultural richness and historical significance, attracting tourists from across the globe to explore its vast heritage. This paper delves into the multifaceted aspects of India's leadership in heritage tourism. Beginning with a retrospective glance at India's ancient civilizations and the architectural marvels left behind by various dynasties, it highlights the diverse cultural landscape that makes India a treasure trove for heritage enthusiasts. Government initiatives, including conservation projects and infrastructure development, have played a pivotal role in promoting heritage tourism. Furthermore, technological advancements have revolutionized the sector, offering immersive experiences through digitalization and virtual reality. Despite its successes, the industry faces challenges such as the conservation-commercialization dilemma and the need for sustainable tourism practices. Through case studies of successful heritage tourism projects and an exploration of future opportunities, this paper presents a comprehensive analysis of India's current position and future prospects in heritage tourism. It underscores the importance of continued efforts in preserving and promoting India's cultural heritage, not only for economic growth but also for the preservation of its rich cultural legacy on the global stage.

Keywords: India; Cultural; Heritage; Tourism; Government.

**Student, Department of Management, Institute of Management Development and Research (IMDR), Pune, Maharashtra, India
(E-mail: pranavbhalerao912@gmail.com)*

Marketing Bharat's Culinary: A Study on Consumer behavior towards Ready to Eat innovations and its Market Potential in Viksit Bharat

Ishita Mishra and Nikhil Kotian***

ABSTRACT

This study undertakes an analysis of consumer behavior concerning ready-to-eat (RTE) food within the Jabalpur region of Madhya Pradesh, amidst a backdrop of rapid economic expansion and demographic transitions. It elucidates the drivers propelling the RTE market in Viksit Bharat, encompassing factors such as escalating disposable incomes, the prevalence of nuclear family structures, and burgeoning time constraints. Through meticulous examination of regional preferences and hurdles, the paper discerns RTE product categories poised for substantial market traction. It accentuates the imperative of grasping indigenous intricacies and cultural sensibilities to cater to this diverse market aptly. From traditional fare imbued with convenience enhancements to globally inspired flavors meticulously tailored to local palates, a spectrum of RTE offerings displays promising potential. The study furnishes strategic directives aimed at empowering stakeholders to harness opportunities within Viksit Bharat's RTE market, thereby catalyzing advancements in Bharat's culinary domain and adeptly addressing evolving consumer exigencies. By furnishing actionable insights, this research endeavors to equip manufacturers, marketers, and policymakers with the requisite tools to navigate Viksit Bharat's dynamic RTE landscape competently. In so doing, the study endeavors to unlock the substantial latent market value within the region, fostering ingenuity and progress within Bharat's culinary sector.

Keywords: Ready to eat food; Consumer behavior; Food lifestyle; Food patterns; Jabalpur.

**Corresponding author: Student, Department of Management, Institute of Management Development and Research, Pune, Maharashtra, India
(E-mail: ishitamishra73@gmail.com)*

***Student, Department of Management, Institute of Management Development and Research, Pune, Maharashtra, India (E-mail: nikhilkotiann18@gmail.com)*

Empowering Communities, Weaving Prosperity: Unlocking the Socio-economic Potential of Kolhapuri Chappals in Viksit Bharat 2047

Rajeev Singh and Satish Kamble***

ABSTRACT

As India strives towards achieving the ambitious vision of Viksit Bharat 2047, this research delves into the untapped potential of a unique cultural treasure: Kolhapuri chappals. Utilizing secondary data from government reports, academic journals, and industry sources, this study explores how this traditional footwear can act as a catalyst for socio-economic development, community empowerment, cultural heritage preservation, sustainable tourism, and rural revitalization. The findings unveil a promising future woven with Kolhapuri chappals. Firstly, the craft serves as a powerful tool for empowering communities by preserving and promoting cultural heritage. By keeping traditions alive, Kolhapuri chappals strengthen local identity, foster a sense of community pride, and connect generations to their cultural roots. Additionally, the industry provides vital livelihoods and skill development opportunities, particularly in rural areas, contributing to women's economic independence and poverty alleviation. Secondly, the research reveals how Kolhapuri chappals can weave prosperity into the fabric of Viksit Bharat 2047. By adopting sustainable practices in production and sourcing, the industry can contribute to environmentally responsible economic growth. Furthermore, the creation of jobs and income generation in rural areas through Kolhapuri chappal production fosters rural development and combats poverty. Integration of Kolhapuri chappals into sustainable tourism creates unique cultural experiences, attracts visitors, and boosts tourism revenue, ultimately benefiting both artisans and communities. While challenges must be addressed, the potential of Kolhapuri chappals shines brightly. This research paves the way for policymakers, businesses, and communities to collaborate and leverage this unique craft to achieve inclusive and sustainable development, fostering a brighter future for India where cultural heritage thrives alongside social and economic prosperity.

Keywords: Kolhapuri chappals; Viksit Bharat 2047; Socio-economic development; Community empowerment; Cultural.

**Corresponding author: Student, PGDM, Institute of Management Development and Research, Pune, Maharashtra, India (E-mail: anshsingh520@gmail.com)*

***Student, PGDM, Institute of Management Development and Research, Pune, Maharashtra, India (E-mail: satishkamble6671@gmail.com)*

Impact on Influencing Factors on the Consumer Decision-making Process with Respect to Domestic Interior Design

*Namrata Sharma**

ABSTRACT

Domestic interior design is a multidimensional practice that combines creativity, functionality, and consumer collaboration to transform living spaces into personalized, comfortable, and visually appealing homes. The field continues to evolve with emerging design trends and technologies, providing homeowners with innovative and tailored solutions for their living spaces. Domestic interior designing in India is not just about aesthetics, it is a reflection of the diverse cultural tapestry, changing lifestyles, and aspirations of its people. It plays a pivotal role in creating homes that are not only visually appealing but also deeply rooted in the cultural and social fabric of the country.

Keywords: Consumer decision-making process; Domestic interior design.

**Department of Management, K. K. College, Indore, Madhya Pradesh, India
(E-mail: hanuhiyasharma@gmail.com)*

Optimizing Digital Engagement through Machine Learning Strategies in Viksit Bharat's Marketing Landscape

Abhishek Raidas, Priyanka Dhoot** and Shweta Jain****

ABSTRACT

Marketing strategies are undergoing a sea change due to the proliferation of user-generated data and the accessibility of Machine Learning (ML) methods. The vast array of potential presented by ML applications for establishing and sustaining a competitive economic advantage is still mostly unknown to researchers and marketers. Within the context of process-related data, this study employs state-of-the-art machine learning (ML) approaches to undertake an exhaustive investigation of brand digital sales. Incorporating hybrid classification algorithms, the study explores complex aspects like customer quantity, various consumer traits, brand visibility, and digital marketing income generation during a seven-day timeframe. This study uses detailed data collection and analysis to try to shed light on the dynamics of digital sales tactics and how they affect brand performance in contemporary market settings.

Keywords: Machine learning; Online advertising; Digital marketing; Artificial intelligence.

**Corresponding author: Assistant Professor, Department of MBA, Indira Institute of Management, Pune, Maharashtra, India (E-mail: abhishek.raidas@gmail.com)*

***Assistant Professor, Department of MBA, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: priyankazanvar29@gmail.com)*

****Associate Professor, Department of MBA, Institute of Management Development & Research, Pune, Maharashtra, India (E-mail: shweta.jain@imdr.edu)*

An Empirical Study on the Consumer Preference for League Games in Bharat Today and Beyond. 2024 to 2047: Mapping the Evolution of League Game Preferences in Viksit Bharat

*Brijesh Dasani**

ABSTRACT

Amidst India's transition towards Viksit Bharat, the sports industry emerges as a pivotal sector undergoing rapid evolution. This study aims to assess the multifaceted factors influencing consumer preferences in selecting sports league games, shedding light on India's dynamic sporting culture. Examining leagues like the Ultimate Kho-Kho League, Premier Badminton League, and others, we delve into drivers shaping spectator choices. By elucidating these determinants, stakeholders can tailor offerings to enrich consumer experiences. Through a thorough analysis, we seek to unveil patterns in how Indians engage with and perceive the sports landscape, particularly in emerging league formats. By deciphering these patterns, stakeholders gain crucial insights for fostering sustained growth in the sports industry within Viksit Bharat. Grounded in empirical evidence and theoretical frameworks, this study contributes to the broader discourse on sports development in India's transformed landscape. Ultimately, it offers actionable insights poised to propel the sports industry towards greater heights in the journey towards Viksit Bharat 2047.

Keywords: Viksit Bharat; League Games; Sports.

**Student, PGDM, Institute of Management Development and Research (IMDR), Pune, Maharashtra, India (E-mail: brijeshdasani@gmail.com)*

Connecting and Converting: The Power of Digital Marketing in Student Recruitment and Retention

*Vaishnavi Katkar**, *Sharayu Kakade***, *Abhijeet Shivane**** and *Gopa Das*****

ABSTRACT

This paper explores the importance of digital marketing in the education sector, focusing on its historical development, current trends, and future trajectory. It synthesizes scientific literature, case studies, and empirical data to highlight the transformative potential of digital marketing in attracting, engaging, and retaining students. The study traces the evolution of digital marketing from traditional methods to a modern digital ecosystem, examining essential elements such as social media platforms, content marketing strategies, and data analytics frameworks. It identifies overarching themes, common challenges, and opportunities shaping the dynamic landscape of digital marketing in the education sector. The paper also analyses case studies to highlight the practical applications of digital marketing strategies in educational environments, such as social media recruitment, targeted email campaigns, and augmented reality for virtual campus tours. It also explores the potential impacts of emerging technologies like artificial intelligence and virtual reality on education marketing and critically evaluates ethical considerations around data privacy, digital equity, and AI-based automation. The paper provides practical recommendations for educational institutions to enhance their digital marketing efforts, including optimizing social engagement tactics, refining content marketing methods, and applying data-driven decision-making models.

Keywords: Digital marketing; Education sector; Student recruitment; Student retention; Social media marketing,

**Corresponding author: PGDM, Department of Marketing, Institution of Management Development and Research, Pune, Maharashtra, India (E-mail: vaishkatkar05@gmail.com)*

***PGDM, Department of Marketing, Institution of Management Development and Research, Pune, Maharashtra, India (E-mail: sharayukakade22@gmail.com)*

****Professor, Supply Chain Management, Institute of Management Development and Research, Pune, Maharashtra, India (E-mail: abhijeet@imdr.edu)*

*****Assistant Professor, Human Resource Management, Institute of Management Development and Research, Pune, Maharashtra, India (E-mail: gopa.das@imdr.edu)*

Critical Analysis of Consumer Behaviour Trends and their Impact on a Country's Economy

Zamarrud Ansari* and Sanmath Shetty**

ABSTRACT

Consumer behavior trends are intricately tied to factors such as consumer income, inflation rates, and evolving market dynamics. The income of a country is significantly reliant on the earnings of its populace, predominantly derived from taxes imposed on sales. This research endeavors to explore the impact of consumer expenditure and purchasing patterns on the overall economy. Understanding consumer behavior is paramount in anticipating market demand and identifying contemporary trends. The augmentation of a nation's income correlates with the escalation of real consumer income. Employing primary data collection methods and quantitative analysis enhances the robustness of the findings. Through statistical analysis utilizing SPSS, the study underscores the significance of comprehending consumer purchasing behavior for national income dynamics. Consumer decisions to procure goods are heavily influenced by their income levels, which in turn affect the country's revenue generation, as taxation on products fluctuates based on their necessity and price. Ultimately, the economic progress of a country is contingent upon the populace's income, which inextricably links to employment opportunities, fostering a circular cash flow that bolsters the nation's real economy.

Keywords: Consumer behavior; Buying tendency; Tax; Country's income.

**Corresponding author: Assistant Professor, Department of Management, Sinhgad Institute of Business Administration & Research, Pune, Maharashtra, India
(E-mail: zamarrud.sibar@sinhgad.edu)*

***Associate Professor, Department of Management, Institute of Management Development and Research, Pune, Maharashtra, India
(E-mail: sanmath.shetty@imdr.edu)*

Track

Women's Impact

Analyzing the Interplay between Living Condition and Income Earned on the Economic Empowerment of the Women Working in Urban Informal Sector in the City of Taj: An Empirical Study

*Reshmi Ganguly**, *Sonia Goel*** and *Shreyansh Jain****

ABSTRACT

Accessibility to better living conditions at home can enhance and improve women's ability to question, obtain knowledge and utilize right information. It further can enhance their intra household bargaining power, and their decision making ability to optimally utilize resources for their betterment and substantially take rational decisions. Using data from a primary survey of working women in the urban informal sector in city of Agra, this paper explores the extent to which women have access to living conditions at home. The paper also tries to explore the relationship between their living conditions and economic empowerment. Our contribution in this paper is the Economic empowerment index (EEI) and living condition Index (LCI) index which we have constructed. These indices have been constructed using the Principal Component analysis method. The main results of our paper are that access to living conditions does play an important role in improving the overall health conditions of the women. This leads to devoting more time in terms of hours spent working and also enhances their economic productivity. This boosts their confidence, helps them to earn more income, spend more independently. All this leads to a rise in the economic empowerment index.

Keywords: Economic empowerment; Informal sector; Living conditions; Principal component index.

**Corresponding author: Associate Professor, Department of Economics, Lady Shri Ram College for Women, New Delhi, Delhi, India*

(E-mail: reshmiganguly@lsr.du.ac.in)

***Associate Professor, Department of Economics, Ramjas College, Delhi, India*

(E-mail: sonia@ramjas.du.ac.in)

****Student, Department of Economics, Delhi School of Economics, Delhi, India*

(E-mail: jainshreyansh755@gmail.com)

Rural Women Entrepreneurship Development: Emerging Trends and Challenges in India

Shanti Priya Kode and Vijaya Lakshmi B.***

ABSTRACT

Entrepreneurship is allegedly the cornerstone of economic expansion. It is well-known that a region's level of entrepreneurial activity has a significant direct impact on the region's economic growth. Entrepreneurs are no longer thought to be born; rather, it is now generally acknowledged that they may be fostered and developed through appropriate interventions, such as entrepreneurship development programmes. The contemporary information technology revolution and the changing environment brought on by liberalisation, privatisation, and globalisation are providing opportunities that skilled entrepreneurs are utilising. Yet, a substantial percentage of the population frequently fails to take advantage of these opportunities, particularly in the areas with a lack of industrial development. Hence, entrepreneurship training and skill development are required to mainstream this group into the ongoing process of economic growth and development. The demographics of entrepreneurs have changed as more women participate in the commercial world as entrepreneurs or firm owners. Academics are focusing on these intriguing phenomena since women-owned firms are becoming increasingly involved in society and the economy. The foundation of economic development has been said to be skill development and entrepreneurship. It is commonly known that a region's degree of entrepreneurial activity directly affects the region's economic growth to a considerable extent. The present paper highlights the emerging trends and issues pertaining as well as challenges for women entrepreneurship development

Keywords: Rural women entrepreneurs; Problems of women entrepreneurs; Challenges of women entrepreneurship.

**Corresponding author: Research Scholar, Department of Business Management, Sri Padmavati Mahila Visvavidyalayam, Tirupati, Andhra Pradesh, India*

(E-mail: shantikode@gmail.com)

***Professor, Department of Business Management, Sri Padmavati Mahila Visvavidyalayam, Tirupati, Andhra Pradesh, India*

(E-mail: vijayamba65@yahoo.com)

Analyzing the Impact of Education on Women's Empowerment: A Systematic Literature Review and Meta-analysis

Keerti Jain and Neeti Mathur***

ABSTRACT

This research paper presents a meta-analysis conducted to examine the relationship between women empowerment and education, income, holdings, family size, and age. As the variable with most available data was education hence the Meta analysis conducted between it and empowerment for the study. Overall 104 research papers are selected from various sources, in which empowerment is analysed by variables. To conduct the meta-analysis, and the “Metafor” package in R-programming was used for data analysis. Information and data were extracted from all the selected 104 publications and compiled in an MS Excel Sheet. A list of the information extracted from the publications and recorded in the MS Excel Sheet. Out of 104 research papers, 84 papers are excluded since a correlation value was not found. The remaining 17 research papers are further explored, it was found that 7 of them again need to be excluded due to a lack of suitable data. Finally, only 9 research papers found which are having correlation value between education and woman empowerment. The findings revealed that education is a common factor in most studies and has a significant impact on women empowerment. Among the selected papers, nine studies were found to have a correlation value between education and women empowerment. The meta-analysis results indicated that there is no statistically significant difference between education and women empowerment at a 95% confidence level. Heterogeneity was observed among the studies, suggesting variations in the effect size. Overall, this study contributes to the understanding of the relationship between education and women empowerment.

Keywords: Meta-analysis; Correlation; Education; Women empowerment.

**Assistant Professor, Department of Management, NIIT University, Alwar, Rajasthan, India (E-mail: keerti.jain@niituniversity.in)*

***Corresponding author: Assistant Professor, School of Management, Sir Padampat Singhania University, Udaipur, Rajasthan, India (E-mail: neetim01@gmail.com)*

Women and Sustainable Development: An Empirical Analysis of Women Entrepreneur's Impact on Society and Environment

Prasid Gurung, Rakesh Sharma** and Soumitra Sarkar****

ABSTRACT

Women entrepreneurs prioritize their responsibility towards society and the environment along with their business goals of generating adequate profits. However, there is still a need for greater understanding on the part of women entrepreneurs and their sustainable approaches, even when the United Nations has accepted their role in the promotion of sustainable solutions. Thus, this study sets out to provide a better understanding of women entrepreneurs, considering their significant economic, social, and environmental contributions, and focuses on the women entrepreneurs of the Darjeeling Hill Region engaged in the tourism industry. Analyzing the first-hand data from 121 women entrepreneurs and using the partial least square structural equation modelling confirms the existence of a partial mediation effect by the social responsibilities between financial sustainability and environmental responsibilities with other significant findings. The study suggests creating awareness and educating entrepreneurs on their social and environmental responsibilities when the whole country is headed towards net zero goals. The study concludes by stating that focusing merely on profit earning may be viable in the short run, but the organization cannot sustain itself in the long run as sustainability calls for equal importance in all three dimensions, i.e., profit, people, and the planet.

Keywords: Women entrepreneurs; Sustainability; Society; Environment; Profit.

**Corresponding author: PhD Research Scholar, Department of Commerce, University of North Bengal, Darjeeling, West Bengal, India
(E-mail: rs_prasid@nbu.ac.in)*

***Assistant Professor, Department of Commerce, Salesian College (Autonomous), Siliguri, West Bengal, India (E-mail: rakesh27021999@salesiancollege.net)*

****Associate Professor, Department of Commerce, University of North Bengal, Siliguri, West Bengal, India (E-mail: soumitrasarkar46@gmail.com)*

Women on Boards of Directors of Leading NSE Companies: The Gender Justice Conundrum

*Harpreet Sawhney**

ABSTRACT

The present study examines the number of men and women that acquire positions on the board of directors of the top 10 NSE companies. The researcher has attempted to study gender representation in key positions of the selected companies. **Research Methodology:** In the present study, secondary data was used in order to achieve the objectives of the study, the secondary data was collected from the official websites of the selected companies in order to investigate the number of females on the board of directors of the selected companies. The top 10 NSE companies were selected on the basis on market capitalization and the collected data was analyzed by using descriptive statistics. **Findings:** The results of this study showed that there was a significant difference between the number of men and women in the position of the board of directors. The study's findings also show that a greater proportion of the board of directors was occupied by men. The study concludes that gender differences can be used to explain gender-biased employment practices for the top positions of the board of directors in the selected companies. **Limitations:** The researcher has only studied the top 10 NSE companies, the study can be further extended to other NSE listed companies, or other listed companies, or on an international level as well.

Keywords: Board of directors; Gender difference; Gender justice; NSE; Women directors.

**Associate Professor, Centre for Open and Distance Education, Punjabi University, Patiala, Punjab, India (E-mail: sherrysingla11@gmail.com)*

Empowering Women, Achieving Vision 2047: A Case Study reflecting Women Entrepreneurship and the Rise of ‘Cake My Day’

*Akshay Bhosale**

ABSTRACT

Imagine a future India, blooming with the vibrant energy of women entrepreneurs. This isn't just a dream; it's the driving force behind Viksit Bharat-2047, a vision where empowered women are not just beneficiaries, but architects of a thriving society. It's a future where women-led businesses aren't just economic engines, but catalysts for positive change. They create jobs, empower their communities, and inspire generations. Every woman entrepreneur, with her unique story and unwavering spirit, is a vital brick in building this brighter, more inclusive India. This case study whisks you away to the journey of Rachana Ambekar, a Woman Entrepreneur: pâtissier, and founder of Cake My Day, a Pune-based cakery specializing in artisan and custom creations. Witnessing a dynamic startup ecosystem where women are rising like flour, Rachana embarked on a journey of resilience and innovation. Through heartfelt interviews with Rachana, we delve into the challenges and triumphs she faced, navigating the sweet and sour realities of launching a home-based business. From monetizing her passion to mastering marketing tactics, the case explores her strategies for expansion and how she turned the COVID-19 crisis into an opportunity for growth. More than just a cake story, this case unwraps valuable lessons for aspiring passionpreneurs, particularly women, who dream of transforming their hobbies into profitable ventures. Witness how Rachana's dedication built a successful business that aligned with the vision of "Viksit Bharat 2047," contributing to the upliftment of society.

Keywords: Passionpreneurship; Solopreneur; Woman entrepreneurship; Branding; Social media marketing.

**Student, PGDM, IMDR, Pune, Maharashtra, India
(E-mail: akshay.bhosale1998@gmail.com)*

Bollywood's Cultural Connectivity – The Case for Women in Diplomacy

*Pratik Potdar**, *Shravani Bhatkar***,
*Archana Bhondve**** and *Sharada Kulkarni*****

ABSTRACT

The entertainment industry is one significant instrument to promote culture. As India moves towards its ambitious target of becoming the third-largest economy, Bollywood, as a soft power, can play an important role in advancing its geopolitical interests. From its inception in 1912 to the modern-day films have been an important integrant in the positioning and directing narratives in the public domain. This research article analyzes the historical role of Bollywood in the diplomatic domain. It proposes that the active involvement of female superstars can widely promote Indian cultural thought in Western minds. Through a careful review of secondary data and information available, the researchers analyze how Bollywood female stars have contributed to the changing cultural narratives of India including their participation in delegations from the past to the present, and suggest how can they be instrumental in advancing India's image as a female-friendly nation which is an important objective of becoming a Visha Guru by 2047

Keywords: India; Bollywood; Women; Diplomacy; Culture; Narratives.

**Corresponding author: Assistant Professor, International Trade, DES Institute of Management Development and Research (IMDR), Pune, Maharashtra, India (E-mail: pratik.potdar@imdr.edu)*

***Student, PGDM, DES Institute of Management Development and Research (IMDR), Pune, Maharashtra, India (E-mail: shravani.bhatkar7@gmail.com)*

****Student, PGDMI, DES Institute of Management Development and Research (IMDR), Pune, Maharashtra, India (E-mail: archana.bhondve1112@gmail.com)*

*****Student, PGDM, DES Institute of Management Development and Research (IMDR), Pune, Maharashtra, India (E-mail: coolkarnisharu@gmail.com)*

Entrepreneurial Women in Global Markets - Global Women Entrepreneurs – Inspiring our Dream of Viksit Bharat!

Rasika Datar and Saawani Raje Byrne***

ABSTRACT

This study explores the landscape of women entrepreneurship on a global scale, examining the diverse experiences and challenges faced by women entrepreneurs across seven continents. As societies evolve and economies become increasingly interconnected, the role of women in entrepreneurship has gained significant attention. This research aims to provide a comprehensive analysis of women-led businesses, shedding light on the unique socio-economic, cultural, and institutional factors that influence women's entrepreneurial endeavours. The study employs a mixed-methods approach, combining quantitative data analysis with qualitative case studies to capture the nuances of women's entrepreneurial activities. It examines the contributions of women entrepreneurs to local and global economies, highlighting success stories, barriers faced, and the impact of cultural and societal norms on women's participation in business. Each continent presents a distinct context for women entrepreneurship, influenced by regional economic structures, legal frameworks, and cultural norms. The research identifies common trends and variations, emphasizing the importance of context-specific policies and support mechanisms to foster women's entrepreneurial growth. Additionally, it explores the role of education, mentorship, and networking in shaping the entrepreneurial journey for women across continents.

Keywords: Global women entrepreneurs; Inspiration; Viksit Bharat; Enhancement; Modification.

**Corresponding author: Assistant Professor, Proprietor Synergy Communications, Marketing, IMDR, Pune, Pune, Maharashtra, India (E-mail: rasika.datar@imdr.edu)*

***Lecturer in War Studies, Department of War Studies, King's College London, United Kingdom (E-mail: syncom12@gmail.com)*

Start-ups by Women in Rajasthan: ‘Empowering Innovation: The Impact of Women-Led Startups on Economic Growth and Diversity’

*Chitra Saruparia**

ABSTRACT

Women-led startups play a pivotal role in driving economic growth by fostering innovation, diversity, and inclusivity. When women have equal opportunities to participate in entrepreneurship, they bring unique perspectives and problem-solving approaches to the business landscape. This diversity of thought not only enhances the overall creativity of the startup ecosystem but also expands market reach by addressing the diverse needs of a broader consumer base. Furthermore, women-led startups contribute significantly to job creation and empowerment, fostering a more equitable and resilient economy. By breaking down gender barriers and empowering women entrepreneurs, societies can unlock untapped potential, leading to sustainable economic development and a more robust, dynamic business environment. This paper aims to find the factors that encourage start-ups and the challenges that women face in setting up start-ups in Rajasthan. It analyzes the operational efficiency of these startups. The researchers conducted a cross-sectional survey through in-depth interviews of 20 women entrepreneurs who set up new businesses in the last 2 years. Convenient sampling method was used to select the sample. The results indicates that the Covid-19 pandemic has affected operational efficiency of women led startup after pandemic.

Keywords: Start-ups; Women empowerment; Entrepreneurship; Innovative business.

**Assistant Professor, Humanities and Social Sciences, National Law University, Jodhpur, Rajasthan, India (E-mail: chitrasnlu@gmail.com)*

Study of Women in the Sustainable Industry: Current Pioneers and Aspiring Leaders in Green Technology in India

Naincy Jain and Pratiksha Hasabnis***

ABSTRACT

Ensuring a healthy country for all requires sustainability, which balances environmental, social, and economic considerations. In this context, women entrepreneurs are emerging as powerful drivers of change in the green technology sector in India. Green technologies, like renewable energy and sustainable farming, address environmental challenges and conserve resources. These women demonstrate remarkable leadership and innovation, fostering positive change towards a greener future. Their contributions range from developing novel green technologies to establishing sustainable businesses and engaging communities in environmental initiatives. Their unique perspectives and skills are important to tackle critical issues and open the way for a more viable future. This research explores the vital intersection of sustainability, women entrepreneurs, and green technology. It talks about the contributions of current female pioneers, their impact on environmental progress, and the aspirations and experiences of aspiring female leaders in this domain. Utilizing both primary data through questionnaire, and secondary data from existing research, the research not only highlights the achievements of established women leaders but also uncovers the untold stories of emerging talents, emphasizing the need for mentorship and support systems to nurture the aspirations of aspiring women professionals in the future of sustainable India.

Keywords: Green industry and technology; Sustainable development; Women pioneers; Aspiring leaders; Future pot.

**Corresponding author: PGDM, Entrepreneurship, Institute of Management Development and Research, Pune, Maharashtra, India*

(E-mail: jainnaincy9@gmail.com)

***PGDM, Entrepreneurship, Institute of Management Development and Research, Pune, Maharashtra, India (E-mail: pratiksha0310h@gmail.com)*

Track

Business Technology & Systems

Digitalization and Sustainable Practices

*Avijit Kumar**

ABSTRACT

A thorough literature assessment is carried out to synthesize existing research on the integration of digitalization and sustainable practices, this study uses data from the Global Entrepreneurship Monitor, which includes 464 entrepreneurs in Slovenia and Croatia and is analyzed using logistic regression, to provide light on the relationship between demographics and entrepreneurial inclinations. Our results also highlight the fact that, even though digitalization is widely acknowledged to increase business profitability, entrepreneurs driven by altruism exhibit a strong inclination to incorporate digitalization into sales. This suggests that the practical utility of digitalization goes beyond its ability to boost growth and profitability, suggesting a more integrative role in shaping sustainable business models and entrepreneurial practices. The findings underscore the transformative impact of digitalization on sustainable practices, revealing a range of benefits including enhanced resource efficiency, improved transparency and accountability, and greater stakeholder engagement. Moreover, the role of digital innovations has facilitated more sustainable business models and consumption patterns. Despite the great promise of digitization, this article recognizes several limitations and concerns. These include challenges with the digital divide, data privacy, technology reliance. Furthermore, the report emphasizes the need for additional research into the long-term consequences of digitalization for sustainability.

Keywords: Digitalization; Digital divide; Technology reliance.

**Student, CII, Amity University Noida, Uttar Pradesh, India
(E-mail: avijitsah185@gmail.com)*

A Study of Data Mining Techniques in Customer Relationship Management: A Literature Review

Khushbu Pawar and Deepak Nandre***

ABSTRACT

The rise of knowledge mining associate degreed information discovery as a knowledge domain field for uncovering hidden and helpful knowledge from giant volumes of knowledge hold on during a information or data warehouse is very promising in many areas, including customer relationship management. Over the last decade, numerous studies have been carried out to investigate how customer's data could be mined to generate useful models and knowledge for running the business more efficiently and effectively. This chapter intends to provide a comprehensive overview of previous studies on customer relationship management and data mining. To give some idea about where the research is heading and some on-going research programs are also highlighted at the end.

Keywords: Customer relationship management; Data mining; CRM; Data mining techniques; Literature review.

**Corresponding author: Assistant Professor, Department of BBA(CA), Ashoka Center for Business and Computer Studies, Nashik, Maharashtra, India
(E-mail: khushbupatil89@gmail.com)*

***Assistant Professor, Department of MBA(IT), MVP's Institute of Management, Research and Technology [IMRT], Nashik, Maharashtra, India
(E-mail: deepnandre317@gmail.com)*

Analysis of Students' Feedback on Use of Digital Libraries

Aparna Malvatkar and Abhijeet Shivane***

ABSTRACT

This research looks at the changing world of digital libraries or E-libraries, which are like organized collections of various information you can access using technology. We're interested in how having good content and easy-to-use access is important for these libraries to get better. Even though they have benefits, there's a gap between telling people about E-libraries and whether users really want to keep using them. It's essential for developers to know what students think about these libraries.

Keywords: Digital library; e-library; User satisfaction; Digital library users.

**Corresponding author: Library Assistant, Library Department, IMDR, Pune, Maharashtra, India (E-mail: aparna.malvatkar@imdr.edu)*

***Professor, IMDR, Pune, Maharashtra, India (E-mail: abhijeet@imdr.edu)*

A Novel Approach on Natural Language Processing Augmented Robotic Process Automation Data Driven Decision Making for Insurance Industry

Swapnali Mehetre and Mulla Zameer Ahmed***

ABSTRACT

Insurance industries are referred to manage risk for health and property by promising reimbursement for losses in exchange for regular payment. We have seen insurance sector is one of the important sectors which is having long, drawn-out, heavy manual processes. For our research, we are considering underwriting the insurance process with the help of digital transformation as the customers are expecting fast processing. Intelligent automation is called Cognitive automation which is nothing but software robots, which are a combination of Robotic process automation and advanced technologies such as Artificial intelligence, optical character recognition, intelligent character recognition and process mining. Using all these advanced technologies we can automate end-to-end business processes which are adapted in their way. For our research we are using intelligent automation integration of RPA augmented with NLP in insurance industries which gives faster decision making in underwriting insurance processes.

Keywords: Robotic Process Automation (RPA); Natural Language Processing (NLP), Data driven decision making.

**Corresponding author: Assistant Manager, Intelligent Automation-RPA & AI, WNS Global Service Pvt Ltd, Pune, Maharashtra, India
(E-mail: swapnalimehetre@gmail.com)*

***Professor, Department of MCA, D.Y. Patil Institute of Management, Pune, Maharashtra, India (E-mail: zsmulla63@gmail.com)*

Breast Cancer Classification using Support Vector Machine (SVM)

Prajakta Warale and Huma Lone***

ABSTRACT

Breast cancer is the most common cancer amongst women in the world. It accounts for 25% of all cancer cases, and affected over 2.1 Million people in 2015 alone. It starts when cells in the breast begin to grow out of control. These cells usually form tumors that can be seen via X-ray or felt as lumps in the breast area. Early diagnosis significantly increases the chances of survival. The key challenges against it's detection is how to classify tumors into malignant (cancerous) or benign (non-cancerous). A tumor is considered malignant if the cells can grow into surrounding tissues or spread to distant areas of the body. A benign tumor does not invade nearby tissue nor spread to other parts of the body the way cancerous tumors can. But benign tumors can be serious if they press on vital structures such as blood vessels or nerves. Machine Learning technique can dramatically improve the level of diagnosis in breast cancer. Research shows that experienced physicians can detect cancer by 79% accuracy, while a 91 % (sometimes up to 97%) accuracy can be achieved using Machine Learning techniques. Project Task In this study, my task is to classify tumors into malignant (cancerous) or benign (non-cancerous) using features obtained from several cell images. Features are computed from a digitized image of a fine needle aspirate (FNA) of a breast mass. They describe characteristics of the cell nuclei present in the image. In this study, my task is to classify tumors into malignant (cancerous) or benign (non-cancerous) using features obtained from several cell images. Features are computed from a digitized image of a fine needle aspirate (FNA) of a breast mass. They describe characteristics of the cell nuclei present in the image.

Keywords: Breast cancer; Business technology; Fine needle aspirate.

**Corresponding author: Incharge Director, Department of Management, Shri Shivaji Maratha Society's Institute Management and Research, Pune, Maharashtra, India (E-mail: prajaktawarale@gmail.com)*

***Assistant Professor, Department of MBA, Suryadatta Group of Institute, Pune, Maharashtra, India (E-mail: dr.prajaktawarale@gmail.com)*

Understanding User Experiences with Educational ERP Solutions

Harshal Jiwtode* and Abhijeet Shivane**

ABSTRACT

Educational ERP Solutions: User Experience School, Colleges, Universities systems are buzzing with smooth operations of efficiency but are students, teachers, and admins happy? This research dives deep into the user experience of educational ERP solutions using surveys. Explored user satisfaction, the challenges they face and their suggestions for improvement. By understanding their needs, we can build better, more user-friendly systems that truly benefit everyone. The Gist: We surveyed users from various schools and universities. Satisfaction levels varied with some users loving the system and others facing challenges. Complexity, limited customization and technical difficulties were common pain points. User-friendliness depended on the specific modules and individual experiences. Some praised the support team, while others struggled to get help. User's willingness to recommend the system depended on their experience and its perceived value. Participants shared valuable suggestions for improvements from design to features. Impact: Developers and implementers can use these insights to make informed choices. This leads to more effective and user-friendly systems that support educational institutions better. The research highlights the importance of user involvement in design and implementation. By listening to users, we can create systems that meet diverse needs and improve the educational experience for all. This research is crucial for: Understanding user experiences with educational ERP solutions. Helping developers and implementers create better system Ensuring the success of these systems by involving end-users. Ultimately, improving the educational experience for everyone.

Keywords: Educational ERP; User Experience; User Satisfaction; Survey.

**Corresponding author: Student, Operations and Supply Chain Management, IMDR, Pune, Maharashtra, India (E-mail: jharshal1410@gmail.com)*

***Professor, Operations and Supply Chain Management, IMDR, Pune, Maharashtra, India (E-mail: abhijeet@imdr.edu)*

Unlocking Opportunities: A Comprehensive Exploration of the Future Implications and Potential Socio-economic Impact of the Metaverse in India

*Mayuri Mahajan**

ABSTRACT

Imagine a virtual world where billions of people live, work, shop, learn, and interact with each other, all from the comfort of their lounges in the physical world. In this world, the computer defenses we use to connect to a worldwide web of information have opened doors to a 3D virtual world that is visible like real life, only bigger and better. Digital 3D images of ourselves or avatars move freely from one experience to another, taking our individualities and our preferences with us. This is known as the metaverse, and while it doesn't exist at the moment, it is anticipated to arrive soon. In this exploration paper, we will discuss the potential benefits of the metaverse in the future in India.

Keywords: Virtual Reality; Metaverse; Artificial Intelligence; VR; Big Data; Avator; Web3.0.

**Student, Bachelor of Business Administration in Computer Application, Ashoka Center for Business and Computer Studies (ACBCS), Nashik, Maharashtra, India (E-mail: mayurimahajan252@gmail.com)*

Digital Transformation of Business using Cloud Computing

Digambar Sawalkar* and Z. S. Mulla**

ABSTRACT

The paper presents prospects for digital transformation of business along with the changes brought about by the use of digital technology in all facets of business. This paper aims to shed light on the current status of digital transformation research and suggest directions for future investigation. We define and characterize digital enterprises' growth strategies as well as the resources and competencies needed for a successful digital transformation. Big data, cloud, mobile, and social technologies are becoming essential components of infrastructure for businesses. As a result, these technologies are already or will soon be lucrative, have larger revenues, and have attained a better market valuation than rivals with weaker strategic plans. The systematic literature review displays major research avenues of digital transformation that consider technology as the main driver of these changes. This paper qualitatively classifies the literature on digital business transformation into three different clusters based on technological, business, and societal impacts. This paper qualitatively classifies the literature on digital business transformation into three different clusters based on technological, business, and societal impacts.

Keywords: Digital transformation; Business strategy; Cloud; Impact on Business.

**Corresponding author: Research Student, Department of Computer Management, Sinhgad Institute of Management, Pune, Maharashtra, India
(E-mail: digambhar.sawale@gmail.com)*

***Professor, Department of Computer Management, Sinhgad Institute of Management, Pune, Maharashtra, India (E-mail: zsmulla63@gmail.com)*

Track

Supply Chain & Operations

Implementation of Management Tools and Techniques in Quality Circle

Samyak Gangurde and Girish Ahire***

ABSTRACT

In the period of liberalization and globalization of world economies, new set of challenges have arisen focused on quality of products, processes along with customer satisfaction. Quality circle is one of the perfect and effective philosophies of management which include the quality and customer satisfaction concepts. Quality circles allow the employees to participate, make suggestions and solve quality problem. Most of their suggestions get implemented without much hassle. People enjoy the work in Quality circles because their suggestions are accepted, thus more harmony is created within the organization. Various studies have proved that there has been a remarkable improvement in quality and productivity with reduction in the cost of products using quality circle program. To achieve a competitive advantage over other firms, some organizations attempt to transform their organisation for quality and cost reduction purpose using quality circle. After identifying variety of problems that occurs in the organization can be solved by implementing highly successful management philosophies proposed by Japanese and Western management gurus, such as Six-Sigma (SS), 5S, Kaizen, Poka yoke, Lean Manufacturing, Value analysis/Value engineering and some of the tools & techniques of industrial engineering etc. This research paper will implement quality circle procedure to identify the problems and analyse the root causes and provide the management solutions to overcome these problems of different organization.

Keywords: Total quality management; Quality circle; Six sigma; Kaizen; 5S; Value analysis; Decision making.

**Corresponding author: Research Scholar, Organizational Management, Institute of Management Research and Technology, Nashik, Maharashtra, India*

(E-mail: samyakgangurde1234@gmail.com)

***Associate Professor, Operation and Supply Chain Management, Institute of Management Research and Technology, Nashik, Maharashtra, India*

(E-mail: ahiregirish@gmail.com)

Operational Excellence as a Catalyst for Global Competitiveness: The Repos Energy Experience

*Nishita Desai**, *Abhijeet Shivane*** and *Sonali Khurjekar****

ABSTRACT

In the context of Viksit Bharat, this case study illuminates Repos Energy's journey as a catalyst in doorstep fuel delivery for commercial vehicles. Navigating the dynamic energy and transportation landscape, Repos Energy strategically expanded its reach, ensuring essential services reached critical areas. By harnessing advanced technology, the company optimized fuel delivery, positioning itself as an innovative disruptor in a traditionally conservative industry. What distinguishes Repos Energy is its unwavering commitment to sustainability, weaving eco-friendly practices into its operations while adhering to regulations. Amidst fierce competition, Repos Energy carved its niche by embracing uniqueness, understanding customer needs, and fostering strategic collaborations for accelerated growth. Beyond technological advancements, Repos Energy placed paramount importance on customer satisfaction, fostering a loyal clientele base. This case study unravels the blueprint for success, providing invaluable insights into strategic decision-making, technological integration, and sustainable practices. Repos Energy's narrative serves as a guiding beacon for businesses, steering them towards growth, innovation, and environmental responsibility in an ever-evolving market landscape aligned with Viksit Bharat's vision for India's development by 2047.

Keywords: Fuel delivery; Viksit Bharat; Repos energy.

**Corresponding author: Assistant Professor, Department of Management, DES'S IMDR, Pune, Maharashtra, India (E-mail: nishita.desai@imdr.edu)*

***Professor, Department of Management, DES'S IMDR, Pune, Maharashtra, India (E-mail: shivaneabhijeet@gmail.com)*

****Assistant Professor, Department of Management, DES'S IMDR, Pune, Maharashtra, India (E-mail: sonali.khurjekar@imdr.edu)*

Empowering Viksit Bharat 2047's Global Competitiveness through Six Sigma Strategies for Operational Excellence

Rohan Mane and Nishita Desai***

ABSTRACT

Viksit Bharat 2047 envisions India's future as a global leader across various sectors, underscoring the significance of global competitiveness. Acknowledging operational excellence as a strategic imperative, this research paper investigates the pivotal role of Six Sigma in realizing the nation's ambitious vision. The paper meticulously explores the principles, methodologies, and implementation strategies of Six Sigma, positioning it as a cornerstone methodology for operational excellence. It scrutinizes Six Sigma's potential to augment efficiency, elevate quality standards, and enhance competitiveness across diverse industries, aligning seamlessly with the overarching goals of Viksit Bharat. Through the examination of case studies and empirical evidence, the research highlights the tangible impact of Six Sigma on organizational performance, highlighting its ability to instigate positive change. The findings emphasize the crucial need to integrate Six Sigma practices into Viksit Bharat's economic and industrial framework, emphasizing the necessity to incorporate operational excellence into the nation's growth strategy. As India aims to be a front-runner on the global stage by 2047, operational excellence, with Six Sigma as a linchpin, emerges as a key driver for achieving and sustaining a competitive advantage in an ever-evolving landscape. This paper provides invaluable insights for policymakers, business leaders, and practitioners, outlining a strategic path towards sustained growth, quality enhancement, and global leadership for Viksit Bharat.

Keywords: Viksit Bharat 2047; Six sigma; Global competitiveness; Operational excellence; Process optimization.

**Corresponding author: Student, PGDM, IMDR, Pune, Maharashtra, India
(E-mail: rohn.pune@gmail.com)*

***Assistant Professor, IMDR, Pune, Maharashtra, India
(E-mail: nishita.desai@imdr.edu)*

Drone Technology: A Bird's-eye View of the Future

Ishan Waghchoure, Pratik Raykar** and Abhijeet Shivane****

ABSTRACT

Drones, or Unmanned Aerial Vehicles (UAVs), have indeed undergone a remarkable transformation from their origins in military operations to becoming indispensable tools across numerous civilian sectors. The history of drones traces back to their earliest iterations in the early 20th century, primarily for military reconnaissance and surveillance purposes. However, it was not until the late 20th and early 21st centuries that advancements in technology paved the way for their widespread adoption and diverse applications. The evolution of drone technology has been driven by advancements in various fields, including aerodynamics, materials science, sensor technology, and artificial intelligence. These advancements have resulted in drones becoming smaller, more agile, and capable of carrying increasingly sophisticated payloads. Furthermore, the miniaturization of components such as cameras, sensors, and processors has significantly enhanced their capabilities while reducing their size and cost. In the civilian realm, drones are revolutionizing industries such as agriculture, construction, filmmaking, infrastructure inspection, search and rescue, environmental monitoring, and package delivery, among others. For instance, in agriculture, drones equipped with multispectral cameras and other sensors can provide farmers with valuable data on crop health, soil moisture levels, and pest infestations, enabling precision farming techniques that optimize resource use and maximize yields. Similarly, in the construction industry, drones are used for site surveying, progress monitoring, and 3D mapping, improving efficiency, safety, and project management. In filmmaking and aerial photography, drones offer filmmakers and photographers unprecedented creative possibilities, allowing for stunning aerial shots that were previously only achievable with expensive helicopters or cranes.

Keywords: Drones; Challenges; Applications.

**Corresponding author: Student, Operations and Supply Chain Management, IMDR, Pune, Maharashtra, India (E-mail: ishankw4@gmail.com)*

***Student, Operations and Supply Chain Management, IMDR, Pune, Maharashtra, India (E-mail: pratikraykar9@gmail.com)*

****Professor, Operations and Supply Chain Management, IMDR, Pune, Maharashtra, India (E-mail: abhijeet@imdr.edu)*

Track

Agri-Business & Rural Economy

Issues and Challenges Facing FPOs Promoting Rural Economic Empowerment

Pravin Gaikwad and Mahima Singh***

ABSTRACT

Indian Farmer Producer Organizations (FPOs) are collective entities formed by farmers to improve their economic status and agricultural productivity. This study examines the challenges and issues faced by Farmer Producer Organizations (FPOs) in the promoting rural economic empowerment. Agricultural organizations, which are considered to be key factors in rural development and empowerment of farmers, face a number of obstacles that hinder their effectiveness. Financial constraints, inadequate infrastructure and limited access to important market information appear to be the main obstacles affecting the effectiveness of FPO operations. Governance structures, capacity gaps and the need for capacity building programs have been identified as internal challenges that require targeted action. In addition, external dynamics, including climate variability and changing market conditions, complicate FPO operations. It provides a concise overview of the critical challenges facing FPOs in India and highlights the need for strategic action and policy support to increase their resilience and impact in the agricultural sector. Addressing these challenges is central to promoting sustainable agricultural practices and improving the socio-economic conditions of farmers participating in FPOs. These complex challenges are faced by the Farmer Producer Organizations (FPO) of India, which are crucial for agricultural development. Financial constraints and lack of infrastructure hamper FPOs, limiting their ability to deliver effectively to smallholder farmers. Internal challenges such as management and competence gaps require targeted action to improve organizational capacity. External factors, including climate change, make FPO operations more complex. A thorough understanding of these challenges is critical to developing strategies that strengthen FPOs and promote sustainability of Indian agriculture.

Keywords: Agricultural; FPOs; Issues; Challenges; Farmer producers; Growth.

**Corresponding author: Assistant Professor, Department of MCA, DYPIM, Pune, Maharashtra, India (E-mail: pravindgaikwad@gmail.com)*

***Associate Professor, Department of MBA, PIBM, Pune, Maharashtra, India (E-mail: mahimatul@gmail.com)*

Organic Farming: Catalyzing Rural Economic Transformation and Unveiling Potential Prospects

*Ajit Dalvi**, *Kranti Shingate***, *Sunil Dhanawade**** and *Shruti Gondkar*****

ABSTRACT

Organic farming has emerged as a significant catalyst for rural economic transformation, offering promising prospects for sustainable agricultural practices and rural development. This research paper delves into the multifaceted dimensions of organic farming and its role in revitalizing rural economies worldwide. By employing a comprehensive review of the literature, we elucidate the economic, environmental, and social benefits associated with organic farming practices. The paper examines how organic farming contributes to the economic empowerment of rural communities through enhanced market access, premium pricing, and reduced input costs. Moreover, it explores the potential of organic agriculture to create employment opportunities, alleviate poverty, and foster inclusive growth in rural areas. Furthermore, this study investigates the environmental sustainability of organic farming systems, highlighting their ability to mitigate climate change, conserve biodiversity, and promote soil health. Through the adoption of organic practices such as crop rotation, composting, and agroforestry, farmers can minimize their environmental footprint and enhance ecosystem resilience. Additionally, the social dimensions of organic farming are scrutinized, emphasizing its role in fostering community cohesion, preserving traditional knowledge systems, and promoting consumer awareness regarding food quality and safety. By engaging in organic farming practices, rural communities can reclaim control over their agricultural systems and cultivate a deeper connection with the land. In conclusion, this research underscores the transformative potential of organic farming in revitalizing rural economies and fostering sustainable development pathways. By embracing organic agriculture, policymakers, practitioners, and stakeholders can harness its myriad benefits to catalyze rural economic transformation and create a more resilient and equitable food system for future generations.

Keywords: Rural economy; Organic farming; Sustainable development; Economic empowerment.

**Corresponding author: Assistant Professor, Department of Management, D. Y. Patil International University, Pune, Maharashtra, India (E-mail: ajitdalvi.10@gmail.com)*

***Assistant Professor, Department of Management, D. Y. Patil International University, Pune, Maharashtra, India (E-mail: krantishingate@gmail.com)*

****Director, Department of Management, D. Y. Patil Center for Management and Research, Pune, Maharashtra, India (E-mail: drsunildhanawade@gmail.com)*

*****Student, Department of Management, D. Y. Patil International University, Pune, Maharashtra, India (E-mail: shrutigondkar9000@gmail.com)*

Improving Maize Crop Sustainability: Utilizing Ai for Enhanced Detection and Control of Fall Armyworm Infestations to Maximize Production Efficiency to Improve Rural Economy

Monica Shinde and Kavita Suryawanshi***

ABSTRACT

The Fall Armyworm (*Spodoptera frugiperda*) constitutes a formidable threat to maize crop productivity, particularly in Southeast Asia, where its impact reverberates throughout the rural economy. The expanding range of this pest into East Asia further exacerbates the global challenge of managing maize pests. Consequently, there's a pressing need for innovative real-time detection methods to facilitate efficient monitoring and implementation of effective pest management strategies. Recent years have witnessed significant maize yield losses attributable to fall armyworm infestations, highlighting the critical imperative to devise robust solutions. This study is dedicated to automating the diagnosis of plant pest infestations, leveraging cutting-edge computer vision and artificial intelligence (AI) technologies. The overarching goal is to expedite the detection of maize infestations and deliver timely recommendations to farmers, thereby enhancing crop yields. Digital innovations such as convolutional neural networks (CNNs) and transfer learning hold immense promise for achieving just-in-time detection of crop pest infestations. By harnessing these technological advancements, the agricultural sector can proactively intervene, effectively mitigating the adverse effects of fall armyworm infestations on maize crops.

Keywords: FAW; Maize crop management; Digital technology; Maize crop sustainability; Rural economy.

**Corresponding author: Research Student, Department of MCA, DSM'S IITM Parbhani, Maharashtra, India (E-mail: moni.patil@gmail.com)*

***Associate Professor, Department of MCA, DYPIMCAM, Pune, Maharashtra, India (E-mail: kavita1104@yahoo.com)*

Track

Taxation and Laws

GST Composition Scheme in Tamil Nadu: A Bird's Eye Insight View

Pavithra S. and Kannan B.***

ABSTRACT

According to the principle of “One Nation, One Market, One Tax,” GST was enacted. Implementation of India’s indirect Goods and Services Tax (GST) began on July 1, 2017, after its enactment on August 3, 2016. There are now 165 nations that have adopted GST. When it comes to economic and social advancement, Tamil Nadu is right up there with the best of them. In 2014–15, 8.4 percent of GDP came from Tamil Nadu, with 45% coming from services, 34% from manufacturing, and 21% from agriculture. If a small taxpayer’s yearly turnover is below the threshold, they are eligible to participate in an optional scheme under GST called the “Composition Scheme.” This necessitates quarterly rather than monthly filings and a flat rate on turnover devoid of input tax credit. Businesses reaped the advantages of the Composition Levy program, which was designed to aid small taxpayers. Small suppliers and intra-state local suppliers greatly benefit from the scheme since it provides a hassle-free working environment and protects them from different procedural compliances. In this scheme, instead of paying the standard GST rate, eligible firms whose yearly turnover is below a certain level may choose to pay a set proportion of their turnover.

Keywords: GST; Tamil Nadu; Input Tax Credit; Government; Taxpayer.

**Corresponding author: Ph.D. Research Scholar, Department of Commerce, Thanthai Periyar Government Arts and Science College (A), Tiruchirappalli, Tamil Nadu, India (E-mail: pavi311094@gmail.com)*

***Associate Professor, Department of Commerce, Thanthai Periyar Government Arts and Science College (A), Tiruchirappalli, Tamil Nadu, India (E-mail: thaiyammalkannan@gmail.com)*

Vivad se Vishwas Scheme: An Analysis of India's Alternative Dispute Resolution Initiative

*Jyoti Thakan**

ABSTRACT

The Vivad se Vishwas Scheme (VSVS) was introduced by the Government of India as an alternative dispute resolution initiative aimed at reducing pending tax litigation, enhancing tax compliance, and boosting economic growth. This research paper provides a comprehensive analysis of the VSVS, examining its key features, impact on taxpayers and the economy, and effectiveness in resolving tax disputes. The paper begins with an overview of the VSVS, highlighting its objectives and the legislative framework under which it operates. It delves into the provisions of the scheme, including the waiver of interest and penalty, and the procedure for filing declarations. It evaluates the success of the scheme in providing a fair and expeditious resolution mechanism, thereby alleviating the burden on the judicial system. Additionally, it investigates the extent to which the scheme promotes tax compliance and generates revenue for the government. It discusses the complexities involved in valuing and calculating tax liabilities, the instances of taxpayers resorting to tactical approaches, and the administrative infrastructure required for effective implementation. Overall, this research paper contributes to the existing literature on alternative dispute resolution mechanisms by offering a comprehensive examination of India's Vivad se Vishwas Scheme.

Keywords: Vivad se Vishwas Scheme (VSVS); Tax dispute; Tax payers; Economic growth.

**Research Scholar, Department of Commerce, Barkatullah University, Bhopal, Madhya Pradesh, India (E-mail: jyotijnu26@gmail.com)*

Tracks

**International Trade & Investment
and
Entrepreneurship & Start-up Management**

Security of the Western Indian Ocean Region: A Case for India-Comoros Strategic Partnership

*Pratik Potdar**, *Hemangi Borawake***,
*Dhanashree Gursale**** and *Rohan Kekare*****

ABSTRACT

This paper discusses the historical importance of the western part of the Indian Ocean Region (IOR) as an important component of maritime trade between the East and the West. It analyzes the importance of this region to China and India through a trade and security perspective. Through a careful review of secondary data and information available, the researchers propose a strategic partnership between India and Comoros, a tiny island nation near the Western Indian Ocean in Africa for the strategic security of the region. It analyzes the current bilateral trade relationship between India and Comoros and proposes that an increase in trade can benefit Comoros and help solve some of its economic problems. In return, India can get a vital partner to monitor the movement of vessels in the Western IOR. The resultant net benefit could be in the control of a vital choke point that could counter the ever-increasing Chinese dominance in Maritime Trade.

Keywords: India; Comoros; China; Indian Ocean; Choke Point.

**Corresponding author: Assistant Professor, International Trade, DES Institute of Management Development and Research (IMDR), Pune, Maharashtra, India (E-mail: pratik.potdar@imdr.edu)*

***Student, PGDM, DES Institute of Management Development and Research (IMDR), Pune, Maharashtra, India (E-mail: hemaborawake52@gmail.com)*

****Student, PGDM, DES Institute of Management Development and Research (IMDR), Pune, Maharashtra, India (E-mail: dhanashreergursale@gmail.com)*

*****Student, PGDM, DES Institute of Management Development and Research (IMDR), Pune, Maharashtra, India (E-mail: rohankekare07@gmail.com)*

Navigating Change and Driving Growth: Transforming Higher Education for Viksit Bharat 2047 Vision

Shikha Jain, Suraj Kamble** and Sanmath Shetty****

ABSTRACT

This paper examines the impact of various factors on positive transformational outcomes and growth within higher education institutions. The study investigates the relationships between alignment with accreditation benchmarks, global engagement, standardized practices, and policy/governance changes with positive transformational outcomes and growth. Data from regression analyses reveal significant positive relationships between alignment with accreditation benchmarks and positive transformational outcomes, emphasizing the importance of adhering to established standards for fostering institutional change. Similarly, active engagement in global initiatives is found to predict positive transformational outcomes, albeit indirectly impacting institutional growth. The adoption of standardized practices is shown to positively influence transformational outcomes when effectively leveraged to enhance efficiency and contribute to overall growth. Moreover, policy and governance changes are found to significantly contribute to positive transformational outcomes and growth, highlighting the importance of adaptability and strategic responsiveness to external influences. These findings provide valuable insights for institutional management and policy, suggesting the need to prioritize alignment with accreditation benchmarks, strategic global engagement, effective adoption of standardized practices, and proactive policy/governance changes to drive positive transformational outcomes and institutional growth.

Keywords: Higher education; Positive transformational outcomes; Growth; Viksit Bharat 2047.

**Corresponding author: Director, Department of Management, DES IMDR, Pune, Maharashtra, India (E-mail: shikhasalil@gmail.com)*

***Associate Professor, Department of Management, DES IMDR, Pune, Maharashtra, India (E-mail: suraj.kamble03@gmail.com)*

****Associate Professor, Department of Management, DES IMDR, Pune, Maharashtra, India (E-mail: sanmath.shetty@imdr.edu)*



Deccan Education Society
Institute of Management Development and
Research (IMDR®), Pune

Viksit Bharat 2047

Pioneering Transformation and Shaping Global Business Landscape

About the Editors



Dr. Abhijeet Shivane

Dr. Abhijeet Shivane is Professor in Operations at IMDR and heads Institute Innovation council. He has done his B.E. (Mech) and DBM from Dr. B.A.M.U. Aurangabad, MMS from Pune University and MBA from CSM IGS Canada (Centre – TASMACH Pune). He has completed his Ph.D. from RTM Nagpur University. He has experience of 26 years. He has taught in various Management and Engineering institutes. His interest areas includes Education and Technology, Supply Chain, and Logistics. His various research papers are presented and published in various journals and conferences. Dr. Abhijeet Shivane had coedited the two books with ISBN number namely, 'Swatantra to Atmanirbharata - Lokmany Tilak's Legacy' and 'Abhivruddhi -Making Indian a 5 Trillion Dollar Economy'.



Dr. Shweta Jain

Dr. Shweta Jain is an Associate Professor in the Accounting and Financial Management Area. She is presently handling the role of Head- Fellowship Programme in Management and IQAC Coordinator at IMDR. Dr. Shweta Jain is Gold Medallist and qualified NET, SET Examination in 1996. She had done her Doctorate in Business Administration in year 2017 from the Savitribai Phule Pune University. Her other achievements include Sawyam, NPTEL-National First Topper, in course 'Management of Fixed Income Securities, IIT Kharagpur, Sawyam, UGC-National topper in course 'Academic Writing', H.N.V. Garhwal University in 2019. She had worked as both Expert and Reviewer for AICTE's Student Learning assessment Project (SLAP). She has been awarded Best Teacher by 'The International Association of Lions Clubs' on Teachers Day in 2016 and again in 2023. In 2020 she has been selected and appreciated for the role of Discussion forum moderator for Sawyam course 'Academic Writing', which is the India's No. 1 course on Sawyam and recognized as in World's top 30. She had contributed as Mentor for one-month duration in FIP III organized by UGC-HRDC. She had served as Session Chairperson for one National and one International Conference. She had written content books for diverse Open University courses.



Journal Press India

Publication and Conference Solutions

Contact: +91 8826623730, 8826623732

E-mail: info@journalpressindia.com

Website: www.journalpressindia.com

